# Data Quality Design Implementation

## Get focused and execute on your highest priority data quality initiatives

Poor data quality can make it difficult for organizations to extract business insights from their data. Due to increasing data volumes, diverse data, and ineffective internal processes, many enterprise databases contain errors. An **industry study** notes that 30 to 40 percent of reports created by organizations have no value due to poor data quality, a testament to the challenges posed by erroneous data.

For example, a prominent New York bank found that the data in its credit-risk management database was only 60 percent complete. This unreliable data forced all users to tediously double-check data integrity before use. In another example, a major manufacturing company could not access its customer sales data after assigning the same customer number to multiple clients.

In short, poor data quality—low accuracy, relevance, completeness, and accessibility—can introduce many business challenges. To improve data quality, we need to understand and define what data quality means to data consumers. The **Data Quality Design Implementation** is a framework that captures the aspects of data quality that are important to those consuming it:

- The data must be **accessible** to the data consumer.
  - The consumer knows how to retrieve the data.
- The consumer must be able to **interpret** the data.
  - The data is publicly defined with standard industry and company meanings.
- The data must be **relevant** to the consumer.
  - Data is relevant and timely for use by the data consumer in the decision-making process.
- The consumer must find the data **accurate**.
  - The data is correct and objective, and it comes from reputable sources.

Pythian has the expertise to move you through your data quality concerns so you can use your data with confidence.

## Data quality highlights

Pythian ensures your data meets the needs of data consumers by planning, implementing, and managing activities that apply quality management techniques to data. Higher data quality leads to many positive business outcomes:
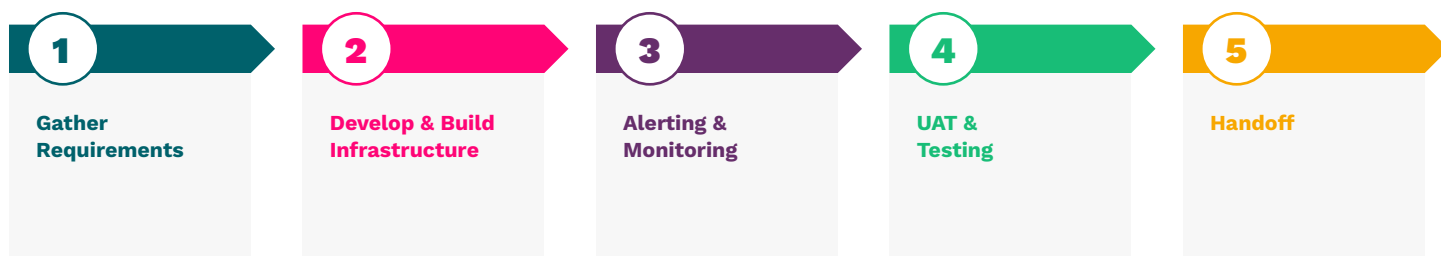
- Increasing the value of organizational data and the opportunities to use it
- Reducing risk and cost associated with poor quality data
- Improving organizational efficiency and productivity
- Protecting and enhancing the organization's reputation
- Increasing trust and confidence with clients through accurate and timely data

### Improve Your Data Quality in Weeks.

Pythian

# Pythian's Data Quality Design Implementation features

**Pythian's team of experts will help you develop and implement a data quality plan**

Our five-phase approach takes you from identifying your data quality needs to enabling self-management of your data quality:

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| **Gather Requirements** | **Develop & Build Infrastructure** | **Alerting & Monitoring** | **UAT & Testing** | **Handoff** |

- **Phase 1:** Gather requirements (two to three weeks)
  - Expert-led working sessions to identify pilot workflows while contextualizing them in a broader roadmap
- **Phase 2:** Develop and build infrastructure (two-week sprints for up to three months)
  - Implement prioritized workflows by developing infrastructure, architecture and processes, packaged in sprints to realize value incrementally
- **Phase 3:** Alerting and monitoring (two weeks)
  - Set up and configuration of alerting and monitoring tools post-implementation to stay on top of data quality
- **Phase 4:** User acceptance testing (two weeks)
  - Support in managing data quality through UAT and documentation
- **Phase 5**: Handoff (one week)
  - Complete transition to your team to manage data quality fully

## Data quality delivers outcomes for everyone

- **Chief Data Officer/Head of Data Governance:** Know where to begin with Pythian's strategic, expert-led approach. Prioritize implementation on a timeline with periodic reviews.
- **Chief Information Officer:** Envision and experience the art of the possible. Let your business strategy flourish by overcoming your data strategy challenges.
- **Chief Marketing Officer/Business Lead:** Trust knowing you can deliver your message to the right buyer while capitalizing on line-of-business investment. Additionally, see how you can address your business needs in alignment with your organization without data or initiative ambiguity.

## Let Pythian Guide Your Data Quality Initiatives and Transform Your Business.

# Pythian is your modern data quality partner

### Unmatched expertise—from planning to complete handoff

Your data governance journey, which includes data quality, requires a broad range of skills and experience. Pythian's 25 years of proven expertise in data and data strategy, database and data warehousing architecture, artificial intelligence, machine learning, and other advanced analytics will help you combine data and technology into innovative and impactful business solutions.

### A flexible partner for the entire data quality and analytics journey

Your data governance journey doesn't end with a data quality program. We'll help you on your data quality journey, from data strategy development to designing and deploying your data platform at scale across your enterprise. We'll also help turn your data into insights and predictions, help with data governance and security, and keep your data flowing 24 hours per day, 365 days per year.

### Highly cost-effective

A system is more than the sum of its people. From the push-button deployment of integrated infrastructure to dynamic schema evolution to dashboards that monitor and alert on anomalies, Pythian's team brings a technology portfolio to enhance and expedite your data quality journey cost-effectively.

### Exceptional support

Whether delivering or planning a data quality project, we'll keep you moving smoothly and efficiently. Pythian has coupled proven methodologies with a dedicated, experienced project manager for every project to ensure delivery of the agreed-upon outcomes at the agreed-upon time.

### Synergistic services

Pythian's ability to help doesn't stop once your data quality initiatives have kicked off. You can seamlessly extend your Pythian relationship to include the management of your analytics platform with Pythian's DataOps managed service or Pythian's FinOps cloud cost-optimization service.

## Get started with Pythian

**Contact us** and learn how Pythian can accelerate and optimize your organization's need for data quality. Email us at **info@pythian.com** to get started.

linkedin.com/company/Pythian          twitter.com/Pythian          Contact us at +1-866-798-4426 or info@pythian.com

### ABOUT PYTHIAN

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

### OFFICES

Ottawa, Canada       New York City, USA       Minneapolis, USA       London, England       Hyderabad, India

Pythian