

Impacts of wrong business partner data and how you can avoid them

Data is truly the lifeblood of business today, isn't it?

It runs through every system, empowers core processes and decisions, and fuels the employee and customer experience. Thus, data needs to be accurate, complete, well-maintained, and trustworthy.

But without automated data creation and maintenance, data errors are more than common – especially in business partner data. Insolvencies, address changes, mergers & acquisitions are some reasons for outdated data.

Your customer and supplier master data lay the foundation for all business processes and relationships. Failing to keep them up-to-date can lead to many undesirable scenarios.

Here are **5 major business functions** that will be negatively impacted by incorrect master data:

1

Finance

With incorrect master data you run the risk of:

- Sending invoices to the wrong party or with the wrong amount, leading to disputes and potential loss of revenue
- Effectuating payments to the wrong account or having them rejected, which leads to payment delays and additional administrative work to correct the situation
- Causing poor customer experience due to wrong invoices or communications damaging your relationship with the client and your organization's reputation



Lower transaction costs

With CDQ DQaaS (Data Quality as a Service), a top global food producer could lower transaction costs by 14% through speeding up the business partner onboarding process from 7 to 1 day.

PROCESS VALUE BOOSTER

2

Procurement

With up-to-date master data you can avoid:

- Procurement from the wrong party or with erroneous information, leading to disputes and potential loss of revenue
- Incorrect payment to the wrong party or with the wrong amount, which in turn leads to payment delay or rejection causing lots of additional administrative work
- Damaging your supplier relationship due to cases such as described above
- Wrong SLA management: If the business partner master data is not accurate, an entity could be created multiple times with various SLAs attributed to them or it could not be recognized as part of a larger corporation
- Incorrect spend analysis, which prevents proactive management of supplier groups



Financial risk mitigated

Supported by CDQ software solutions, one of the world leaders in specialty chemicals reduced efforts by 50% for global bank account validations and fastened onboarding process of new suppliers.

PROCESS VALUE BOOSTER

3

Sales & Marketing

Correct and ready-to-use master data is crucial for sending out timely offers and targeted campaigns. If faulty master data is used, it can result in:

- Incorrect delivery, which undermines customer experience in critical phases of the buyer journey and can lower company's brand value
- Inaccurate sales forecasting, causing problems with supply chain management and production planning
- Inefficient audience targeting, leading to poor results, missed opportunities and ineffective use of resources
- Inaccurate reporting, making it difficult to measure the effectiveness of marketing and sales efforts
- Inability to identify customer groups, which prevents proactive key account planning



Shorter sales cycle

By leveraging data quality rules and automating data entry, a leading food producer is now creating 80% of their customers first-time-right and reduced creation time from 7 days to less than 24 hours.

PROCESS VALUE BOOSTER

4

Controlling

If the business partner master data in is incorrect, several business problems can occur:

- Incorrect sales reporting will lead to potential legal consequences
- Inability to make adequate business decisions due to wrong assumptions
- Inaccurate budgeting can cause inefficient allocation of resources
- Incorrect financial reporting will lower or gamble stakeholders' trust thus resulting in reputational damage



Master data hierarchies

With the help of CDQ, a leading chemical company automated its D&B hierarchies' linkages and could increase the number of linked accounts by 25 times (going from 2,000 to 50,000 linked accounts).

PROCESS VALUE BOOSTER

5

Risk & Compliance

Last, but not least incorrect master data is a serious threat to compliance as you may not be able to:

- Accurately assess the risk associated with a business partner, potentially leading to non-compliance with regulations and legal consequences
- Prevent deals with sanctioned parties, due to unidentified affiliated accounts
- Identify and mitigate risks effectively, potentially leading to financial losses
- Promptly seize opportunities for solid and advantageous business partnerships
- Granting wrong credit limits since business partner duplicates can lead to multiple credit limits per customer



Compliant operations

By leveraging CDQ capabilities, a leading manufacturer of vertical windows and doors checked 700,000 business partners against 1,700 sanction and watchlists within 20 hours.

PROCESS VALUE BOOSTER

When data issues pile up, it's time to take action

As a matter of fact, many organizations still rely on manual corrections to manage their master data. But the reality is, manual fixes are reactive and outdated. In a world where data is constantly changing, waiting for issues to arise costs time, money, and trust.

Every inconsistency, incomplete record, or outdated entry creates risks: delayed shipments, incorrect invoices, compliance issues, and frustrated teams stuck fixing the same problems over and over.

FACTBOX

21% of business partner records outdate within 1 year

Typical amount of business partner data in our clients' organizations is between 10k and 4m records. Is it even possible to handle this amount of data updates manually without any impact on data quality?

Even well-intended manual efforts - like searching the internet or making phone calls to verify information - result in further data errors. This leads to a cascade of problems, including incorrect billing, lost shipments, and unrecoverable payments to fraudulent accounts.

These issues don't just hurt operations.

