



# Data Quality Scorecard – measurable Data Quality

The Data Quality Scorecard is a fundamental aid for dealing successfully with the multiple challenges of master data management. It provides the KPIs needed to regularly measure the quality of your data, based upon defined business rules and over a given period of time.

Senior company management and specialist departments must be able to depend upon the reliability and quality of the data they use. However, if the data is inconsistent or incorrect, it will lead to poor or wrong business decisions, distorted financial reports, dissatisfied customers, and can have negative legal consequences. But how can inaccurate or incorrect data be identified without considerable manual effort? And how can the data quality be evaluated?

The key is: The Data Quality Scorecard from Uniserv. It provides accurate and detailed information about just how well a company's data supports its analytic and operative processes, and its data-driven projects. It also regularly examines company master data for compliance to individually determined business rules. The result is the Data Quality Score. This score makes the symptoms of poor data visible and measurable, and transforms vague assumptions into expert knowledge. It provides information about the quality of data used in the widest range of business

processes, such as campaign, service, customer and compliance management. The Data Quality Scorecard can be used e.g. to make reliable and transparent statements about the quality of customer master data within the framework of company campaigns, and its key figures show whether compliance rules are complied with. Senior company management can be given absolutely reliable reports with minimum effort; and accurate, error-free data reduces the number of customer claims.

The Uniserv DQ Scorecard gives you an early warning system that shows negative trends in data quality at an early stage. You can then introduce individual countermeasures promptly before any damage occurs. Also, you can see whether the data quality measures introduced have been successful and if the desired changes have actually taken effect. You transform your reactive data quality management into proactive data quality management.

## BENEFITS

Unlike simple monitoring at dataset level, the Data Quality Scorecard examines the entire stock of data based upon individual business rules. The system is individually configurable according to the scenario in question and allows the widest range of data sources to be connected. The examination process is automated and requires minimal manual effort, meaning that there is a very low risk of any errors occurring. The results of the check are aggregated at different levels and can be weighted and analysed according to individual rules. These rules relate to individual fields, but can also be applied across multiple fields. Scores can be created at field level or at dataset level as required. Aggregation allows scores to be generated for groups of fields, e.g. name and address elements to establish whether the datasets really are unique and unambiguous. The final result is the Data Quality Score (the KPI), with which the quality level of all company master data can be evaluated.

This can be easily read from a browser-based interface with just a couple of mouse clicks.

But the Data Quality Scorecard offers even more. With its drilldown function, the rules or entities that have led to a weak data quality score (i.e. where hidden problems and weak points exist) can be seen clearly. Targeted measures for optimising data quality can then be decided. The success of any measures introduced is mirrored in the next DQ Scorecard run.

The decision about which optimisation measures are worthwhile is the responsibility of the specialist departments and supported by IT. The decision as to where, and if, the use of software or implementation of other measures is necessary can be made on an objective basis. This makes data quality transparent and controllable.

## ADVANTAGES

The Uniserv Data Quality Scorecard offers the following advantages:

- ▶ operative support when implementing a data governance strategy
- ▶ controllable and documentable data quality measures (these can be adjusted later as necessary)
- ▶ targeted control of optimisation measures using drilldown functionality to field level
- ▶ DQ scores are shown on a browser-based dashboard
- ▶ focus on business cases with individual rule weighting
- ▶ a user-based entitlement concept
- ▶ technical combination with other data quality solutions

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