



TRUSTING YOUR DATA

1/2/2013

How companies benefit from a reliable data using
Information Steward

How successful is your company's data migration and conversion? How do you quantify and measure the reliability of your data? What if you can assess and govern your data quality with the collaboration of your IT team and Business Users? This white paper describes the benefits of adopting a single environment to assess, monitor and improve the quality of your Enterprise Data and have a sound mind in making the right decision with the correct data.

Trusting Your Data

Reliable Information is the backbone of every successful business. When management, stakeholders, employees and partners have access to real time and reliable data, they are able to make sound and sensible decision and actions. This business runs smoothly and efficiently. However when the information gets compromised and inaccessible, this impedes the communication and decision-making throughout the organization.

Bad Data

Two of the biggest sources of bad data are the initial data conversion and inclusion of data feeds or real time data. Most companies do not have standard checks and metrics in their applications to account for the data being imported because it is assumed to be coming from a “secured or trusted” data source, thus feeding incorrect data into the organization. Periodic system upgrades, mass data updates and varieties of ad-hoc activities contribute to the deterioration of the data. Sadly, most of these activities lack time, resources, reliable standards and metrics to better understand the impact on data quality.

So how could bad data create a huge cost?

- Bad data quality quickly creates inadequacies in business processes that rely heavily on data reports, inventories, etc. Bad data would mean rework for everybody to ensure they are meeting requirements of all your organizations source systems.
- Bad data quality leads to incorrect decisions. GIGO (Garbage In, Garbage Out), decisions based on poor data are poor decisions and critical decisions based on poor-quality data can have very serious repercussions.
- Poor data quality leads to mistrust with your clients/customers who will quickly lose confidence in your organization’s abilities once your bad data becomes exposed.

A Single Environment

With no environment for Business users to collaborate with the IT team on data issues, companies end up with no clear strategy and discipline to improve data quality. Business users don’t have the ability to analyze data dependencies across systems. And there is no way to measure, quantify and score data quality. Information Steward provides a single environment for a collaborative solution for data stewards to govern data using the data profiling and metadata management solution, which provides transparency into the quality of data.

Benefits of Data Monitoring

The Data Monitoring Tool enables real time reporting on productive system data, providing visibility into data quality of the system and visualizations/reports for all level of users.

- Continuously improve data quality with immediate visibility to poor data
- Easily configurable / customized quality rules
- Identify duplicate data
- Monitor quality trends and quantify poor data quality
- View how information measures up against information governance rules and standards
- View data quality reports via dashboards and scorecards, or via sophisticated inquiries into data origins and lineage
- Increase efficiency and reduce costs with one solution for data profiling, metadata management, and data quality monitoring
- Help pinpoint error hot spots, which often indicate areas in which governance controls must be refined or adjusted
- Analyze root cause with drill down capability from scorecards and dashboards to rules, data profile, data and business terms
- Scorecard visualizations of data quality from various perspectives and levels
 - High-level data quality scorecards
 - Validation rules oriented dashboard
 - Table/column data quality dashboard

