

Fact Sheet: Acuvate Data Handling Services

INTRODUCTION

Often, the data is segregated in different systems with mixed quality, making it hard to pull together and make sense of. This is really frustrating and becoming hard for marketing, sales, operations, finance, IT and the C-suite to do anything with the data.

CHALLENGES

- Data Inconsistencies
- Data Inaccuracies
- Data Silos
- Poor Data Quality
- Lack of Data Governance
- Difficulty in Integration
- Compliance And Regulatory Challenges
- Operational Inefficiency
- Poor Or No Master Data Mgt.

As digital transactions and data volumes increase, businesses are increasingly acknowledging the necessity of implementing robust data management systems and governance.

Acuvate has developed services around data with the aim of improving its quality in the broadest sense. Some of these services are:

Data Cleansing; Master Data Management; Data contextualization; Quality Control; etc.

In this Factsheet Acuvate capabilities will be explained.

CAPABILITIES

DATA CLEANSING

As companies integrate more data sources, the greater the risk that data quality will deteriorate, for example because different formats are not recognized correctly by the target system, redundancies distort the database, or data is accidentally deleted. Since poor data quality is rarely obvious to the user, data cleansing should be included as a standard process for data management.

High-quality data is crucial for accurate insights and analysis. Data cleansing services identify and rectify incorrect, incomplete, or duplicate data, ensuring reliable outcomes. A well-cleaned dataset increases the accuracy of results, particularly with large datasets. Establishing a cleaning framework enhances data quality and reliability, improving decision-making within organizations.

Data cleansing (also data cleaning) is an essential and active part of data quality management and describes the process of correcting erroneous, inaccurate, redundant and damaged data in data sets. Data is partly removed, partly corrected or supplemented.

Why Data Cleansing is Essential?

- **Quality Data = Quality Insights :**
Clean data ensures accurate analysis and reliable insights, leading to better decision-making.
- **Increased Efficiency:**
Properly cleaned datasets enable simple algorithms to produce effective results, especially with large datasets, saving time and computation resources.

Steps Involved in Data Cleansing

There are multiple techniques used for data cleansing. The following is the list of certain basic steps the Acuvate will follow to create a template for your organization:

- **Identify Relevant Data:** Identify the data that is relevant to the project being evaluated.
- **Remove Irrelevant or Duplicate Content:** Eliminate unwanted observations and duplicate data to streamline analysis and create a manageable dataset.
- **Resolve Structural Errors:** Fix inconsistencies in attribute names, typos, capitalization, and mislabeled classes to ensure data uniformity.
- **Manage Unwanted Outliers:** Identify and, if necessary, remove outliers that don't fit the data being analyzed, ensuring data accuracy.
- **Deal With Missing Data:** Handle missing values by either dropping observations, inputting missing values based on other observations, or modifying data usage to navigate null values effectively
- **Validate Data:** Ensure that the cleaned data makes sense, follows field-specific rules, supports or refutes theories, and reveals any trends for further analysis.

Features of Quality Data

- **Validity:** Data conforms to business constraints or rules
- **Accuracy:** Data values are close to true values, supporting reliable decision-making
- **Completeness:** Data is free from irrelevant, duplicate, and erroneous entries.
- **Consistency:** Data is consistent within and across datasets.
- **Uniformity:** Data is defined using the same unit of measure, ensuring uniformity across related datasets.

Advantages of Acuvate's Data Cleaning Services

- **Improved Marketing Strategies:** Target the right customers in the right locations based on accurate data.
- **Time-saving:** Reduce the burden on your workforce, allowing them to focus on core tasks.
- **Elimination of Inaccurate Data:** Ensure accurate business decisions by eliminating unreliable data
- **Increased Customer Satisfaction:** Provide customers with updated and accurate information, leading to higher satisfaction and customer retention.
- **Efficient Business Processes:** Streamline business processes with accurate and up-to-date data, facilitating informed decision-making.

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MASTER DATA MANAGEMENT

Benefits of Master Data Management

- Have a single consistent set of master and reference data used by all operating and analytical systems
- Analyse data to produce meaningful actionable insights and gain a competitive advantage
- Address data security, compliance and governance.
- Move from reactive to strategic data management
- Empower business users to maintain their own master and reference data

Acuvate's Key Services for Master Data Management

- **Data Integration:** Integration of data from various sources into a single, unified view.
- **Data Quality Management:** Ensuring data accuracy, consistency, completeness, and reliability
- **Data Governance:** Establishing policies and procedures for managing and ensuring the quality and security of data.
- **Data Profiling:** Analysing data to understand its structure, content, and quality.
- **Data Cleansing:** Identifying and correcting errors or inconsistencies in data.
- **Data Matching and Deduplication:** Identifying and merging duplicate records within datasets.
- **Data Enrichment:** Enhancing data with additional attributes or information from external sources.
- **Metadata Management:** Managing metadata to ensure data consistency and usability.
- **Data Security:** Implementing security measures to protect sensitive data from unauthorized access or breaches.
- **Data Mastering:** Creating a single, authoritative source of master data for an organization.

