

# RAPID DELIVERY OF MASTER DATA QUALITY MANAGEMENT PROGRAMME WITH DATACTICS SELF-SERVICE DATA QUALITY

Information Vendor selects Datactics for its major product, customer and contact data master data management programme.



## PROJECT OVERVIEW

### WHY DATACTICS?

The Senior Director in Enterprise Data Governance at a major international information vendor had been exploring a less programmer-heavy platform for its Strategic Data Quality for some time. Preparations for a forthcoming product launch highlighted the fact that the client's team of data analysts needed to rapidly improve the quality of its master data for product, customer, contact and e-commerce (collectively known as product master data). Crucially, the data analysts did not have programming capabilities, and could not rely on in-house rule building via their IT team, in the short timeframe available before launch. The solution had to be implemented quickly, be robust, and integrate with multiple sources and stores of master data.

The firm evaluated Datactics, Infogix, Talend and Precisely in a head-to-head Proof of Concept.



# PROJECT FOCUS

## Automated Data Quality Analysis & Management for Master Data

The firm needed to get a handle on its data quality in a matter of weeks to avoid risks to the business, and before it began to store ('persist') the product master data in its Master Data Management (MDM) system. Master data matters because, as Gartner reports, it is the "consistent and uniform set of identifiers and extended attributes that describes the core entities of the enterprise including customers, prospects, citizens, suppliers, sites, hierarchies and chart of accounts." Inaccuracies in master data have wide-ranging ramifications across the enterprise, for every conceivable application.

The company's MDM system, EnterWorks, is an Amazon Web Services-hosted cloud store of multiple data types including those involved in the product launch. Alongside EnterWorks is Alteryx Connect, the client's system for data governance, for its metadata, glossary and cataloguing capability.

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## HOW DATACTICS HELPED

The Data Governance team utilised Datactics' native out-of-the-box connectivity to the MDM and Governance systems to measure, monitor and maintain high standards of data quality. Rules were configured by a combination of Datactics' implementation specialists and the client's own team, making use of pre-existing data quality rules already supplied in Datactics' reusable, modular FlowDesigner rules studio.

The product master data in breach of rules, for example - incomplete, inconsistent, missing information, or falling below pre-configured thresholds set by the team, is now returned to business users for manual review in the Datactics Data Quality Clinic application.

The clear definitions of the project helped ensure delivery of the initial solution within just eight weeks, before a full Production rollout a similar time later.

# RESULTS

As the Datactics Self-Service Data Quality platform features a rules studio, workflow integration tool and remediation clinic all in one interoperable system, it meant that the client's data team could truly self-serve at every stage along the way. The delivery of a fully functioning platform in production in such short order meant that the team could measure and improve the quality of data being stored in the MDM system, and avoid the risks of untested or inaccurate data being classed as master data.

The client is now able to both rely on the quality of data being mastered, and report on it using its in-house reporting tool, Tableau.

To date, the client has reported very favourably on its work with Datactics, in independent customer surveys conducted with Gartner Peer Insights and independent analyst The Information Difference.

## FROM COFFEE TO SIGNATURE: SALES CYCLE, DURATION, DELIVERY APPROACH

Discussions with the client commenced shortly after a major organizational restructure, in mid-2019, before the emergence of a business-critical problem accelerated matters into 2020.

A contract was signed in March 2020, and (due to Covid limiting international travel) fully remote delivery commenced shortly thereafter.

Delivery of phase one, on the client's Product Master Data, took place in a matter of weeks.

## WHAT'S NEXT?

On the roadmap with the customer are several major projects involving:

- Data quality metrics on their data lake for all operational data
- User identification across website user data, customers, and accounts
- Predictive data quality analytics on data quality metadata.