

## Pave the way to Master Data Management with Pre-emptive Data Quality

### Clavis Quality Steward™ Benefits

Pre-emptive Data Quality:  
Delivers Sustainable  
Improvement

Supports Data Quality  
Governance for MDM

Empowers Data Stewards  
and Business Stakeholders to  
Monitor and Control Data  
Collection Processes

Rapid and Universal  
Deployment

Decouples MDM from IT  
bottlenecks

Scales to Meet Needs, When  
and Where it's Needed

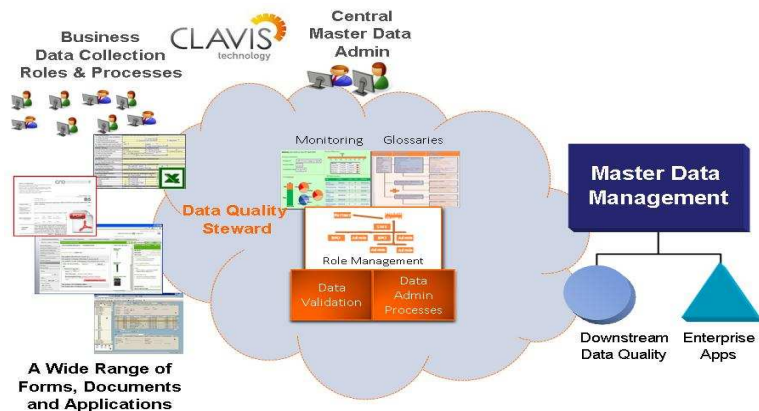
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based Pricing

*Clavis Quality Steward™: Right first time Data Quality and centralized rules management deliver faster benefits for Operational Master Data Management*

The benefits that Master Data Management (MDM) offers are undisputed, especially as implementations develop from Analytical MDM to Operational MDM. Successful organizations constantly strive to realize operational efficiencies and cost savings, and to improve cross-enterprise visibility and governance. In recent years the focus has turned to MDM as a potential route to achieving these goals while at the same time helping to improve customer service and drive market penetration.

Data Quality and MDM are inextricably linked. The central aim of an MDM system is to ensure high quality, up to date master data is available wherever it is required across the enterprise. The capabilities of packaged MDM solutions focus on the consolidation of data from multiple sources into a single 'golden copy' and the synchronization of master data with multiple upstream and downstream applications.

For MDM systems to operate effectively they need high quality data. To this end MDM solutions typically provide Data Quality checks as data enters the application to block or flag bad data. However, only a proportion of new master data is ever authored for the first time in the MDM application or portal; most master data is created in upstream data collection forms or applications at dispersed points throughout the enterprise and also by third parties outside the enterprise. The MDM application can do little to enforce robust Data Quality controls in these upstream forms or source systems.



**Clavis Data Steward supports existing business processes to ensure master-Data Quality before it reaches the MDM portal**

### **Operational MDM Needs Data Quality at Source**

For Operational MDM to be successful it requires pre-emptive Data Quality before data is entered into any application. Most of today's Data Quality solutions are designed to 'inspect and correct' data long after it has been created; thus only addressing the symptoms of poor Data Quality.

Clavis Data Steward is different; it is easily integrated with upstream data capture processes, forms and applications (such as Microsoft Word, Microsoft Excel, web forms, rich Internet applications or Adobe Flex – as well as enterprise applications like SAP). It supports existing business processes including customer on-boarding, new product introduction and order management, among others, thus ensuring an organization's key master data complies with internal and external standards at the true point of capture. And because Clavis Data Steward is available in the cloud the Data Quality solution is accessible inside and outside the enterprise, enabling suppliers, trading partners and customers to apply the same centrally controlled Data Quality standards to any process.

### **Data Quality Governance & MDM**

To truly deliver sustainable Data Quality improvement in support of MDM the Data Quality effort needs to be raised to the level of Data Quality Governance. Clavis Data Steward enables organizations to achieve this by helping them to address the root causes of Data Quality defects and enabling key business stakeholders – data providers, business process owners and downstream consumers of the data – to manage Data Quality rules, references and standards for use within and beyond the enterprise.

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. These rules can be created in-house or sourced from third parties such as standards bodies, customers or trading partners.

The Clavis software as a service (SaaS) solution enables organizations to implement Data Quality Governance for one business process at a time – starting with the processes where low quality data is causing the greatest business pain. It integrates with existing MDM products, methodologies and workflows to provide the essential Data Quality Governance oversight needed to ensure a successful MDM implementation and ongoing operation.

### **Clavis Data Steward Features**

Clavis Data Steward is the ultimate SaaS offering 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 & Integration the Data Steward enables business stakeholders to apply the relevant Data Quality business rules or controls at the appropriate time in each process supporting existing data administration, Data Quality and Data Governance programs.

### **SaaS: Delivered in the cloud**

Clavis is the first independent software vendor with its sole focus on delivering Operational Data Quality and Data Quality Governance as a SaaS offering. 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 solutions 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**

Even in these difficult times when every information technology budget is under scrutiny large organizations still see a need for Master Data Management – despite the costs and complexity associated with implementation. Clavis Data Steward in an online Data Quality Governance platform that paves the way for MDM implementation and ongoing operation by enabling organizations to rapidly improve Master Data Quality and management; addressing Data Quality and standardization at the point of collection to ensure that data is 'right first time, every time'.

### **About Clavis Technology**

Clavis Technology is a leading provider of 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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