

IBM Midsize Insider Blog

Title: Finance Analytics Requires Data Quality

Achieving accurate data quality is the first step to truly gain the benefits of big data analytics. According to new research, data issues are a basic problem that firms of all sizes face today. There's a lack of data stewardship meaning no one is looking after and caring for that data because funding simply isn't going into it. However, as firms continue to grow and seek big data to help them grow improving the quality of an organization's data will be a priority.

Data Stewardship

An article featured in [Smart Data Collective](#) reports on Ventana Research's recent finance analytics benchmark research which concludes that firms of all sizes need data quality. Without it, accuracy, timeliness as well as consistency can be compromised as a result. Data drives models and if it's not accurate – that's an issue. According to the findings, 11 percent of firms said their data is very accurate. More than 90 percent of those that have very accurate data admit their process works very well. On the other hand, when firms admit that they have less accurate data, the percentage of those that feel they have accurate processes in place drops by nearly half.

Furthermore, the research points out even small amounts of bad data can impact the finance analytic process. Additionally, 85 percent of firms with very accurate data can respond right away to market changes. Response rates drop dramatically to numbers less than 35 percent for those with less accurate data. In the end speed is a big factor in how a business can move forward with decisions that affect their place in the market and their performance overall.

Managing Midsize Data

While Ventana's research reflects finance analytics, the concept of the importance of accurate data can be applied to all types of big data projects. Having accurate data quality is a reflection on the data management processes. This takes commitment in terms of staff and budget. However, midsize firms that understand the connection between accurate data and analytics results are working with vendors to shift them in the right path.

Today third platform technologies like analytics are helping smaller firms gain a competitive edge. That's why IT professionals are playing a huge role to help their companies generate the growth they desire and that includes managing data in the right way. By seeking business analytics solutions that are specific to a growing firm's demands, a competitive advantage can be gained at the right price point. Due to the demand and need, performance management



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software and predictive analytics are often packaged for the midsize market in a flexible and scalable solution which is vital for firms that have limited resources to begin with.

Relying on Data

Firms around the globe, of all sizes, are taking a closer look at their data. Those that want to remain competitive understand that the accuracy and the reliability of the data they use in their analytics is an integral part to their growth. For midsize firms, the investment in having better data through the right partnerships and consultation will pay off in better analytics and that equals increased productivity.

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