Current Scope

- Vendor Master
- Material Master
- Customer Master
- Service Master

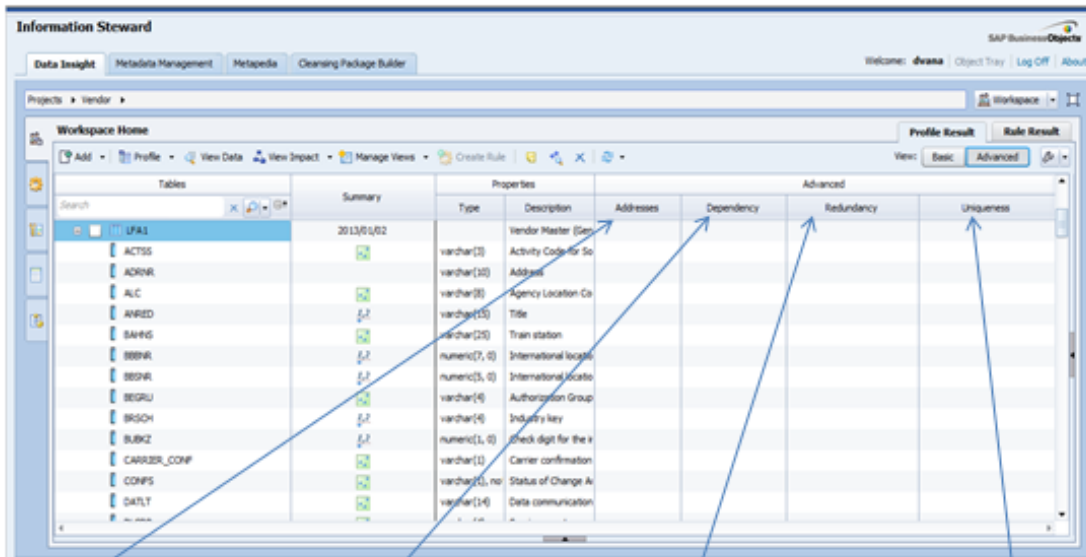
Software Components of Information Steward



Data Insight

A Data Insight project is a collaborative workspace for data stewards and data analysts to assess and monitor the data quality of a specific domain and for a specific purpose (such as customer quality assessment, sales system migration, and master data quality monitoring).

- Workspace Profile Result



Address profiling measure % valid addresses, % invalid addresses, % can be corrected

Dependency profiling measures the degree to which two sets of values are related on one another

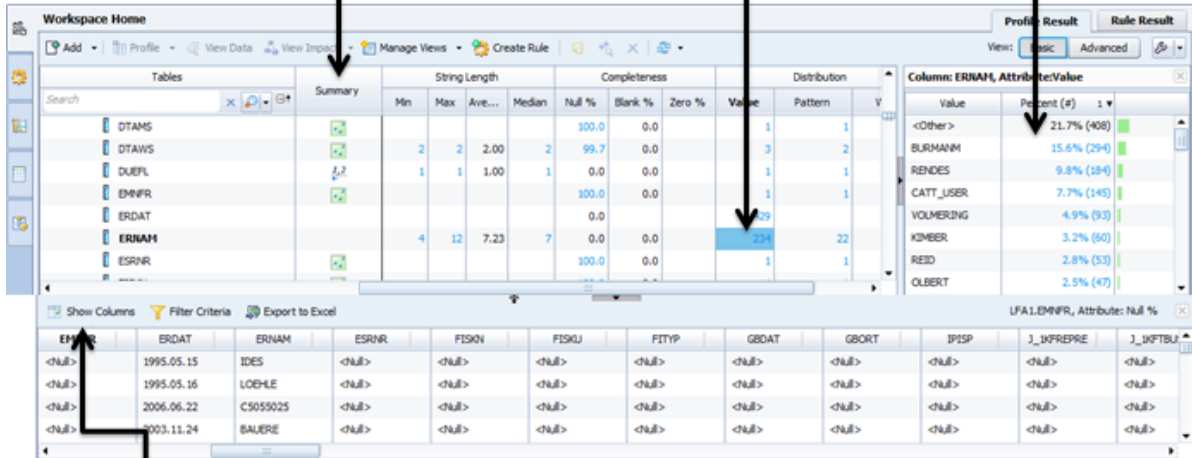
Redundancy profiling measures the degree of data overlap between two data sets

Uniqueness profiling measures the degree of uniqueness of one or more columns of a table

