CLOUD & VIRTUALIZATION
TECHNOLOGY LEADER

**DATA QUALITY IMPROVEMENT -
THE KEY TO GROWTH**

Business versus IT
Locked in a Blame Game

CLIENT

A software technology company with more than 230,000 enterprises/clients and over $2 billion in annual revenues. This leader in cloud technology and virtual computing offers solutions that help people work and play from anywhere, on any device.

CLIENT OBJECTIVE

To increase business revenue by more than 30%.

CHALLENGE

Sales leads came primarily through partners and externally acquired data, but the quality of this data was very poor. Marketing campaigns were being severely impacted by high bounce-back rates due to incomplete and incorrect addresses. The CFO, Marketing, and Sales VPs identified these data quality issues as a major hindrance to business growth, since qualified prospects were not reachable. Neither IT nor business embraced ownership of the data quality issues and each side was engaged in a blame game.

> *"This is a classic example of how data governance work actually helps the bottom line."*
>
> - CFO

SOLUTION

Working closely with client's IT and business teams, we established a strategic enterprise-wide Data Governance and Stewardship program, which adopted an iterative, phased methodology to improve data quality and integrity.

Netra's Data Governance Methodology included:
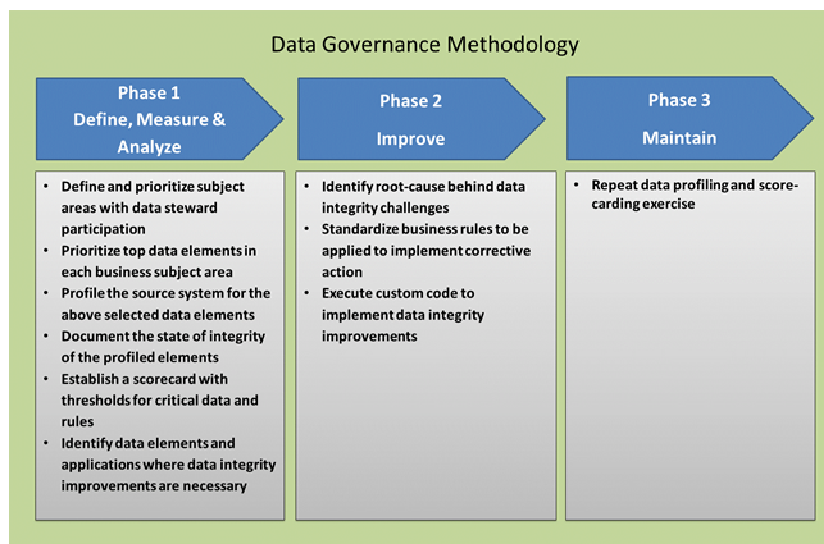
RESULTS

A streamlined, scalable, and integrated team as an extension to the client's internal resources, in a cost-effective global delivery model. The program and process were adopted on an enterprise-wide basis, realizing the following benefits:

- Data quality improvements to support $1 billion revenue
- A common framework to assess and measure data quality
- A qualified and quantifiable process through which to assess the impact of data quality improvements

Address Data Quality Scorecard

	Target	8/31	9/1
Percentage of Orphan Addresses over Total Addresses	1	2.64	2.63
Percentage of Current Partners without Physical Locations over Total Current Partners	1	0.00	0.00
Percentage of end-users without Physical Locations over Total End Users	1	0.01	0.01
Percentage of Prospects without Physical Locations over Total Prospects	1	1.63	1.63
Percentage of Addresses - Missing Address lines 1 to 5 over Total Addresses	1	1.43	1.44
Percentage of Current Partner Addresses - Missing Address lines 1 to 5 over Total Current Partner Addresses	1	0.11	0.11
Percentage of End-user Addresses - Missing Address lines 1 to 5 over Total End-user Addresses	1	0.27	0.27
Percentage of Prospect Addresses - Missing Address lines 1 to 5 over Total Prospect Addresses	10	3.98	3.99

Excerpt from Data Quality Assessment Report

VALUE PROPOSITION

- Netra's EIM framework, with predefined templates and process guidance to accelerate data quality assessment, improvement, and monitoring
- Experience and expertise in data governance strategy, planning, and program implementation
- Customer data standardization techniques & rules
- High level of transparency to all stakeholders throughout the engagement process
- Effective project and program management capabilities
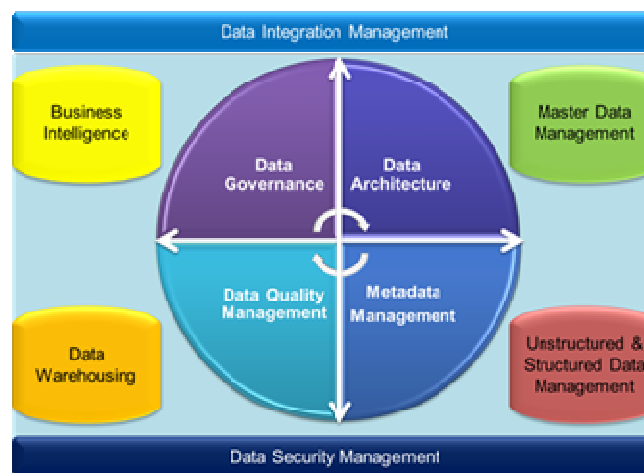
Netra EIM Framework

TECHNOLOGY

Trillium, Oracle, Crystal Enterprise/Business Objects