

Data Quality

For all companies, after their staff, data quality is their main asset; for this reason, at DEYDE we have developed MyDataQ, an efficient, secure and simple Data Quality system, which does not require a dedicated infrastructure, making it easy to manage and make the most of it.

At DEYDE we are a team of experts, dedicated solely and exclusively to obtaining the highest quality and giving the greatest value to our clients' data.

We have focused on ensuring that companies have detailed and quality information about their customers so that they can carry out a good business strategy, thus allowing them to reduce unnecessary risks in their management and also save costs.

With our knowledge, experience and desire to work, we are the ally you were looking for, to achieve the best Data Quality and the numerous advantages that this entails.

We look forward to seeing you soon,

Luis Martínez
Latin America Chief Business Officer

Who we are?

- Technological multinational with a unique and exclusive dedication to Data Quality
- A team of professionals with more than 30 years of experience in innovative technological solutions to improve the quality of your data
- Offices in Spain, Mexico, Colombia, Chile and Peru
- More than 400 large companies worldwide already entrust their Data Quality to DEYDE
- We optimise more than 1800 million customer records annually
- We developed MyDataQ, Data Quality System (software + internal referential data)

Transforming Data into your Competitive Advantage

Who endorses us?



More than 400 large companies already
entrust their Data Quality to DEYDE

What does MyDataQ do?



Standardisation

We clean, standardise and correct your customer data to bring more value to your business.



Deduplication

We identify duplicate records in the database, even if they are not identical, so that you have a unified view of your customers.

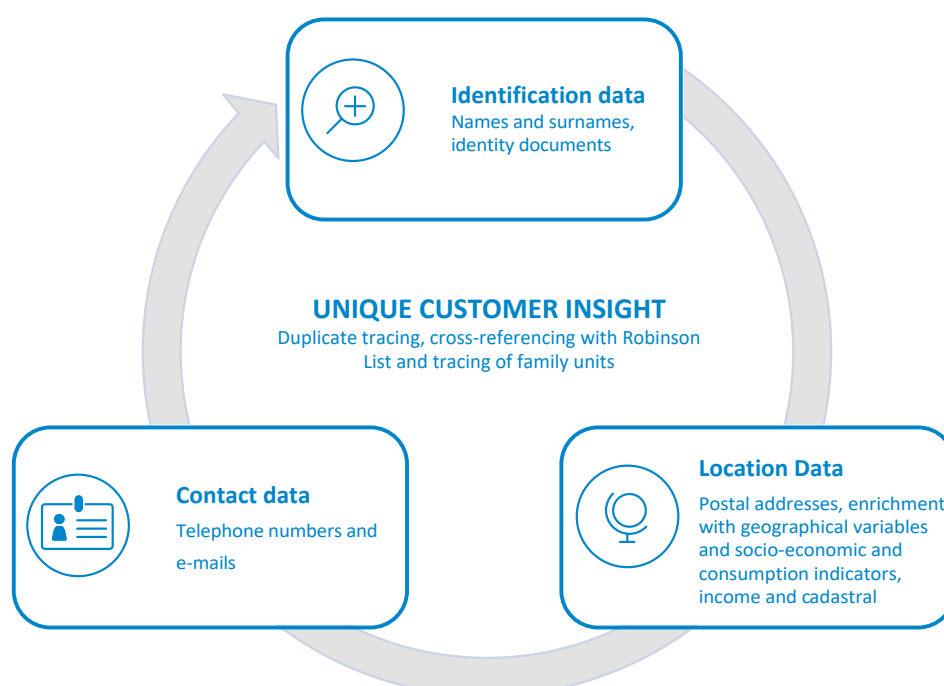


Enrichment

We enrich your data with geographic information that allows you to improve your knowledge of your customers and their environment.

DEYDE has developed MyDataQ specifically
for Southern Europe (Spain, Italy, Portugal)
and Latin America (Chile, Colombia, Mexico, Peru)

What data does MyDataQ improve?



MyDataQ, modules

Data standardisation

MyDataQ_Names: Name Standardisation

- Corrects common errors and expands abbreviations.
- Separates first and last names and assigns gender according to name.
- Differentiates between natural persons and legal entities and marks unidentifiable names.



