



DATA QUALITY AUDIT

■ Key Benefits

- **Reduced Risk:** Poor quality data can run the risk of embarrassing and potentially illegal errors.
- **Improved Communications Performance:** Accurately targeted communications will reduce costs and improve returns.
- **Reduced Storage Costs:** Storing and managing redundant and worthless data cost money in terms of both hardware and maintenance.
- **Improved Addressing Accuracy:** Our partnership with address data experts Experian® QAS will ensure that your addresses are as accurate as possible.
- **Roadmap for Improvement:** A data quality audit will provide you with a clear path to clean and maintain your data.
- **Superior SAS Expertise:** Our consultants possess unrivalled knowledge of how SAS software and services can solve data quality challenges and have the skills to implement innovative, bespoke solutions.



**THE
POWER
TO KNOW®**

Poor data quality presents a huge risk to your organisation. Bad data not only exposes you to potentially embarrassing errors, but inaccurately targeted communications will prove both expensive and ineffective.

The Data Quality Audit will provide you with an accurate picture of the state of your data and a roadmap to improvement.

Service description

The Data Quality Audit offers a rigorous approach to exploring and resolving data quality issues across your organisation. Accurate data is essential part of ensuring that you manage risks and optimise customer interactions and profitability.

Firstly, SAS consultants will run a workshop to determine your requirements. This workshop will identify your data sources and their structure. Our consultants will then agree their next steps with you; including sampling methods and confidentiality. After this workshop we will sample your data, analyse it and assess its quality. This quality assessment will include a data profile, a measure of the accuracy of your addresses; as well as the amount of duplication both within and across your data sources.

Our experts will then present you with a summary document containing an overall data quality score together with an assessment of the accuracy of your address data (based upon our Experian® QAS address database). We will also provide a profile of your data

and indicate the level of duplication within and across your data sources. Finally, we will present you with recommendations and a road-map for further improvement.

Service activities

Over the course of the project, SAS consultants will:

Run a workshop with you (½ to 1 day)

We will determine the type of data held, how it is held, in how many tables and in what quantity. You will then need to provide: two main tables; a customer data table; other data you would like audited; and any auxiliary tables to populate other relevant fields (e.g. valid product numbers, customer phone numbers).

Prepare your data (½ to 3 days)

Depending on how you provide the data, we may need to carry out some data integration work to produce a table we can use to generate a data quality (DQ) score. We will also need to join and transform tables as required.

Audit your data quality (2 to 3 days)

We will run your data through our Customer Data Analysis Accelerator to produce a DQ score. We will perform other ad-hoc profiling on all data, including non-customer data. This profiling will include:

- Pattern analysis
- Redundant data/primary key analysis
- Null counts
- Record lengths
- Outliers
- Address verification (Experian® QAS).

Produce results and analyses (2 to 3 days)

We will document your results and present them back to you in a workshop. We will also prepare a roadmap of recommendations.

Service deliverables

Once the project is completed, our consultants will provide you with:

- Findings document
- Profile results
- Data quality score (traffic lighting)
- Recommendations document
- Remedial actions
- Road-map for future improvements.

Estimated duration

Project duration will vary in line with a customer's particular requirements, with services provided on- or off-site as needed. For planning purposes, a typical project takes between five and 10 working days to complete, including supplying any deliverables. This estimate is dependent upon data volumes.

Estimated price

Price depends upon various factors including:

- Data format
- Number of tables
- Data volumes.

For more information please contact your SAS Account Manager to determine the estimated price and duration of this service, and for more information about related services. All travel and expenses are additional.

The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. You can rest assured that with every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the Data Quality Audit, your organisation's communications strategy can be optimised by removing dead and redundant data from your processes; leaving your systems and people free to manage the information that adds value to your business.



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