



DATAAgility.

Data Management Services

**Data Pain... How to Diagnose and Treat Your
Toughest Data Dilemmas**

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President**

Agenda

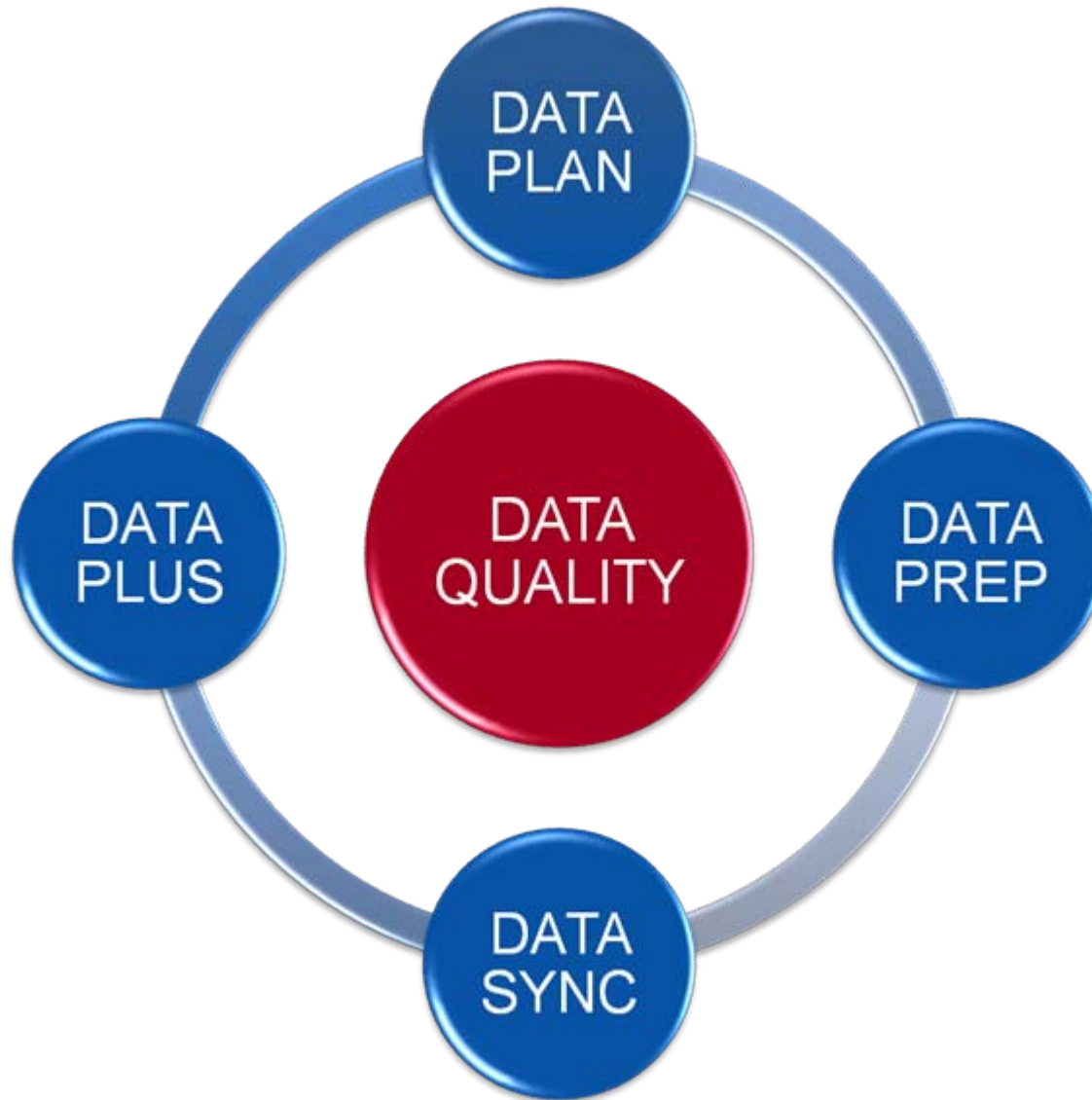
- Welcome and Introduction
- The Role of Data in Business
- Dispelling the Data Myths
- Data Pain & Self Assessment
- Data Quality Defined
- Solutions for Data Dilemmas
- Q&A



