

# Impacts of high-quality business partner data and how you can benefit right away

Does your data quality support your business growth?

In today's rapidly evolving business landscape, data drives every aspect of decision-making. Your customer and supplier master data form the bedrock of your organization, shaping core processes and fostering strong relationships.

From finance and procurement to sales and marketing, clean, correct and well-maintained customer and vendor records have a profound impact on your organization's efficiency, productivity, and overall success.

**Discover a world where data fuels your operations, empowers decision-makers, and enhances your employees' and customers' experience.**

**Bring instant value to your business processes with clean data.**

# Here are 5 major business functions that will be positively impacted by correct master data:

1

## Finance

Leverage high quality master data for:

- Effective analysis of payment history, identifying trends, and taking appropriate measures to manage cash flow effectively
- Streamlined billing and payment processes, as you can automate purchase orders, minimize invoice discrepancies, and expedite payment processing, resulting in reduced administrative costs and improved cash flow
- More accurate financial reporting, so you can have better visibility into revenue, expenses, and profitability, as well as better decision-making regarding resource allocation and pricing strategies
- Staying compliant with financial regulations and auditing requirements



### Cost savings

By reaching high maturity in data quality and data governance with the support of CDQ solutions, a leading Life Science company was able to automate the approvals for standard low-risk requests from days to minutes, making their S2P workflow more fluent and efficient.

**INSTANT BENEFIT**

2

## Procurement

Outstanding supplier master data unlocks:

- Enhanced supplier evaluation and selection based on performance metrics, so you can initiate corrective measures, such as improved communication or switch to a more reliable supplier, ensuring timely availability of goods
- Faster identification of opportunities to consolidate suppliers, negotiate better pricing, and streamline supply chain operations, so you can cut costs and increase operational efficiency
- More efficient procurement processes, such as purchase order creation, goods receipt, and invoice verification with reduced manual efforts and reduced processing time
- More accurate supplier relationship management and increased compliance



### Enhanced decisions and processes

With the help of CDQ, the world's largest pharma organization eliminated over 80,000 duplicates and improved data quality in over 1,000,000 records within 10 weeks, creating cost-saving potential due to duplicate-free supplier data.

**INSTANT BENEFIT**

3

## Sales & Marketing

Clean and up-to-date customer master data will enhance:

- Easier identification of customer groups, enabling more proactive key account planning
- Smart identification of cross-selling and upselling opportunities, leading to increased average order value and driving revenue growth
- Correct customer segmentation and better targeted marketing campaigns, reducing marketing spend and improving campaign effectiveness
- Proactive customer churn prediction, so you can develop better retention strategies



### 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. Creation time reduced from 7 days to less than 24 hours speeds up sales process.

**INSTANT BENEFIT**

4

## Controlling

Turn your great quality business partner data into:

- Improved project costing accuracy, revenue tracking and costs allocation
- Enhanced financial planning and budgeting with reliable business partner data as a solid foundation and more accurate sales revenue forecasts
- Effective performance analysis and reliable financial reporting at customer group level, fostering stakeholder trust and safeguarding reputation
- Timely identified cost-saving opportunities and better-informed business decisions, leading to improved outcomes



### Instant hierarchy linkages

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).

**INSTANT BENEFIT**

5

## Risk & Compliance

When business partner master data is of excellent quality, it enables:

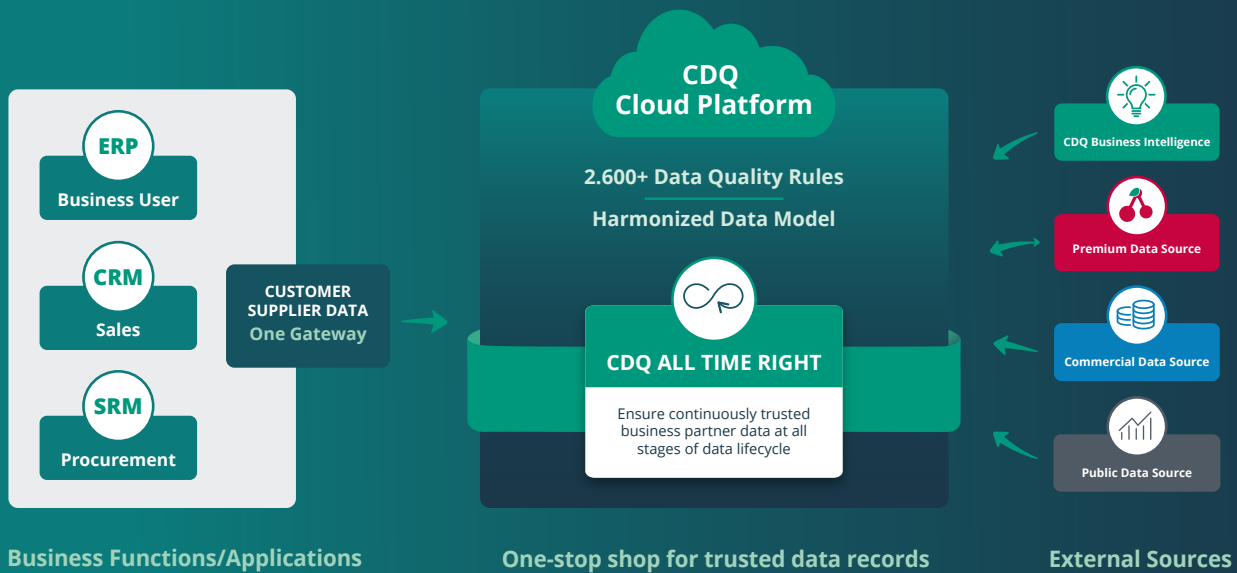
- Accurate risk assessment of business partners, ensuring compliance with regulations and avoiding legal consequences
- Prevention of deals with sanctioned parties through the identification of affiliated accounts
- Proactive prevention of fraudulent activities, as well as effective risks identification and mitigation to protect the business, and minimize the risk of financial losses
- Accurate determination of credit limits, avoiding multiple credit limits per customer caused by business partner duplicates
- Smooth audits, ensuring the accuracy of financial records and expediting the audit process



