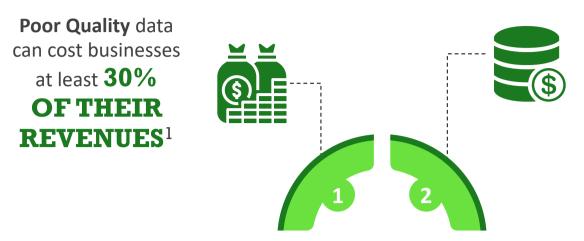


### SOME ALARMING FACTS ABOUT BAD DATA





companies struggle with POOR DATA QUALITY



You might be Shelling Out as much as

\$100 PER DIRTY RECORD<sup>2</sup>

**Poor Data Quality** costs organizations an average of \$10-15M

AYEAR4





Bad Data costs the US \$3T

YEAR<sup>3</sup>

## WHAT IS BAD DATA?



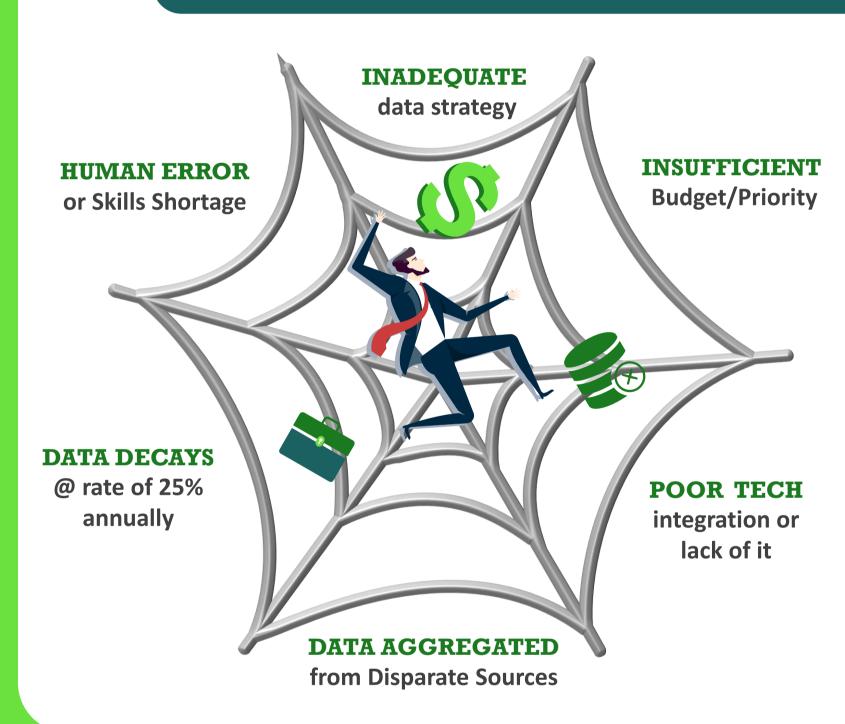




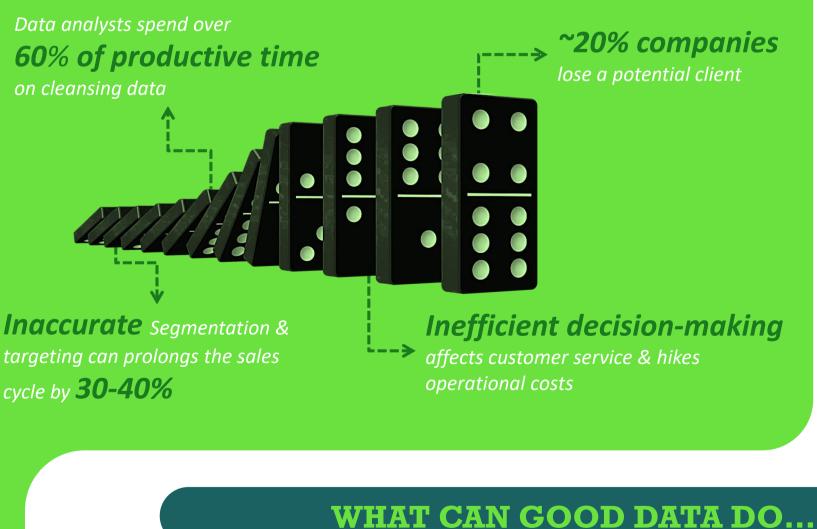




#### WHAT CREATES A BAD DATA TRAP?



# **BAD DATA CAUSES A DOMINO EFFECT**





4x faster

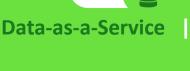
Reduce sales cost by



300%

40%

Resolve your data challenges with us









**Datamatics** Business Solutions

1. Ovum

**SOURCES:** 

2. Sirius Decisions

3. Harvard Business Review

4. Gartner

Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services. Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research, Finance & Accounting Outsourcing, Payroll and Contact Center Services. We leverage emerging technologies like Robotics, Machine

Learning and Artificial Intelligence to power human-machine collaboration & enable seamless delivery. As a trusted partner to Fortune 1000 companies; our focus is on driving revenue growth, operational excellence, cost efficiency & customer intimacy for global clients. We serve customers across the globe and industries like Technology, Banking & Financial Services, Media & Publishing, Events, Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.

© Datamatics Business Solutions Ltd.