

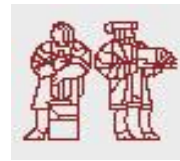


The MIT Information Quality Industry Symposium, 2007



Business Benefits of an IQ Program

*Steve Sarsfield, Product Marketing Manager
Trillium Software*



Data Quality Affects the Whole Company

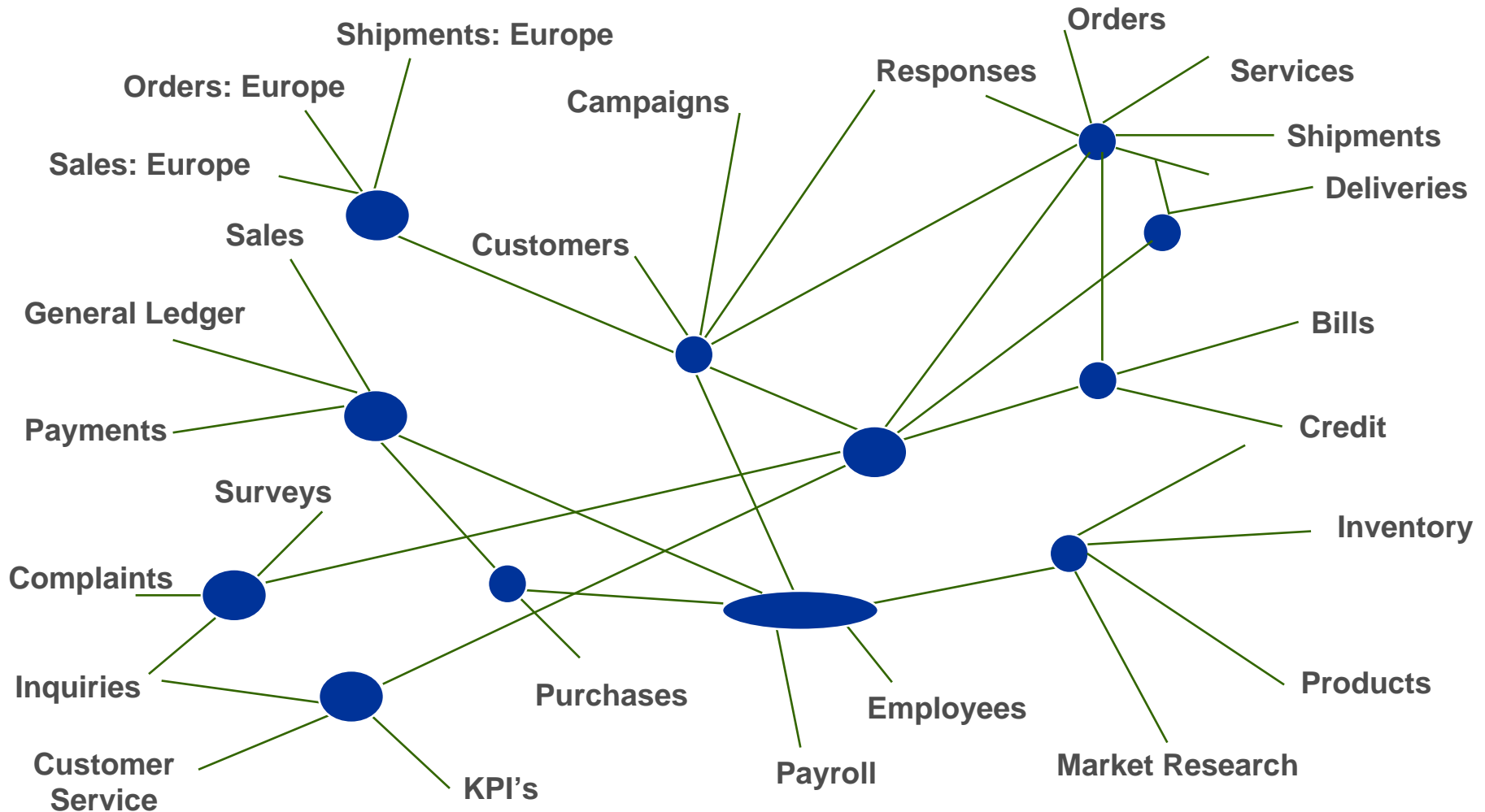
Sales and Marketing	Finance	ERP & Supply Chain	Corporate HQ	IT
<ul style="list-style-type: none">■ Lack of consistent customer view■ Customer frustration and attrition■ Poor results when marketing/cross-selling■ Inability to target■ Poor adoption of CRM systems	<ul style="list-style-type: none">■ Numbers that don't add up■ Time wasted Checking and rechecking results■ Risk of corporate audits	<ul style="list-style-type: none">■ Inventory problems■ Missed discounts on items purchased at multiple sites■ Risk of poor adoption of ERP	<ul style="list-style-type: none">■ Poor Business Intelligence■ Slow business intelligence■ Expensive decisions made on faulty data	<ul style="list-style-type: none">■ Data viewed by corporation as an IT problem■ Good applications, bad data■ Project cancellation, cutbacks■ Inability to show ROI of IT investments

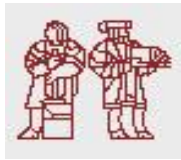
Foundation of data quality





Begins today...

