

Name	Job Title	Department	
	Sr. Manger	IT	Research & Development
Dinh	Technical Architect	IT	Manufacturing
ers	Director	Finance	Speciality Products
Jordan	Computer Systems Manager	IT	Manufacturing
	Sr. Analyst	Finance	Manufacturing
Supta	Account Representative	Sales	Corporate
Barnes	Manager	IT	Corporate
Martin	Analyst	Finance	Manufacturing
on Bailey	Manager	Accounting	Manufacturing
Beline Walker	Sr. Analyst	Finance	Speciality Products
annah Ali	Sr. Manger	Human Resources	Manufacturing
hila Rogers	Controls Engineer	Engineering	Speciality Products
ones	Manager	Human Resources	Manufacturing
Everleigh Ng	Sr. Manger	Finance	Research & Development
E03496 Robert Yang	Sr. Analyst	Accounting	Speciality Products
E00549 Isabella Xi	Vice President	Marketing	Research & Development
E00163 Bella Powell	Director	Finance	Research & Development
00884 Camila Silva	Sr. Manger	Marketing	Speciality Products
4116 David Barnes	Director	IT	Corporate
625 Adam Dang	Director	Sales	Research & Development
Elias Alvarado	Sr. Manger	IT	Manufacturing
Rivera	Director	Sales	
Rivera	Director	IT	
	Analyst		
	Vice President		

Is Your Boss **BLIND** to Data Quality?

Time for a **REALITY CHECK!**

Data managers, buckle up – it's time to drop some truth bombs! While you're sweating over data integrity, your boss might be hitting the snooze button.

Here's Your Boss-Convincing Cheat Sheet

Data managers are the unsung heroes of the business world, tirelessly navigating the complexities of master data to guarantee its integrity and reliability. Your expertise and dedication are the thin line between order and chaos, yet your efforts often go unnoticed unless everything stops running smoothly.



Data quality isn't just your problem; it's everyone's problem. From sales to compliance, the ripple effects of dodgy data touch every department.

That's where CDQ steps in with the tools that seamlessly integrate into your master data systems, letting you do your job with less hassle, fewer complaints, and improved efficiency.

CDQ delivers a data management toolbox for our business partner data.

The wide range of use case-specific solutions created instant benefits for our internal customers. Together with the innovative CDQ Data Sharing Community we shape the future of interenterprise MDM.

Thomas Gutmann

Business Consulting BI & Data
at Schwarz IT



As an experienced data professional, you don't need to hear yet another story of the importance of 100% quality for your business partner data.
Your management, however, may be a different story altogether.

A data-driven organization can't operate for long with less than 100% data quality.

That's why CDQ delivers flawless customer and vendor data based on automation and powered by our out-of-the-box connectivity to 70+ trusted sources, 2,500+ data quality rules, ML and AI, and the strongest possible global data sharing community.

The (all too familiar) questions you'll face:



Isn't data quality a topic for your data teams only?

Tell that to Nestlé, Bayer, and Schwarz IT KG, who've kissed manual data woes goodbye and boosted their bottom lines.

High-quality master data unlocks more efficient procurement processes by reducing manual effort and processing time, enables the accurate risk assessment of business partners, ensures compliance with regulations, and helps you proactively prevent fraudulent activity, while also making it easier to identify customer groups and spot cross- and upselling opportunities.

FOOD FOR THOUGHT

- Nestlé enabled shorter sales cycles by elevating customer data quality.
- Bayer successfully applied automation to master data workflows to manage trade-offs between data quality, risks, and manual efforts in their vendor master data management.
- Schwarz IT KG was able to improve speed and efficiency by integrating VAT validation in master data creation.



Great, but can you show me the money?



Time is money! And with CDQ's lightning-fast solutions, you'll be banking savings faster than you can say data cleanup.

Getting rid of the hidden costs of duplicates in your master data (did you know a single duplicate costs your company a whopping 1000 Euros?!) brings even more cost savings, and with our cross-reference matching capabilities, you can swiftly identify and rectify duplicate entries, as well as other costly errors and inefficiencies.

FOOD FOR THOUGHT

With CDQ you can finally say goodbye to all the costs of covering only single aspects of high-quality customer and vendor data (VAT checkers, narrow data quality tools, address cleansing tools, calls to premium data brokerage services, and more!)



Here's the money, boss!

-1.7 M €
maintenance efficiency

-14%
transaction costs

-2.7 M €
in software licenses

We don't have time for that!



Tick-tock, tick-tock! Every minute wasted on manual data tasks is a minute lost to the competition. So speed things up!

Out-of-the-box integrations let you hit the ground running with our data quality solutions and require no software installation or maintenance. Yes, even for SAP S/4HANA!

Grab ready-to-use set of over 2500 validation rules, and the crowd intelligence from the CDQ Data Sharing Community, so you don't spend time on developing, testing, and maintaining data quality rules!