Introductions

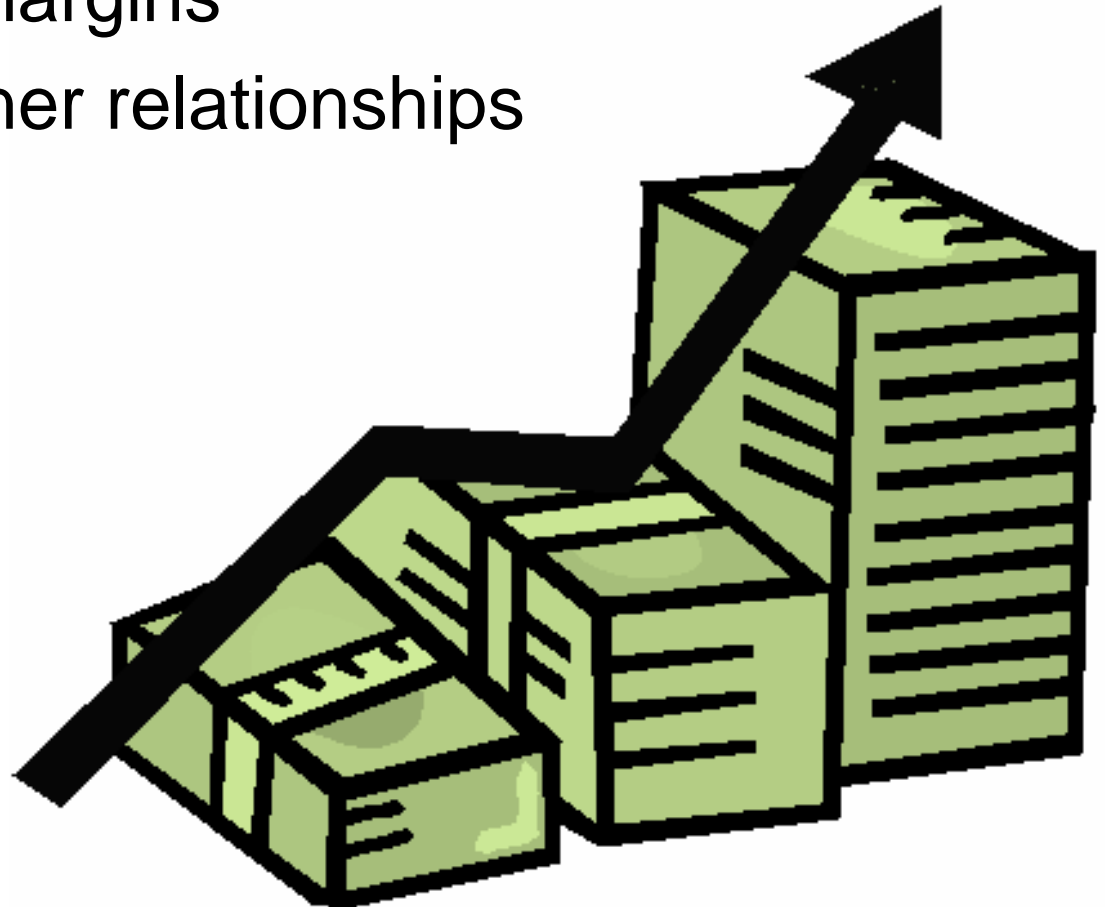
- **Co-Founder and President**
- 20 year career has included providing business consulting services to assist SME and Fortune 500 companies in developing and implementing successful EDI, VMI, Data Governance business strategies.
- Help with the development and implementation data standards (Electrical, Healthcare HVAC, Heavy Duty Truck, Aftermarket)
- Principal developer of the widely used Aftermarket PIES validation program and DAC (Data Audit and Certification) program in the electrical industry.
- Organize and operate Industry driven programs including IDEA and SEMA Data Sync programs.

Our Data Management Services



What Are Companies Trying To Achieve?

- Grow the business
- Increase profit margins
- Strengthen partner relationships



What's Data Got To Do With It?

For every business activity designed to increase revenue, quality product data is a requirement.



