



## Solutions Overview

Solving the data trust  
and validation challenge  
to ensure business and  
tech migrations deliver  
your expected outcomes

The stakes are high. Businesses plan to invest nearly \$220 billion in technology migrations and upgrades over the next three years in the greatest upgrade cycle in a generation (Morgan Stanley Research, 2024).

If you're one of the 50% of companies planning a tech upgrade, you understand the enormity of the time, cost, and resources required for this effort. Unfortunately, many businesses struggle and never get the expected value from these investments.

The culprit: a lack of prioritization for quality data during the data conversion process.

Data is the backbone of your cloud, ERP, CRM and marketing automation migration success. Inaccurate and unvalidated data flowing through your new systems results in an immediate loss of trust, missed deadlines, poor decisions, and failed expectations.

# \$220B

Projected investments in technology migrations and upgrades over the next three years.

(Morgan Stanley Research, 2024)

# Prioritizing connected, validated data during the conversion process maximizes the value of your investment

Data is the source of truth and the foundation for trust in customer, employee, partner, and investor relationships. The ability to turn data into insights and action is a competitive differentiator. But too often—it's an afterthought.

When businesses invest in upgrading technology and transformation projects, they elect to simply "shift and lift" low-quality data into their new systems, immediately diminishing the performance and value before they've even been deployed.

Data validation and trust are critical. It's already a line item on your checklist. But when deprioritized, it hinders the overall success of the project and puts your investments at risk.

Furthermore, proactively establishing clear data governance standards and processes for the cloud or new system as a best practice ensures ongoing data trust for driving adoption and performance.

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## Pros and cons of traditional data quality solutions.

Data quality is not a new challenge. Leaders often fail to prioritize it because it can feel like a never-ending task. And unfortunately, traditional data quality solutions are often too complicated, manual, insufficient, or black boxes to satisfy business requirements.



### Doing it yourself

on spreadsheets and analytics tools is cumbersome, error-prone, and manual, and internal teams lack the expertise in the intricacies of data quality



### Data quality point solutions

have limited capabilities and support from experts and don't meet today's complex data demands



### Enterprise platforms

have too many unnecessary bells and whistles that many businesses don't need, wasting resources and causing frustration






















































































































### Consulting and integration firms

have a complicated approach to data quality that's expensive and doesn't work for every organization

## Data trust and validation are the difference makers for tech and business transformations

Every business requires data trust and validation. But when you're investing in a new technology, system, or process, it's the difference maker in driving your expected business outcomes, including:

- ERP, inventory management, supply chain management implementation, or migration from legacy platforms
- Cloud migration from legacy on-premise or hosted technologies
- Master Data Management (MDM) projects to create a single, accurate data set from several disparate sources
- Integration with systems from newly acquired companies or assets

Finance	Operations	Revenue	Custom	Data	Other
<b>Accounting</b>    	<b>Collaboration</b>     	<b>CRM</b>      	<b>CRM, Marketing</b> 	<b>Custom</b> 	<b>Product Experience</b>  
<b>CRM, ERP</b> 	<b>Commerce</b>  	<b>CRM, ERP</b>  	<b>Custom</b>   	<b>Data Provider</b>   	
<b>ERP</b>     	<b>Operations</b> 	<b>CRM, Marketing</b> 		<b>Data Source</b>   	
<b>ERP, Expenses</b> 	<b>Operations, Project Management</b>  	<b>Marketing</b>    	   	<b>Data Warehouse</b>   	
<b>ERP, HR</b> 	<b>PIM</b> 	<b>Marketing</b>   	  	<b>Database</b>   	
<b>ERP, Supply Chain</b> 	<b>Planning</b> 	<b>Marketing, Analytics</b>  	 	  	
<b>ERP, Supply Chain, HR</b> 	<b>PRM</b> 	<b>Marketing, Support</b> 		  	
<b>Storefront</b> 	<b>Project Management</b> 	<b>Marketing, Support</b> 		  	
	<b>Supply Chain</b>   	<b>Sales Engagement</b>  	 	  	
	<b>Support</b>   	<b>Sales Support</b> 		  	
	<b>Warehouse Management</b> 	<b>Success</b>  	 	  	

# The Datagence data trust solution

Datagence was founded by a team of passionate data quality, business, and technology pros tired of accepting “disconnected, unreliable data” as the status quo for business. We believe quality data is attainable for every organization, where designated users can trust and rely on all sources of their data to make faster decisions with greater accuracy, gain business insights, and increase operational efficiency.

