

Data Assessment Service

Understand your data challenges to make better business decisions with Experian's Data Assessment service

Assess the accuracy and integrity of your data with the Data Assessment Service from Experian

Maximise the value of your customer data

Before embarking on any data related project whether that be a migration, analysis or the implementation of a data governance strategy, the natural first step is to assess your data; its quality and integrity as well as its use and the associated processes. Many data related projects fail to realise their intended benefit because decisions are made based on inaccurate or irrelevant data.

Experian Data Quality has built up exceptional market coverage assisting customers with their unique data related challenges and currently operates in a variety of industries, taking into account a broad range of business requirements.

The Data Assessment Service is provided by our specialist consultants who have a wealth of experience in data, processes and quality across different verticals:

- Analysing and assessing data quality, processes and usage
- Working with our customers to understand their business objectives and priorities
- Making relevant recommendations on how to improve data quality or processes
- Delivering repeatable services to ensure that data quality is maintained over time

What is the service?

The Data Assessment Service is designed to provide businesses with a better understanding of the data they use. It identifies existing barriers within the data, its quality and integrity and the processes which prevent the ability to realise the full potential of data as an asset.

The service is split into three main areas that have been developed to provide a holistic view of data usage within your organisation. It is designed to be tailored to the needs of a customer and may therefore incorporate one or more components of the service. Our consultants work with you to understand your specific business objectives and priorities and then recommend the most relevant of the three following components.

Data Quality Assessment

In this area, the quality of data is assessed by checking data accuracy and integrity.

Data accuracy: accuracy of data against Experian reference data sets is established and data duplication is measured.

Data integrity: data quality attributes such as uniqueness, completeness, frequency of values and formats are measured and relationships between data entities is analysed and reported.

This assessment provides a clearer picture of gaps in data quality and provides the business with a set of actions around improving data.

Data Prioritisation

In this area, data is prioritised by the business and its value quantified and justified through business growth and compliance objectives. The outcome of this exercise provides a method of prioritising data and process improvement actions and forms the building blocks of developing a data strategy.

Data Process Assessment

In this area, data is mapped across current business processes to provide a better picture on its usage, aligned with users, systems and business objectives. Data quality issues that have been observed can be mapped as 'hot-spots' on the data process map.

Maintain your data quality

Data Assessments offer great insight into an organisation's current data quality and processes as well as specific recommendations on how to improve it, but it doesn't stop there. Most organisations typically repeat the Service on a regular basis in order to:

- Ensure that data quality doesn't degrade over time
- Measure the impact of any data quality improvement initiatives
- Provide tangible evidence of the true value of your data

Dashboard example

This shows an example of email addresses being analysed against predetermined business rules agreed with the customer.

With a target level of 95% correct, the validation rule states that the email syntax has to be correct in at least 80% of the records. In this instance with 81.26% of emails correct, it would pass.

Why should you buy this?

The Assessment Service is critical to planning any data driven initiative. This could include embarking on a data migration, implementing a new system or developing an internal data governance framework.

The outcomes from the service ensure that any data or process improvement actions are driven by business priority. This is backed up by a tangible report that gives a complete picture of the customer data processes, tools and systems in place and how they

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are used. Diagrams illustrating customer data flows and storage are also included to illustrate this.

Our consultants work with data every day and are ideally placed to add insight based on their experience of our customers' data quality projects. They can recommend quick wins as well as solutions with longer term benefits.

This will give a clear view on how to make the business case to resolve the data quality challenges that could be holding an organisation back.

Who should be involved?

This service is ideal for:

- Project managers and business analysts planning data-driven projects
- Decision makers planning the organisation's data strategy
- Stakeholders responsible for business process improvement, data quality and data governance

How is the service delivered and what do you get?

The service delivers through a combination of interviews with data stakeholders and analysis of data using Experian data management software. The total duration can vary depending on multiple factors such as the number of data sources, the number of data processes and the number of key stakeholders. Experian Data Quality consultants work with a customer to tailor the service to address their business objectives and priorities.

The service delivers a comprehensive and detailed report that covers the components taken across data quality, process and prioritisation. It is designed to be repeatable, generally on a quarterly or annual basis to provide insight into the progress of data improvement initiatives. This approach forms the basis of putting the organisation on the path to data management maturity and implementing data governance.

The business benefits

Maximise the value of customer data: Support and deliver increased revenue through improved data strategy.

Improve ROI: Identify where poor data processes are costing your organisation money and how simple resolutions can be implemented to improve cross sell opportunities.

Reduce risk: Safeguard your business reputation by ensuring customer data is secure and well-maintained.

Gain management buy-in: Support the business case for investment in data quality, data management products and changes to internal business processes.