TRINITI

WHERE TECHNOLOGY WORKS FOR BUSINESS

How to keep data Clean?

Srinath Alamela

CEO, Triniti Corporation

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My history with data

Lucent Microelectronics, PA, 1995~1999
- Replacement of Legacy systems with Oracle ERP
- Connecting the Shop floor to the Top floor
- Integration with execution systems that collect data
- Robust master data management and organization
- *Manual governance and stewardship*

Sony Semiconductor, Kyushu 2001~2005
- Replicate Lucent solution
- Automated governance and stewardship

✓ Both companies could close their books in less than a day, run daily planning and fulfillment cycles

✓ Both companies run on a single instance of Oracle with a single source of truth

The business case for bad data

How much does bad data cost us?

- Lost revenue
- Rework
- Customer satisfaction
- Poor decision making
- Reporting infrastructure (Development, Maintenance)
- Data quality tools

How much does it cost to maintain good data ?

- Cost of MDM (master data management) and ADM (application data management) programs.
- Cost of maintaining ALL data in applications in structured form (no excel, temporary file stores)

Why does bad data get created in the first place?

Observable causes:
- Poorly designed business process
- Individual/Departmental focus
- Lack of foresight into requirements for downstream processes and decision making

Underlying Causes:
1. *Ease of use*
2. *Lack of policies*
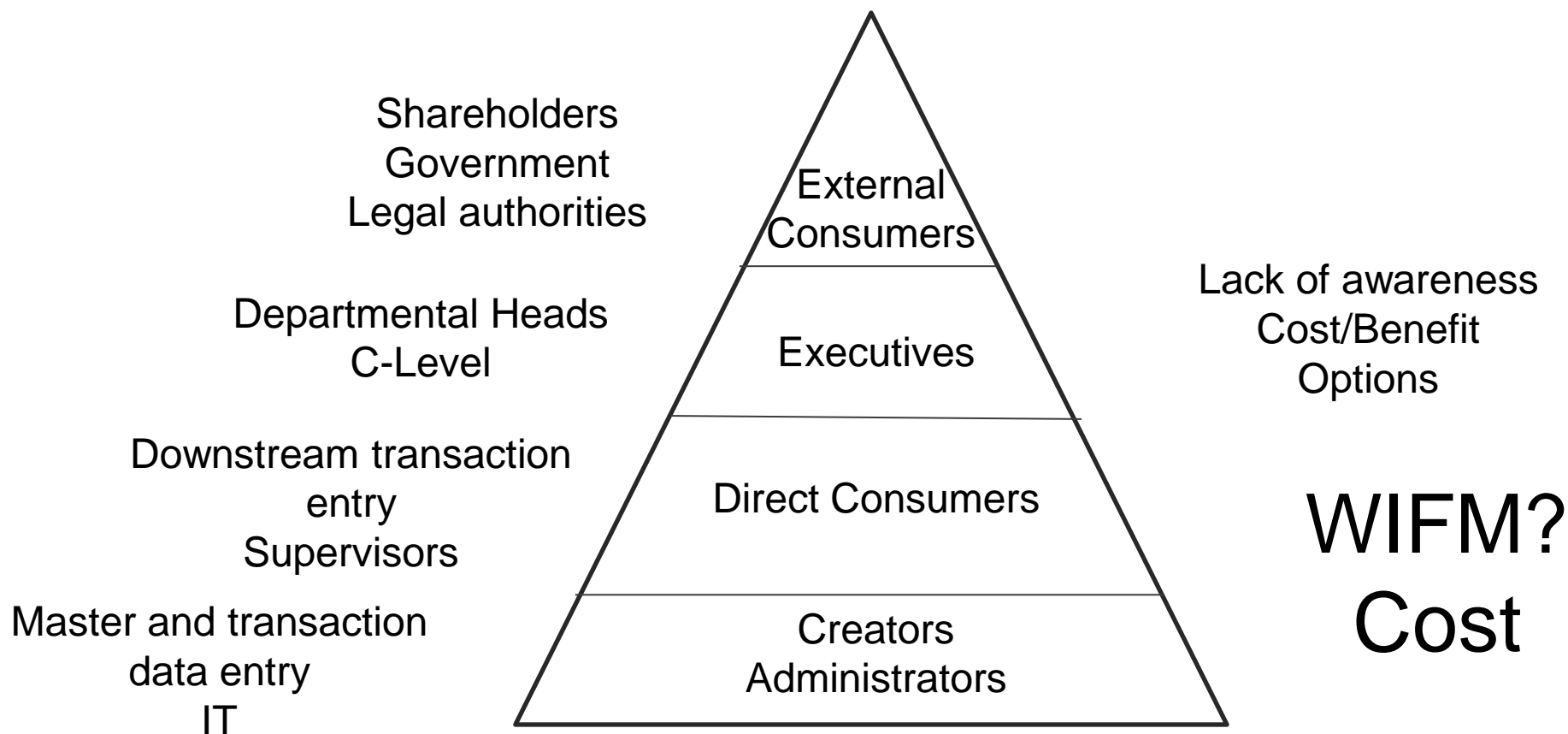3. *Lack of accountability and ownership*

What to fix ?

Business Process Design

1. *Capture information at the time the transaction takes place (Timely)*

2. *Capture ALL information in the system of record in structured form (Complete)*

3. *Capture information with validation of all the policies and guidelines with no errors (Accuracy)*

When information is captured in Timely, accurate and complete manner it becomes reliable and Timely, Reliable, Accurate and Complete(TRAC) information will result in sound decision making and eventually contribute to the top line and bottom line

The data community (stakeholders)

Shareholders
Government
Legal authorities

Departmental Heads
C-Level

Downstream transaction entry
Supervisors

Master and transaction data entry
IT

External Consumers

Executives

Direct Consumers

Creators
Administrators

Lack of awareness
Cost/Benefit
Options

WIFM?
Cost

How to fix ?

Usability, Policies and validation:

1. *Design user interfaces that reflect how user interacts with the business object not how the database stores it*
2. *Code policies and validations into the user interface so that bad data does not get created in the first place.*

Accountability and Ownership (Governance)

1. *Identify data creators and assign accountability and ownership*
2. *Make clean data maintenance part of their job responsibility tied to appraisal*
3. *Make data quality dashboards highly visible to top management*

Global Solution Provider

- Founded in January 1997
- Global Customers with office locations in the USA and India
- Privately held and profitable
- 250 Employees. 200 in India. 50 in US.
- Pioneering products in Application data management since 2000

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