



*“It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.”
– Mark Twain*

DO YOU TRUST YOUR DATA?

JUST HOW MUCH OF AN ISSUE IS DATA QUALITY?

\$611 Billion The cost of poor data quality to US Companies each year



1 in 10 organizations rate their data quality as “excellent”



Poor data quality accounts for 20% of business costs

* Gartner, TDWI

IS YOUR DATA?

- Incomplete
- Out of sync
- Old or Stale
- Decentralized
- Invalid

CAN YOU?

- Ensure standards are being followed
- Monitor Data Quality
- Track Data Quality over time
- Give visibility to all levels of the Organization

NOT ALL DATA IS CREATED EQUAL & CHALLENGES ARE UNIQUE!

WHY CHOOSE CENTENNIAL DATA GROUP?

We partner with you to provide technical expertise, helping to build trust in your data throughout the organization. Each organization has a different set of challenges related to data quality, we start by evaluating your data, assessing your business processes and understanding the organization’s needs for data quality. Although many tools and solutions exist in the market place, there is no magic solution to your unique challenges, but we are here to help!

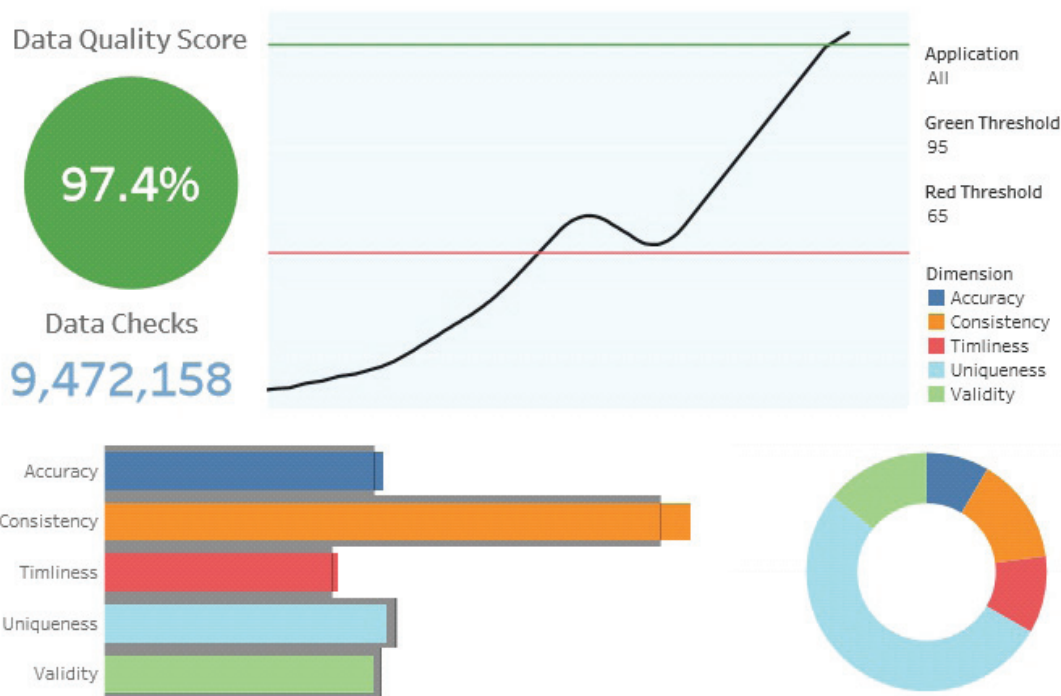
SUMMARY:

A Fortune 500 company faced considerable risk with their data consistency, completeness and lack of standardization.

Centennial Data Group created a centralized data quality platform and operational program that resulted in:

- **increased visibility of data quality issues**
- **assisted with remediation**
- **increased revenues by creating a key differentiator**

The program and multi-tenancy platform, created by Centennial Data Group, enabled the organization to be flexible to individual needs, while maintaining a single lens through which to analyze data quality. The client was able to run data quality checks across multiple data sources and technologies, identify key areas of improvement, and modify operational procedures to **re-establish trust in their data**.



BENEFITS:

Better Analytics by providing proactive remediation

Cost Reduction through improved operational efficiencies

Risk Reduction by identifying issues before decisions are made

Visibility and Transparency throughout the organization

Increased Revenue by creating a competitive advantage