Our first-time-right principle for data entry guarantees you get only the right data into your workflows with no IT fatigue.

Thank you, native connectivity to trusted data sources and flexible APIs!

FOOD FOR THOUGHT

CDQ solutions maximize efficiency and minimize the time spent on manual tasks. With more automation, time-consuming and error-prone data management tasks are streamlined, freeing up valuable time for strategic initiatives and innovation.

2 seconds instead of 2 days for SAP MDG change requests is a true story from Bayer. Do you seriously prefer to ignore it?



**GOOD
DATA
QUALITY**



**HAPPIER
TEAMS**

Automate your 4-eyes principle – time saved on dealing with minor data changes will also increase your internal satisfaction.

Haven't we got a tool for that already?



BREAKING NEWS: The Stone Age is over.
Yes, we mean Excel.

But even if your business is a historical reenactment group, your master data management and governance needs a lot more than ancient spreadsheets.

For personal data, like customer information, you've got to play by the rules laid out in GDPR. For supply chains, laws like the Lieferkettengesetz demand transparency and accountability. And let's not forget about AI development and financial regulations like SOX.

Data Quality as a Service from CDQ gives you the modern tools for full data transparency and strategic support - not just pointing out data issues but prioritizing solutions as well.

FOOD FOR THOUGHT

Bottom line? If you want to stay on the right side of the law and keep your data safe, ditch Excel and invest in a proper data management solution, so you can meet the standards of data integrity, accessibility, and traceability required by regulators.



There is no macro for:

- Supply Chain Act
- AI requirements
- EU regulations for storing and processing data
- Sarbanes-Oxley Act
- VAT Audit Trail
- Name your challenge

Don't we already use data brokerage services?



Using data brokerage services is actually a tip of an iceberg. What lies beneath is pretty overwhelming:

- Costly pay-per-record systems and recurring efforts with extracting, filtering and processing data.
- Vendor lock-in due to proprietary vocabulary and systematics after implementation.
- Data issues (poor quality, compliance challenges, or missing information) in complex hierarchy structures.

At CDQ, we go far beyond providing raw data:

You get access to trusted data sources, you get data governance and robust data quality processes to guarantee data accuracy, completeness, and reliability, and you get a full visibility into the origins of your data. Precisely.

FOOD FOR THOUGHT

Data brokerage services might give you access to valuable data, but they can't analyze or verify its correctness. Data governance still needs to be applied, and your team is still stuck with costly, time-consuming tasks that hold you back from the instant benefits of accessing records from data brokers.



MORE
isn't
better.

But
PRECISE
is.

That's how CDQ becomes a data aggregator and makes precision out of chaos.

How can this be safe to use cloud for our master data?



Many of our Fortune 500 customers had similar concerns raised by their compliance departments. No wonder, it's your most valuable asset, and we fully understand it.

- ☑ We comply with EU data protection regulations: All servers of our CDQ Cloud Platform are located within the European Union. The entire CDQ Cloud infrastructure complies with EU data privacy regulations.
- ☑ Our service organization controls (SOC) are audited regularly by an external auditor and reported according to ISAE 3402 Type 2 standard.
- ☑ All data uploaded into the CDQ Cloud and analysis results are stored in individual databases per customer, and you decide to delete it, no data is cached or withheld.

FOOD FOR THOUGHT

As data sharing enthusiasts, we believe data sharing works best in trusted ecosystem. Data records are only shared the owner explicitly agrees. Updates disclosed for sharing are processed and stored separately. There is no backlink to a user.

