

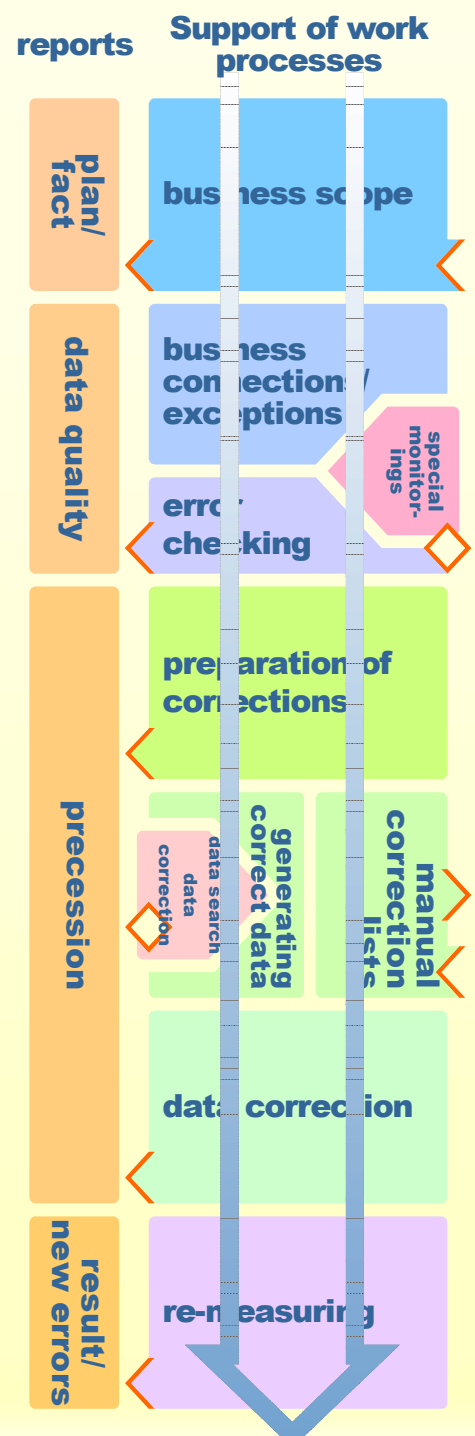
DQM Professional

Sustainable data quality at realistic expense

We have constructed our DQM Professional package application according to the 'best practices' we have acquired throughout our experience within our past Data Quality Management (DQM) projects. The majority of our effective DQM algorithms have been wrapped up within this application. The system's architecture ensures significant flexibility, conducting in the possibility of quick introduction.

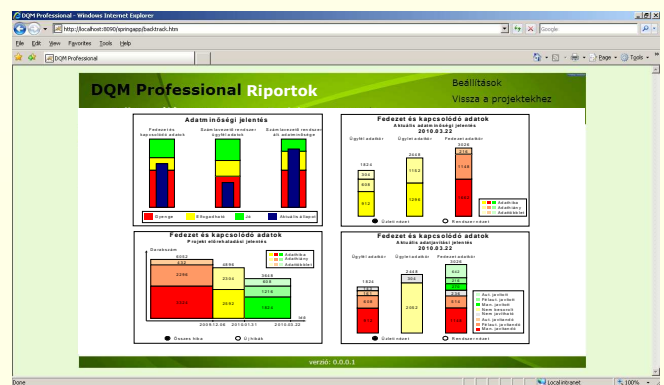
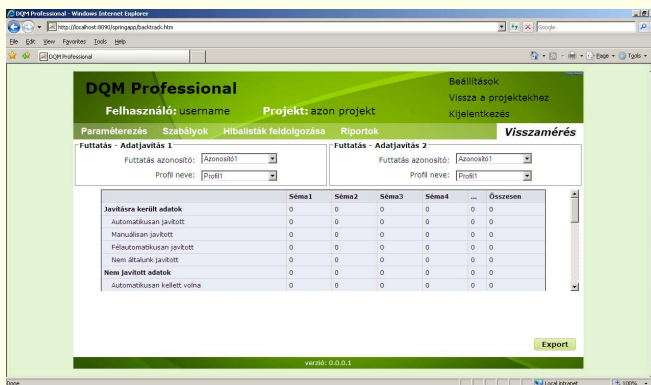
The benefits of DQM Professional

