



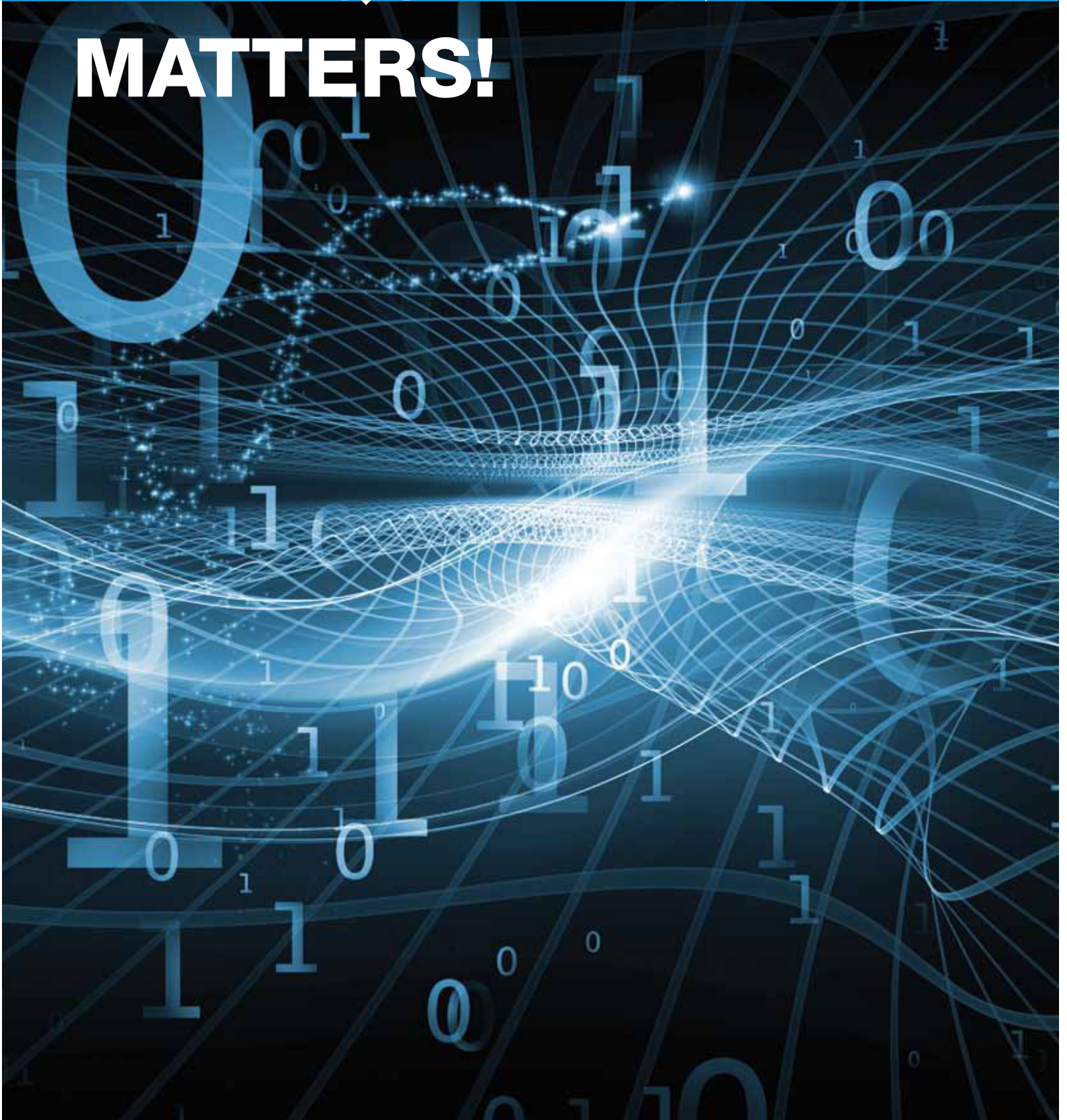
 Billion Dollar Company

 Global Service Provider

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 Banking & Capital Markets • Insurance  
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Telecom • Healthcare • Life Sciences  
Travel & Transportation • Hospitality  
Retail & Consumer Goods  
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# DATA QUALITY MATTERS!





