



Data Quality App

Case Study

Wonderful Copenhagen is the official tourism organization for The Capital Region of Denmark, working to promote and develop both business and leisure tourism in Denmark. They manage their business relations through Dynamics 365. Concerning GDPR, Wonderful Copenhagen is, like many other companies, obligated to rethink stronger data governance.

The purpose of this project was not only to comply with GDPR regulations but also to accommodate the needs of the different business units. One of Michael Schuldt's Head of IT priorities was to remove business unit silos and empower the teams with a unified view of the customer.

Among the challenges was data quality improvement and where duplicates were one of the greatest sinners. Michael needed a tool to optimize data quality and clean up all duplicates across all Dynamics 365 entities.

After a short testing period, this is what head of IT Michael Schuldt says about the Data Quality App for Dynamics 365.

WONDERFUL COPENHAGEN



“ Our team had tried various custom solutions to address our data challenges, but none proved to be effective in meeting our specific requirements. We needed a tool that could visually display data requirements for each entity, prevent users from saving or editing records before meeting business requirements, and efficiently scan and merge duplicated data.

Fortunately, we came across Data Quality App and decided to give it a try. The results were outstanding! This app allowed us to define and execute our data quality rules and duplicate detection rules with ease and apply them to any Dynamics 365 entity. Additionally, the auto-merge feature saved us a significant amount of time that would have otherwise been spent on manual merging.

The best part about the app is that we now have complete control over our data, and can govern it effectively by preventing users and integrations from creating duplicate records. We are excited to explore the many capabilities of this app further.

Overall, I highly recommend Techdio's Data Quality App to anyone looking to optimize data quality, clean duplicate data elegantly, and maintain accurate data quality in Dynamics 365. Thank you, Techdio, for providing an excellent solution!”

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www.wonderfulcopenhagen.com

Customer Challenges

With new management came new strict data requirements that needed to be configured on all sales entities. It needed to be visually presented for users and at the same time measured via dashboards and Power BI. Before implementing data quality rules customer had to clean up a large number of duplicated records across the whole system and at the same time prevent future duplicates from reoccurring.

Partner Solution

Today, Dynamics 365 lacks built-in options to implement specific business data requirements in a visually appealing way that can also be reported back to management. However, with the Data Quality App, 3 was able to create custom rules for multiple entities and apply them to dashboards and Power BI and their marketing flow.

This allowed users to receive warnings and prompted them to meet business criteria before saving or editing their records. This feature proved to be critical in the pursuit of better data quality.



Customer Benefits

"Our ultimate goal was to ensure that our data met business requirements, and having data without duplicates was an added bonus. The Data Quality App helped us achieve both these objectives. We were able to create advanced data quality rules that we couldn't before, and as a result, we saw significant improvements in our sales and marketing efforts.

The app was instrumental in our journey to achieve better data quality. We highly recommend it to anyone looking to optimize their data quality and improve their business outcomes.

Thank you for providing such an excellent solution!"



„I will recommend this App to other companies that are looking for easy way to maintain data quality in Dynamics 365.“

Phillip Jørgensen
Business Data Manager – HI3G



Fully integrated into D365
No API development required
No external data extraction



Have your data work for you
save you time and money

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