Nowadays, data and information are two of the most strategic and valuable assets of any organization. In order to keep pace with the digital development, facilitate effective decision-making and increase operational excellence, it is crucial to harness business data and ensure its good quality.

KPMG has therefore developed a Data Quality Assessment Framework to support clients evaluating their data quality and decide on areas of improvements.

Verify the quality of data in the source and throughout the complete data lifecycle process

Why is Data Quality important?

- **Process efficiency**
  Benchmarks show that 90% data quality actually leads to 53% operational efficiency.

- **Decision making**
  An even faster moving world demands the flexibility to take quick and well-informed decisions.

- **Regulatory considerations**
  The world of laws and regulations is continuously on the move. New requirements lead to new information needs.

- **Re-work**
  Duplicate data objects lead to inefficiency in business processes and in the data lifecycle processes itself.

- **Commercial Use**
  When using e-commerce, completeness and accuracy of information displayed to customers is crucial.

- **Accountability**
  Trust in the high quality and availability of data within the organization is the key for a data-based decision process.

- **Cost**
  In addition to process costs, possible fines and costs for repetitive data quality activities can be reduced.

- **IT foundation**
  Sustainable and transparent view on the data model and data flow lead to quicker and more resource-efficient IT initiatives, as well as create new capabilities for advanced analytics.

Overall
Data Criteria
- Completeness
- Accuracy
- Consistency
- Timeliness
Our Approach to Data Quality Assessment

01 Initial Interview
Conduct various interviews with both providers and users of the information, as well as analyze the organization’s IT landscape and the roadmap in order to identify and document data quality requirements and measurement rules.

02 Data Quality Measurement
Analyzing your data, we use your extracts and with the help of a technical script measure its quality on the basis of pre-defined SQL or Python data quality rules. We inspect the different data objects and respective attributes and verify consistency.

03 Root-Cause Analysis
Erroneous and wrong data can originate from various sources. We perform a root-cause analysis to answer why problems occur and to identify the origin of the problem.

04 Areas of Improvement
In order for you to improve your overall data quality cycle in the future and ensure a solid data foundation, we identify areas of improvement in the area of know-how, process flow or system environment.

Our Expertise
KPMG’s dedicated Enterprise Applications specialists team leverages better practices, skills and insights for our customers. The offerings are based on standardized methodologies and tools that KPMG has developed and successfully implemented worldwide. With our effective approach to analyze and enhance data quality, our clients obtain better value out of their data.

Contacts

KPMG AG
Badenerstrasse 172
PO. Box 1872
CH-8036 Zurich

René Koets
Partner
Enterprise Applications
rkoets2@kpmg.com

Evgenia Ruedisueli
Senior Manager
Enterprise Applications
eruedisueli@kpmg.com

kpmg.ch

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation. The scope of any potential collaboration with audit clients is defined by regulatory requirements governing auditor independence. If you would like to know more about how KPMG AG processes personal data, please read our Privacy Policy, which you can find on our homepage at www.kpmg.ch.

© 2021 KPMG AG, a Swiss corporation, is a subsidiary of KPMG Holding AG, which is a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.