



Data Questions and Answers

What are Data Assets?

Data Assets are the data objects in an Enterprise that impact business functions. They may be segmented by business function such as:

- Customer
- Sales
- Partner
- Bill of Material
- Assets
- Installed Base
- Agreements
- Entitlement
- Financial (GL, AP, AR, etc.)
- Billing
- HR



What is Information Quality?

Information Quality is the state where data assets have the following attributes:

- Clear definition or meaning
- Correct values
- Understandable presentation format (as represented to a knowledge worker)

What’s inherently wrong with data?

- Large Volumes of Data — the amount of available information collected by companies has doubled or tripled since 2002 and 10-30 percent is of poor quality (inaccurate, inconsistent, poorly formatted, entered incorrectly, etc.)
- Data is Dynamic — data is constantly being updated by employees, customers and third parties.
- People are Myopic About Quality - data quality is not a prime consideration in many corporations since the cost of maintenance is high and the process is difficult and unattractive.

What are the Key Points of Data Errors?

- Initial Data Entry — errors (wrong values) entered by employees — typos, intentional errors, poor training of workers, poor templates, etc.
- Decay — data becomes inaccurate over time — address, telephone, contact, asset values, etc.
- Data Movement — poor ETL processes (exclude data that is mistakenly identified as inaccurate, unable to mine data in source structure, data poor transformation of data, etc.) create data warehouses with more inaccurate information than the source.
- Data Use — data incorrectly applied to information objects such as spreadsheets, queries, reports, portals, etc.

What are the common sources of Data Corruption?

Common Sources of Data Corruption	How Bardess Can Help
<p>Data Entry by Employees</p> <p>Employees input errors to systems by mistake or intentionally to save time</p> <ul style="list-style-type: none">• Misspellings• Transposition of numbers• Incorrect or missing codes• Data placed in the wrong fields• Unrecognizable names• Nicknames• Abbreviations	<p>Bardess can develop business rules and validation routines to check data input to front-end systems and portals.</p> <p>Often initial implementations of systems bypass fundamental data integrity designs in order to meet tight deadlines.</p>
<p>Data Entry by Employees</p> <ul style="list-style-type: none">• Customers Input errors to front-end systems• Online customers intentionally enter erroneous data to protect their privacy	<p>Bardess can assess customer touch points and develop consistent business rules and validation routines for all interfaces.</p>
<p>External Data</p> <p>Third party data has inconsistencies and errors</p>	<p>Bardess can assess data interfaces and develop business rules to validate data movement from external suppliers to corporate systems.</p>
<p>Changes to Internal Production Systems</p> <ul style="list-style-type: none">• Changes to source systems• Systems errors	<p>Bardess can implement data quality initiatives during systems development efforts.</p>
<p>Data Migration or Conversion Projects</p> <ul style="list-style-type: none">• Data from acquisitions and mergers where business rules do not conform• Data from many systems in disparate formats• Fragmentation of data definitions and business rules	<p>Bardess can lead a structured 8-step data migration process which focuses on business rule development and data quality throughout the ETL processes.</p>

What are the Consequences of Data Quality Issues?

- Inability to uniquely identify entitled versus non-entitled equipment
- Incomplete or non-existent configuration data on entitled products
- Duplication and redundancy of customer and installed base data
- Inaccurate or ambiguous address and contact information related to customers

What is the cost of poor data quality to the Enterprise?

- Overlooked sales opportunities
- Lost maintenance revenue
- Free service for customers
- Delays in service
- Delayed contract renewals
- Incorrect maintenance charges
- Degraded spare part logistics