ACHIEVING ENTERPRISE DATA QUALITY:

Best Practices in Oracle's PeopleSoft

Runner™
Enterprise Data Quality

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Poor data quality in both the planning and execution phases of business initiatives is a primary cause of an organization never realizing their business initiative. Poor data quality also affects operational efficiency, risk mitigation, and agility by compromising the decisions made in each of these areas. Organizations have several ways that contact data is entering their PeopleSoft ERP that involve real time data entry, order processing, and importing lists. The validity of an organization's contact data directly affects compliance, governance, and making revenue. Organizations allow contact data to migrate through PeopleSoft pages, self-service, and eventually into the address tables - which is later leveraged by various departments in their respective business processes.

But what if that contact information is filled with invalid street numbers, misspelled addresses, incorrect names, or other bad contact data?

PeopleSoft is currently delivered without any solutions or applications to mitigate data entry errors and inaccurate, or invalid information from being stored in an organization's database. There is a huge difference between just any contact data and Enterprise Data Quality.

20%

77% OF COMPANIES believe their bottom line is affected by inaccurate and incomplete data and on average respondents believe 12% of revenue is wasted
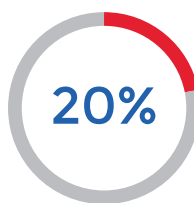
AVERAGE COST of data quality is 20% of overall business process costs

25% TO 100% Data migration Project Overruns caused by data quality issues (depending on magnitude)

"Fortune 1000 enterprises will lose more money in operational inefficiency due to Data Quality issues than they will spend on data warehouse and customer relationship management (CRM) initiatives."

– Gartner

A focused approach towards data governance and data management can have far-reaching benefits. A proactive approach towards controlling, monitoring and driving data quality is the key, rather than reacting to data failures or making bad decisions based on inaccurate data

The recommended approach would include the following steps:

1 . Capturing and verifying contact data at the point of entry.
2. Correcting and validating existing contact data.
3. Updating and enhancing contact data

Verify Contact Information

Verifying an organization's contact data is the most important, cost-effective step to optimizing contact data quality. Real-time data verification not only prevents bad data from entering your database, it can also standardize spelling, punctuation, abbreviations and avoid the costs associated with inaccurate data. Whether it's verifying a record in real time or verifying large lists via batch processing there are several ways to achieve data quality in PeopleSoft.

The most robust data verification solutions are integrated:

Address Verification

Verifying, correcting, and standardizing addresses ensures bills, mail and shipments reach their destinations. Not only does this save time and money otherwise wasted on undeliverable mail (postage and production costs), but it also helps improve response rates for direct marketing campaigns. Some verification solutions can also identify the address type as a residence or business.

Email Verification

Verifying email addresses and domain names helps you maintain contact with your prospects and customers – with a valid email you can communicate effectively with your employees. The email verification solution should also be able to correct common typos, for instance changing "!" to "@" or ".cm" to "com", helping improve your valid, active emails.

Name Validation

Validating name spelling will help you improve contact accuracy by ensuring a contact's name is entered properly. Name validation quickly returns correctly spelled and formatted, clean contact data that will help you reduce duplicate mailings, undeliverable mail, and other problems that drive up an organization's costs.

THE IMPLEMENTATION OF A DATA QUALITY INITIATIVE CAN LEAD TO

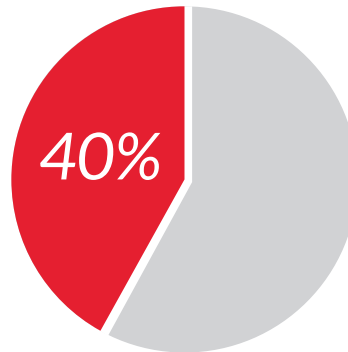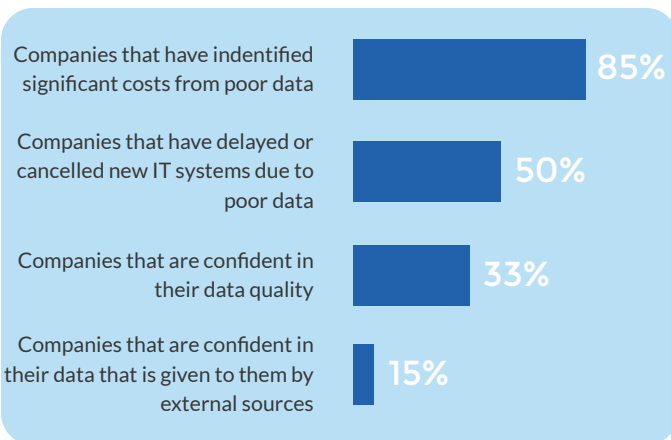| 10% to 20% Reduction in **CORPORATE BUDGET** | 40% TO 50% Reduction in **IT BUDGET** | 40% Reducion in **OPERATING COSTS** | 15% TO 20% increase in **REVENUE** |

