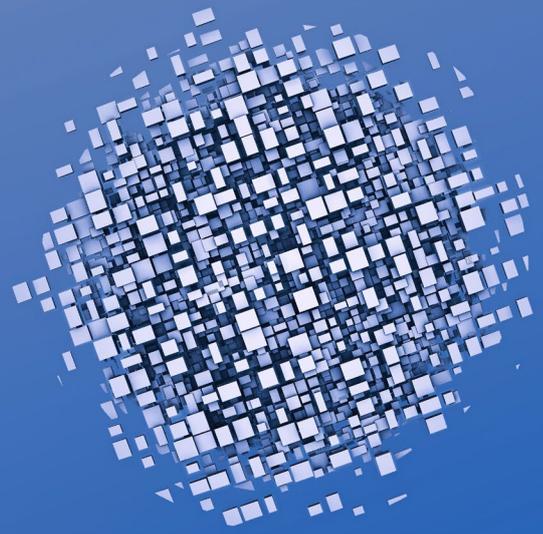


Data Quality Assessment



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.



Commercial Use

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



Decision making

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



Accountability

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



Regulatory considerations

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



Cost

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



Re-work

Duplicate data objects lead to inefficiency in business processes and in the data lifecycle processes itself.



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.

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 costumers. 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.

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