

G-Cloud 5 Framework Service Definition-Data Quality Management Service

Infosys Ltd

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1. Services Overview

Companies across the world invest significantly on Data warehousing and Business Intelligence initiatives. The success of these initiatives depends to a large extent on quality of underlying data. If the data quality is not good, these investments will result in sub optimal returns and also affect compliance and regulatory needs.

DQM is Infosys Data Quality Management solution which ensures data quality by automating the data defect identification and data cleansing process. Using rule based automation framework and exceptions management capability, companies can achieve higher data quality standards like accuracy, completeness, integrity and conformity.

2. Service description and benefits

Data Quality Management is a set of activities performed on organization data to improve overall quality of that data and thereby enhance the trust in data. There is a systematic approach followed for such an initiative where a sample data is run through various data profiling checks and the AS-IS data quality is assessed. Metrics driven approach is helpful here to tell if the data quality is good or otherwise. A roadmap is proposed of how to improve the data quality in near term as well as ensure once cleansed, how the data can remain clean over time.

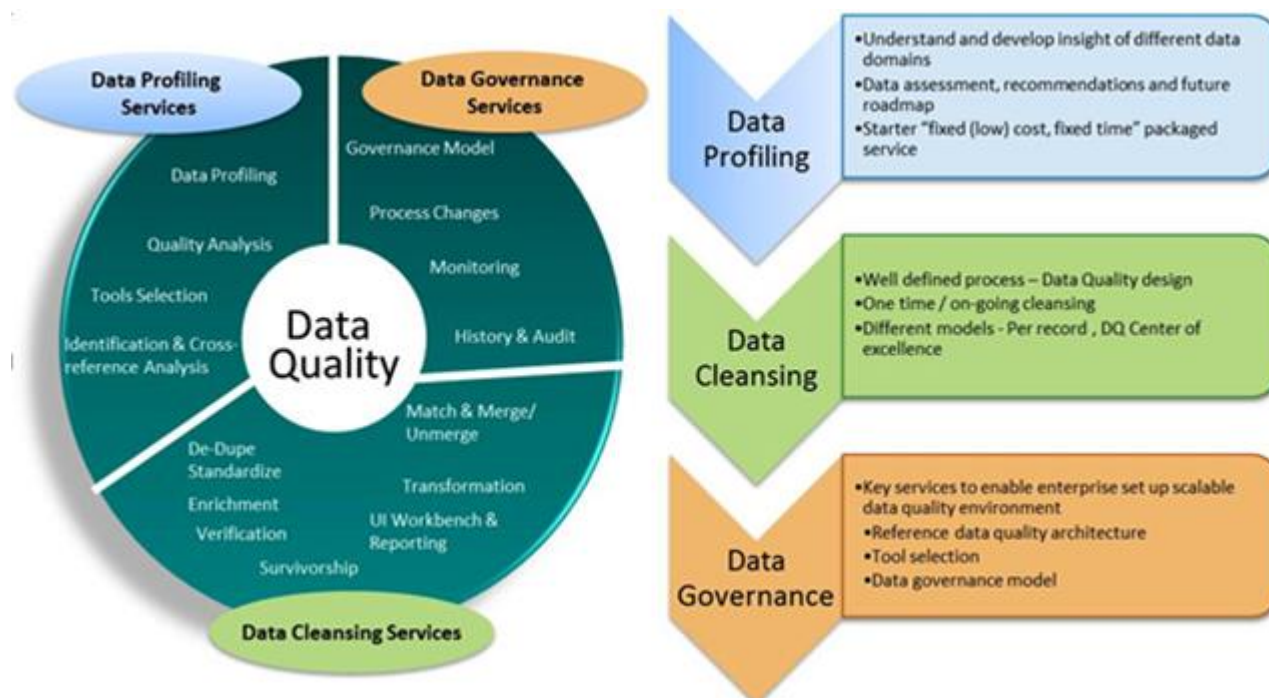


Figure 1. Infosys Data Quality Management Approach

Data Quality is improved through a systematic approach that includes data profiling, data cleansing and data governance.

Data Profiling

This is usually the first step in data quality project wherein a sample set of customer data is fed to DQ tool. The data is analyzed for completeness, conformity, consistency, accuracy, duplicates, address validity etc through a pre-defined set of quality checks. The results are presented in the form of graphs, charts and dashboards for easier consumption and deciding the next steps.