Have We Achieved Our Objectives?

- Early Days- Manual or non-standardized dissemination of price sheet information to support manual processes.
- Implementation of systems to automate the manual processes.
- In the 90's - Industry development of the EDIPro standard for the exchange of business transactions.
- Industry development of the electrical standard for product data exchange.
- Industry data pool for data validation, delivery, and syndication
- Infamous Y2K years - Data Audit and Certification Program to ensure the usability of the data.
- And Today - Data Synchronization Program to align product data between partners.

Top Three Data Myths

1. Sending data through a data pool ensures the quality of Supplier data.
2. Suppliers who publish data through the data pool and distributors who receive data from the data pool are now in sync with each other.
3. There is no way to quantify the value of quality data.



Dispelling Myth #1

- **Sending data through a data pool ensures the quality of Supplier data :**
- A data pool is the conduit that delivers and syndicates validated data published by the manufacturer so that it is received accurately by the distributor.
- It doesn't actually mean that it was actually accurate.
- It means what was sent was what was received.
- But if what was sent was wrong then what was received is also wrong.
- **Data Pain: Lost Profit Margins, Lost Sales, and Lost Customers.**

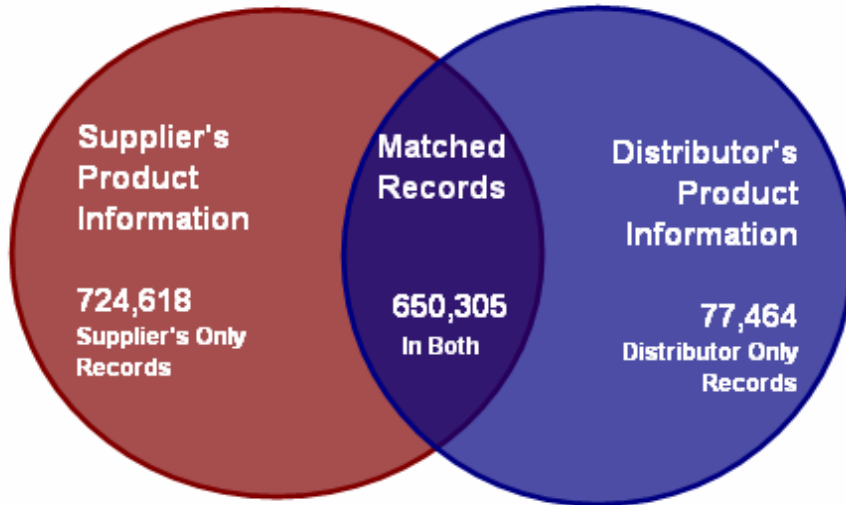
Dispelling Myth # 2

- **Suppliers who publish data through the data pool and distributors who receive data from the data pool are now in sync with each other.**
- The recently completed IDEA Data Matching Program concluded that the product data in the industry is not good and that a major effort to align data is needed with an emphasis on data quality.
- Data Sync is not a project it is a process.
- **Data Pain: Lost sales, order inefficiencies, weakened customer relationships.**



