Making your customer data fit for business use

DQ360 - A new solution to the age old problem of poor quality customer data

Total Data Quality Assurance

DELIVERING DATA AND INFORMATION YOU CAN TRUST

Poor data and information quality is a serious threat to any organisation's competitiveness; when poor, it undermines the confidence and professionalism of any business. It negatively impacts on the success of new and existing business system investments e.g. Customer Relationship Management (CRM), Business Intelligence (BI), eBusiness and Enterprise Resource Planning (ERP) applications.

This negative impact can be quantified in terms of costs and lost revenue opportunities. DQ Global recognises the importance of successful data quality initiatives and have developed a cutting edge solution to the age old problem of poor data quality.

Developed in the latest Microsoft.NET, WPF and Silverlight technologies for future proofing, performance and flexibility; DQ360 framework provides an unrivalled platform for linking multiple disparate data sources to deliver Single Customer View (SCV) and Master Data Management (MDM) capabilities without having to port data to a single database or data warehouse.

YOU WANT **MEANINGFUL INFORMATION** TO MAKE INFORMED BUSINESS DECISIONS —THAT'S WHAT **DQ360** DELIVERS

DQ360 CAPABILITIES

- Master Data Management
- Single Customer View
- Application Integration

DQ360 FUNCTIONALITIES

- Deduplication
- Address Correction
- Suppression
- Matching
- Enhancement
- Monitoring
- Reporting
- Integration
- Auditing
- 3rd Party Referencing
- Standardizing & Formatting

By providing a 360 degree view of a clients data, DQ360 uniquely offers users the ability to **centrally manage** that data whilst also measuring its quality via KPIs

DQ360

data • information • insight

UNIFIED DISPERATE DATA

Having your data quality operations marshalled through a single system ensures the success of your business by making high quality data the foundation for all business decisions.

Being able to match, cleanse, validate, profile and enhance your data in one place, you will ensure your data is compliant with government regulations whilst building a comprehensive single customer view so you have a distinct competitive advantage.

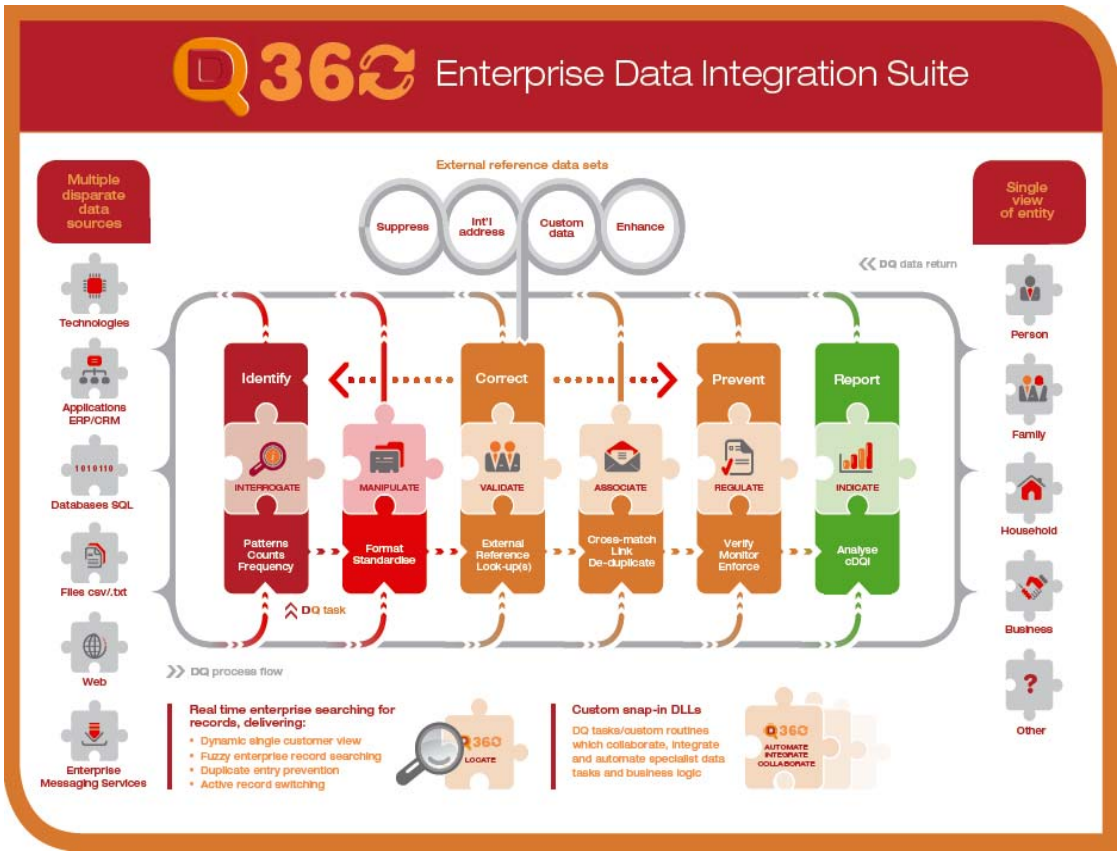
THE DQ360 FRAMEWORK

Incorporating all the data cleansing and integration functions you have come to expect from DQ Global, with many exciting new operations to deliver total data quality assurance.