Summary indicators for low cardinality, uniqueness and sparseness

Drill from profiling result to into value distribution

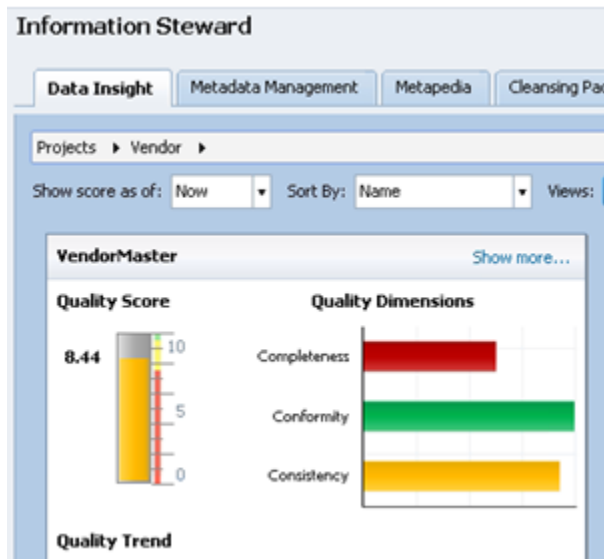
Drill from value distribution to sample profiling result rows



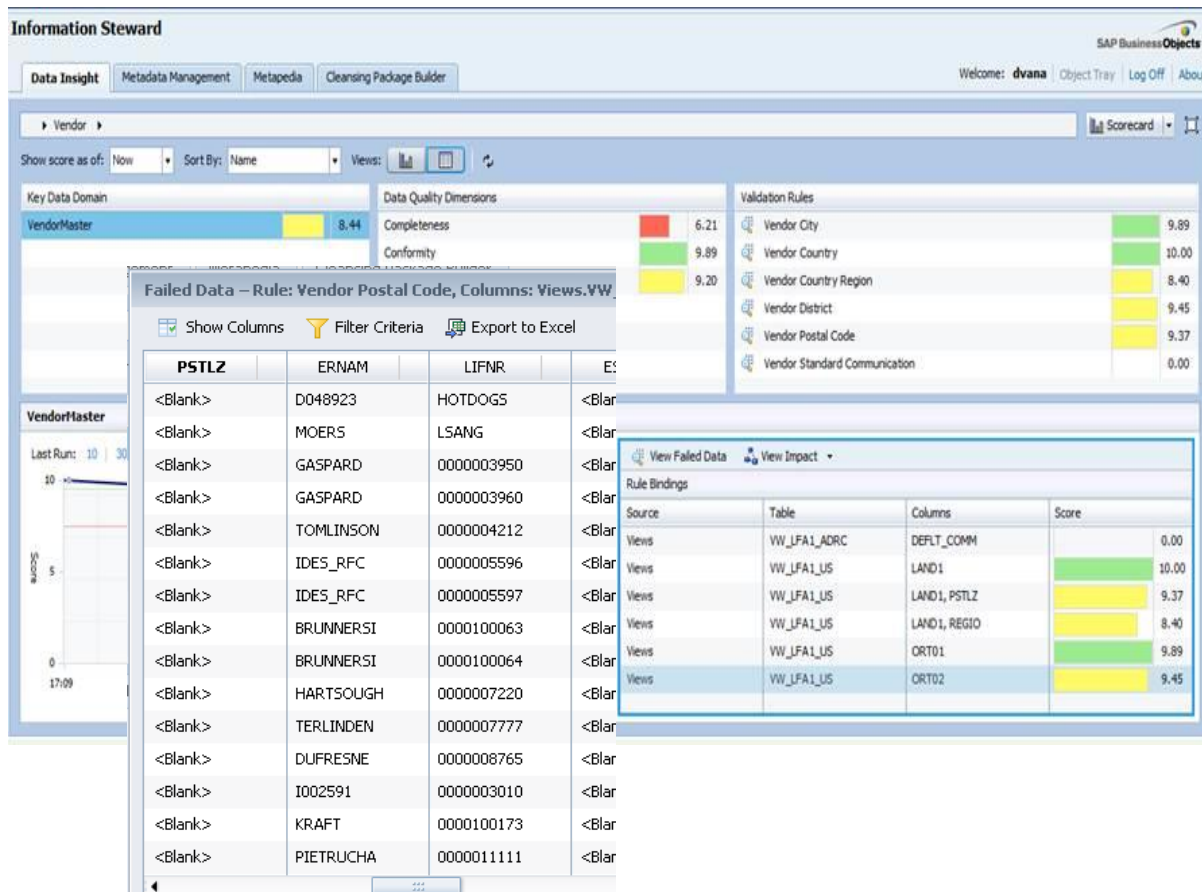
Tools for analysing sample profiling result rows

- Scorecard Rule Result

Assessment results are scored and aggregated on defined quality dimensions, i.e. Accuracy, Completeness, Conformity, Consistency, Integrity, Timeliness and Uniqueness.



