

WHYs & HOWs OF DATABASE MANAGEMENT



Data is the new-age wealth.

However, wealth truly is gold dust – not easily available. So, businesses need to raise their heads above the data deluge and seek out smart data for their growth. Of course, whitespace data too!

Market penetration and customer reach expansion plans can get plagued by unstructured, non-standard and non-customized database management.

Hence, the need for 'Intelligent' Database Management.

WHAT IS IT?



Clean, accurate, deep & wide data



Refreshed, relevant and validated data



Incremental contactable database

WHY?



Increase market penetration and net new customer acquisition



Easy & cost-effective access to language countries



Increase market size, customer reach and scale-up faster

99% of Indian organizations maintain high quality data for achieving stellar market penetration ¹

Enriching database with deep insights help companies save \$1 Billion per year on customer retention ²

HOW?



Replacing rules of data consolidation and removing manual interventions



Machine Learning and AI bots that source, clean, standardise and profile data



Automated pattern matching and Predictive analytics for standardizing data



Validation of correctness through proprietary algorithms



Ensuring data quality via scientific quality scoring mechanism

Investing in right database management enable companies to make strategic decisions confidently that impacts business performance positively!

Sources

- <https://www.edq.com/contact-data-quality-statistics/>
- <https://techjury.net/stats-about/big-data-statistics/>