



Customer Data Quality Governance



Improve and Maintain High Quality CRM Information

Poor quality data taxes almost all aspects of company operations. The negative impact of bad data is widespread, and degrades business processes in so many different ways that it often defies accurate measurement. Organizations that have studied the cost of poor quality customer data report significant opportunities to reduce operational costs, improve customer satisfaction, minimize system outages and enhance business analytics

Master Data eXchange (MDX) from Gaine Solutions is a comprehensive data quality and data governance solution for CRM Data.

MDX provides enterprise-class Master Data Management capabilities to improve CRM data quality including validation, cleansing and de-duplication services.

After addressing the initial data quality problems, MDX provides capabilities to manage ongoing data quality “events” and analysis tools to measure data quality and identify areas for improvement.

MDX provides support for most popular CRM systems including SAP, Siebel and Salesforce.com.



CRM Initial Data Quality Fix

Standard Output

- ✗ Customer address validation
- ✗ Customer address correction
- ✗ Name standardization
- ✗ Duplicate customer report

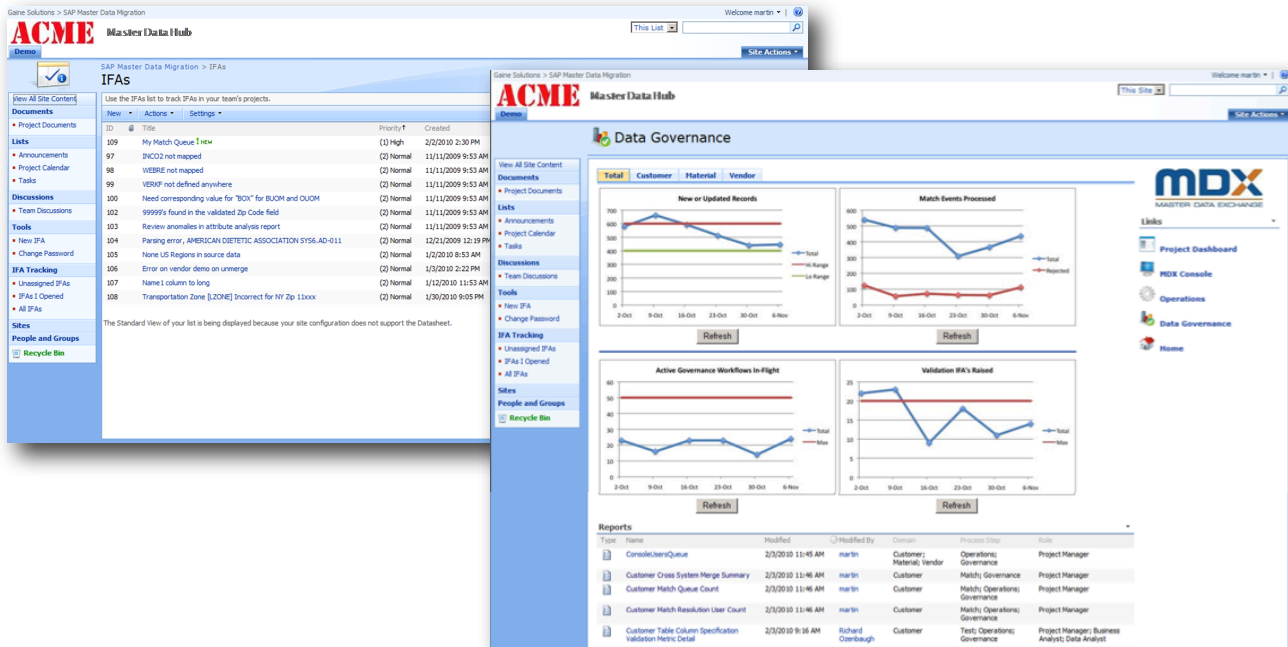
Optional Processing

- ✗ Parsing overloaded fields into discreet attributes
- ✗ Standardization of client specific attributes
- ✗ Integration with 3rd party reference data sources
- ✗ Research and adjudication of suspect matches

The MDX Advantage

Microsoft SharePoint Integration

MDX is tightly integrated with Microsoft SharePoint which lowers integration complexity and reduces support costs for the enterprise. Integration with Microsoft productivity tools and Windows security is seamlessly provided further reducing cost of ownership.



Repository

The MDX repository integrates business specifications, meta-data and business data to support all aspects of data governance. The MDX repository is version controlled and includes an impact analysis capability so that the customer can understand what data is impacted when a particular business rule is added or updated.

Comprehensive Audit Trail

MDX provides a single integrated repository that tracks "Who", "When" and "Why" changes are made to business data. The MDX audit trail creates a link between the business data, specification, meta-data, changes to business data, the workflow and the person updating the data.

MDX provides a library of reports to analyze this audit information. Reports are available via Microsoft SQL Server Reporting services.

The screenshot shows a 'Customer Master Audit Report' with a table containing columns for ID, Date/Time, Step, Action, IFA System Name, Source Policy, IFA Match, Name 1, Street, City, Region, Post Code, and IFA Comments. The table lists various data changes, including updates, insertions, and deletions, with specific details for each record.