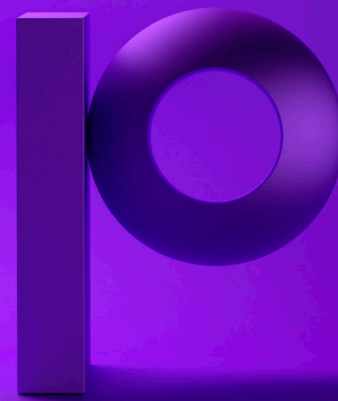




# Precisely Spectrum Data Quality Solution

Match and consolidate enterprise data to create accurate, comprehensive customer records



## Overview

Quality and consistency of data remains a key concern for most companies. Many organisations are not satisfied with their data quality, citing incorrect information, missing data fields and inconsistent standards as contributors to the problem. The cost of poor data can be substantial, including redundant efforts, dissatisfied customers and lost revenue.

Now Precisely provides the tools you need to help create and maintain up-to-date information—consistent, accurate data that can drive business results across every corner of your company. The Precisely Spectrum Data Quality Solution, provides valuable insights that can help you improve the customer experience and increase customer value.

Business users, administrators and data stewards can all access a single, enterprise-wide data quality solution to standardise, cleanse, update and enhance customer data, while streamlining the overall data quality process.

## Data: Your Most Important Asset

Once deemed a necessary business expense, today data quality management has taken on a heightened level of importance. In today's economic environment, and with increased competition, companies are striving to be more customer-centric. At the same time, the pace of change continues to accelerate, with new markets, new products and new innovations becoming an every-day occurrence. The idea that poor data quality is an acceptable cost of doing business has today become far too costly to prevail. And a standard of poor data quality can no longer be accepted.

As the driving force behind critical CRM and ERP systems – and their corresponding output – some experts predict that customer data will one day be treated as a balance sheet asset, an asset whose value depends on its accuracy and completeness. More importantly, as organisations look for ways to cut expenses in a down economy, many have calculated the actual cost of poor data quality – with a hard-dollar figure that often is in the millions or even more.

## Summary

Establish a consistent foundation for data quality so marketing, customer care and operations can all capitalise on a more complete view of your customers.

## Benefits

- Gain customer insights
- Increase overall loyalty
- Target more precisely
- Acquire a comprehensive global reach
- Streamline business processes
- Communicate more effectively
- Eliminate wasteful spending
- Meet compliance requirements
- Minimise risk
- Enhance business security



## Get to Know Your Customers Better

Precisely Spectrum Data Quality solution provides you with the rich customer information needed to locate new opportunities, connect with customers and communicate more efficiently. By linking and consolidating customer information, you can make it easier for distinct functional areas to work in concert to improve customer relationship management, due diligence, financial reporting, compliance and risk management.

- Drive analytics and business intelligence with confidence in your data quality
- Focus cross-marketing and cross-selling efforts on valued customers and prospects
- Enhance and improve existing procedures through customisable business processes
- Maximise the value of each customer interaction
- Deliver timely, relevant and personalised communications to customers
- Avoid embarrassing errors and costly mistakes
- Prevent fraud, identity issues and security risk associated with global commerce

## Comprehensive Management Tools

Precisely Spectrum Data Quality Solution offers a single solution for both batch and real-time systems, providing uniform results across every business application. This comprehensive tool provides end-to-end capabilities:

**Spectrum Discovery:** Profile, enrich and optimize across the data lifecycle. builds a comprehensive data glossary for your business, accelerates data discovery and prioritizes data-quality improvements and even benchmark your progress on your Data Quality KPIs. Logical models help create the views your business needs. With robust lineage and impact analyses, you can see and manage data journeys and dependencies more effectively.

**Data Normalization:** Enables you to generate uniform data and apply common rules, so you can provide a more consistent experience across every touchpoint. Provides flexible parsing capabilities so you can match, standardize, analyze and consolidate complex records with confidence.

**Advanced Matching:** Sophisticated algorithms and user-defined criteria work together to ensure you can merge and consolidate records based on your business needs.

**Data Stewardship:** Correct, approve and reincorporate exceptions into your data quality process for information integrity that your business can trust. Our collaborative browser-based framework enables effective data governance to review manually exception records.

**Smart Data Quality:** Combine machine learning and human expertise for better matching accuracy at lower costs, with an intelligent, intuitive interface that puts business users in control. It automates and accelerates the matching process, reducing IT involvement.

**Global Addressing:** Automatically corrects, completes and formats address data in real time. You can earn greater postal discounts while assuring that your valuable communications reach intended recipients. Can meet the requirements of large volumes and/or time-critical international address checking. Moreover, it can be used to correct addresses from a single country or the world.

**Spectrum On Demand:** The most advanced data quality and enrichment services are now available via reliable, scalable cloud computing- enabling a more agile way to improve, manage and enrich your data.

## Leading-edge Functionality

This robust solution combines innovative data quality functions in a single, service-oriented architecture that seamlessly integrates into business operations. Easy to use and even easier to manage, each module has been researched, designed and configured to achieve ready acceptance.

An intuitive interface allows users to define, test, filter and update criteria, so you can match data and records to meet specific business objectives. Drag-and-drop functionality lets you graphically manage even the most complex data flows. For added assurance, records are validated against the leading postal and industry databases, helping to prevent bad names and addresses from becoming part of your database right from the start.

Gain the insight you need to make better decisions — enterprise-wide. For more information on Spectrum Data Quality solutions, call us today or visit our website.