

## Impossible? Not!

**Process all the data about who you do business with from any source; CRM system, Warehouse, analytical application, customer information file, admin system, and / or ERP application.**

**Standardize, calculate quality scores, discover secondary parties, identify duplicate entries for the same business or person at a location, identify named households and other relationships between parties. See the results including details through an easy to use browser.**

**Automatically - No prior knowledge - In hours**

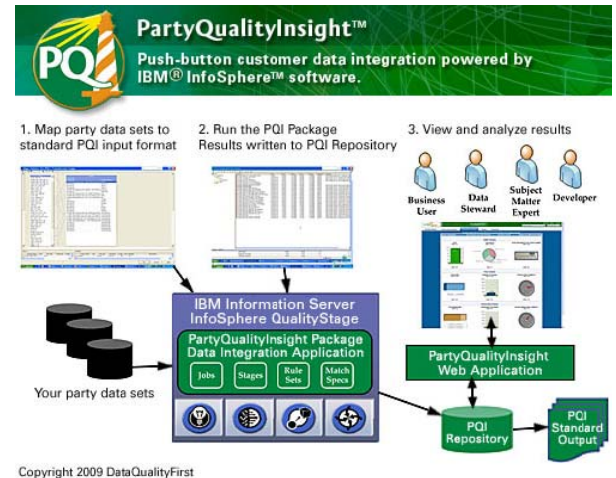
PartyQualityInsight™ will process your party data just as easily as it handled the Bernard Madoff Investment Securities client list. Why not cut to the chase? Does the CRM application, warehouse, analytical application, legacy CIF, administrative system or ERP application contain high quality party data or not? Do you know the level of duplication, the extent of relationships between parties and the quality of the attribute data? Or not?

Because PQI is the first already built IBM InfoSphere™ QualityStage® application - you skip the initial development and get right to the point in the project where you process full volume data through a production ready solution. Now! We'll prove it at little or no cost.

Since core party data is central to all business functions across the enterprise - once you understand the current state it's easier to articulate a concrete and achievable business benefit and gain the business sponsorship to make it happen.

Below are a simple set of steps that make it easy to create a baseline proof in two days! Work is done in DQF Labs or onsite in your shop. Either way access to complete results is available for all authorized personnel from their desktop.

Why speculate on the quality and content of this critical enterprise asset? Let your data speak for itself! Impossible? Not!



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PQI Proof Step	Description	In DQF Lab	In Your Environment
1 Non Disclosure	Mutual non disclosure to protect proprietary information, data and intellectual property	Required	Required
2 PQI License Agreement	For installation and use of PQI software	Not necessary	Required in addition to IBM InfoSphere™ QualityStage®8
3 Map input and process data	Map one or more sources to the standard PQI input format. Run PQI job sequence.	DQF	DQF and / or Customer
4 Review and analyze results	Use IE7 browser with PQI 13 step methodology to review results	Secure remote access to DQF Lab	Access in your environment
5 Customize rules to improve results	[Optional] Work through one or more iterative development cycles to improve results	DQF and Customer	DQF and / or Customer
6 Proposal with Business Case ROI	[Optional] Extrapolate results into a proposal with specific business benefits and return on investment	DQF and Customer	DQF and Customer
7 Delete data and software	Remove input data, results and software	Delete input data and Repository	Delete PQI Package, Repository and Web App
8 Fees & Expenses		No charge for qualified customers	\$3,000 plus expenses for minimum (2) days

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