Data Quality Dashboard with detailed breakdown per Data Quality Dimension and Validation Rules. Drill down reports to view problem/failed records per rule.



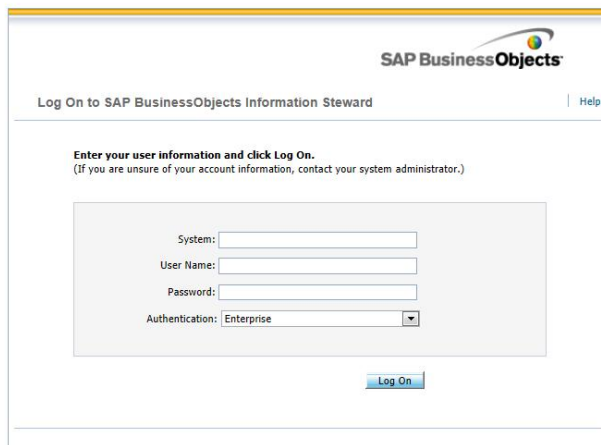
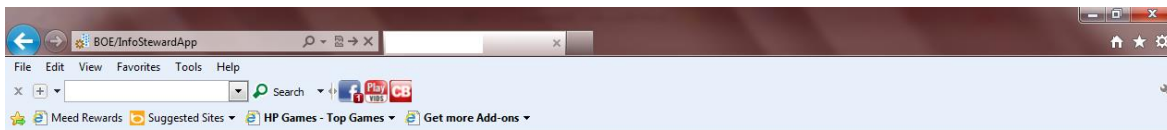
Here are some of the features that make Ascentia Consulting’s Data Monitoring using Information Steward the best collaboration solution.

Flexible

Our Data Monitoring Jobs were designed for flexibility, so we’re able to tailor the system to fit your company data (SAP, ORACLE, DB2, Flat File or Excel Files). We configure the user interface to meet your business requirements, which may include scorecards and real-time reports.

Accessible 24/7 from the web

Our Scorecard is a web-based application that’s accessible at any time, from any Internet Explorer Web browser. You can instantly collaborate with Business and IT Users, even if they’re halfway around the world.



Secure

Our Data Monitoring Scorecards employs strict user and group authentication features to keep your data safe and sound.

Name	Type	Description
Data Insight Administrator	User Group	Data Insight Administrator
Data Insight Analyst	User Group	Data Insight Analyst Group
Data Insight Basic User	User Group	Data Insight Basic User Group
Data Insight Rule Approver	User Group	Data Insight Rule Approver Group
Data Insight Scorecard Manager	User Group	Data Insight Scorecard Manager Group

ASCENTIA CONSULTING

Ascentia Consulting offers a mix between consulting and agency services with a staffing structure of 30-70 for permanent vs contractual arrangements. This mix model will be able to address demand fluctuation better while keeping a strong network of contractors to support maturing IT Organizations.

Staffing Model

Ascentia Consulting offers the following staffing mix:

- Specific Project Roles: independent contractors
- Resource Backfills: internal resources and independent contractors
- Data, Testers, and Developers: internal resources

ASCENTIA Consulting

Optimizing your IT consulting budget

We are a network of experienced IT practitioners coming from IT Consulting firms and Oil & Gas Super Majors. Our strengths and past credentials are built firmly in large scale ERP deployments for Oil & Gas Industry specializing in Project Management, Testing, Data Quality Management, Deployment and Production Support

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