The Costs of Poor Data Quality

BY THE NUMBERS

Data is an elusive goal for most companies because it is treated as a one-time event. No matter how well they do, the data begins to decay immediately. Quality data is important to value from enterprises applications since up to half the trouble tickets logged by help desks are traced to master data errors.
From "The Many Different Path of Data Quality" by Bill Swanton of Gartner

Companies that have indentified significant costs from poor data — **85%**

Companies that have delayed or cancelled new IT systems due to poor data — **50%**

Companies that are confident in their data quality — **33%**

Companies that are confident in their data that is given to them by external sources — **15%**

40%

of benefits targeted in the annual capital budget are never realized because of poor data.
-Gartner

up to 20% *of overall labor productivity is effected by poor data quality*
- Gartner

Add Missing Data

Using a methodical approach in dealing with your data will assist in identifying duplicate records and establish parent-child relationships inside your database. Regardless of the solution you intend on using, the data should be handled in a specific manner in order to realize the level of data quality you intend on achieving. The steps associated with a data quality initiative should include the following:

- Export the data
- Format and standardize the data
- De-Duplicate the data

- Verify the data
- Enhance and update the data
- Import the data

Filling in the blanks or adding missing information to your data will yield more insight into your employees, vendors, and customers – giving you the ability to make more strategic business decisions, enhance your communications, improve deliverability, and significantly lower operational costs.

ENHANCE YOUR CONTACT DATA WITH THESE TYPES OF VALUABLE INFORMATION:

Social Media Append

This enrichment leads you to the social platforms affiliated with specific email addresses so you can see where your customers are spending their time and connect with them. Add social handles from 20 different social networks including Facebook, Twitter, and more. When you know your customers preferred social platforms, you can create the right message to send and plan it for exactly the right time. Build meaningful customer relationships, grow your customer base, increase brand awareness, and boost lead generation.

Census

Household and community information.

Demographic

Income, marital status, number of children. Adding demographics will shed greater insight to identify certain population sets for business strategies.

Phone Verification

Verifying telephone numbers will help you improve profitability by focusing telemarketing efforts on active numbers. A phone verification solution should also be able to instantly provide line type identification to help in creating new channels to your prospects. Line type identification can tell whether the number is mobile, landline or VOIP, and whether the number is residential, business or home office.

Geographic

Latitude and longitude coordinates, county name. This will help you better target your advertising and/or offers via ZIP codes, or closest store location.

Delivery Indicator

Identifying the address as a residential or commercial address. Most shipping companies charge a higher rate for delivery to a residence. Knowing whether the address is a residence can help you select the most cost-effective carrier when preparing an outbound order – reducing costly surcharges and helping improve overall shipping operations.

Change of Address Processing

15% of the US population moves each year which includes individuals, families, and businesses. Over 70% of returned mail is due to move related issues. Having the ability to update your records with the latest delivery \ address is an invaluable tool for avoiding unnecessary costs. – USPS Statistics

CLEAN_EMPLOYEE™

THE CLEAN_EMPLOYEE INTEGRATED APPROACH FOR ORACLE'S PEOPLESOFT

Based on the costs incurred through bad data quality, it makes sense to have data quality solutions working within a system (CRM or ERP) that you have invested a great deal of money in. It would be assumed that the solution chosen would meet the requirements mentioned throughout this document in order to provide an organization the best way to maintain the highest data quality standards possible. The ultimate goal for any data quality solution would be to verify, validate, and correct any contact data being entered into your organization's PeopleSoft system. The data quality solution should also be robust enough to process a table or range of contact data that are existing in the organization's database.

There are many benefits of having a pre-built integrated solution including:

- No training involved for functional users
- No software development necessary for the technical staff
- Available reporting tools
- Customizable business rules to set standardization and formatting
- Reduce costs and increase efficiency

Well Equipped Employees

Successful Business!

Happy Employees

Productive Employees

The CLEAN_Employee integrated solution provides interactive address verification, email validation, and name parsing functionality as a seamless integration for PeopleSoft systems. The integration should be performed using PeopleTools Application Designer to ensure compliance with the PeopleSoft Application and recommended integration approach.

The real-time approach should encompass all entry points:

- PeopleSoft Pages / PeopleSoft Fluid Pages
- Web Self-Service Portals
- Batch processing for existing records

By taking a shared integrated implementation approach, this ensures that the user experience is consistent throughout the PeopleSoft application.

So how does CLEAN_Employee an integrated data quality solution work? During the PeopleSoft contact data entry process, as the user enters the name, postal address, or email address it should be automatically submitted for verification and validation. The seamless approach should provide the user with a typical data-entry experience in PeopleSoft.

Name

When entering a name, the ideal integrated application would have a database of known and common name spellings to validate against. In the case where a misspelled name is entered the solution would correct or prompt the user to the error.

