

ZENITH DATA QUALITY DASHBOARD SOLUTION

The dashboard displays several Key Performance Indicators (KPIs) with trend lines and performance metrics:

Title	Trend	Actual	Target	Variance	% of Target	Last Run
Return Mail KPI	[Trend Line]	2%	1%	1%	100%	
Bulk Mail Discounts KPI	[Trend Line]	29,500	\$33,000	-\$3,500	89%	
Data Quality Cost of Violations KPI	[Trend Line]	\$400	\$417	-\$17	96%	
Acquisition Fee Leakage KPI	[Trend Line]	\$4,575	\$8,333	-\$3,758	55%	
Customer Experience KPI	[Trend Line]	64.90%	65%	-0.10%	99.8%	9-3-2011
Opportunities Lost KPI	[Trend Line]	100	40	60	250%	9-3-2011

Additional features shown in the dashboard include:

- Drill down to details for your KPI's to understand performance over time:** A detailed table for 'Data Quality Cost of Violations KPI' showing monthly performance from Jan 2010 to Jul 2010.
- Understand trends in data quality, see the impact of your initiatives:** A line chart showing trends for Accuracy, Completeness, and Consistency over time.
- Get a summarised view of Data Quality factors (Accuracy, Integrity, etc) specific to your role:** A summary view of various data quality factors.
- Drill down to individual business rules to track progress:** A detailed view of business rules and their compliance status.

Zenith delivers a packaged *Data Quality Dashboard* solution to our clients providing the following benefits:

- Clearly articulate the costs of data quality issues to business stakeholders
- Monitor data quality quantitatively, tracking data quality initiatives supporting continuous improvement
- Save the time of re-inventing metrics and mechanisms to track data quality
- Assign real dollar values against every data quality defect

DATA QUALITY

Understanding the quality and content of your data can be a time consuming and costly exercise. Zenith has solutions with unlimited scalability to handle the largest amounts of data while providing comprehensive metrics around your data, including referential integrity and data pattern analysis.

Unknown data quality issues erode most company's margins through increased overhead in manual checking and human intervention in fixing data.

Data quality defect detection and cost assessment is the first step for any company wanting to understand what data quality is costing them today.

Zenith brings a tried and tested methodology which takes the client on the complete journey including:

- Data Profiling
- Data Matching
- Master Data Management
- Business Rules Validation
- Data Audit / health checks



"We exist to provide innovative solutions that ignite our personal passion and delight our customers."

Tim Moon, Managing Director

At Zenith, we focus on our greatest asset, our people, as it is through their ingenuity and creativity in Data & Information Management that drives our innovative solutions and real benefit to the customer.

Our approach places great emphasis on openness, knowledge-sharing, transparency and teamwork, this approach resonates with our clients as the value shines through in our successful outcomes.

We have the people with the skills and know how to get your project completed on time, on budget and beyond expectations.

To date, we have worked with several of Australia's Tier 1 organisations in Telecommunications, Banking & Finance as well as both State and Federal Government Departments to deliver quality outcomes in a timely and cost effective manner.

We invite you to find out just how Zenith can help your organisation meet its strategic business objectives in the areas of:

- Increasing customer satisfaction
- Gaining a competitive advantage
- Managing risk
- Fact-based decision making
- Saving Costs

OUR CONSULTING & DELIVERY SERVICES

- Strategy
- Centres of Excellence
- Data Quality
- Business Intelligence & Data Warehousing
- Dashboards & Scorecards
- Data & Information Training Services
- Data Migration & Data Audit
- Information Infrastructure
- Master Data Management (MDM) & Metadata
- Data Governance
- Data Architecture & Data Modelling
- Solution Architecture
- Information Risk Management
- Reporting Solutions
- Predictive Analytics
- Project & Program Management