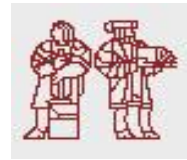




It wasn't built in a day



...neither will your enterprise data quality initiative.



Building the Business Case

1. Follow the data

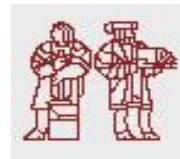
- Where does data enter your enterprise? Where does it flow?
- Who uses it within each application? For what?
- What is the actual state of the data – structure, meaning, quality?

2. Follow the money

- What costs or revenue opportunities are associated with processes that depend on data?
- Who pays and understands those costs?
- How can these costs or revenues be measured and tracked?

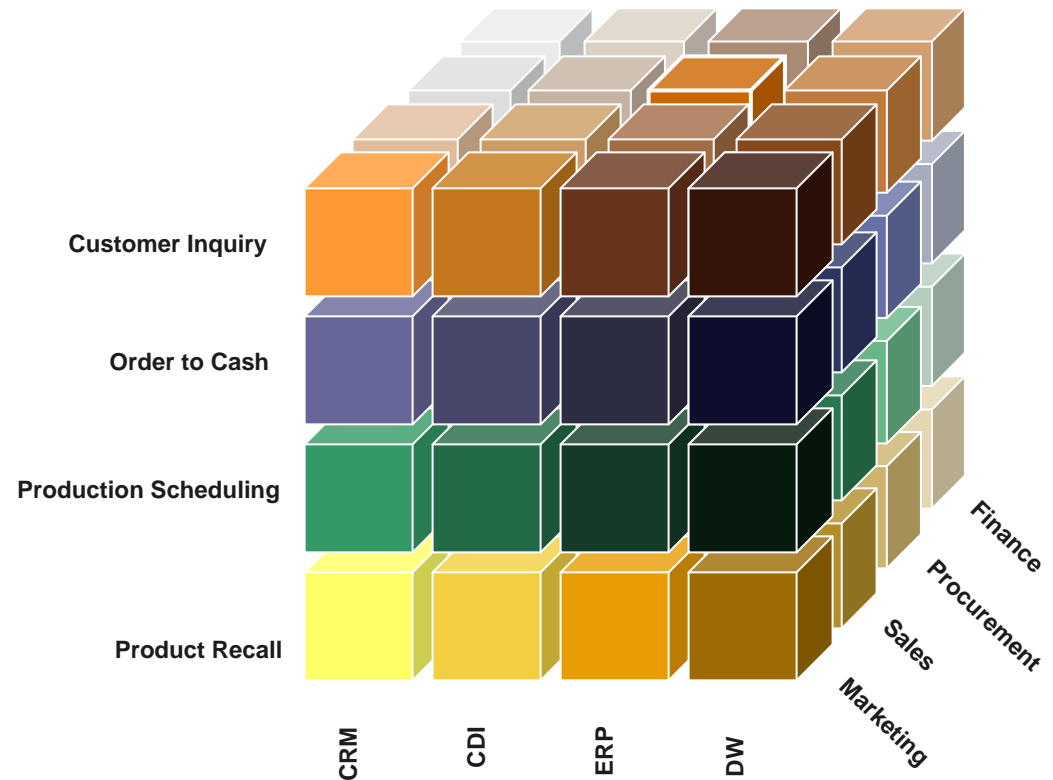


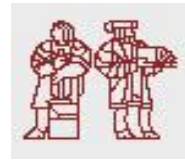
How do data issues impact your business processes?



Opportunities for Success are Everywhere

- Procurement cost avoidance
- Supply chain optimization
- Customer experience & loyalty
- Revenue assurance
- Productivity gains
- Sales & marketing effectiveness
- Compliance & risk management





The Trillium Software System

AKA “Trillium”



TS Discovery

Profile, deep analysis, meta data integrity check, what-if I merge



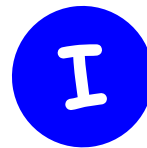
TS Quality

Automatic cleanse and match engine, rules engine, best record creation



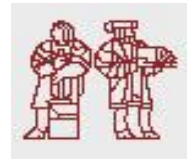
TS Enrichment

Service to add firmographic and demographic information, NCOA, etc



TS Insight

Monitor of data quality, communicate DQ status with graphics and e-mail



Summary

- Data Quality Affects the Entire Organization
- Data is Both Siloed and Transitory
- Don't Create the Heaven and Earth in 7 days... Evolve
 - High Value, High ROI, Low Risk Projects
- Tell the World!
 - No Techno-Babble. (Never Say “Metadata”)
 - Use the Universal Language of Business - \$\$\$\$\$\$
- Choose People, Processes and Products That Will Solve the Immediate Project and Grow with an Enterprise Initiative

See BT Case Study on TrilliumSoftware.com for an Amazing ROI Story