

# DATA INTELLIGENCE

At Trace3, we believe all roads lead to the cloud. Everything we do aims to enable customers to grow faster and operate their businesses efficiently and securely.

Trace3 partnered with a worldwide clothing and accessories retailer to develop a data quality, governance, and management strategy. Business drivers for the client included increasing speed to insight, improving accuracy of insights, understanding customer buying patterns, producing relevant shopping offers, enabling cross-selling success, developing predictive demands, ensuring repeatability and scale, and building customer loyalty and retention.

The architected solution delivered by Trace3 provides the client with a scalable, secure, and efficient analytics environment enabling the client's customer experience initiatives. The new ecosystem provides consistent data quality throughout the organization providing one source of truth for all customer data.

## THE CHALLENGE

Client lacked awareness of the data sources supporting business intelligence and analytics' teams.

Client needed clearly defined policies for data change management to reduce impact to downstream teams.

Client needed to improve existing data governance procedures and policies to reduce rework.

Client required improved data quality to support the building of effective marketing programs.

Client needed to improve data accountability across the organization.

## THE SOLUTION

Designed sustainable Data Quality framework identifying roles & responsibilities for the teams and policy & management processes across the organization.

Introduced new technologies including Alation, Waterline Data, Collibra, & Paxata as technology enablers for a robust governance framework.

Recommended data transparency capabilities to remove data silos enabling users to access data without a need to understand the underlying data systems.

Orchestrated a set of processes to ensure enforcement and management of data policies with a communication plan to the regulatory, information security, and legal business units.

## THE BENEFITS

Data accountability is clear across the business generating an increase in operational efficiency, resulting in the improved ability to pinpoint and remedy data related issues.

New data policies reduced the amount of 'tribal' knowledge enabling consistent and predictable maintenance activity creating a 30% increase in productivity and a 10% reduction of regulatory, compliance, and contractual risk.

Metadata will be uniformly collected and shared across the business enabling extended teams to provide a consistent customer experience.

Provided visibility and governance around data throughout the enterprise and on track to become GDPR compliant.

Please visit us at [www.trace3.com/data-intelligence](http://www.trace3.com/data-intelligence) for more information and to learn how Trace3 can help you with your Data needs.