MyDataQ_Addresses: Standardisation and coding of postal addresses⁽¹⁾

- Separates postal address data into its different elements even in unformatted addresses.
- Corrects and updates erroneous or obsolete street and town names.
- Incorporates the correct and updated postcode.
- Assigns reliability indicator and marks untraceable addresses.
- Optionally, it can also campify the information of the rest of the road.



MyDataQ_ID: Verification of identity documents

- Removes unauthorised characters and blank spaces.
- Validates or assigns the check digit of the identity document.



MyDataQ_ID Validation: Validation for census purposes of the identity document

- Consult the AEAT service of the identity document and name to verify whether this dupla is registered or not.
- Normalise the name or company name data both at source and in the AEAT's response.
- It assigns a similarity indicator between the AEAT name and the name consulted.



MyDataQ_Email: Correction and validation of email addresses

- Handles characters not allowed by email sending standards.
- Adapts badly formatted addresses (absence of ats, spaces, etc.).
- Fixes the most common typing errors in the most commonly used domains.
- Validates the resulting address and checks that the domain exists.



MyDataQ, modules

Data standardisation

MyDataQ_Email Validation: Validation of e-mail addresses

- Identifies temporary email accounts.
- Identifies email accounts categorised as "role" addresses (generic addresses, e.g. info@deyde.com).
- Assigns email account validation flag.



MyDataQ_Phones: Standardisation of telephone numbers

- Removes all non-numeric characters from the telephone field.
- Assigns a two or three digit prefix depending on the town.
- Checks the first 5 digits of the resulting number depending on the town and the route.
- Assigns the degree of reliability of the telephone.



MyDataQ_Phones Validation: International telephone number validation

- Assigns an identifier of the type of telephone processed (mobile, public, landline...).
- Assigns a format validation indicator for the processed telephone number.
- Assigns the operator of the telephone number at the time of registration.
- Returns the processed telephone number in different formats.
- Assigns the telephone prefix of the country.



Data Deduplication

MyDataQ_Dedupe: Identification of duplicates

- Assigns alphabetical key based on name and address.
- Identifies duplicate records in the file according to this alphabetical key.
- Indicates the degree of similarity between the records identified as duplicates.



MyDataQ_Robinson: Crossing with Robinson List

- Identifies those records in the processed database corresponding to persons registered in ADigital's Robinson List Service by means of a connection with said List.
- Cross-referencing can be done by DNI, landline and mobile phone and email.
- It assigns the advertising sectors to which the citizen has objected if he/she is registered.
- It incorporates the validity date of the crossing and the trace of the crossing.



MyDataQ, modules

Data Deduplication

MyDataQ_Homes: Identification of family units

- Identifies persons residing in the same household and/or belonging to the same family unit.
- It compares the available information (surnames, address, telephone number...) and indicates the degree of similarity.



Data Enrichment

MyDataQ_Geo: Geographic data enrichment

- Assignment of XY coordinates to a postal address, using different sources of information.
- Assignment of Census Section to a postal address.
- Assignment of socio-economic and consumption indicators to segment the processed data.
- Inverse Geocoding, to obtain the nearest postal address from coordinates.
- Assignment of Cadastral Information⁽²⁾:
 - **Catastro_Info**: Assigns variables that provide an overview of the characteristics of the property and the plot where it is located, such as square metres, participation coefficient, type of BI, etc...
 - **Catastro_Domicilios**: Assigns the original address data according to the cadastre.
 - **Catastro_GeoIndicadores**: Assigns information regarding both the building and the plot where the BI is located, e.g. total number of dwellings, highest floor, number of basements
 - **Desglose Bien Inmueble**: Assigns information on the different construction elements that make up the Real Estate.
 - **Desglose Parcela**: Information on all existing real estate on the plot.
 - **Catastro_Sumarizado**: It assigns different summations of the surface area of both the BI and the building elements that make up the plot.
- Assignment of variables on household income distribution for the enrichment of postal addresses.
- Assigns information on the neighbourhood and district to which a postal address belongs.






MyDataQ, modalities of use

Massive processes

Processing of existing information contained in a data repository.



Available in three modalities of use:

-  User-managed MyDataQ Batch license (including training and maintenance).
-  Services with MyDataQ Batch carried out in DEYDE's offices by its own staff.
-  Use by the user of the MyDataQ OnDemand platform in the DEYDE cloud.

