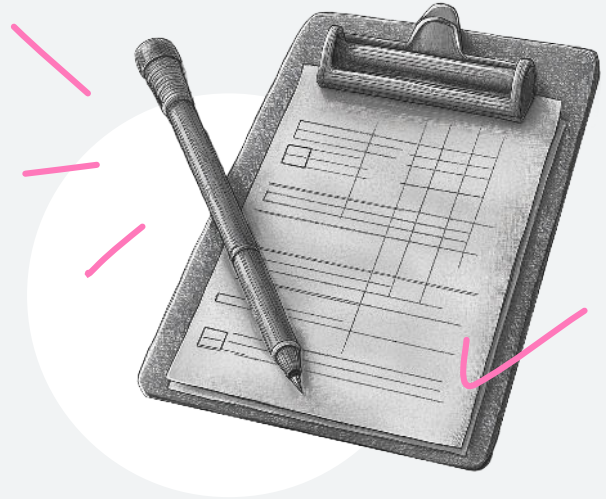


# ENSURING DATA QUALITY IN PIM AND PXM

Because data quality impacts crucial aspects of business, such as customer experiences and operational efficiency, leaders need to ensure that they are taking a pragmatic approach to improving their data ecosystems.



## WHAT GOOD DATA QUALITY LOOKS LIKE

Data quality isn't a single metric—it's an all-encompassing spectrum that reflects the health and credibility of the product information circulating within your organization. Ask yourself these questions when assessing data quality:



### IS IT ACCURATE?

All relevant information should be present and accounted for to avoid miscommunication.



### IS IT COMPLETE?

All relevant information should be present and accounted for to avoid miscommunication.



### IS IT CONSISTENT?

Information should be presented the exact same way across all channels and platforms.



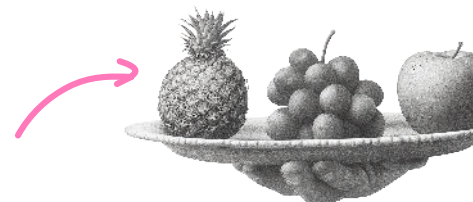
### IS IT UP TO DATE?

Working with outdated data causes confusion and undermines your business' trustworthiness.



### IS IT VALID?

Validity in this sense means that data adheres to your predefined standards and/or criteria.



## BARRIERS TO IMPROVED DATA QUALITY

In today's hypercompetitive e-commerce landscape, sound data could be all that's standing between your business and success. It's important to be aware of the pitfalls of bad data management.



### DATA FRAGMENTATION

Data often exists in silos across multiple systems (e.g., PIM, CRM, ERP and a lot of excel files), leading to inconsistencies and gaps in information.



### LACK OF DATA GOVERNANCE

Without proper governance policies, data can become outdated or inaccurate, resulting in poor decision-making and even worse, new data silos emerge.



### RESISTANCE TO CHANGE

Teams may be hesitant to adopt new processes or technologies that prioritize data quality over traditional methods.



# DATA QUALITY MANAGEMENT BEST PRACTICES

While there is no one-size-fits all solution for data quality management (different brands have different needs, after all), there are tried and true strategies to ensure that you get your data quality up to where you want it to be.

## #1 UNDERSTAND YOUR DATA MODEL

Improving data quality starts with understanding the data you already have. Does it come from sources you trust? Are you working with customer-facing data or internal data? How does all the data you have interrelate? Having a well-structured data model means your stakeholders can have ready access to information tailored to their needs.

## #2 ESTABLISH DATA QUALITY STANDARDS

While it's likely that different stakeholders will have different requirements, it's imperative to define your standards for data quality that will be followed across the entire organization. This includes guidelines for data entry, maintenance, and usage and loop back. An enterprise-wide standard ensures all parties are in the loop and makes adoption easier.

## #3 IMPLEMENT A DATA GOVERNANCE FRAMEWORK

A robust data governance framework enables companies to designate clear ownership for different data sets. This provides much-needed transparency and accountability, avoids duplicative and inconsistent efforts between different departments throughout an organization, and further unifies the company's data quality approach.

## #4 PERFORM REGULAR DATA QUALITY REVIEWS

Contrary to what you may have been told, data quality management isn't a "set it and forget it task"—rather, it's a cycle of continuous improvement. Routine audits are a must to keep track of your data quality metrics, monitor any developments, identify specific issues that persist, and promptly implement corrective measures if and when the need arises.

## #5 USE TOOLS TO MONITOR CRITICAL DATA ASSETS

Real-time monitoring is the best way to ensure desirable data quality. Some PIM/PXM tools have built-in dashboards that provide a comprehensive view of data quality to all stakeholders, including past data. This is useful for identifying trends or patterns and comparing performance over time of business-critical processes.

## #6 SWITCH TO A UNIFIED DATA MODEL

Using a unified data model allows you to dictate where data quality can be controlled right from the beginning. Having all data from various sources consolidated in a centralized platform eliminates data fragmentation, allows the necessary personnel to access any information they need, and streamlines your data quality management.

## #7 KEEP DATA QUALITY ON THE AGENDA

A data governance framework only works if your people know its importance and understand its impact on business. Therefore, data quality should always be an agenda item on every crucial meeting. Take every opportunity to educate your employees as well as encourage sharing of unique insights into how data quality issues can affect a department's workflow.

## #8 ENCOURAGE COLLABORATION

With a centralized data model, cooperation in the name of data quality management should be easier but a little more encouragement wouldn't hurt. Your employees are your company's data stewards, each working collaboratively and playing a critical role as you move closer to your goal of becoming a data-driven company.

## CONCLUSION

Data quality management may sound like a huge undertaking, but in a world where data fuels constant growth, prioritizing data quality isn't just an option anymore—it's the difference between failure and success. By implementing a sound data governance framework, using specialized PIM/PXM tools, performing routine data quality audits, and inspiring employees to champion good data management practices, organizations can accelerate their digital transformation.