Acuvate's Core Service Areas

The following are two core areas for which Acuvate provides Master Data Management Services:

Customer Master Data Management (CMDM)

Customer Master Data Management (MDM) aims to establish a unified, accurate, and persistent set of identifiers and attributes that describe a customer. This data enables the connection of customer information across various organizational silos, business processes, and units

By continuously integrating customer data from diverse enterprise sources, the customer journey—from lead to sale to after-sale service—is effectively tracked. This involves matching and unifying customer records across systems to create a single, comprehensive view of the customer, referred to as the golden record. This process assigns a unique ID to ensure persistent customer 360 data

It involves collecting, aggregating, and managing customer data from various sources to create a single, trusted view of each customer.

Asset Master Data Management (AMDM)

Asset Master Data Management (AMDM) allows businesses to centralize and enhance the accuracy of information concerning their physical assets. This leads to increased efficiency in purchasing, distribution, and inventory processes, as well as improved asset performance and a greater return on investment.

Centralizing and standardizing asset information helps businesses avoid inefficiencies and costs associated with asset duplication and underutilization. Having accurate and up-to-date asset information enables businesses to make informed decisions and optimize critical processes such as purchasing, distribution, and

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DATA CONTEXTUALIZATION

What is Data Contextualization?

Data contextualization adds value by automatically uncovering relationships within diverse datasets, transforming raw data into actionable knowledge for a rapidly expanding data consumer and AI-driven environment. The capability to identify significant relationships—across various data types, individuals, locations, and objects—is essential for accelerating the extraction of tangible value from data and analytics.

Data contextualization is essential to making data more accessible, interpretative, and useful for decision-making and analysis. When we contextualize data, we analyze it within its appropriate context and environment and enable users to make more informed decisions, as well as identify patterns and trends that may have otherwise been missed.

Business Benefits for Industrial Applications

- **Immediate Business Value and Time Savings:**
By providing actionable insights, contextualized data accelerates decision-making processes and enhances operational efficiency.
- **Empowered Subject Matter Experts (SMEs):**
Access to contextualized data empowers subject matter experts (SMEs) to make more confident and independent operational decisions.
- **Enhanced Predictive Maintenance:**
By analyzing contextualized data from sensors and equipment, organizations can identify potential equipment failures before they occur, minimizing downtime and maintenance costs.
- **Improved Asset Performance and Reliability:**
By analyzing contextualized data, organizations can identify opportunities to improve asset utilization, extend asset lifespan, and reduce operational risks.
- **Better Risk Management and Compliance:**
By contextualizing data related to safety incidents, regulatory requirements, and compliance standards, organizations can identify and mitigate potential risks more effectively, ensuring a safer and more compliant working environment.

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USE CASES

- Data Governance with MS Purview
- Data Integration services, Data Cleansing, Master Data Management, Data Contextualization, Data Analytics Services for various customers.

BUILDING BLOCKS

Acuvate provides data handling services by using various open-source technologies and proprietary components. Some key tools include:

ACUVATE'S DATA PLATFORM

The Acuvate Data Platform is targeted as an Enterprise Data Platform and that means that it can scale and handle all data (in volume and types) of an Enterprise (from small to large). It is supported on various Cloud flavours and On Premise since normally it is installed as part of the (Cloud / On Premise) infrastructure of the customer.

MICROSOFT PURVIEW

Microsoft Purview is a unified data governance service that helps organizations manage and govern their data across on-premises, cloud, and SaaS (Software as a Service) sources. It provides a comprehensive understanding of your data, including where it resides, how it's used, and its sensitivity.

PROFISEE'S TOOL FOR MASTER DATA MANAGEMENT SOLUTION

Profisee provides a powerful Master Data Management (MDM) solution designed to meet the diverse needs of businesses. Available in any cloud, on-premises, or as a turn-key SaaS managed service, Profisee offers true multidomain functionality, allowing organizations to manage any data type or use case effectively. With the fastest implementations in under 90 days, according to Gartner, Profisee ensures quick time-to-value. Additionally, its seamless integration capabilities enable organizations to integrate quickly and easily with their existing systems and tech stack, maximizing efficiency and minimizing disruption to business operations.

SUPPORT

Support options:

- **Contact our Advisors** for online access to information on how to exploit these services to solve your Business problem(s) à advisors@acuvate.com and you will be contacted within 24 hours.
- **Integration:**
Integrating our solutions with company already in place, such as data sources and reporting tooling already in place.
- **Operational support:**
Once installed we offer Operational Support & Management services including all elements you expect such as: Alert management; Preventive Management; Housekeeping; Performance Management; Evergreening; etc. and SLA based.

LICENSING

Given the various components do contact Support as above about this.

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