precisely

Case Study:
Media giant improves contact data quality & process

Overview

This leading multi-national media company has millions of worldwide contacts that are used by multiple internal business units to create targeted marketing campaigns. The company developed an ongoing enterprise-wide program to track and improve the quality of acquired data before placing it in a central repository for general consumption. They approached Precisely with an urgent need for a solution to:

- Govern and standardize their data quality rules
- Automate application of the business rules to contact data
- Provide insight into the quality of the data values
- Identify and remediate the data issues

Business challenge

Inconsistent data ingested upstream had cascading effects on downstream consumers who required more time, effort and resources to inspect and remediate the data. Having identified the importance of monitoring the health of data sources at the ingestion point, the data acquisition operations team started data governance and data quality initiatives. The key challenge was the need for advanced data quality practices at the point of data ingestion. End consumers doubted the quality and reliability of the inbound data. Consumer confidence in the data as basic questions about these contact records could not be readily answered:

- How many and which records passed conformity checks?
- How many and which records passed business rule validations for the contact data elements?
- How many and which records were duplicates of records already ingested?
- How many and which records could be enriched to pass conformity and business rule checks?
- Did we receive expected business value for the input file purchased?

Client
Leading Media Company

Industry
Media and Telecom

Challenges
- No formal data governance process for contact data
- Contact data compiled from various sources was unreliable, with missing, duplicate and inconsistent values
- No data quality oversight
- Business rules for contact data definitions and validations differed widely among groups
- Data consumers lacked visibility into critical data quality metrics

Solution
Precisely Data360

Results
- Created a formal governance model for critical contact data elements within Precisely Data360, including business rules to dictate when contact data is considered valid and complete
- Established a method for creating and modifying business rules within Precisely Data360 that drives automated data validation
- Developed workflows to manage approval processes for new or modified data quality business rules and data quality metrics
- Established connections with both in-house and 3rd party data sources to ingest data directly into Precisely Data360
- Created dashboards that enable granular views of data issues and drill-down capabilities to examine specific attribute issues for each business rules
- Set up failed data validation outputs in customer-specified formats for efficient remediation, revalidation and restoration into contact sources
- Validated several of millions of contacts to improve data accuracy

Inaccurate data moving through the data supply chain was negatively impacting customer operations in a number of ways, including:

- Additional time and resources were required to inspect, clean, enrich or disqualify the data

- Campaign yield metrics were skewed by duplicate data and incomplete records

- Correcting quality issues was expensive and required manual processes across multiple business units.

The company searched for a cost-effective solution that could handle large data volumes and integrate data governance with data quality. They sought a cloud-hosted solution with the flexibility to run a variety of workloads, volumes and formats, while meeting enterprise requirements for system integration, data security, protection and management.

Solution

To meet the many data asset governance and data quality monitoring demands, Precisely Data360 was selected to deploy an intuitive, enterprise-level solution designed to enable visibility, self-service and harness big data. The solution's dashboard views, that provide clear visibility into data asset quality levels, are illustrated in figures 1 and 2.

The re-engineered validation process transformed the task of determining the quality of incoming data. This new framework for business rule definition and data quality monitoring simplified the ingestion and remediation process, giving consumers reliable and trustworthy data to leverage.

The solution delivered a highly configurable user interface for defining lineage across data assets and provision for creating, deleting and modifying data quality rules for those assets. Features include a workflow for approvals on future business rule definitions to provide additional transparency, as well as an intuitive visual interface to render the data quality metrics. The integrated solution enables auto-remediation of the fixable records through its case- management framework, reducing manual workload and costs.

This leading mass media company chose Precisely Data360 to deploy an intuitive, enterprise-built solution designed to enable visibility, self-service and harness big data.
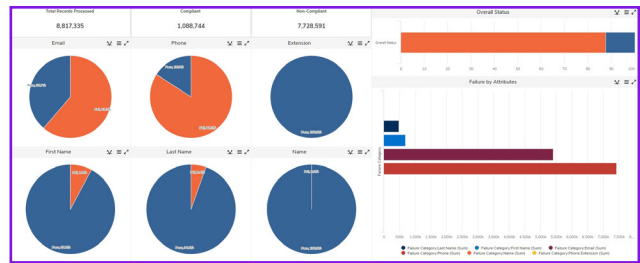
Main dashboard view, figure 1:
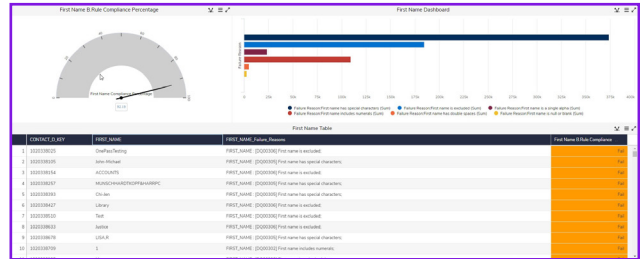
Drill down from the main dashboard, figure 2:

Critical capabilities of Precisely Data360 include:

- **Unified platform for data quality monitoring:** Precisely Data360 integrates data governance, metadata management, data quality and big data preparation through APIs to provide an ongoing process for enterprise data quality monitoring

- **Data analysis:** Data pipelines normalize disparate format and structure and independently ingest data in order to execute complex data quality rules. In particular, incoming data quality is validated to ensure "compliance." This validation uses Precisely Data360's to provide sophisticated, transparent, re-usable rules management. This capability facilitates both ad hoc analyses and automated data quality monitoring.

- **Auto-remediation:** Precisely Data360's capabilities include easily configurable dashboards and workflows to streamline remediation of incorrect records and encourage auto-remediation. Comprehensive exception management (case management) allows easy referral of potential problems for investigation, clear audit trails and the ability to quickly remediate errors.

Results

Precisely Data360 helped the company operationalize an enterprise-level data management solution that delivers integrated data governance as well as data quality assessment, improvement and monitoring. It allows for user-friendly data asset management and real-time data processing and monitoring at scale, while insulating the company from the inefficiencies of inconsistent data. Furthermore, the solution provides a platform for ongoing auto-remediation of data quality issues through autonomous editing controls.