

# Acxiom's Data Quality Management Solution

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Data Quality Management (DQM) is *the* driving force within an organization's ability to be successful in providing competitive and needed services to its customers. Recognizing incomplete, inaccurate, or invalid data, allows the organization to make educated decisions regarding the accuracy of their data, thus eliminating lost revenue opportunities, unnecessary production costs, and data expenses. If an organization does not know where data failure occurs, they cannot improve data efficiency.

Acxiom's Data Quality Scorecard Solution (DQSS) provides companies help in managing the quality of data. DQSS is comprised of a complete repository system for input, storage, scoring, archiving, and dashboard reporting of data quality metrics. The DQSS is designed to be used over time to manage data quality on an enterprise level.

Companies can begin by establishing a Scorecard for a single database or data source, and then incrementally scale the solution throughout the enterprise. The company can compare previous-to-new scorecards or database-to-database scorecards to quickly determine if there are deficiencies, inaccuracies or improvements in the data.

The Data Quality Scorecard Solution can be used in conjunction with other Acxiom data quality products and can be fully automated, integrating Acxiom product measurements with the companies' Scorecard system. DQSS is also flexible to work with existing diagnostic products, allowing the user to make knowledgeable decisions regarding data quality.

#### Case Study

*An Acxiom client requested a data quality system that could check the company data each night as it was loaded from the source files. The Data Quality Scorecard Solution was implemented and Acxiom designed the metrics that were used to measure the clients Operational Information Store (OIS) tables. A total of 24 metrics were used to measure 15 tables. The results: DQSS diagnosed where and when a problem occurred in the load process and provided values the client could use to benchmark the quality of their data.*

*In phase two of the case study, the metrics were extended to 80 and looked at tables outside of the client's Operational tables.*

With over 35 years of experience in data products, data management and technology, Acxiom recognizes the value in the DQSS and uses Scorecard in its own solutions. The Scorecard ensures that our data continues to meet the most stringent requirements of our clients and provides the highest level of accuracy. Our standardized approach embraces five critical dimensions of data quality essential to successful Customer Data Integration (CDI).

- Accuracy
- Completeness (coverage)
- Consistency
- Access (timeliness)
- Grouping accuracy