

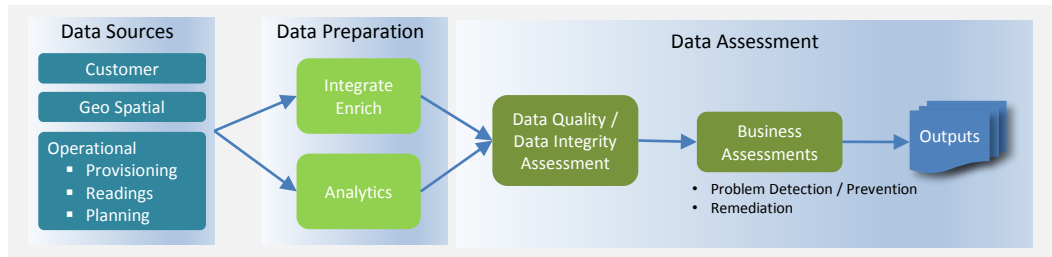


## The Challenge

Our approach combines traditional data quality/integrity techniques with real world analytics to solve business problems and provide tangible benefits to our clients while enabling them to improve the quality and integrity of their data in a sustainable manner.

With data increasingly at the centre of many organisations and their business processes, data quality (DQ) and data integrity (DI) is a key focus. Many organisations struggle to implement (or even kick off) effective and sustainable DQ/DI programs due to the lack of tangible or measurable benefits. Besides that, businesses continue to be impacted by data quality / integrity issues that are often dealt with in an ad-hoc manner.

In response to these challenges, InfoCentric has developed an approach that utilises data quality and integrity techniques, in combination with analytical methods to address real business problems caused by data quality issues. We use customer, geo-spatial and other operational data to detect data quality / integrity issues that lead to business issues. When feasible, we further refine the results using analytical techniques.

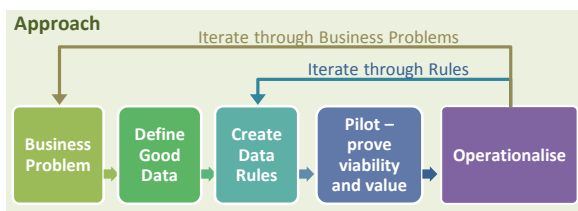


Our approach *starts* with specific business problems and seeks to assess the quality and integrity of the data around the business problem. This provides us with opportunities to:

- Prevent business problems before they occur
- Detect and objectively measure business problems
- Monitor and improve business processes
- Remediate poor quality data
- Monitor data quality and integrity

## The Benefits

- **Improved business processes** by detecting issues early and reducing impact
- **Reduced business process errors** by (potentially) identifying them before they occur
- **Improved data quality and integrity** in a sustainable manner and monitor to ensure continuous improvement
- **Reduce support cost** through better quality data and reduced incidents.



## Engage with InfoCentric

Find out how InfoCentric can help you implement a data quality and integrity solution that solves business problems.

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