Accenture Data Diagnostic for SAP using SAP Information Steward

Understand your data quality: data profiling for any occasion

High performance. Delivered.
The data quality imperative

As organizations drive to optimize the performance of their SAP ERP investments—in terms of their efficiency and the value they deliver to the business—the importance of data quality is starting to be understood.

Certainly, the strategic significance of high quality data cannot be overstated. As the foundation for business operations, business intelligence and analytics, trusted and consistent information is key to delivering the understanding an organization needs to make improved business decisions and, ultimately, move from insight to action.

The real world impacts of poor quality data can be immensely costly. In an extreme case at NASA, the cost of a data quality defect was the entire mission when data was entered as English, not metric measurements, causing the $100 million spacecraft to crash.1 Closer to home, lack of attention to this vital area undermines compliance and reporting capabilities, and increases the risk of disruption in critical business processes and decreased productivity.

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1 Source: http://www.information-management.com/issues/20030501/6650-1.html
Data quality management, and its benefits, defined

What does data quality management entail? Essentially, it is the process that helps identify how much an organization can trust its data, and how well the data meets the organization’s stated business, system and technical requirements.

Data quality management is focused on measuring and monitoring data quality levels for key data items, on analyzing costs and impacts of issues, and on resolving root causes and fixing data where necessary. Its organizational benefits are far-reaching.

We know that high-performance businesses invest more aggressively in data quality assurance and master data management technologies—key pillars of any successful enterprise data management program.

Accenture research² shows that 92 percent and 77 percent of high performers have deployed, or are piloting data quality assurance and master data management, respectively, versus just 53 percent and 57 percent of other organizations.

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² Source: “Mind the Gap: Insights from Accenture’s third global IT performance research study,” Accenture, 2010
How can Accenture help?

Our experience shows that many organizations have no real grasp of the quality of data within their SAP Enterprise Resource Planning (ERP) systems.

Drawing on Accenture’s market-leading experience in SAP solutions and deep industry knowledge, we have developed Accenture Data Diagnostic for SAP, which provides clients with an objective and on-demand quality assessment of their ERP core data objects. Accenture Data Diagnostic for SAP helps them to measure, monitor and rank their data quality levels across the six main data quality dimensions (see figure 1) and informs them how relevant their current data is for their business.

Applicable at any stage in an SAP ERP implementation, including production, Accenture Data Diagnostic for SAP involves a two to four week data quality assessment. This is carried out by a dedicated client team based in the Accenture Data Factory, part of the Accenture Global Delivery Network.

The outputs of this assessment are used to generate data quality analysis reports based on industry standards, best practices and Accenture knowledge capital.
How does Accenture Data Diagnostic for SAP work?

Accenture Data Diagnostic for SAP is a five-stage process. Illustrated in figure 2, this starts when the client extracts the source data input files from its SAP ERP system and supplies them to our team. The data to be analyzed is populated in pre-defined templates and then uploaded for processing.

Quality checks and detailed analyses are conducted using SAP Information Steward as the engine for data quality standards, processing and report generation (see figure 3).

Accenture provides a comprehensive diagnosis of the data that has been provided and produces a roadmap for subsequent data quality projects.

Based on the six data quality dimensions (uniqueness, completeness, accuracy, consistency, conformity and integrity), we present our recommendations as an executive scorecard with highlighted action items.

Figure 2: Accenture Data Diagnostic for SAP process

1 Use of SAP Information Steward can be demonstrated by Accenture during the initial 2-4 weeks assessment. SAP Information Steward must be licensed separately from SAP for productive use.
When could Accenture Data Diagnostic for SAP be used?

Data profiling for any occasion

The Accenture Data Diagnostic for SAP is tailored to each client’s desired scope and industrialized to ensure rapid results within two to four weeks—with little intervention from the client team. It is a flexible service, designed to deliver value at any stage of an SAP implementation, including:

- System consolidation
- New business opportunity analysis
- Pre- and post-merger and acquisition activities
- One-off data quality assessment
- Recurrent data quality assessment
- ERP rollout strategy
- Data cleansing
- Business case development

Figure 3: Sample Accenture Data Diagnostic for SAP output (using SAP Information Steward)
Value delivered

With Accenture Data Diagnostic for SAP we help organizations to understand their current data quality—and plan future data quality enhancement initiatives. The value delivered by this service is broad-based and includes:

**Speed:** quicker fact-based decision-making and data analysis capabilities, with reduced time to search, process and validate data

**Improved customer service:** high-quality data is key to getting the right solution to the customer, at the correct location and at the right price

**Lower cost:** increased data quality leads to a lower total cost of ownership per record with a complete data set. Also, because this is a turnkey service provided by the Accenture Data Factory, there is no need for the organization to procure and set-up any infrastructure or technology

**Safety:** with high-quality data, organizations can rapidly check compliance-relevant information and avoid penalties from non-compliance

**Security:** by minimizing data misinterpretations, organizations can more effectively validate customers and suppliers against third-party sources.

Next steps

To find out more about Accenture Data Diagnostic for SAP, arrange a visit to the Accenture Data Factory or request a demonstration, please contact:

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About Accenture

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