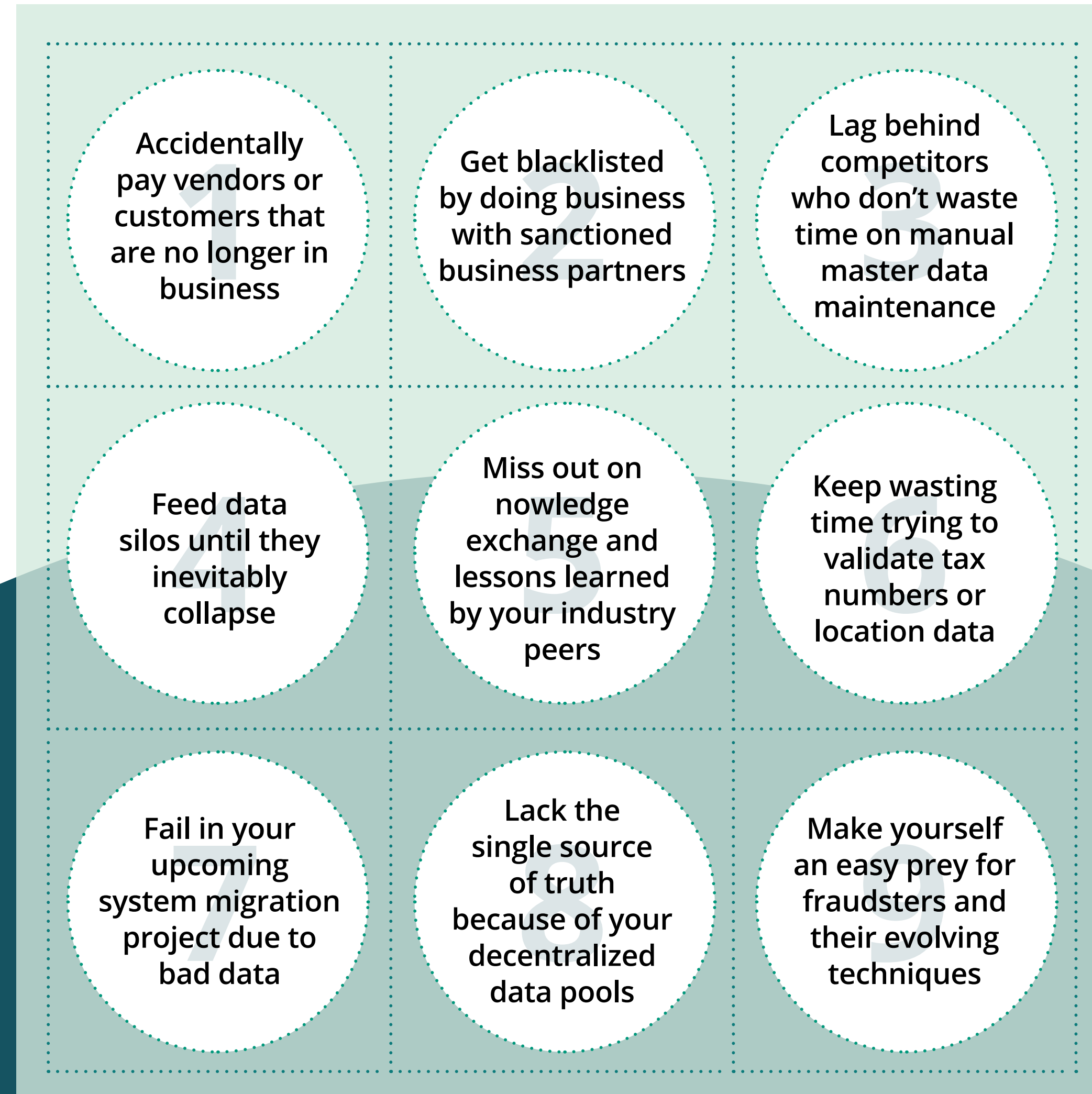
Data Sharing applies only to non-competitive commercially identifiable information (CII): data about companies and organizations.



We assure your data's **protection, accessibility, and resilience**, so you can focus on exceptional master data management and smooth business operations with **high-quality master data**.

Can I simply ignore your arguments?

Sure, but before we pretend this conversation never happened, let's play a Data Quality Bingo ...



Accidentally pay vendors or customers that are no longer in business	Get blacklisted by doing business with sanctioned business partners	Lag behind competitors who don't waste time on manual master data maintenance
Feed data silos until they inevitably collapse	Miss out on knowledge exchange and lessons learned by your industry peers	Keep wasting time trying to validate tax numbers or location data
Fail in your upcoming system migration project due to bad data	Lack the single source of truth because of your decentralized data pools	Make yourself an easy prey for fraudsters and their evolving techniques

It's your move. Will you roll the dice or play it secure with CDQ?

With CDQ, there's nothing to lose and everything to gain.
So, what are you waiting for? Let's revolutionize your data
management together!

These industry leaders already play their master data game pitfall-free with us:

BASF
We create chemistry



Boehringer
Ingelheim

BOSCH

CLARIANT



DOVISTA[®]
windows and doors

Dräger

EVONIK
Leading Beyond Chemistry

FERRING
PHARMACEUTICALS

**FRESENIUS
KABI**

Johnson & Johnson

KUEHNE+NAGEL

LANXESS
Energizing Chemistry



NOVARTIS

RHEINMETALL

syngenta

Takeda

Tetra Pak[®]



Unilever

Vaillant

SCHWARZ
LIDL Kaufland SCHWARZ Produktion pre-zero schwarz digits



Experience better master data with CDQ

We've been there and done that,
challenge us with your burning data quality issue!

[Claim a free trial](#)



About CDQ

CDQ is a global leader in collaborative data management.

CDQ emerged from the University of St. Gallen in Switzerland with more than 17 years of data management expertise. CDQ provides a Cloud Suite to manage, validate and enrich business partner data – powered by Data Sharing, enabled by solutions, supported by research.

As part of DQaaS (Data Quality as a Service), this Suite automates data maintenance and maximizes the potential of enriched data. The goal is to provide 100% data quality with zero maintenance for customers.

We leverage data sharing as the best way to better data, so companies can tackle data quality together.

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