Unlike traditional data quality point solutions, generic fixes, or expensive consultants, Datagence is a straightforward and seamless approach. Our expert-led services, proven processes, and powered by Polus—our patent-pending data trust technology—deliver clean and validated data without requiring you to manage yet another platform or commit to a one-size-fits-all, black-box solution.

Datagence handles the heavy lifting to unify, validate, and standardize data for seamless, worry-free, and cost-effective migrations, regardless of your infrastructure, resources, or environment.

## The Datagence Connected Business Data Reliability solution



## How Datagence automates data conversions for successful tech, cloud, or business transformations

### Step 1: Data unification to connect siloed data

Connected data drives growth. Polus takes your mission-critical data, which is often locked up across disparate systems, sources, formats, and processes, and automates the unification to provide a complete and accurate view of required data. Connecting data establishes an organized structure for your tech migration.



## Step 2: Polus delivers a trusted and reliable data stream for the cloud or new system

At the core of the Datagence solution is Polus. It executes your data conversion and validation requirements with a proven process and set of applications using patent-pending data trust technology, ensuring business-ready data. Receive a validated, automated data stream to your new system that adheres to any system requirements, common data models, and established standards.

### How Polus works

Polus applies the following steps to support your data conversion project:

- Validate every record and verify against our global identity graph for accuracy and authenticity
- Enrich validated records from multiple sources with missing or additional fields while adhering to pre-set rules
- Standardize data against ISO 8000 specifications, ANSI, or any custom standard set by your organization
- Purify the data to remove errors, duplicates, and inconsistencies, and deliver a reliable master data set into your new technology according to any custom rules and system requirements
- Authorize user consent and maintain compliance with global regulatory or organizational standards for how data can be accessed
- Segment the data to support downstream marketing systems for precise targeting and relevant communications




## Data quality, business, and technology experts are by your side and accountable for your success

Recruiting, onboarding, and retaining in-house data teams is expensive. In addition, adding data tasks to existing staff typically results in deprioritization or error-prone and cumbersome spreadsheets.

Datagence provides expert-led full-service advisory, taking the burden off your staff. Our team brings the expertise, technology, and processes to tackle your strategic business and tech investments, delivering worry-free data trust and reliability to your organization.

Additional expert services are also available to help you get the full value of your technology migration or upgrade, including:

- Assessing the health of your current data to reveal strengths, vulnerabilities, and opportunities to develop an actionable plan together
- Building data governance standards for immediate and ongoing tech performance and adoption
- Certifying your organization's data with ISO 8000 and ANSI standards for tech interoperability
- Administering employee training on data governance standards
- Ongoing data health assessment and quality services to maintain the trust and value of your tech investments



Data trust is an always-on requirement, not a one-time task to be thrown away and forgotten at the end of a system or cloud migration.

# Datagence. The data trust company.

Datagence's mission and focus is on your business data trust and success.

We partner with growing and established companies to deliver data trust solutions that simplify data connection and quality so you can focus on your business and your customers. We combine our automated data unification process, Polus data trust technology, and stringent governance framework, with expert-led services to ensure your data is ready for business.

Together, we solve your data trust challenges so you have actionable, trusted data you can be confident will deliver the results you need for your business to thrive.

[Have a data project? Partner with the experts at Datagence.](#)

Get started





Datagence's mission and focus is on your business data reliability and success. We recognize that data reliability is not a one-and-done event, and achieving data quality requires more than just software and technology. You need a shift in process and mindset. Many organizations and their leaders struggle to navigate the change management necessary to retain the integrity of their data and make it actionable for business.

That's why, alongside our process and technology, we have a team of trusted data experts who understand what it takes to execute data initiatives successfully. Our team has decades of expertise leading data, technology, and business transformations, and we partner directly with you or alongside your partner firms every step of the way. Not only do we help organizations achieve data reliability, but we're also participating in setting the data quality standards as members of the United States Technical Advisory Group for Risk Management (US TAG).

Together, we solve your data reliability challenges so you have actionable, trusted data you can be confident will deliver the results you need for your business to thrive.

For more information, visit:

[DATAGENCE.IO](https://datagence.io)