Unit processes

Processing of information at the time of data entry.

Available in two modes of use:




-  Integration of dynamic libraries (.dll) through MyDataQ API.
-  Integration of web services through MyDataQ WebServices.

Both modalities are offered as a licence installed on the client. The web services are also available as a service in the DEYDE cloud.

Interactive processes

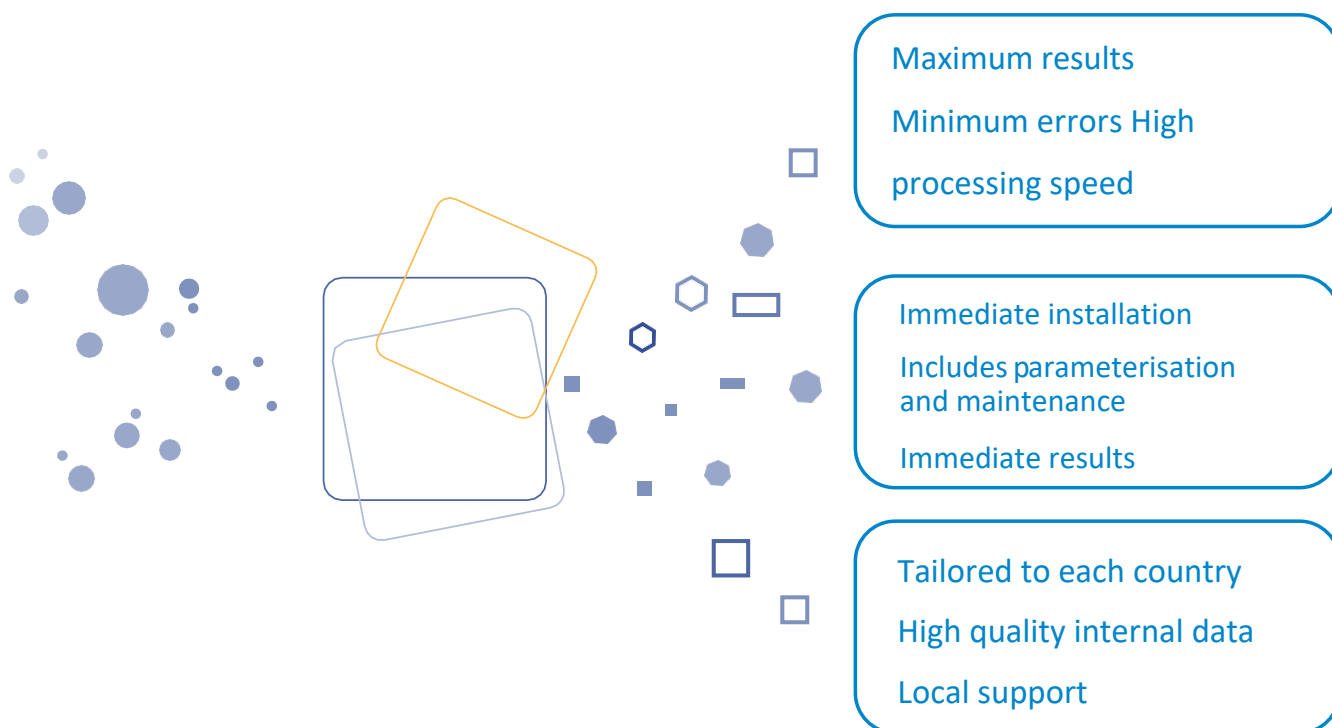
Processing of information at the time of manual data capture.

Available in two modes of use:

-  MyDataQ Candidates, suggests candidates when the input data is insufficient.
-  MyDataQ AutoCompletion, assisted data capture system that ensures quality by minimising data entry times for names and postal addresses.
-  MyDataQ Omnibox, assisted data capture system to ensure data quality and increase recording speed for complete postal addresses.

Both modalities are offered as customer-installed licence and are also available as a service in the DEYDE cloud.

What makes MyDataQ different?



Why choose us?

