

EY Data Quality and Cleansing Service

Supporting analytics programs and business transformation benefits

Your digital world. Realized.

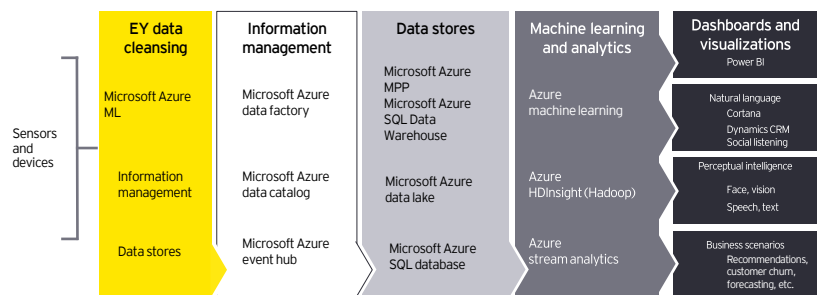
Poor data quality impacts your business

Businesses lack the ability to drive value from most of the information at their disposal as a result of poor data quality. In fact, many analytics programs are either not started or are canceled due to lack of support or adoption within the business due to “bad” data.

- ▶ **Lack of trust in your data:** Business and functional units continue to make decisions based on gut and intuition. They fail to adopt analytics initiatives beyond a pilot, and consumption of analytics remains low.
- ▶ **Time to value:** Analytics initiatives take too long to realize value and are canceled as a result. This often occurs because up to 90% of the project is spent cleansing data and not actually analyzing the data to show the intended value.
- ▶ **Expensive:** Quality of data is not sustainable because no formal data governance and data quality program is sponsored and funded to maintain data standards and policies. Continuous re-cleansings of the same data attributes are costly to the organization.
- ▶ **Poor decision-making:** Businesses can make costly decisions as a result of bad insights from analytics due to bad data.

Combining the data quality and cleansing service of EY with Microsoft’s Cortana Analytics Suite to transform your business through analytical insights

The EY Data Quality and Cleansing Service solution combines the deep industry, domain and systems knowledge of EY with the data quality and cleansing service that leverages Microsoft’s advanced technologies – Microsoft Azure services, Microsoft machine learning (ML), Microsoft Revolution R for data profiling/cleansing and Microsoft Data Quality Services (DQS) – to help you in your advanced analytics, internet of things (IoT) and big data initiatives. The integrated platform reduces the total cost of ownership, and provides a sustainable and cost-effective way to deliver data quality.

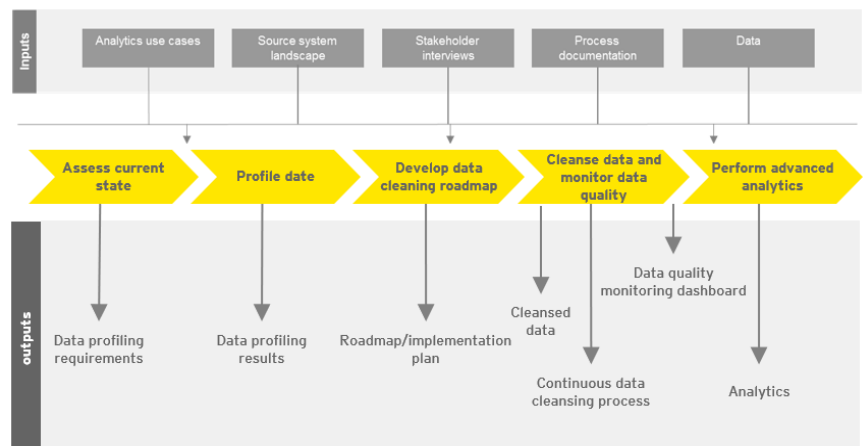


Benefits of EY Data Quality and Cleansing Service

- ▶ **Improving business performance:** Facilitate trusted decision-making support for increased accuracy in forecasting, making better budgeting and operating decisions
- ▶ **Gaining competitive advantage:** Drive valuable business insights from your analytics programs to improve profitability and reduce costs
- ▶ **Promoting analytics-driven culture:** Increase employee engagement and trust, leading to greater adoption and consumption of analytics – creating a culture of analytics
- ▶ **Managing risk and regulatory pressures:** Improve reporting processes through the exploitation of more robust data, while also identifying potential risk areas, such as compliance violations, fraud or reputational damage
- ▶ **Achieving sustainable results:** Help build a broad data cleansing and data quality monitoring solution to clean your data and prevent deterioration of data quality
- ▶ **Boosting speed to value:** Reduce the time and costs associated with traditional data cleansing to deliver speedy analytics with the pre-built data profiling library and data cleansing procedures of EY teams

Key functionality

- ▶ Your data cleansing journey with EY teams begins with a data quality assessment to allow us to assess the health of the data, and develop a roadmap of data cleansing initiatives that are aligned with an organization’s strategic analytics objectives.
- ▶ The data cleansing initiatives are implemented in the EY data quality and cleansing platform to provide clean data for your analytics initiatives.
- ▶ The data cleansing and data quality monitoring services are integrated in your broad analytics solutions to provide continuous cleansed data for the life of your analytics initiatives.



Customer success story: Helping address data quality issues that impact implementation and analytics

A large investor-owned utility implemented a new fixed asset sub-ledger, and was experiencing numerous data quality issues, impacting the implementation and analytics. Using Microsoft technologies, EY teams helped prioritize and profile data attributes from implementation requirements to assess overall data readiness. They also assisted in reconciliation and identification of key risks in many financial modules such as depreciation, assets and work order charges from an audit-controls perspective.

Client challenges

- ▶ Prior SAP and Maximo implementations, while successful, led to many “bad behaviors” that resulted in poor work order and asset data quality
- ▶ The ongoing PowerPlan implementation efforts at the client’s end threw significant challenges as a result of data quality issues
- ▶ Lack of data governance and master data management (MDM) frameworks resulted in significant deterioration or uncaptured data attributes required for PowerPlan project go-live data set-up “now-or-never” decision

Client benefits

- ▶ EY-led data cleansing and conversion process helped all SAP open projects migrate to PowerPlan in compliance with PowerPlan data-quality requirements.
- ▶ Data closing process helped close completed projects that supported better asset management, reduced month-end closing process timing and reduced risk of inadvertent project charges, potentially leading to inaccurate financials.
- ▶ A well-documented data reconciliation process led to satisfactory audit requirements and identification of key risks during the conversion process, helping the client take corrective actions.
- ▶ Data analytics and data monitoring helped the client proactively track all projects, boosting overall process improvement and monitoring high-risk areas associated with data accuracy and financial compliance, and operational controls.

EY and Microsoft

The digital technologies that are impacting your business today – social, mobile, analytics and cloud – are rapidly expanding to create new employee and customer experiences, fundamentally changing how your organization works, interacts and competes. The EY and Microsoft alliance combines EY deep insights and experience in disruptive industry trends, new business models and evolving processes with Microsoft scalable, enterprise cloud platform and digital technologies. EY and Microsoft can help accelerate digital transformation with advanced solutions that support enterprise strategy, transform customer and workforce experiences, create new, data-driven business models, build intelligent, automated operations and bring confidence that these innovative solutions are secure, compliant and trusted. Together, we can help accelerate digital strategy and amplify your business performance to thrive in a digital world.

For more information, visit: ey.com/microsoft.

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Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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