

# What can your business do with more Insight?

Data holds a great deal of untapped business value



**Suresh Nair,**  
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While many organizations consider data to be a corporate asset, the real value of data is not realized until it is translated into information and knowledge. “The challenge many organizations are facing today is that while a great deal of data is being collected, up to 80 per cent of it can be unstructured and thus difficult to gather insight,” says Suresh

Nair, Director of Strategy, Canada with Pitney Bowes Business Insight.

“The problem is, there is a lot of unmanaged and uncertified data sitting in corporate PCs and mobile devices,” says Nair. While employees spend valuable time collecting data and then running searches, reports and conversion, there is great duplication. There are often hundreds of structured customer address tables and potentially thousands of unofficial customer address lists hiding in PCs and mobile devices, making it hard to find the single version of truth about customers’ whereabouts. “So, how do you harness that information to create knowledge and bring about a return on investment (ROI)?” Nair asks.

Managed data, and information about that data (metadata), allow users to access the right information at the right time, which leads to fact-based decision-making. The ability to make decisions based on analytics and well-mined data is often much more effective than intuition based decision-making.

Pitney Bowes Business Insight offers its customers an array of location intelligence, data quality, customer intelligence and communication management capabilities which will increase the accuracy and effectiveness of customer

information delivery, therefore driving better business decisions. The intention is to encourage more effective use of technology and processes in order to allow for better management of data and documents through organizational integration of the corporate knowledgebase.

Studies indicate that 20 per cent of companies effectively use information tools. Proliferation of data, which increasingly includes maps and images and powerful desktop software such as Excel and Word, means that employees can collect and process data and documents like never before. As a result, terabytes of information are being collected, archived and stored with no readily accessible added value to the corporation. “Industries need to take a leadership role in defining data standards and corporations need to invest in data, analytics and process management infrastructure that is capable of handling information,” Nair says, “as well as educating stakeholders on how to harness the power of unstructured data.”

Once a corporation has invested in data management infrastructure, it doesn’t make sense to make major cuts, especially regarding support of the infrastructure, regardless of the economic situation. “In order to survive in this day and age, you have to be the most responsive to whatever the economic environment dictates.” Despite the costs associated with infrastructure maintenance and up-keep, the value, opportunity and ROI achieved will help keep the organization afloat. Also, it is

insufficient to deem data management as simply an information technology problem, but rather it should be considered within the context of enterprise and business solutions. The streamlined flow of data and underlying workflow processes means cost reduction for operations, revenue enhancement for marketing and sales, and reduced risk for the privacy department.

“Like a multicultural city, there will always be different data solutions, formats and languages,” says Nair. “But it all has to work together to a point where if someone asks a question—such as, who are the top 100 customers in this corporation?—they will be able to extract the information and receive an appropriate answer.”

**In any Services assessment—the first step towards helping an organization with their customer data stewardship—we ask the following questions:**

**Quality:** is the underlying data certifiable?

**Completeness:** can we enhance the data with location, demographic, behavioural or other data?

**Knowledge:** can we easily convert that data to information using data transformations, predictive analytics and business intelligence capabilities to help provide knowledge to decision makers?

**Delivery:** online or offline, can we produce and store information and documents for effective inflow and outflow of customer communication?

 **Pitney Bowes**  
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