

The SAS and QAS partnership



The Importance of Data Quality

Today's most successful organisations use business intelligence to meet organisational objectives around revenue generation, profit maximisation, customer services and marketing. Customer and supplier data can be an asset or burden to your organisation which is why data quality is integral to provide a strong foundation for customer reporting and analytics. This has driven the development of the relationship between QAS and SAS and allows our combined technologies to provide customers with the optimum data quality.



The Data Challenge

For organisations who gather customer and supplier information, poor data quality can lead to:

- Inefficient customer service due to inaccurate name and address data
- Higher costs as a result of goods and services being sent to the wrong address
- Inconsistent information across your organisation
- Poor customer perception resulting in reduced credibility and lost business

The causes of this include:

- Operator error
- Duplication
- Incomplete details provided
- Inconsistent approach from departments or territories
- Data is dynamic

SAS & QAS Partnership

The SAS & QAS partnership was established in November 2004 and brings together two market-leading technologies to provide the best possible data quality solution for customer and supplier address data.

SAS is a global leader in business intelligence, providing specific services for data integration, business intelligence and analytics. SAS solutions are used at more than 40,000 sites to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes.

QAS is an international provider of data accuracy solutions focusing on name and address management. The QAS proposition allows organisations to clean, verify and enhance existing name and address data using a number of external reference files including the Royal Mail's PAF file, Electoral Register, Ordnance Survey data and geodemographic lifestyle data.

Why SAS & QAS?

SAS now offers a fully integrated version of QuickAddress Batch as part of the SAS® Data Integration platform. Using data supplied by the national postal authority or the most recognised quality data provider, QuickAddress Batch works within the SAS application to clean and maintain address data. Incorrect postcodes are updated, missing address elements are added, spelling errors are corrected and verified addresses are sorted into a consistent format. This delivers tangible benefits to your organisation:

Enhanced ROI from data integration

Inaccurate data costs every time it is used. QuickAddress provides organisations with the highest level of confidence in name and address data as it comes into SAS. In addition, it is possible for SAS users to build their own business rules around the quality of address data in their organisation.

Fully integrated

QuickAddress Batch seamlessly integrates into SAS Data Integration saving time and costs and reducing the risk involved in implementing and maintaining the solution.

Improved reporting and analytics

Accurate name and address data makes customer reporting and analytics easier. Operators can use SAS reporting capabilities to understand more about the location of customers and suppliers when planning organisational resources to deliver products and services.

Added value to customer data

Additional data relating to a customer or supplier address enables users to gather added intelligence, which enhances the output from SAS reporting and analytics. For example, the geodemographic profile allows users to anticipate likely lifestyles and social standing. Business related information such as an industry description or employee numbers can also be used to add valuable information to customer data.

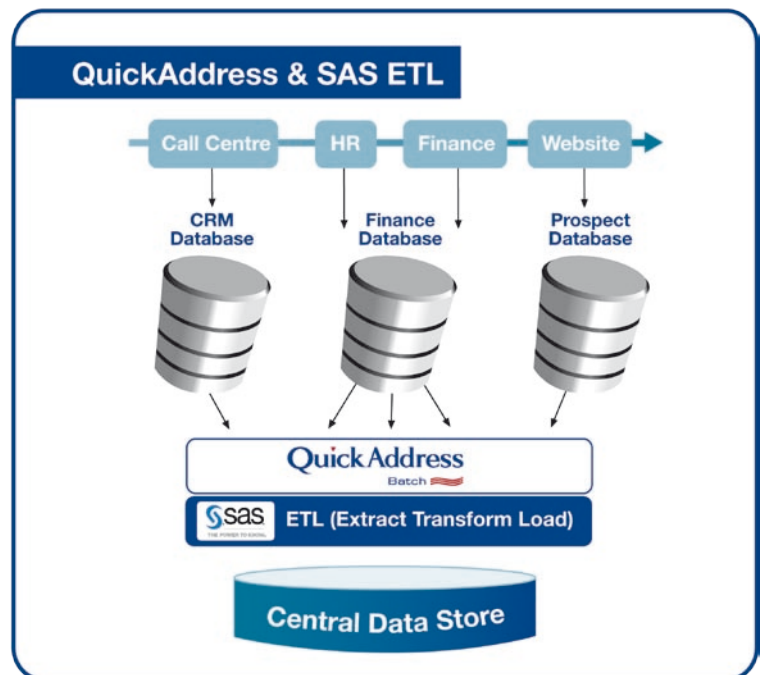
Standardised address data format and quality

As name and address data is collected from various touch points around an organisation, it is likely to be in different formats and levels of accuracy. Using QAS allows organisations to introduce a standard for addressing quality and formats centrally within ETL.

“Direct mail is our main marketing channel, so data is vital for the success of our campaigns. Thanks to the SAS and QAS solution, data management can be run by fewer people as roles, processes and systems have been hugely simplified. It has also increased our marketable customer base by about 1 million extra contacts, as we only market to people with a verified address.”

Graeme McDermott

Customer Insight and Data Manager
The Automobile Association (AA)



Want to know more?

To find out more about QAS please visit www.qas.co.uk or email businesspartners@qas.com
To find out more about SAS, please visit www.sas.com/uk

QAS
George West House, 2-3 Clapham Common North Side, London SW4 0QL
Tel: +44 (0)20 7498 7777 Fax: +44 (0)20 7498 0303
www.qas.co.uk

