



Group Therapy:

You don't have an
X problem, you have
a data problem



MODERATOR

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OPENPRISE



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Rectangle
HEALTH



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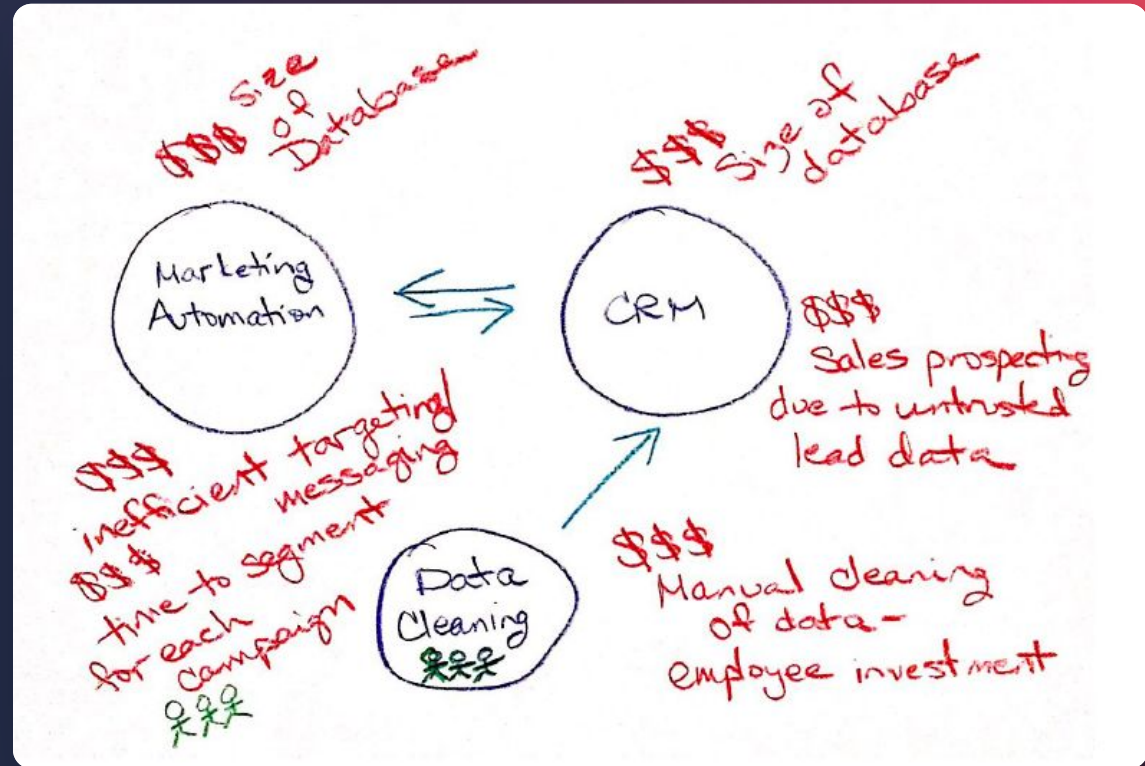
SS&C INTRA
LINKS



Detrie Zacharias

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Once
upon
a time...



Use case:
Segmentation

**What are the impacts
of dirty data?**



Use case:
Duplicates

**What are the impacts
of dirty data?**



Use case:

Lead routing & lead-to-account matching

**What are the impacts
of dirty data?**



Use case:

Account assignment & territory administration

**What are the impacts
of dirty data?**



Use case:
Scoring

**What are the impacts
of dirty data?**



Use case:
Reporting and forecasting

**What are the impacts
of dirty data?**



How do you

get other departments to prioritize data governance, standards, and hygiene?

How do you

get buy-in to have them help?



How do you
show your leadership that improved data
quality is making a real difference
to the bottom line and/or costs?



**What are the biggest benefits
to improving data quality?**



**What's your best piece of advice
to improving data quality?**