- ▶ **Universal:** it can be used for the support of both the post-entry data correction and for the support of correct on-line data entry.
- ▶ **Flexible:** it can be flexibly adjusted to the organization and its specific data quality management processes, adapting within the corporate DQM rules and culture.
- ▶ **Full-scale:**
 - It supports the entire data cleaning cycle (analysis, correction, re-measuring).
 - Supports both the automated and manual data corrections; analyzes their results, and uses them during the re-measuring phase, this way the precession can be fully monitored.
- ▶ **Achievement-focused:** it enforces the necessary and adequate systematic approach in order to achieve the proper results, but also ensures the possibility of flexible changing within a cycle. It both supports the synchronized and asynchronous, multi-threading operation.
- ▶ **Provides an overview:** The precession and results of the certain data cleaning cycles, as well as the changes in data quality can be monitored even by the business data owners, practically real-time, through picturesque, dash-board style diagrams, reaching down to several levels.
- ▶ **Prepared for business users:** by using drag-and-drop objects, the data correction rules definition is easy and it is based on business logic; meanwhile the system builds up the connection rules between the data representing business information – all this requires a minor, easily and quickly obtainable SQL knowledge.
- ▶ **Corporate application:** numerous independent data analysis and data cleaning activities can be performed in parallel.
- ▶ **Audited:** the application and the data correction programs generated by it have been audited several times, their integrity and logging procedures meet the highest security requirements; any restoration of previous data following the corrections is possible and ensured.
- ▶ **Wide range of built-in tools:**
 - A continuously expanded set of functions, which can be uniquely extended not only by Clarity Consulting, but by the user as well, for special data monitoring (e.g. exchange of characters with accents for comparisons, or Hungarian identification-syntaxes checking (tax numbers, chassis numbers, ID numbers, etc.)).
 - Expandable, complex program modules, supporting the automated exploration and correction of data: entity duplication-checking, address-correction based on reference data.



The technology applied

- ▶ Web architecture built on SOA philosophy.
- ▶ J2EE F/E, containing solely the visualization logic, Oracle B/E containing operational logic, communicating through F/E and B/E services, this way ensuring the necessary flexibility.
- ▶ On-line services used during data entry (data monitoring, duplication checking, address checking/corrections) can be reached via web services for external applications.
- ▶ Sovereign reporting application with Oracle data base and Adobe-based visualization layer, which can be customized according to user's needs. (the application can be interfaced to already existing reporting tools, e.g. Cognos)
- ▶ Support of XML and Excel export-import format: the data content of each report, as well as the manual data correction lists, can be exported.



Our major clients

Budapest Bank (GE Money)

- ▶ **Project-based data cleansings:** They have been using the application during the parallel completion of single, one-off data cleaning tasks, generated by several major system development projects (data warehouse, change of accounting system, unified collateral data base). They have defined over data control rules on corporate level. The number of data records affected by these tasks exceeds 100 Million.
- ▶ **Elimination of client-multiplication:** this duplicate entity screening and eliminating built-in tool is aimed to serve the single customer view collected from the client data stored in different systems of the bank. The application prepares the „best record” representing the given client within 2 hours, searching among 8 Million client data and 25 Million address data on a daily basis.

Allianz Hungária Zrt.

- ▶ **Continuous data cleaning** in the Insurance Portfolio: continuous data cleaning supports the operation of the insurance system's "client de-duplicating" module; differing format and missing data are automatically corrected in order to ensure that the client data merging engine recognizes the specific identical clients.
- ▶ **Support of group-level client base:** The elaboration of a group-level single customer view is required for group-level customer services; considering data protection aspects, this can be achieved only through a complex data management process. The client base uses the application's built-in tool to recognize and handle duplications in two steps, running 4 parallel units at one time. Over 8 Million client records are affected daily by these tasks.

Further references

ERSTE Bank Hungary Nyrt.: Project-based collateral data cleaning in order to optimize collateral according to Basel II. requirements.

National Health Insurance Fund: Data cleaning and duplication screening during the monitoring of 12 Million individuals' legal status.

Invitel Zrt.: Client data base quality survey.

Contact

Gábor Szedenics, Senior Consultant

Clarity Consulting Ltd, Erzsébet királyné útja 29/b., H-1145 Budapest, Hungary

Phone.: +3614223030, Fax.: +3614223032, E-mail: szedenics.gabor@clarity.hu, Internet: www.clarity.hu