

Improving the quality of data across your organization will enable you to gain greater customer insights, identify new market opportunities, mitigate risks and more. However, accomplishing these objectives is increasingly challenging due to the exponential increases in data volume and an ever-expanding range of data types and sources that make information difficult to manage, interpret and trust.

Trillium Services provides a Data Quality Audit that enables customers to gain an in-depth understanding of their data in 10-15 business days.* During the Audit, Trillium will uncover data issues that are negatively impacting your business performance or operations, identify high-risk areas that require immediate remediation, establish benchmarks for measurement, and prioritize activities for ongoing data improvement.

This enables you to take the first step in pinpointing recurring issues that disrupt business processes and establishing measures and procedures to fix data issues and drive continuous improvement. The Audit will also help you build a business case by quantifying the impact of bad data and calculating the ROI for improved data quality and governance in your organization.

Gain an in-depth understanding of your data:

- *Uncover greater customer insights*
- *Enhance risk management*
- *Comply with complex regulations*
- *Pinpoint cost-saving opportunities*
- *Increase accuracy of analytics tools/dashboards*
- *Optimize marketing campaign performance*
- *Identify new market opportunities*

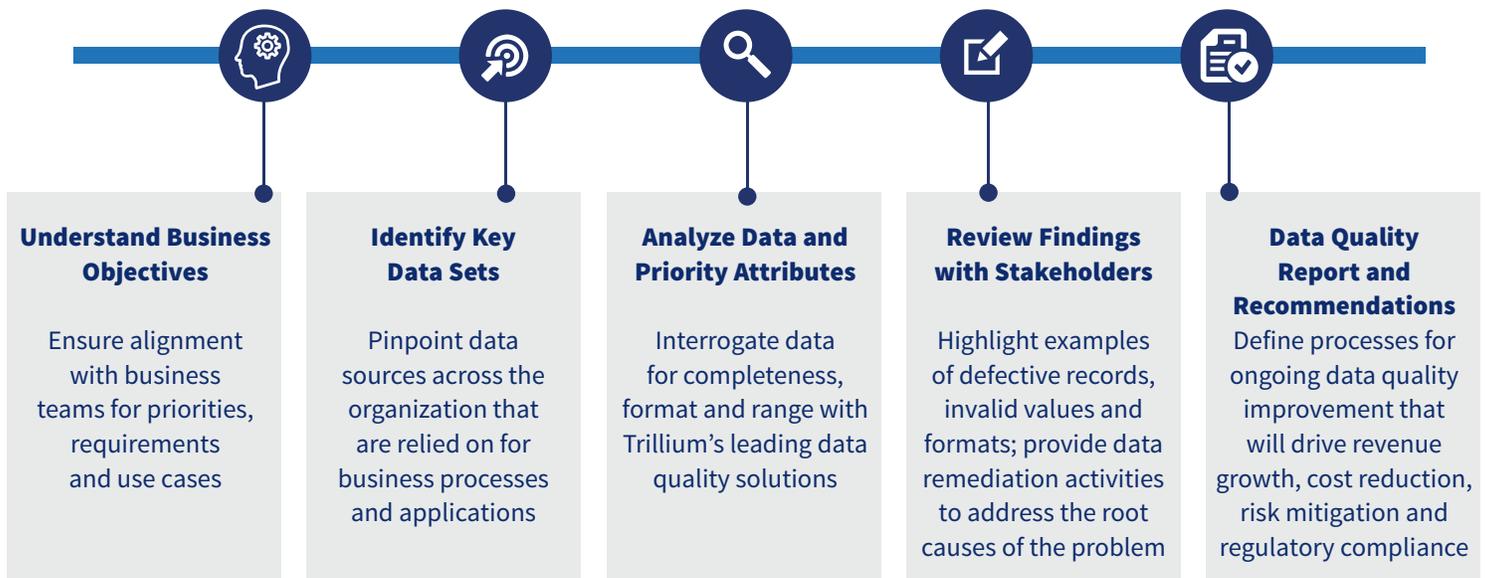
Companies across a broad range of industries have benefited from Trillium's Data Quality Audit, including retail, utilities, healthcare and financial services organizations grappling with data-intensive challenges in marketing, compliance and more. For example, one large retail organization saw its marketing campaign performance lagging due to data accuracy problems in its source systems, often because data standards were not being implemented at the point of capture. During the Audit, Trillium identified that low-quality data was being generated from a specific source being used for the campaigns. Uncovering the source enabled the retail organization and Trillium to correct the issue and establish data quality standards to ensure that it did not reoccur. This improved the quality of data being fed into the company's marketing campaigns, ultimately providing uplift in campaign performance.

Is a Data Quality Audit right for you?

- 1 Requirement to build business case for data quality
- 2 Poor data impacting business performance
- 3 Lack of insight into data
- 4 Adopting new data, data processes and/or business applications
- 5 Planning data consolidation and/or migration
- 6 Turnover on data management team
- 7 Inaccurate matching/appending with third-party data

*Time estimate subject to scoping and project assessment

Discover What You Don't Know About Your Data



Trillium provides a clearly defined process and documented best practices based on our experience delivering successful customer engagements over more than 20 years. Our approach is designed to require minimal resources from customers, as we simply require a brief scoping meeting with stakeholders and access to data sets and related documentation. The process helps ensure the successful delivery of the Data Quality Audit so you can understand, prioritize and begin to remediate the data quality issues that are critical to your business.

Following the Audit, Trillium will deliver a comprehensive report that includes:

- *Data mapping and foundation profiling*
- *Profiling statistics on all data attributes including completeness, conformity, consistency, integrity, uniqueness and validity*
- *Details on and quantification of critical issues, including examples of defective records, their business impact and specific remediation activities*
- *Recommendations for next steps and sustainable data quality process improvements*
- *Comprehensive plans for how Trillium can assist with ongoing data quality initiatives*

About Trillium Software

Trillium Software, A Harte Hanks Company, is a leading, global enterprise data quality solutions provider. Our data quality specialists help organizations achieve increased business from their data management initiatives and existing business-critical processes by providing enterprise data profiling and data cleansing software and services. Trillium offers industry-specific business solutions that help solve data problems experienced by financial services, banking, retail, healthcare, manufacturing, and risk, professionals. Trillium's full complement of technologies and services includes global data profiling, data cleansing, enrichment, and data linking for e-business, Cloud, Big Data, customer relationship management, data governance, enterprise resource planning, supply chain management, data warehouse, and other enterprise applications.

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