Dispelling Myth #2

idea Data Sync Summary Report



Supplier's Product Data Details

Supplier's Total Records Submitted:	1,374,923
Supplier's Only Records:	724,618

Distributor's Product Data Details

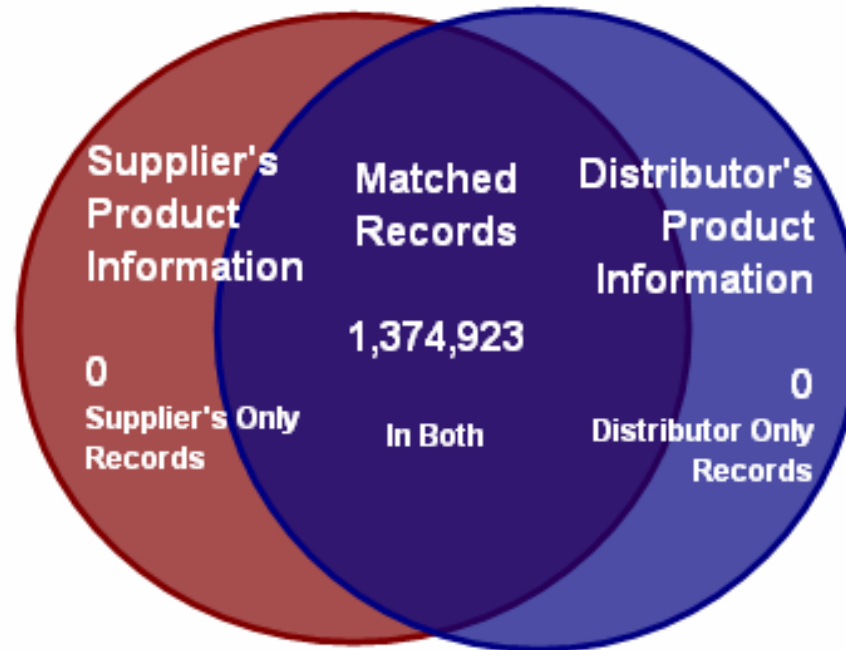
Distributor Total Records Submitted:	733,869
Distributor Unique Records Submitted:	727,769
Distributor's Duplicate Records:	6,100
Distributor's Only Records:	77,464

Matched Records Details

Product Record Key:	UPC
Total # of Matching Records:	650,305

Dispelling Myth #2

idea Data Sync Summary Report



Dispelling Myth # 2

Data Field	Items with Unmatched Fields	% of Shared Records	Null Fields Supplier	% of Shared Records	Null Fields Receiver	% of Shared Records	Null Fields Both	% of Shared Records	Equivalencies	% of Shared Records
Catalog Number	1816	0.29%	-		7	0.00%	-		8199	1.29%
Item Status	19396	12.14%	3765	0.59%	1700	0.27%	-		66645	10.49%
Order Minimum	11890	2.51%	5283	0.83%	19267	3.03%	247	0.04%	-	
Price UOM	9983	5.16%	47936	7.55%	1450	0.23%	78595	12.37%	117048	18.43%
Price 1 List	2273	0.50%	52399	8.25%	298	0.05%	5467	0.86%	-	
Price 2 Resale T1	19401	16.68%	27839	4.38%	2638	0.42%	13223	2.08%	-	
Price 3 Resale T2	6490	6.08%	20850	3.28%	2730	0.43%	4212	0.66%	-	
Price 4 Resale T3	28489	10.31%	54322	8.55%	24449	3.85%	8787	1.38%	-	
Price Break Bgn Qty 4	123	0.80%	1275	0.20%	84	0.01%	17	0.00%	-	
Price 5 Distributor Cost	27900	5.16%	74704	11.76%	380	0.06%	8738	1.38%	-	
Product Category Code	23647	13.47%	6099	0.96%	58713	9.24%	44	0.01%	-	
Velocity Code	511	2.19%	-		2181	0.34%	129	0.02%	-	

Missing data that is just as damaging as incorrect data

Myth # 3

- There is no way to quantify the value of quality data.
- The 2003 Financial Benefits of Data Sync Study is still valid and quantifies the benefits of Data Synchronization for both Manufacturers & Distributors.
- It is also been validated in other industries; most recently in the Auto Aftermarket.
- Rapidly growing number of people in B2B are using their Supplier's website for product data information.
- **Data Pain: Lost Sales, Broken Processes & Ignored priority with no assigned resources.**

Data Quality Defined

Data Quality – Who is Responsible?

- Data quality is the shared responsibility of manufacturers and distributors:
- Manufacturers are the source of the product data and so are the starting point for creating quality data.
- Distributors have responsibility to insist on quality data from their Suppliers and ensure its integrity in their systems.



Data Quality Check List



- **Timely**
- **Complete**
- **Accurate**
- **Standardized**
- **Synchronized**
- **Easy to Use**

Data Pain Assessment Scale

0

2

4

6

8

10

Are you ready to take the Self Exam?



Self Assessment Question # 1

- **Suppliers and Distributors:**
- Have you established a Product Data Governance Strategy?
- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Not until after the election!

Self Assessment Question # 2

- **Suppliers:**
- Do you know the exact data requirements for your key distributors?
- **Distributors:**
- Have you communicated your exact requirements to your suppliers?
- A) Yes, documented, provided, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) It's for me to know and you to find out.