- 01** Technology multinational with a unique and exclusive dedication to Data Quality
- 02** A team of professionals with more than 30 years of experience in innovative technological solutions to improve the quality of your data
- 03** Offices in Spain, Mexico, Colombia and Chile
- 04** More than 400 large companies worldwide already trust their Data Quality to DEYDE
- 05** We optimise more than 1800 million customer records annually

Integration with Solutions

Integration with leading solutions in order to improve your effectiveness, thanks to data quality:



The analytical power of SAS[®] is enhanced by DEYDE's DQ services that are integrated to improve the quality of data sources.



Personal data, names and addresses are standardised and enriched in real time in an unassisted manner before they are entered into the DBMS.



SAP[®] modules using personal data are optimised by integrating DQ services into their processes.



The potential and efficiency of ESRI Geographic Information Systems is increased by the integration of DEYDE DQ services.

Guaranteed Data Protection

We comply with the current data protection regulations (RGPD)



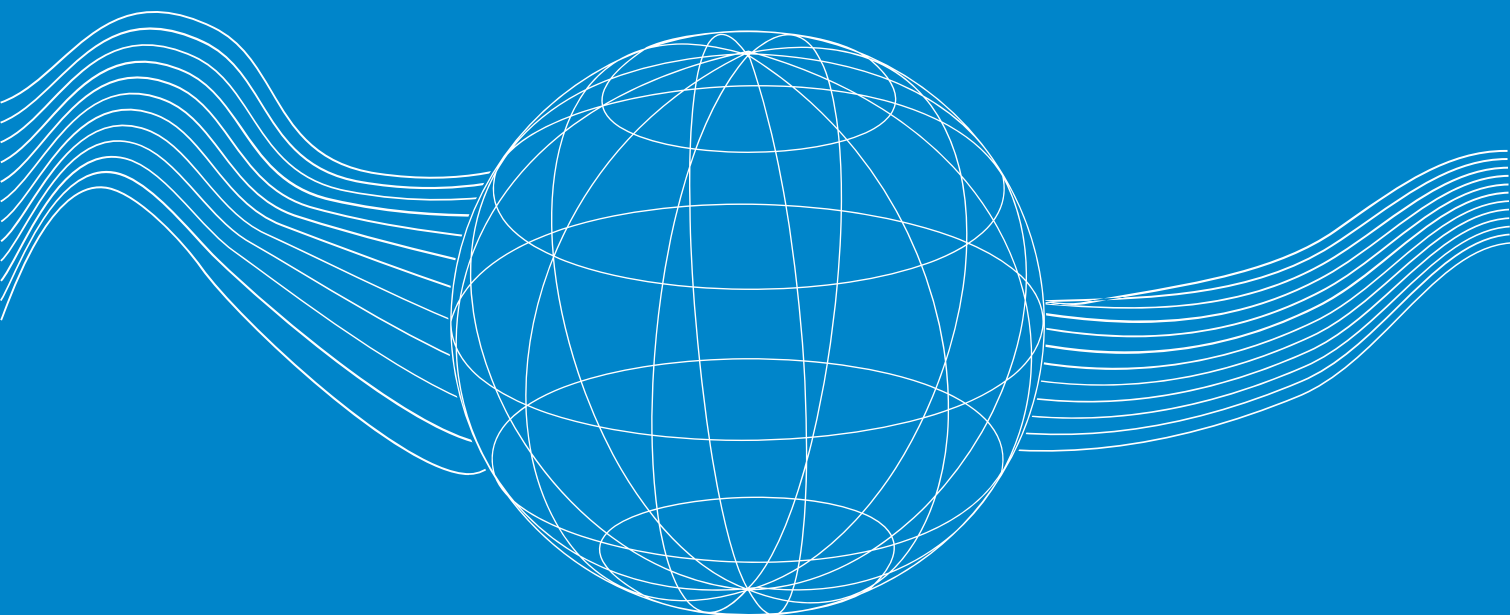
Article 5: Principles relating to processing

Paragraph d) - Principle of Accuracy: "Personal data shall be: accurate and, where necessary, kept up to date; all reasonable steps shall be taken to ensure that personal data which are inaccurate in relation to the purposes for which they are processed are erased or rectified without delay"

(1) Based on official sources: Correos, Instituto Nacional de Estadística INE, Ayuntamientos and Cartografía Digital.

(2) Data source obtained from the General Directorate of Cadastre, Ministry of Economy and Finance of the Kingdom of Spain.

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Data Quality, Data Investments

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