Address

During the address entry process, if an incomplete or incorrect address is entered, the address should be corrected, and standardized by the address verification and standardization solution. In the instances where the solution is unable to correct the address as entered, a friendly list of suggestions should be provided to the end user to assist in correcting the entry, or selecting the valid address from the provided suggestions.

Email

An email address entered would automatically be validated via a DNS look up to make sure it's deliverable. If there were any data entry errors the application would alert the user to any syntax errors or issues regarding the email address.
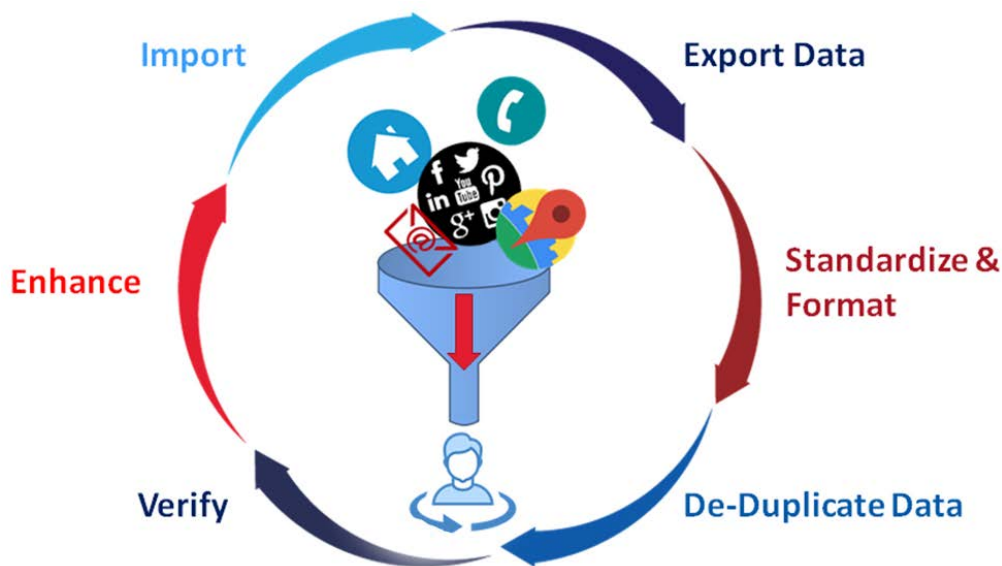
List and Batch Processing

Using an integrated approach in PeopleSoft, CLEAN_Employee corrects, validates, and formats existing contact data in all of the PeopleSoft address tables. This approach allows organizations to have standardized and formatted data across the enterprise.

Any contact data that an organization has can be formatted, verified, and enhanced to include various data sets for any contact profile to produce a complete contact record. The contact profile can be enhanced to include missing information such as a contact's social media handles, email address, phone number, demographic information, geographical location, or updated to provide their current postal address. These enhancements collectively or individually can help an organization dramatically in its efforts to communicate with its contacts. In the best case scenario it will empower an organization to employ business strategies and benefit from the information derived from leveraging the data assimilated from the contact.

Having better contact data will enable the organization to better engage its employees which will result in a better culture and workplace. As you can see from the figures below there is a direct correlation to employee engagement as it pertains to productivity.

The High Cost of Unhappy Employees

The American workplace is plagued with chronically low levels of engagement. Research shows that 7 out of every 10 US workers aren't working to their full potential - and it's affecting American businesses more than they realize.
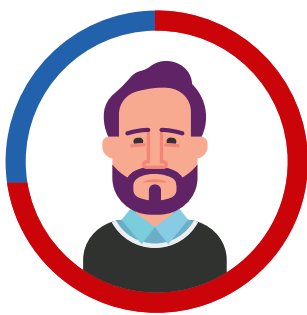
70%
of US workers are disengaged at work

Disengaged workers cost the US between $450 - 550 billion each year in lost productivity

Turnover costs are often estimated to be 100% - 300% of the base salary of replaced employee

46% of new hires fail within 18 months. 89% of these failures are due to poor culture fit.

80% of people who were dissatisfiedwith their direct manager are disengaged

Source: Good & Co I Career Insights

Given the current economic challenges and budgetary pressures facing most organizations, there is a substantial desire to eradicate quality issues in data as a way to reduce costs and improve efficiency. Through the use of data enhancement services organizations can leverage contact data for business strategies. Using these services collectively or alone empowers your marketing, human resources, sales, and IT department to become more cost effective. Reducing costs and increasing sales will lead to profitability in most cases.

Every single contact has a lifecycle associated with it and there are certain data sets pertaining to the various stages. By using best practices in combination with an integrated data quality solution enterprise data quality can be achieved.

BENEFITS

Ensure everyday address **quality and accuracy**	Increase the **speed and precision** of database entry
Increase **contact integrity** with enhanced information	**Reduce waste** on print, postage, and returned mail.

For more information visit:

www.RunnerEDQ.com or give us a call at 561-395-9322