Self Assessment Question # 3

- **Suppliers:**
- Do you have one identified data owner and source for every attribute?
- **Distributors:**
- Do you have one owner for incorporating a supplier's data elements?

- A) Yes, documented, implemented, and frequently reviewed.
- B) Documented but not yet implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) I think so, what did the other guy say?

Self Assessment Question # 4

- **Suppliers:**
- Are external data attributes validated to industry, receiver, and business rules at the point of creation?
- **Distributors:**
- Can your system accept data direct from the data pool without delay or manipulation?

- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Hmm, I will have to ask I.T. about that.

Self Assessment Question # 5

- **Suppliers & Distributors:**
- Are your internal systems synchronized?
- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Only Joe in Marketing has the most accurate data on his machine.

Self Assessment Question # 6

- **Suppliers and Distributors:**
- Do you have an automated work flow process in place for new product introductions and changes?
- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Do paper copies floating around with signatures count as work flow? If so, then yes.

Self Assessment Question # 7

- **Suppliers & Distributors:**
- Do you track your progress with item data quality over a period of time?
- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Once it is hard coded in the system, I can't see or touch it.

Self Assessment Question # 8

- **Suppliers and Distributors:**
- Have you measured and do you continue to track the level of synchronization with partners?
- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Is that the same as sending them stuff?



Self Assessment Question # 9

- **Suppliers and Distributors:**
- Is the established process sustainable?
- A) Yes, documented, implemented, and frequently reviewed.
- B) Yes, documented and implemented.
- C) Yes, documented, not yet implemented.
- D) No.
- E) Only if nothing changes, **Ever**

Data Pain Assessment Scale

0

2

4

6

8

10



**Data Pool takes care of all my data needs—
NO PROBLEMS!**



**Price errors?
I know nothing!**



**You want Quality Data?
Is that secret code for correct?**



**Data update every week!
Have you lost your mind?**



**Marketing Bullets!
Is there a data doctor in the house?**

Pain Assessment Scoring

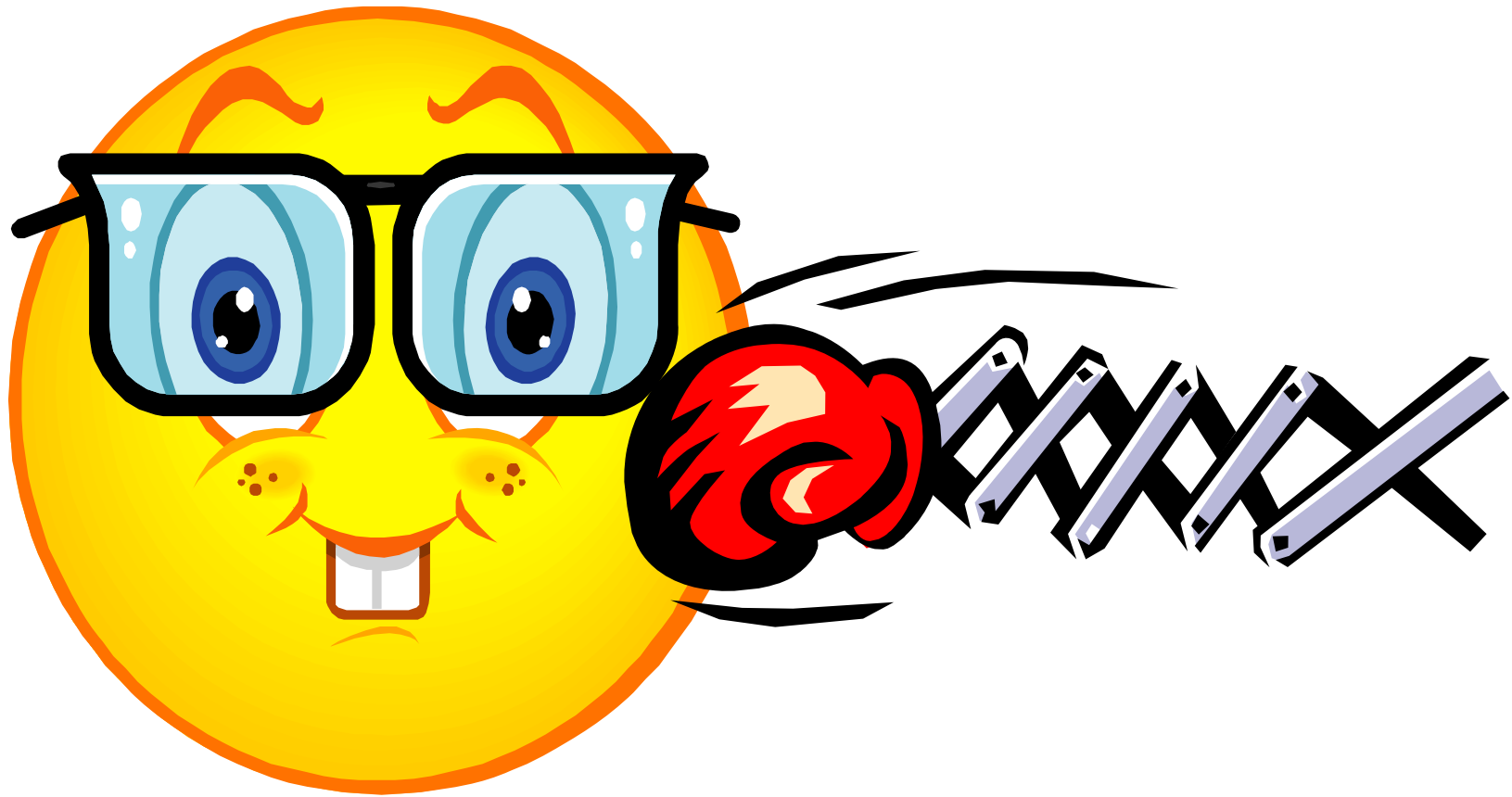
Scoring:

