



“75% of decisionmakers admit to having made bad decisions because of bad data.”

Harris Interactive

75% of executives questioned in a recent Harris Interactive study acknowledged having made at least one bad decision because of bad or inadequate data. According to Gartner, for some organizations, the cost of poor data can exceed \$100 million per year.

For Finance, inaccurate, incomplete, inconsistent, untimely or unconnected data has traditionally resulted in process inefficiencies and sub-optimal decisions across a variety of business functions, including cash flow management, duplicate payments and fraud.

For Procurement, the inability to accurately and consistently categorize and classify spend data has made it hard to control costs, to manage suppliers effectively, to control maverick spend, or to identify and act upon opportunities for improved efficiencies.

And for every other department, bad data has its own way of compromising the quality of decision-making. Here are five ways in which bad data can drive bad decision-making - and our recommendations for how you should deal with it:

## 1 Silos of Disconnected Corporate Data

All too often, the data you really need if you're to make the smartest possible decisions is spread across multiple applications and databases, with no logical linkages between the component parts. Even if you're aware of its presence, you may be unable to make the necessary connections.

Dealing with this problem requires a business analytics platform that is capable of integrating all this disconnected data and turning it into actionable information - without having to call upon scarce IT resources.

## 2 Unclassified or Uncategorized Data

You can't hope to analyze what you haven't categorized. One of the primary causes of bad data turns out to be records that have been inadequately or inaccurately classified or categorized. That's why today's most advanced business analytics platforms include tools to automatically categorize data according to clearly-defined rules - as well as enabling users to securely and auditably re-categorize data "on-the-fly" in the light of new learning.

## 3 Untimely Data

It's tough to make smart decisions on the basis of data that isn't up to date. Where possible, the updates need to be automatic - but if necessary, the system needs to also support self-service data updates without having to wait for IT resources.

That's why today's most productive business analytics environments make it easy to ensure that the latest data is always available to the knowledge workers that rely on it to answer both their regular and ad-hoc enquiries.



## 4 Unrelated Data

Another aspect of bad data is the failure to recognize the patterns or relationships between data elements. Classic examples include the inability to establish parent-child relationships between related entities, or identify suppliers with poor credit scores.

That's why today's most connected business analytics platforms make it easy to identify, establish and maintain the complex relationships that exist between many of the data elements within the system.

## 5 Failure to Take into Account External Data

Our previous four points have largely referred to internal data. But there's a data elephant outside the room, and that's all the external data that - if it could be integrated in context - would dramatically improve your decision support environment.

That's why today's most powerful business analytics platforms support the automatic integration of a wide range of contextually relevant third-party information into the data decision pool, such as carbon footprint or supply chain risk data.

# The High Cost of Bad Data

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Poor data quality can have a negative impact on business performance. To learn more about how much bad data really costs Procurement, Finance and Supply Chain download our High Cost of Bad Data Ebook.

Go to: [www.rosslyndatatech.com/high-cost-of-bad-data](http://www.rosslyndatatech.com/high-cost-of-bad-data)

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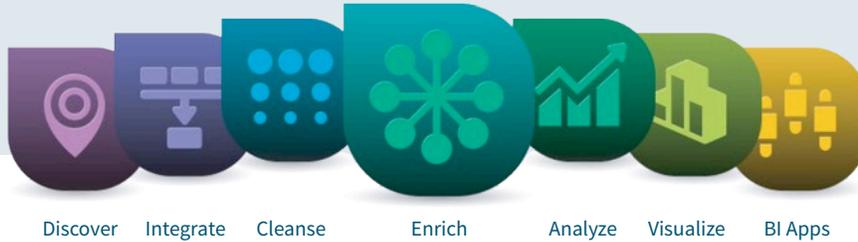
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# About Rosslyn Data Technologies

#### Where Data Means Business

Driven by its mission to bring dynamic data analysis and real-time decision making to business organizations and government entities around the world, Rosslyn Data Technologies is a SaaS BI vendor that develops and markets the award-winning RAPid data management and analytics platform.

Focused on the preparation and management of analytics ready data, RAPid is the industry's only cloud-based solution to integrate data management and analytics capabilities via a single platform enabling customers to not only accelerate and automate the process of data integration, cleansing and enrichment from both internal and external sources but also to empower businesses to customize reports and dashboards at a fraction of the cost and time associated with traditional approaches.

Through its unique combination of business, software and data expertise, customers work with Rosslyn Data Technologies to realize previously unobtainable benefits that generate new opportunities from their data, drive deeper business understanding and improve competitive performance.

Rosslyn Data Technologies is a privately held company, headquartered in the UK with operations in London, UK and Chicago, USA and maintains a global partner network which includes ISVs, systems integrators, solution providers as well as industry specialist business intelligence consultants.

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