



Uniserv presents "The Culture of Data Quality"

6th International Sales Partner Meeting of the data quality specialist delights the international sales partners with presentations of the latest solutions and practice-oriented field reports as well as a successful supporting programme

Uniserv GmbH for Data Quality can draw an extremely positive conclusion about this year's International Sales Partner Meeting, which took place at the head office of the company in Pforzheim from the 17th to 19th June 2009 for the 6th time. The theme of the event was "The Culture of Data Quality", and a large number of Uniserv partners from the USA, UK, Austria, France and Italy amongst other countries took the opportunity to exchange information and experience. The participants received up-to-the-minute first-hand information on the extensive options for process optimisation with Uniserv solutions. In this respect, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), e-business, Business Intelligence (BI), Compliance and Master Data Management (MDM) applications as well as data migration and data integration projects were at the focus. In addition to this, the event also concentrated on the realisation of the Single View of Customer.

The participants accepted the fact that the quality of the data is of central importance for the operative and strategic business of a company, especially in times of economic crisis. As a result, the issue of data quality has not only been recognized by the end users in the meantime, but has also been given top priority in many places, since the strength of any corporate decision depends on the validity of the underlying data.

The partner event programme was completed with practice-based presentations about how projects can be implemented with Uniserv data quality solutions for the greatest possible benefit of the user. The presentation of a partner about the successful implementation of Uniserv software at a major publishing company met with a particularly favourable response. The Uniserv DQ Batch Suite is used there as a central hub for the continuous automatic integration (CDI) of external data and leads.

"If the users of a CRM system cannot obtain the required data from the system quickly and with a high quality, they will not make relevant information available in the system themselves. The developing downward spiral results in permanently decreasing data quality, which can only be stopped by a complete relaunch of the system in the extreme case. This can be avoided by implementing data quality measures at an early stage, particularly in CRM systems", says Uniserv CEO, Roland Pfeiffer.

In addition to intense work, the social aspect was not forgotten. The already legendary evening surprise event took place at Maulbronn Abbey this year. This included a guided tour of the monastery followed by a party with a medieval theme. The international visitors were given a deeper understanding of "The Culture of Data Quality" through regional cuisine, history and culture.

"In its sixth year, the International Sales Partner Meeting again received absolutely positive feedback both from us and the participants - a clear indication to continue the international alignment of Uniserv even in these economically turbulent times", said Roland Pfeiffer, summing up this year's event. "It is always a fantastic experience to be able to discuss the differences in the individual countries with internationally operating Uniserv partners. Here we can learn from the experience of others and I'm very pleased that so many participants took the opportunity to do so. After all, there are still great differences in the national markets in spite of all the internationalization."

Additional Information



Ulrich Sohn, sales manager at Uniserv, sums up: "The exchange of information operates simultaneously at several levels at the International Sales Partner Meeting. Firstly, the partners find out about the newly available Uniserv solutions and the innovations and further developments planned for the near future. Another important part of the event is the exchange of experience of the partners amongst themselves about the specific changes and challenges in the respective national markets. In this way, we as a software company can detect trends at an early stage and react accordingly. The mutual exchange of information also helps the other partners to develop their expertise for internationally oriented customer projects."

The participants also appeared to be completely delighted by the event. Speaking for all the partners taking part, Domenico Tarantino, a Uniserv partner from MORE & TRUST Consulting in Milan, puts his experience in a nutshell: "The International Sales Partner Meeting 2009 was a very important opportunity for me to exchange experience and knowledge of the market with other partners and Uniserv employees. The practice-oriented suggestions were very valuable for me. As a result, I can fundamentally improve the processes of my customers in the sphere of CRM and ERP systems and thereby provide significant added value." ■