0 points – A , 1 point – B, 2 Points – C, 3 points – D

- 0 - 9 Perfect, stop by our booth for a polygraph test!
- 10 - 17 Schedule an office appoint now.
- 18 - 26 Make an emergency visit to the Dr.'s office.
- 27 + Go directly to the ER for immediate assistance.



Don't let Poor Data Pound You to the Pavement



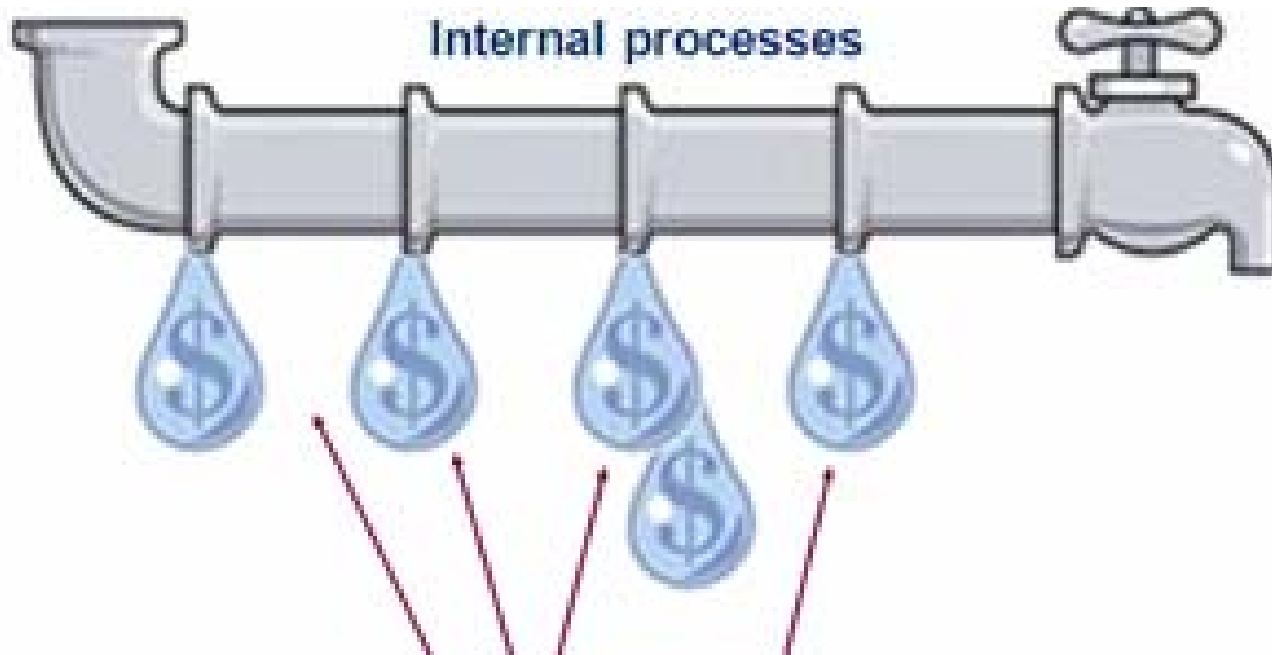
Treatments

Corrective Action



Fixing the error at the point of failure during the process will never address the root cause.

Corrective Action



Continual Fixes in 2008, 2009 and beyond!



