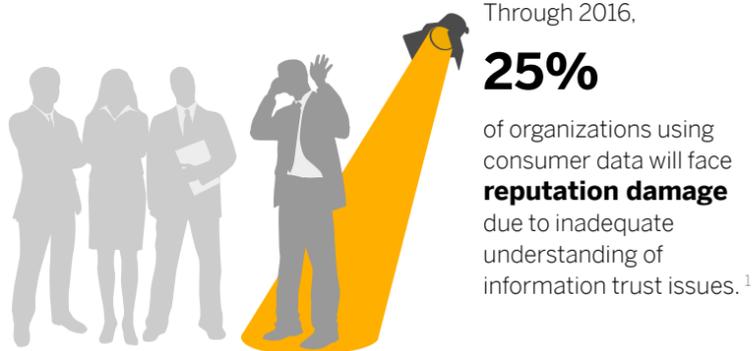


What's Dirty Data Costing You?

Trustworthy, accurate, and complete data is the oil that lubricates your business' engine. Without it, business processes stall, applications misfire, and normally good decision makers lose their way. Do you think bad data's not that big of a problem at your company? You may be right. But missing information, lack of consistency, and incorrect values might also be subtly masking your organization's true potential by choking efficiency and agility, opening the door to unnecessary risks and costs, and compromising decisions big and small. You wouldn't run your car on dirty oil, so why are you letting your business run on questionable data? And better yet, what are you going to do about it?

How important is data quality?



Why is it such a problem?

When asked what the biggest barriers to managing their information are

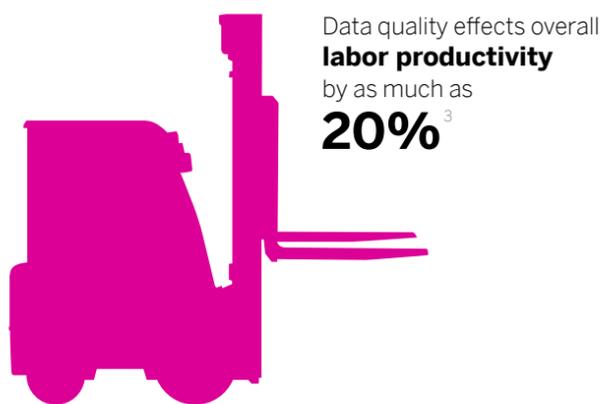
67% of companies say its the **spread of data** across too many applications and systems.



64% say it's the **multiple versions** of the truth.²



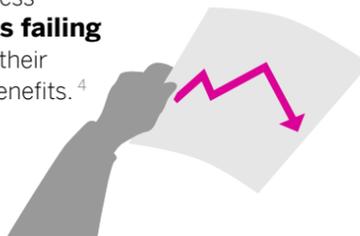
But is data quality really that important?



What are consequences of missing or dirty data?

Poor data quality is the primary reason for

40% of all business **initiatives failing** to achieve their targeted benefits.⁴



In two-thirds of organizations, **analysts spend the majority of their time on data-related tasks** instead of analytic ones, partially because they lack access to consistent company information.⁵



If quality data is so important, then what is the obstacle in the way? How will they overcome it in the future?

52%

of companies say **lack of support from the business** — in the form of resources and training — is a major obstacle to information management.⁶



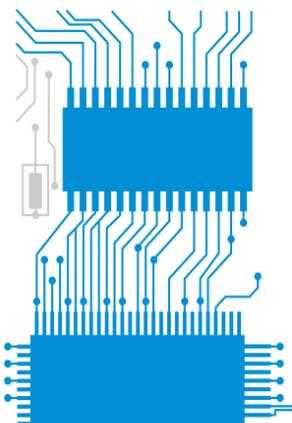
Through 2016, **66%** of Global 500 organizations will implement an **information stewardship application**.⁷

How does this change the way that organizations show the importance of managing data?

By 2015, half of all organizations with information-intensive operations will have an **executive position of Chief Data Officer**.⁸



Who's doing it well today?



National Vision

expanded their information management journey, starting with a data warehouse initiative and evolving to support of enterprise-wide information architecture.

"At National Vision, we involved the *business users* in the process, enabling them to access all types of data from a centralized location including customer, sales/transactional data, employee data, store/location data, product data, employee data, etc.," said Louann Seguin, vice president, Information Technology and Strategy, National Vision. "Our use of IM tools from SAP for information access and cleansing helped us shift our IT focus from custom development to strategic integration."⁹



Alliander

achieved data quality control while cutting IT costs by

60%

"By introducing a managed environment for data, overseen by *business users* instead of IT, we made data quality control faster, cheaper, and transparent." René Haasdijk, business intelligence manager.¹⁰

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Sources

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