



The following table lists some of the benefits that can be attained by employing strategies that focus on customer, supplier or product data.

By creating master data plans, Dataskill clients can:

Customer	Supplier	Product
Employ more targeted, timely and relevant marketing campaigns	Reduce costs with quicker inventory turnover	Improve product line P & L reporting through better standardization
Decrease the costs of sales and services	Improve product line profitability with lower supplier costs	Gain a more accurate view of product inventory and distribution
Improve profitability with better gross margins	Reduce the overall costs of the Bill of Materials	Focus on the right products and product concepts that will optimize business impact

Today, Dataskill is helping forward-thinking enterprises leverage master quality data to support their most important short-term and long-term business objectives. Our IQR helps organizations to take the first step towards better quality data by honing in on specific data quality and governance challenges.

As a follow on to the IQR, many organizations choose to partner with Datskill on more in-depth data analysis and seek additional guidance on specific tools, technologies and best practices. To learn more, contact sales@dataskill.com.



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About Dataskill

Dataskill, Inc. is a leading information technology services provider focused on helping clients to improve the quality, availability, integration and management of data. For more than 25 years, the company has helped world-renowned clients to leverage innovative technologies and data-centric solutions to become more productive, efficient and competitive. Our clients are in a range of industries, and include such companies as Wal-Mart, Amazon.com, IBM, Qualcomm, Wells Fargo, Williams-Sonoma, Hewlett Packard, Pepsi-Cola, Disney, and UPS.

For more information, visit www.dataskill.com

Ensure Data Quality and Enable Better Decision Making

- ▶ Does Finance report different revenue results from Operations?
- ▶ Do Marketing, Sales, and Finance work with different master customer files?
- ▶ Do you have the quality data required to implement Supply Chain Management?

If any of these questions resonate with you, then it is time to investigate the quality of your data and create a master plan for instituting and maintaining data standards, governance, and data integrity.

The best way to begin is with Dataskill's Information Quality Roadmap (IQR). The IQR will help you to identify specific data quality challenges, provide recommendations on how to resolve master data problems, and quantify the measurable returns. Dataskill's IQR will provide a quick cost-effective way to develop a plan for ensuring that timely, trustworthy data is propagated across your enterprise and becomes a strategic asset.

What Does Data Quality Mean to Me?

By resolving data quality issues, enterprises are finding that they can better respond to customer needs, increase supplier communication, improve revenues and profitability, ensure regulatory compliance, and make better product development decisions. Moreover, business executives are focused on attaining a "single version of the truth" across the enterprise and taking steps to ensure that data is accurate, timely and trustworthy.

To achieve this "single version of the truth," organizations will need to break down information silos and define new standards and policies for improving data flow, integrity, and synchronization across disparate teams and systems.

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How Do I Get Started?

When considering a discipline like MDM, it's natural to seek out partners who have helped companies consistently drive business impact through improved data quality. Regardless of your business priorities, processes or environment, Dataskill can help you get started.

The first step involves collaborating with your team on a Dataskill Information Quality Roadmap. The IQR is both a review and advisory activity that narrows down data problems, articulates how Master Data Management issues can be resolved, and provides a quantifiable business case.

Offered as a fixed-price service that takes less than two weeks, Dataskill's IQR is a high-value, cost-effective activity that will provide:

- ▶ A clear understanding of what creating a plan for data quality can do for your business
- ▶ A business case that outlines how specific objectives will be achieved with a master plan for data quality
- ▶ Recommendations on the most cost-effective approach for implementing a master strategy for data quality and a roadmap for how to get started

What Does the Information Quality Roadmap Entail?

Dataskill's IQR consists of the Discovery and Roadmap stages. The tasks and deliverables for each stage are listed below.

Discovery Stage	Roadmap Stage
Review corporate business goals and objectives Evaluate top business initiatives	Recommend solutions that will best support the company's specific environment and needs
Identify problem areas with the data and select the data focus - such as customer, supplier or product data - based on the highest ROI	Determine data quality risk points and IT alignment challenges
Evaluate technology architecture and standards	Deliver a business case that lays out the ROI associated with the most cost-effective strategy for data quality



The Discovery stage focuses on understanding your unique data challenges and exploring how your organization's business objectives can be achieved with better quality data. During this phase, we learn about your business strategy and explore short- and long-term goals and objectives, product and services strategy, processes, organizational structure, culture, competitors and the use of technology.

As part of the Discovery stage, we identify the types of data —such as customer, supplier or product— that present the greatest opportunities for improving data quality and which can provide the greatest Return on Investment (ROI).

The Roadmap stage emphasizes the best approach for improving data management processes and will focus on creating a summary roadmap that is best suited for your organization. At the end of this stage, Dataskill will provide you with a recommended approach for implementing a data quality solution that will deliver the greatest business impact. Specific deliverables from this stage include: a clearly defined approach for the solution, a quantifiable business case showing the solution's ROI, and a high-level roadmap that recommends the best architecture for your organization.

The IQR includes proprietary Dataskill tools and methods to accelerate the evaluation process. The entire assessment is completed in less than two weeks and provides a cost-effective, risk-free way to understand the tangible business benefits of an IQR and practical steps for getting started.

Make Accurate Data Actionable

By implementing a strategy that addresses data quality, organizations can become more productive by leveraging accurate, timely data across the organization. While each organization's strategy may aim to resolve challenges associated with different types of customer, supplier and product data, employing a well-defined strategy for master quality data will deliver the universal benefit of turning a data management weakness into a competitive advantage.

Moreover, the Aberdeen Group reports that executives are becoming increasingly focused on data quality. Based on a recent Aberdeen survey, the firm reported that "80% of Best-in-Class companies cite data quality as a top priority."¹