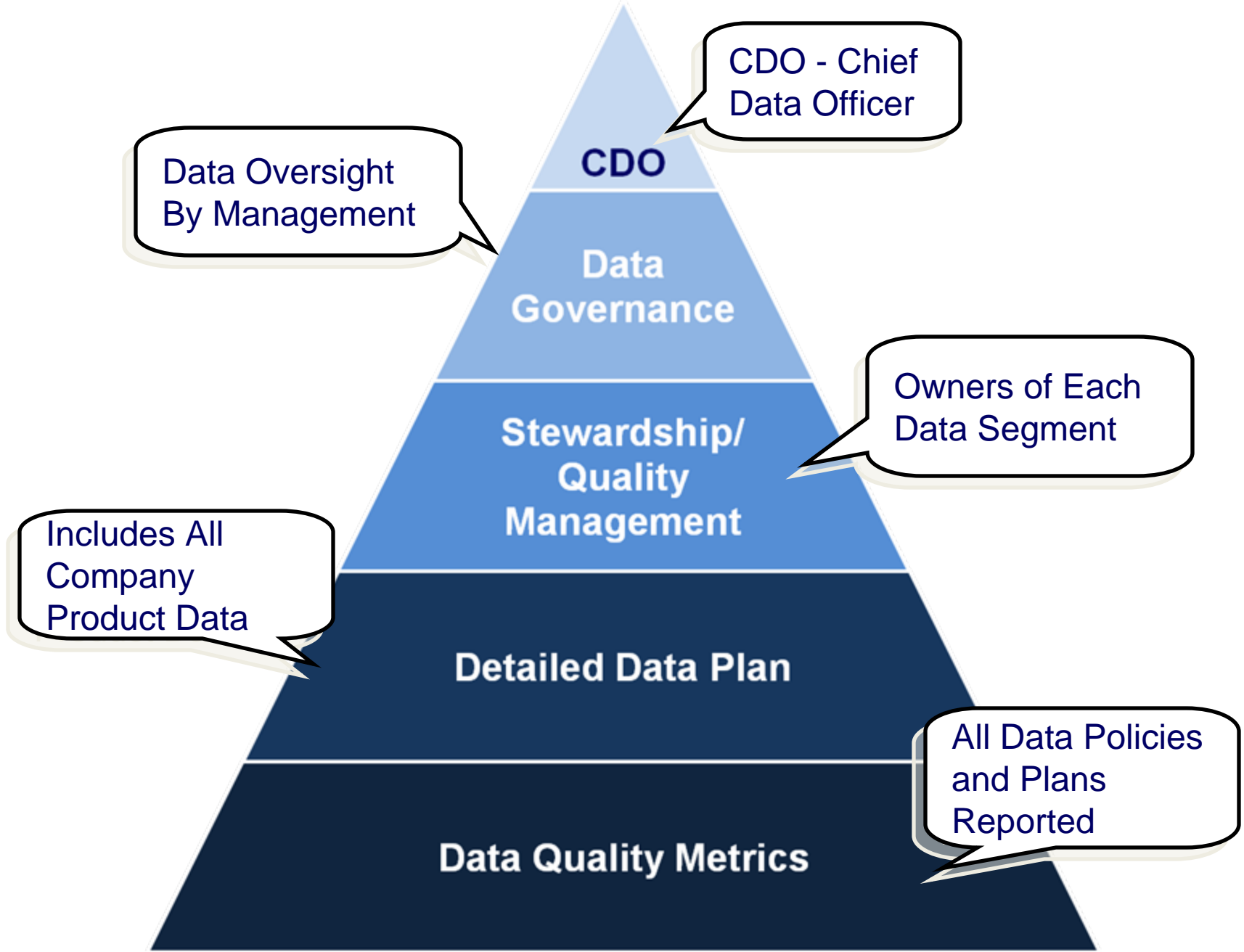
Solutions

Preventive Action

- Preventive action is designed to keep the error from occurring in the first place.

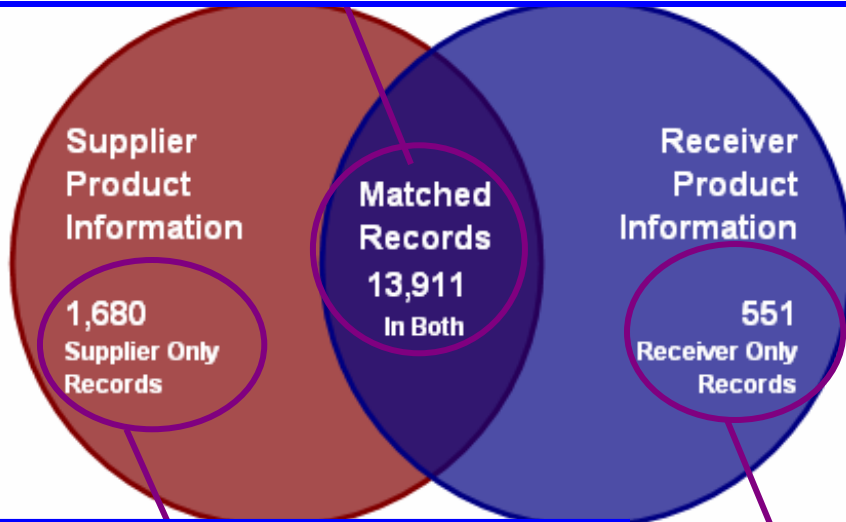


Data Governance



DATAAlignment Process

Common items in both systems



Sales Opportunities

Opportunity for error in invoicing, ordering:
obsolete, discontinued, pending???

Supplier File Product Data Details

Filename:	Supplier_20070403_1250350_V1.bt
Total Records Submitted:	15591
Supplier Records Only:	1680

Receiver Product Data Details

Filename:	Receiver.bt
Total Records Submitted:	14462
Duplicate Records:	0
Receiver Records Only:	551

Matched Records Details

Product Record Key:	UPC
Total # of Matching Records:	13911
Matched Record Field Analysis	

Only the items that match on UPC qualify for the field analysis.

Steps to Achieving Data Quality

7. Replicate Via Data Pool

6. Sync With External Receivers

5. Sync With All Internal Databases

4. Validate All Required Product Data

3. Determine Data Sources and Needs

2. Understand Receiver Requirements

1. Data Management Program Established

Data Quality

Return on Investment

Return on Investment – Per NEMA

Suppliers and Receivers	Annual Net Sales \$	Decreased Order Costs	Increased Unit Sales	Full Impact
Data Sync Program Trading Partners	Estimated Annual Sales \$	Net Profit +	Net Profit +	Total
		Data Sync	Increase Sales 5%	Supplier Value Prop
		0.01700	0.01000	0.02700
		Sales \$ x % Profit Savings		
Partner A	\$50,000,000	\$850,000	500,000	\$1,350,000
Partner B	\$25,000,000	\$425,000	250,000	\$675,000
Partner C	\$10,000,000	\$170,000	100,000	\$270,000
Partner D	\$7,000,000	\$119,000	70,000	\$189,000
Partner E	\$5,000,000	\$85,000	50,000	\$135,000
Partner F	\$2,000,000	\$34,000	20,000	\$54,000
Partner G	\$1,000,000	\$17,000	10,000	\$27,000
Gross Savings	\$ 100,000,000	\$ 1,700,000	\$ 1,000,000	\$ 2,700,000



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Thank You

For more info, see us at Booth 15