

Pre-emptive Data Quality Facilitates Collaborative Trading in CPG Sector

Benefits of Clavis Data Steward™

Prevents Data Quality problems at source

Supports GS1 Data Quality Framework

Works with existing data collection forms and processes

Enables business stakeholders to govern Data Quality for Trading Partner Data Exchange

Rapid and universal deployment

Scales to meet needs, where and when it's needed

Predictable subscription-based pricing

"GS1 [Global Data Synchronization Network] calls for Data Quality programmes that are sustainable and focused on the long term: our experience has shown time and again that business benefits come not from enacting short-term curative data cleansing actions, but only from having good quality data from the start." GS1 Website

The consumer packaged goods (CPG) sector has changed dramatically in the past decade. There has been massive consolidation: the big have become bigger at both ends of the supply chain as manufactures and retailers strive to increase market share and cut costs. In this environment organizations need to leverage data and information technology to streamline operations and manage trade efficiently.

Data Quality is central to the success of today's initiatives to improve supply chain effectiveness and trading partner collaboration among CPG manufacturers, distributors and retailers. As GS1 – the organization responsible for global CPG trading standards – puts it, "when a supplier and a customer know they are looking at the same accurate and up-to-date data, it is smoother, quicker and less expensive for them to do business together."



Clavis Data Steward Version 2.0 Offers Role-based Dashboards to Oversee Data Quality in all Data Collection Processes

Right First Time Data Quality

GS1 has devised a Data Quality Framework to assist CPG manufacturers, distributors and retailers to achieve the levels of good quality, trusted data required in today's market. It points out that curative, inspect and correct data cleansing efforts rarely deliver. Real benefits only come with having good quality data from the start and ultimately there is no replacement for capturing the right data in the first place.

Clavis Data Steward™ is a leading data validation and monitoring solution delivered in the cloud as Software as a Service (SaaS). The on-demand solution enables CPG organizations to get their product and trading master data 'right first time' and therefore to reap the benefits of good Data Quality for longer, to reduce costs, improve productivity and accelerate speed to market.

Once incorrect data gets into the supply chain it becomes difficult and costly to rectify. It is estimated that inadequate Data Quality costs the CPG industry between a half and one percent of total revenues – up to \$20billion in the US alone. Clavis Data Steward leverages the power of the internet, SaaS and cloud computing to prevent Data Quality problems from occurring in the first place by applying quality controls at the points where data is first created or sourced.

Data Quality Standards

Clavis Data Steward is designed to support the GS1 Data Quality Framework. It is easily integrated with upstream data capture forms and applications (such as Microsoft Word, Microsoft Excel, web forms, rich Internet applications or Adobe Flex) as well as enterprise applications such as SAP. The solution supports business processes including customer on-boarding, new product introduction and trading partner data preparation, among others, thus ensuring an organization's key business data complies with internal and external standards well before it is shared with suppliers or customers. And because Clavis Data Steward is available in the cloud the Data Quality solution is accessible inside and outside the enterprise, enabling CPG trading

partners to apply the same Data Quality governance standards throughout the supply chain from concept design to the retail shelf.

Clavis Data Steward Features

Clavis Data Steward is the ultimate portal for managing data quality rules and reference data, and deploying the rules when and where they are needed in any environment. The SaaS solution uses simple but flexible interfaces and 'light-touch' integration so it can be easily deployed with minimal investment in IT resources.

With modules that support various data quality team roles and responsibilities (Organization), Glossary Management, Process Management, Dashboards & Reporting and Data Management, Data Quality Steward enables business stakeholders to apply relevant Data Quality business rules or controls at the appropriate time in each process supporting existing data administration, Data Quality and Data Governance programs.

The solution enables organizations to address the root causes of Data Quality defects by focusing on data collection and creation processes, and by empowering key stakeholders – data providers, business process owners and downstream consumers of the data – to effect real change that sustainably delivers high quality data to the business. It provides for transparency and oversight across multiple data collection processes, wherever they may be, and enables cross-enterprise and inter-enterprise collaboration for the development and maintenance of Data Quality governance rules and reference data.

SaaS: Delivered in the cloud

Clavis is the first independent software vendor with its sole focus on delivering Data Quality solutions as SaaS. So-called cloud computing and SaaS are changing the way businesses and government organizations use information technology. SaaS removes the need for end-customers to install and manage their own software and requires limited or no operational support from a company's IT organization. It means Clavis Data Steward is easy to configure and maintain, accelerates time-to-

results, and provides an affordable, predictable, and scalable subscription-based pricing model. This enables more organizations to reap the significant benefits of good Data Quality with an easy-to-use, easily integrated, universally accessible solution.

Conclusion

Good quality data is foundational to collaborative commerce in the CPG sector. Clavis Data Steward is different from many existing Data Quality solutions because it is focused on Data Quality problem prevention and supports the GS1 Data Quality Framework. Experience to date, based on prior Data Quality approaches, has confirmed that problem prevention is the only practical approach to eliminating poor Data Quality as a business barrier. Clavis Data Steward enables organizations to identify and remove the causes of poor Data Quality to ensure that data is 'right first time, every time'.

About Clavis Technology

Clavis Technology is a leading provider of preventative Operational Data Quality and Data Quality Governance solutions. Delivered in the cloud as Software as a Service (SaaS), Clavis Data Steward enables organizations to get their data 'right first time' and therefore to reap the benefits of high quality data throughout the enterprise for longer. The SaaS solution facilitates easy access and collaboration by the widest group of Data Quality stakeholders within and outside the enterprise.

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