



DATA MANAGEMENT

DATA LOSS, CORRUPTION, DUPLICATION, TRANSFORMATION

All businesses know that data is central to driving any decision. be it customer spend patterns, retention rates, preferences etc; Understanding your data through digital transformation is key, it's your your USP and IP.

Having a service integration platform is central, but it's essential to consider your data models and transformations, how data moves between systems, where the true, or reference, source of data when designing your

Integration Framework.

CARDINAL SINS

-  Rekeying data
-  Failing to de-dupe
-  Ad-hoc transactional model
-  Unconnected data silos
-  Inadequate recovery tools
-  Poor data security
-  Missed collection points

These **sins**, and many more, have costs, be they direct or indirect, whether it's missed sales opportunities, poorly targeted campaigns, a heavy dependency on technical resource to manage and maintain connections, and worst of all an incomplete or fractured view of the consumer, their needs, demands and spend.

Here at Xagrose, we believe that **data is king** and that by having the proven data policies, management tools, transfer, sharing and transformation protocols in place, that you hold the keys in leveraging this **integral business asset**. This clear approach to data allows you to enhance and take your business forward. without suffering data deprivation, overload or data flight, we aim to put data at the centre of any **Integration Blueprint**, alongside the tools allowing you to harvest the data at ease., providing real-time **KPI** measures.

Contact us today, and let's make that connection!

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