



**DATA MANAGEMENT**

**PROOF OF CONCEPT**

### Offering Overview

Datalynx Data Management Services are relevant for organisations that are undertaking:

- i. Mergers & acquisitions resulting in the need for systems integration
- ii. Internal restructures and consolidation / decentralisation of business units
- iii. Rationalisation and / or standardisation of IT systems
- iv. Change of core IT platforms & applications
- v. Introduction and changes to IT application or infrastructure outsourcing & in-sourcing arrangements
- vi. Transition into a Cloud Computing environment
- vii. Establishment of in-house data centres
- viii. IT cost-cutting initiatives

This offering allows an organisation to perform data management services in a numbers of steps to confirm their estimates for work and make informed decisions on risk, automation of cleansing and also, archiving of data for performance and costs reasons.

This solution provides for the following:

1. Analysis of a client's structured data (within existing databases, text files and XML files) to identify and report on issues, support business assurance and provide business intelligence.
2. Cleansing of a client's existing databases to rectify data integrity and quality issues. Often undertaken prior to or in conjunction with data migration.
3. Transformation of client's databases (including changes to design, structure and format)
4. Migration of databases and structured files to other databases (including between different platforms and RDBMS)
5. Alignment to Cloud computing, so that clients can utilise the cloud offering. Includes transition into the Cloud, as well as ongoing Data Management services.
6. Ongoing monitoring of clients databases and reporting of a range of technical and business information.

The solution provides both Services and Tools to address the above. The software can be licensed to provide effective cost models and supported by either specialist Analysts from Datalynx or a programme can be developed to train client staff to perform the functions with Datalynx support.

As a method to allow a Client to assess the value of the offering, Datalynx has a number of short engagement assignments that can be implemented for a specific client need. The 'Proof of Concept' solutions allow Datalynx to demonstrate the tools and skills to support these with minimal input and financial outlay from the client.

### POC Approach

A Proof of Concept can be developed specifically for a customer need, although Datalynx has developed a number of defined approaches that cover the following areas that focus on assessment

of the problem and provide for an approach to address these. POC's can be undertaken in the form of:

### 1. Data Quality Overview

Provide an overview of data quality by profiling a sample dataset for a range of issues. This process highlights areas requiring in-depth investigation and helps to quantify the size and range of data issues that need to be addressed.

Alternatively we can focus on an area of specific concern for a customer, such as an assessment of levels of duplication or evaluation of data completeness and integrity. Data profiling is a precursor to data cleansing & remediation.

### 2. Data Cleansing Pilot

The Data cleansing Pilot demonstrates the ability to utilise our systems and methodology to apply any number of simple or complex business rules to validate and cleanse poor quality data to enhance its usability and business value.

### 3. Data Transformation

The Data Transformation POC demonstrates how data contained in one or more source datasets can have its format altered / standardised to be suitable for use in another system or for specific purposes such as consolidation prior to reconciling. Data transformation is often undertaken in association with data cleansing as a precursor to migrating legacy data, or receiving / providing data in predefined formats.

### 4. Data Migration Pilot and Assessment

The complexity and issues associated with the migration of legacy data are often not discovered or planned for until they are encountered in a time-critical phase of a project.

The Data Migration Pilot and Assessment serves the primary purposes of:

- Demonstrating our ability to apply complex business rules to validate and migrate legacy data between disparate systems.
- Assisting with early identification of issues and strategies for addressing them.
- Providing a high-level scoping of the effort to undertake the complete migration.

### 5. Data Rationalisation Pilot and Assessment

Data Rationalisation supports business activities such as consolidation of systems and databases and centralisation of business functions.

The Data Rationalisation POC demonstrates how data from different source systems, with similar or dissimilar structures, can be standardised and transferred to a common format, helping to eliminate redundant datasets and supporting activities such as cross-system reconciliations.

### 6. Data Integration

This POC demonstrates the ability to replace custom batch system interfaces with a configurable solution that validates data and updates the destination system with source system data as specified by business rules.

This solution eliminates the need for developing and maintaining costly and risk-prone custom interfaces for the purposes of ad-hoc or scheduled data updates.

### 7. Data Auditing and Fraud Detection

Demonstrate the capability of the Tools to analyse data and identify information of interest to the business, for e.g. level of non-compliance with business policies and early fraud detection.

The scope of the POC is usually defined as 2 weeks effort (3 weeks duration) for a fixed-price which includes the use of the Datalynx Tools for the POC and specialist resources to perform the analysis. The POC requires limited resources from the client but generally requires access to a sample set of data, limited Client SME's to assist with data analysis and rule definition and an appropriate Server to install and run the assessment.

The output will be specific for the type of POC defined, but generally provides a report on the data assessed and a recommendation for the next steps.