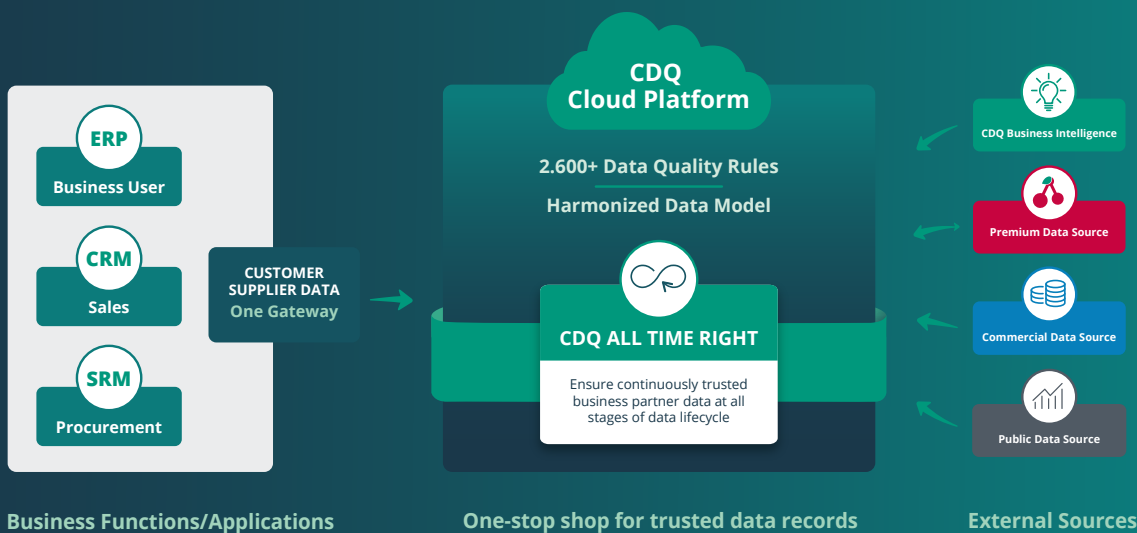
They impact your company's financial performance and your team's ability to meet targets.

Rather than waiting for problems to arise, why not tackle the problem head-on?



Discover CDQ All Time Right

Make sure your data is always accurate, continuously validated, and ready for use in every business process.



CDQ All Time Right

The first out-of-the-box software solution designed for master data professionals offering a complete, proactive approach to master data management. Take full control of your business partner data, from creation to ongoing maintenance, while ensuring your data remains accurate, trusted, and up to date at every stage of its lifecycle. With **CDQ All Time Right**, your master data is:

Created correctly and effortlessly:

Prevent duplicates and errors with Business Partner Lookup and Golden Record Generation, merging the best data from 80+ authoritative sources.

Validated in real-time:

Instantly check, correct, and enrich data with 2,600+ built-in quality rules and 2,000+ industry-specific insights.

Automatically enriched & maintained:

By monitoring trusted data sources and additional updates from the CDQ Data Sharing Community, data updates are detected and applied proactively.

Seamlessly integrated:

Plug-and-play APIs for SAP, Salesforce, and other enterprise systems minimize disruption and ensure smooth integration

Governed and compliant:

GDPR-compliant data sharing, built-in audit trails, and EU-wide tax ID verification keep you aligned with regulatory requirements.

Ready to empower your business:

More speed, efficiency, and trust by eliminating costly errors, reducing manual effort, and enabling smarter decision-making.

Realize the benefits of all-time-right master data

Organizations don't just need data. They need data that works. With **CDQ All Time Right**, you get a solution that powers your organization in real-time, seamlessly, offering more:



SPEED

Data creation, validation, and updates happen instantly, saving your team up to 90% of the time they'd otherwise spend on manual corrections.



EFFICIENCY

Continuous data validation and enrichment reduce the cost of managing data by up to 40%, improving your bottom line.



TRUST

Your data stays validated and error-free at all times, empowering decision-makers across your organization with confidence and accuracy.

High-quality business partner data pays off

Client Success Story: Evonik Industries



SPEED

↓ **6 to 2 hours**

Processing time for business partner creation



TRUST

99%

of continuously validated European customers



EFFICIENCY

25,000 h

of time saving within the first 12 months
and a reduction by 2/3 for creation

”

We were able to save more than 20,000 hours of manual effort for data quality management within the first twelve months after implementation while ensuring fast availability of high-quality, first-time-right data.

Markus Mützel

Head of Process & Master Data Management

[Click here for the full story](#)



Benefits of CDQ at a glance!

Get more value out of premium sources & cut your data maintenance costs by 40%.



Lowest maintenance costs

Automated processing of 5+ Mio. supplier and customer master data records each week for our clients lowers costs by reducing maintenance efforts and ensuring operational excellence.



Trusted data quality

With 2,600 data quality rules, we're able to identify duplicates, inaccurate tax numbers, dubious bank accounts and many other inaccuracies to ensure trusted supplier and customer data.



Reduced operational risks

Alerts about data changes (when data is not correct anymore), credit risks, vendor blacklists, payment fraud attempts and insolvencies reduce operational risks.



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About CDQ

CDQ delivers trusted business partner data.

CDQ is a global leader in master data quality with over 18 years of data management expertise, headquartered in St. Gallen, Switzerland.

We provide an all-in-one software solution for trusted business partner data. Through automated validation, enrichment, and continuous monitoring, CDQ helps

businesses ensure their master data is accurate, reliable, and all-time-right: with minimal effort and maximum quality.

CDQ connects leading companies across industries, enabling collaboration, actionable insights, and data-driven growth with AI-ready, best-in-class data quality.

Free and targeted to your needs

Seize the opportunity to see what our solution can do for you

Book a Demo

Unsure if you're ready for a software solution?

Need help along your data quality journey?

Talk to us and benefit from more than 18 years
of domain expertise in corporate data quality!