## Data Quality Causes

### Change

Organizations often undergo business process changes to improve. It's natural for data to change. As it does, the data quality rules, business rules and data integration layers must also change. **Fix** – Data Governance, Communication and Tool Capability

### Hidden Code

It's difficult to see all the custom code and special processes that happen beneath the data unless you profile, after moving the data from legacy to modern application. **Fix** – profile the converted data early by using DQ tools

### Transaction Transition

Real-time integration propagates the data down the stream. In case of any error, it is propagated across. **Fix** – Real time Data Monitoring by using DQ tools

### Metadata Metamorphosis

Data Life Cycle change propagation does not happen. **Fix** – Predefined data models and Agile Data Management + Data Governance

### Data Quality Definition

Multiple DQ initiatives at application level with different rules. **Fix** – Enterprise level DQ initiative with Standard Tool and Data Governance

### Loss of Expertise

Knowledge of data life cycle and meta data details lies with single/few SMEs. **Fix** – Document using consultants, profile and monitor continuously

### Typo & Non-conforming Data

Wrong data entry in the UI. **Fix** – Training, Monitoring, Real-time validation

### Information Obfuscations

Incomplete /incorrect information provided, Usage of alternate field since the corresponding field is not present. **Fix** – reward for correct entry, tighten validation

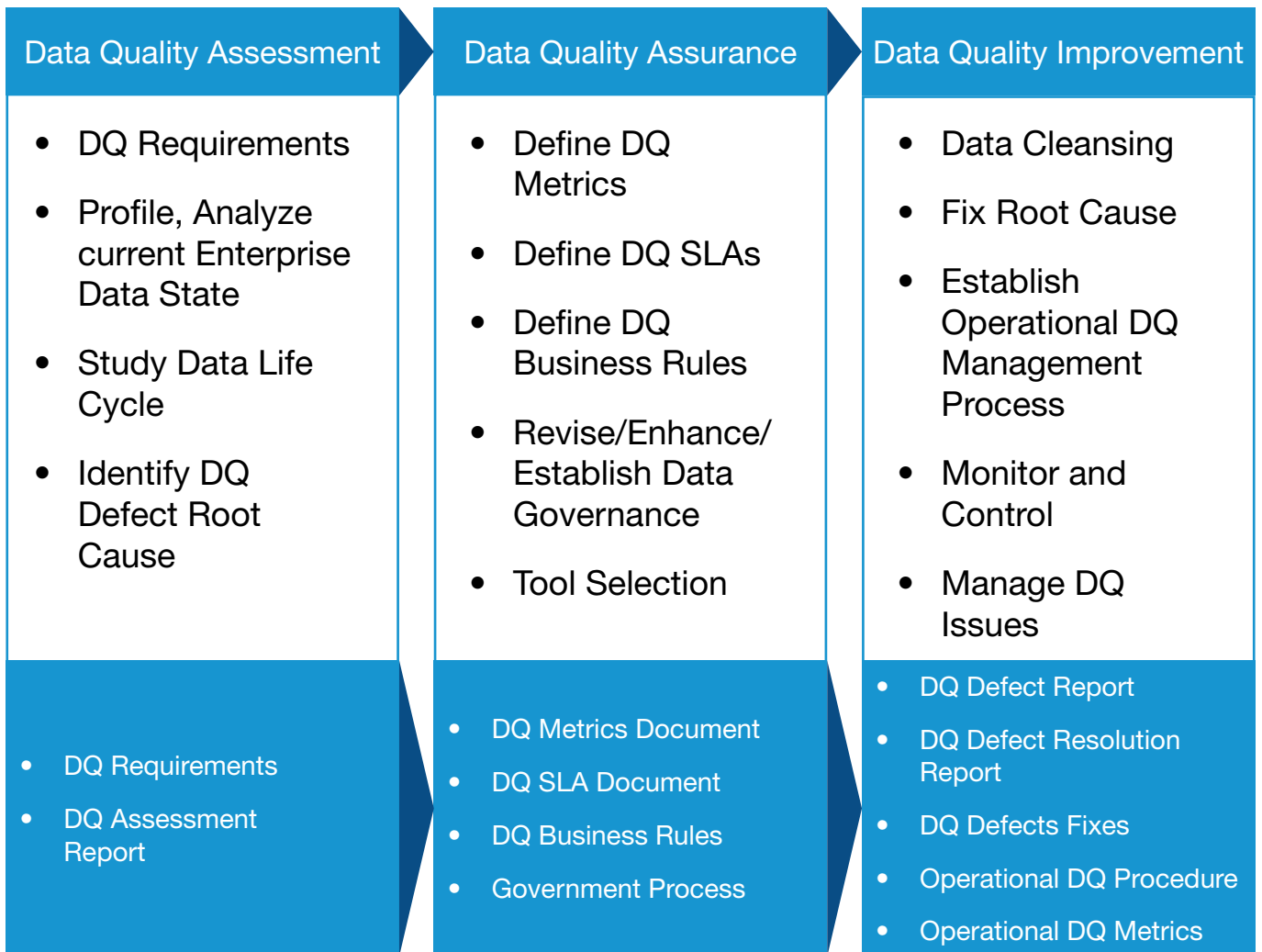
### Renegade Spreadmarts

Some impatient business owners unknowingly do by moving data in and out of business solutions, databases and the like. **Fix** – Changing the corporate culture and Educate

### Merger

Corporate mergers increase the likelihood for data quality errors because they usually happen fast and are unforeseen by IT departments. **Fix** – Corporate Awareness, Proper Documentation & Agile Data Management

# Data Quality Approach

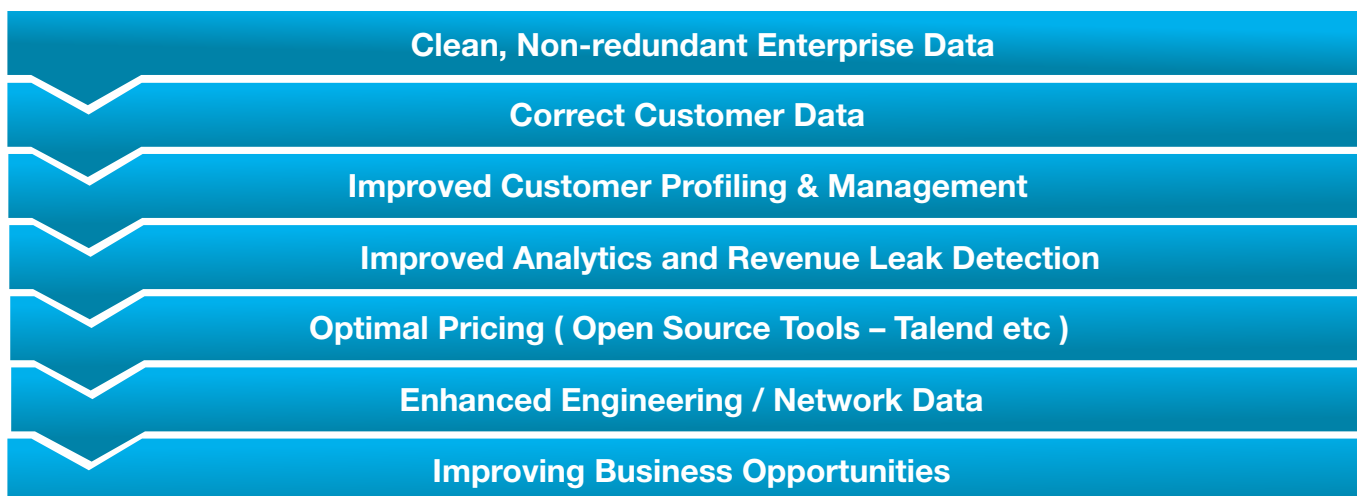


## Mphasis Data Cleansing Components

- Mphasis has developed a light-weight java-based reusable, customizable data cleansing components using Talend Community Edition
- A set of data cleansing components readily available for cleansing the attributes and duplicate identification of party entity
  - » Database Agnostic
  - » Platform Agnostic
  - » Application Schema Agnostic
  - » Rule based and Customizable
  - » To jump start cleansing initiatives
  - » Zero license fees/tool cost
  - » Extensible for other entities and problems



## Key Benefits



## About Mphasis

Mphasis (BSE: 526299; NSE: MPHASIS) applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis' Front2Back™ Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized ( $C = X2C_{m}^2 = 1$ ) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients. To know more, please visit [www.mphasis.com](http://www.mphasis.com)

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