



SAS® DATA QUALITY ASSESSMENT

Data quality is the key to successful data warehousing, business intelligence and customer relationship management (CRM). Poor data quality can significantly impact ROI and can potentially increase organizational liability. This is a common concern for many organizations and the SAS® Data Quality Assessment will assist you in understanding the level of data quality in your organization.

To achieve a high level of data quality, a specific methodology is employed to provide initial cleansing, error prevention at the source and ongoing cleansing. Unfortunately, most organizations focus data quality efforts on the initial cleanup and then fail to implement data quality practices in a production environment. Data quality must be integrated into a business process to provide sustainable results.

The SAS Data Quality Assessment helps you quickly identify and validate your data quality issues. It provides a benchmark to explain the delta

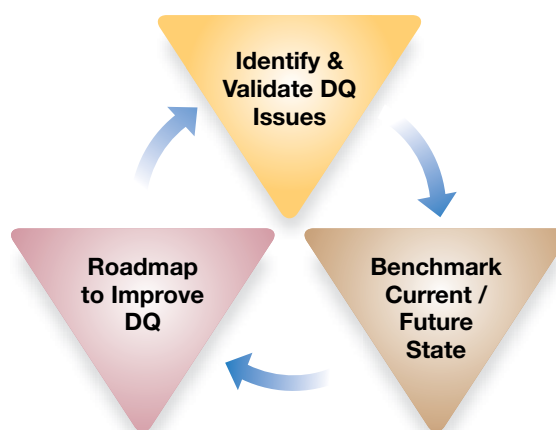
between current state and achievable future state environments. The final deliverable is a recommendation to improve your data quality and a road map detailing your data quality environment.

For this assessment exercise, SAS consultants will use the SAS® Data Quality solution which includes tools to profile, cleanse, augment and integrate data to create consistent, reliable information that significantly improves returns on corporate intelligence initiatives.

DataFlux® products within the SAS Data Quality solution improve the value of data by increasing the accuracy and integrity of the data and enriching the data with valuable geographic and demographic information. DataFlux provides leading-edge technology for data cleansing, data augmentation, data consolidation, data verification and data integration. DataFlux solutions turn data into intelligent information.



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Key Benefits

- Build confidence in the quality of your data through reporting and analysis.
- Gain a better understanding of your business environment, allowing you to maximize profitability and reduce costly operational inefficiencies.
- Develop a data quality best-practice process that can be used throughout the entire organization.
- Acquire the technical skills needed to help fix data quality problems.
- Gain an improved understanding of your data.
- Through effective data profiling, we can uncover data anomalies by inspecting the true content, structure and relationship hidden within your data sources. Data profiling provides a blueprint of the data problems you face.
- A process to benchmark the current and future state of quality within your data. This will show the current state of your data and the level of data quality your organization could achieve.
- A data quality proposal, which will provide recommendations on correcting the data quality issues highlighted in the first two steps. This proposal will provide usable information and an accurate snapshot of your organization's effectiveness and competitiveness.

The SAS Advantage

The SAS Data Quality Assessment results in valuable tools to help you evaluate the state of your data quality environment and a plan for moving forward. Specifically, you will receive:

- A profile of your data, which identifies and validates the data quality issues that are found within the sample of your data.

To complete the SAS Data Quality Assessment, all we require is access to a data analyst in your organization and a sample cross-section of data.



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