Data Cleansing

Upon finalization of next step and agreement with all stakeholders, data is scrubbed, standardized and enriched. Third Party data sources such as Dunn and Bradstreet are employed to enrich the customer data by way of adding additional attributes to it. Records are checked for missing data, mandatory / key fields. It is also checked for conformance to patterns in fields such as state code, zip code, telephone number etc. The cleansed data is run through the tool again to assess.

Data Governance

As a part of Data governance exercise, a team of experts defines what will be governed, how it will be governed and who will govern it. Data governance metrics, threshold values and alert/escalation mechanisms are defined. Various department and people within the department are identified for specific roles such as data steward. Responsibilities for each role is defined and communicated.

Typical Benefits from a successful DQM setup are as follows:

1. Lower TCO – Pricing Advantage. Zero CAPEX and flexible OPEX model.
2. Trust in Data – Empower Business to take Right and timely decisions.
3. New Business – Increased revenue and better CSAT.
4. Higher Productivity - Customer personnel can focus on core activities rather than “fixing Data”

3. Assets and tools

Data Quality Management (DQM)

DQM is a solution that forms a bridge between the business and the applications and helps financial services firms achieve superior data quality in their data consolidation initiatives via a rules based framework. It typically sits between the ETL and business applications and ensures that the data made available to the applications that (help) take important business decisions is having high quality and integrity.

- ✓ No delay or scrapping of new systems due to reduced implementation risks
- ✓ Leverage the domain expertise gained by Infosys during various engagements with financial services clients via the preconfigured business rules repository
- ✓ Superior data quality in data consolidation initiatives, leading to high confidence wrt business decisions and regulatory compliance.

Alliances and Partnerships:

Infosys has partnership with Trilliam Software and uses it to deploy an enterprise wide data quality solution across multiple initiatives.

Infosys leverage its alliance with ILOG and uses the iLog JRules as a key component of the architecture required to deliver the Infosys Data Quality Management (DQM) solution.

4. Pricing and commercials

GBP 450 a day represents the blended rate which depends on the type and geographical dispersion of people required to execute projects of this type across UK. This blend is based on our experience in implementing similar services for customers across industries in the UK.

Infosys is committed to bringing value to its clients and will partner to define the appropriate scope and deliverables to achieve desired outcome. If the work related to application development and management services is more advisory in nature, our blended rate may increase to reflect the need to resource the requirements with more senior staff.

5. Credentials

Infosys devised a solution for data quality management for a leading brokerage company.

Customer lacked a mechanism to validate the quantum of data service provider feeds and corresponding threshold management system to generate alerts and logs.

Using Microsoft .NET 2003, Java, Control-M, Oracle, ILOG Rules, Builder and Rules engine, Infosys developed a Control-M scheduler to trigger validation processes with restart capabilities and alert mechanisms. A user friendly, browsers based portal was developed to view, monitor and update threshold levels and logs.

With this solution, the customer experiences improvement in efficiency, quality and usability of the data surveillance systems.

Infosys has developed an Aggregated Client Data & Reporting Platform for the Private Banking division of one of the largest financial services conglomerate.

The client wanted to provide an aggregated summary report for all its private banking customers, with portfolio, transactions and performance details. Development of a global data management and client reporting platform was a critical strategic initiative that would result in the client's private banking unit assuming a market leading role in data consolidation and client reporting

Infosys leveraged its expertise in Java, Oracle, Weblogic, AbInitio (ETL Tool) and Trillium (Data Cleansing) and partnered closely with the business & IT teams in implementing this platform.

Private bank customers, relationship and product managers, top management now have a consolidated unified view of accounts with rich reporting and presentation features. Assured data quality and availability enabled robust downstream applications and has provided a foundation for implementation of a strategic Business Intelligence initiative for the bank.

6. Contacts

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7. About Infosys Ltd

Infosys is a global leader in consulting, technology and outsourcing solutions. As a proven partner focused on building tomorrow's enterprise, Infosys enables clients in more than 30 countries to outperform the competition and stay ahead of the innovation curve. With US\$7.4bn in annual revenues and 155,000+ employees, Infosys provides enterprises with strategic insights on what lies ahead. We help enterprises transform and thrive in a changing world through strategic consulting, operational leadership and the co-creation of breakthrough solutions, including those in mobility, sustainability, big data and cloud computing.

About Infosys

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