

AuditWare

CaseWare Monitor 5

Data Quality Management



AuditWare Systems Ltd

Unit E, The Winery, Lamberhurst Vineyard, Furnace Lane, Lamberhurst, Kent TN3 8EW

T +44 (0)1892 512348 **F** +44 (0)1892 512342 **W** www.auditware.co.uk

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Data Quality

With “the world’s information doubling every two years,”¹ data has overtaken intuition as the key advantage to drive business growth and increase market share. Numerous sources indicate that a large percentage of mission-critical systems —such as ERPs, CRM and data warehouses — are not producing full value due to faulty data.

Today’s organisations operate in an era of high customer and shareholder expectations, while trying to make sense of increasing loads of data. Ignoring data challenges will not make them go away. In order to successfully connect with customers, execute business processes and make sound decisions, organisations must be able to confidently process millions of records from multiple sources and not doubt the quality of their data.

High volumes of data can increase the likelihood of ‘dirty’ or poor quality data which can negatively impact your business. Incomplete and inconsistent data such as having incorrect customer, product and financial data can lead to problems such as duplicate marketing mail-outs, unpaid invoices, misidentified customers, and duplicate payments. This can potentially lead to lost revenue, stalled operations and compromised credibility.

CaseWare™ Analytics Data Quality Module (DQM)

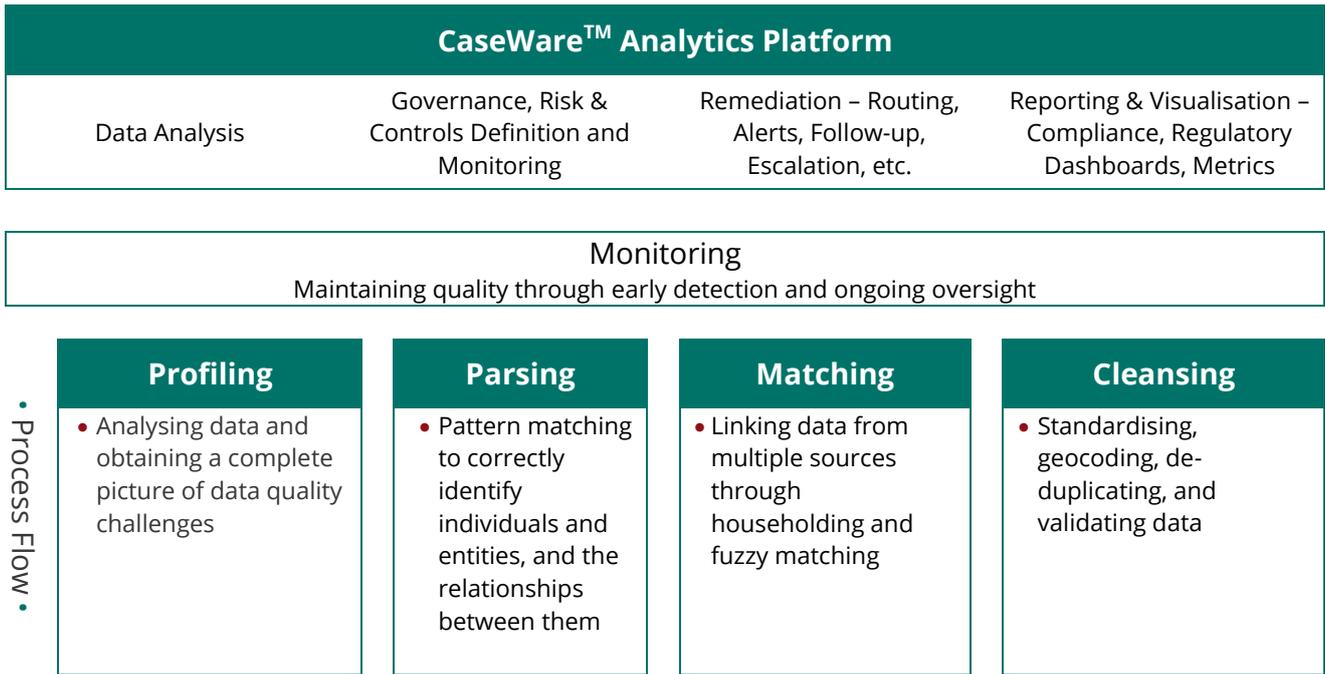
CaseWare Analytics DQM helps businesses to manage data effectively by automating the data quality process, ensuring that all data is accurate and complete. The solution helps organisations embed data quality directly into their operations to serve a greater good, such as monitoring the controls of core business processes.

The solution works to transform your data from all sources in four stages: Profiling, Parsing, Matching and Cleansing. After your data is transformed, CaseWare Analytics DQM ensures ongoing data quality by continuously monitoring both existing and new data, and by employing early detection systems. CaseWare Analytics DQM also allows for a collaborative approach to data quality, alerting multiple people within your organisation to data quality issues, so they can be corrected.

Access to good quality data saves time and resources while adding value to your business, by allowing you to better connect with your customers, efficiently execute your business processes, and make better business decisions.

¹ IDC 2011 Digital Universe Study

Figure 1



Solution Benefits

Accurate View of Operations

Ensure reliable, consistent and timely data that provides a true snapshot of your business at all points in time. This helps to improve decision making and achieve greater revenue potential.

Collaborative Framework

Assign data quality issues to the right personnel via an integrated workflow and escalation path, to ensure accountability and issue resolution.

High Quality & Consistent Data

With constantly reliable data, data analytics can provide tremendous insights to help prevent revenue leakage and improve business operations.

CaseWare Analytics Capabilities

Data Profiling

Get a complete picture of the accuracy of your data by assessing and validating your data against approved data standards.

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Data Cleansing

Cleanse your data by standardising, de-duplicating, validating addresses and geocoding to prevent billing, payment or inventory errors. Data is checked against rules set by you, and is corrected accordingly.

- Standardising corrects data entered inconsistently or data with no structure
- De-duplicating purges duplicate records to create a single instance of the relevant data
- Address validation automatically finds postal codes for the UK and Ireland, and more than 240 other countries
- Geocoding pinpoints the exact geographic location of a customer or product in your database

Data Quality Analytics

Cross-matching Data from Multiple Source	<ul style="list-style-type: none">• Cross-match data from multiple sources that share common entities (customers, suppliers, etc.)• Identify, link or merge related entries• Consolidate data to correctly identify one customer who is entered into the database multiple times• Group similar data from multiple sources about a person, family, household or company
Data Accuracy	<ul style="list-style-type: none">• Split full names into component parts• Standardise name prefixes, including honorifics and professional titles• Assign gender to names through probabilistic gender assignment• Add custom name files for cultural name differences and known aliases• Find postal codes for the UK and Ireland, and more than 240 other countries automatically• Identify name and address parts in non-standard addresses
Data Cleansing	<ul style="list-style-type: none">• Standardise data entered inconsistently, improperly fielded or with no structure• Create unique records to avoid errors• Purge duplicate records

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Vision • Innovation • Value

About AuditWare

Established in 1987, AuditWare is a national leader in supplying the most powerful data analytics software, and business process related professional services to industries of all kinds, ranging from national and local government, to private sector FTSE listed and sole trader organisations across the UK & Ireland.

AuditWare Systems Ltd is the Home of Data Analytics Software.