As the name suggests DQ360 works holistically to audit and monitor data from disparate sources, carrying out various data processing operations and data quality tasks, returning clean, trusted data to its source or to a new output location of your choice.

In addition to auditing, address correction and suppression, matching, monitoring and reporting, optional custom snap-in DLLs are available. These may be introduced at any point in the data process flow to perform data quality tasks and custom data or application integration.

DQ 360 allows you to decide how much (or how little) **data management** you invest in through its suite of snap in modules



Making your **customer data** fit for business

DQ360 FEATURES

- Profiling of data
- 3rd Party Reference Look ups
- Synchronization of information
- Master Data Management (MDM)
- Matching, address correction & suppression
- Rules based validation
- Reporting via KPI's
- Real time searching across all mapped data sources
- Service Orientated Architecture (SOA)

Profiling of data
Profile your data by defining rules for subsequent stages to understand what data you have and where you are.

3rd Party Reference Look ups
For data cleansing and screening
Compliance with government regulations.
Data fully checked against files such as deceased & goneaway.
Valid data for increased campaign responses.
Cost saving as all mailings delivered.
Identity checking.

Synchronization of information
Consistent data processing.
Less time wasted on re-working data due to errors.

Master Data Management (MDM)
All information consistent and in one place.
Single Customer View for informed decision making.
Cost savings of maintaining numerous data sources.
Streamlining business processes through one master set of data.
Knowing your customer (KYC).

Matching, address correction & suppression
Addressing at point of capture to ensure all addresses are valid and up to date.
Contact information is valid and reliable therefore eliminating waste associated with duplicate mailings.
Brand is maintained with targeted and segmented campaigns.

Rules based validation
Enforces data governance.
No incorrect data allowed to enter system.

Reporting via KPI's
Measurable data quality performance.

Real time searching across all mapped data sources
Dynamic Single Customer View for clear understanding of customer and prospect needs and wants.
All information available for informed decision making.

Service Orientated Architecture (SOA)
Flexible and consistent re-use of component based data quality objects.

If you've ever wished for the capability to do more than just de-duplicate, link and cross match data, but also to continuously & proactively measure & manage data to deliver a single entity view, **DQ360** does that - and more - in 5 languages

DQ360 FUNCTIONALITY

Interrogate
Profile your data by defining rules for subsequent stages, to investigate:

- Unique counts
- Unique patterns
- Frequency
- Distribution
- Column data types
- Field length
- White space

Validate
Improve your information with industry-standard reference look-ups:

- International address correction
- Suppression
- Enhancement
- Lifestyle
- Credit
- Identity checking

Manipulate
Standardise and format your data by applying intelligent name-case, business/address elements and gender transformations

Associate
However large the data set, DQ360's powerful matching technologies de-duplicate, cross-match and link disparate data sources to create a master data set with a reliable and accurate single customer view

Regulate
Pro-active notification of defects which avoid unexpected defects entering systems

Indicate
Report and indicate to continuously measure data quality progress via KPI's.

Locate
Real time searching across all mapped data sources for dynamic single view of record presentation

Integrate
Custom integration capabilities so you can deliver a solution which exactly meets your needs without compromise

Output

Write the cleaned data out to a location of your choice, including back to its source and deliver a single view of the customer, business, household, family to provide information for accurate decision-making, reporting, marketing, etc.

International capability

DQ360 supports five international languages:
English, French, German, Italian and Spanish.

Supported operating systems (v1)

Windows XP, 2003
Vista, 2008 (32Bit and 64Bit(

Supported databases (v1)

Access	97 - 2007
SQL	2000 - 2008
Oracle	9i and above

Connections to follow in v2 & v3:

Text
Excel
ODBC
UDL
Others

Applications to follow in v2 & v3:

Saleslogix
Goldmine
Pivotal
Siebel
MS CRM
Salesforce

ONLINE PERSONALISED DEMONSTRATION

Why not - from the comfort of your own desk – see a web-based demonstration of our technologies working against a sample of your data, in real time?

At the end of an assessment process we will be able to determine the potential waste caused by bad data, your potential gains through healthy data and identify if there is a genuine ROI case to be put forward.

Call us on +44 (0) 2392 988303 or visit our website www.dqglobal.com to book online.

DQ Global
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Let us help you make your data fit for business use

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