### Secured compliance

CDQ capabilities helped a leading manufacturer of vertical windows and doors to check 700,000 business partners against 1,700 sanction and watchlists within 20 hours.

**INSTANT BENEFIT**



# What if maintaining high-quality data was effortless?

The benefits of high-quality master data are closer than you think. Instead of struggling with recurring data quality issues, operational inefficiencies, and financial losses, you can take control of your data and empower your organization with CDQ's all-in-one solution. **CDQ All Time Right** provides a single gateway to 80 external data sources and over 2,600 ready-to-use data quality rules. Powered by data sharing, it offers seamless integration capabilities to support your entire data journey and bring business benefits to your organization.

## FACTBOX

**59% of business partner records show critical violations. We also regularly witness a typical 16% of unintended duplicates in our clients' organizations.**

## Cost savings start with clean data

With 18 years of experience in data quality, combined with valuable insights from our Data Sharing Community, we have analyzed the cost impact of duplicate records. In an average organization's database, 16% of customer or vendor records are duplicates, posing a significant threat to resources and profitability.

**Based on a thorough evaluation of process costs, data acquisition expenses, and strategic impacts, our research shows that a single duplicate can cost up to 1,000 euros.**

Duplicate entries in customer and supplier databases hinder reliable analysis increase maintenance and drive up costs. **CDQ All Time Right** detects and removes duplicates at creation and within existing datasets, using 2,600+ customizable data quality rules for seamless cleansing and enrichment.

# CDQ All Time Right



With 20 years of experience in business partner master data domain, we have built a solution that gives you unmatched control of your B2B data. **CDQ All Time Right** is the first SaaS solution designed for you to master your data and empower your organization with trusted, validated, and always up-to-date business partner records, delivered seamlessly into your native applications.

## Smart and simple software solution to master your data:

- 2,600+ pre-configured data quality rules available out-of-the-box
- 80+ authoritative data sources natively integrated for a seamless, one-stop-shop experience
- 200+ million peer-validated business partner records for regions without register coverage
- 2,000+ industry-specific data insights exclusively available through the CDQ Intelligence Database
- Real-time API-driven data management ensuring unmatched accuracy with minimal manual effort
- Seamless SAP integration with pre-integrated master data quality mapped to SAP ODM



**Discover CDQ All Time Right**

## Empower your organization

**Let's be clear:** MDM doesn't just support business. It drives it. And it's you who turns data into real value by making it accurate, clean, and actionable. You deserve a solution that helps your business thrive and makes your job easier.

With **CDQ All Time Right**, you don't just streamline processes, but you tangibly empower your entire organization. From finance to procurement, every department operates smarter and faster because of the trusted, high-quality data you deliver – all-time-right master data continuously fueling the right decisions, right strategies, and greater success.

## 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: Bayer



### DATA QUALITY

Over 80,000 duplicates eliminated and improved data quality in over 1,000,000 records in a record time span of 10 weeks



### GDPR

Reduced GDPR risks by identifying natural persons



### TRUE CROSS-SELLING

True cross-selling potential identified based on consolidated customer data records



### COST REDUCTION

Cost reduction because data migration costs are less with clean data

”

*When Bayer and Monsanto merged in August 2018, we had to consolidate a decade of vendor and customer data from two companies into one database. Both companies were selling to the same customers, and we needed to present one face. CDQ helped us with their cloud-based solution in record time. They analyzed over 1.3 million records, suggested quality improvements, pointed out double entries, and ran a series of workshops where we tackled one region after the other. In total, we eliminated over 80 000 duplicates and improved data quality in over 1 million records in a time span of 10 weeks.*

*A merger of this size needed the best data management approach we know. With CDQ, we could deliver faster and better! We are happy to embark on the next part of our data quality journey with them!*

Gerhard Gripp

Global Data Lead - M&A, Bayer Business Services GmbH

[Watch the full Story here](#)





# 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.



## David Giesinger

Head of Sales

### E-Mail

david.giesinger@cdq.com

### LinkedIn

/david-giesinger/ 

## 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!