



## SYSTEM AUDIT



How good is your data? Over time, incorrect or incomplete data can accumulate in your system, making it difficult to optimize customer contact, conduct marketing campaigns and report on critical business information. Newmarket's International's System Audit diagnoses and cleanses your data and provides a plan for the future.

### TURN YOUR DATA INTO A STRATEGIC ASSET

Accurate customer and business data is a powerful tool for creating competitive advantage in the hospitality marketplace. With it, you can focus your marketing and sales efforts, prioritize opportunities, and drive more business. Without it, you risk miscommunications or duplication of contacts, customers who feel inappropriately valued, and a misunderstanding of key business metrics.

Newmarket International's Professional Services team can address your Delphi data issues to get your business on the right path to sustained data accuracy. Not only does the System Audit identify inaccurate data, it identifies the sources of the inaccuracies, provides recommendations on process improvements, and cleanses and validates your database.



#### A System Audit:

- Identifies and corrects erroneous data and data entry procedures
- Immediately improves data accuracy
- Improves business reporting and decision making
- Details a plan for proper maintenance, procedures and standards

### SYSTEM AUDIT CHECK OUTCOMES

Newmarket International's System Audit provides a comprehensive analysis of your data quality, along with process recommendations and data cleansing delivered via the following project phases.

#### ANALYSIS AND STATEMENT OF DATA

Newmarket International's Professional Services team completes a full analysis of your Delphi database to assess the current state of the data. Common issues identified include:

- Inaccurate or incomplete revenue figures
- Future active bookings without revenue
- Obsolete bookings and invalid historical data
- Inconsistent standards & values



## DATA QUALITY ANALYSIS

The data analysis phase provides the detailed findings of the system audit and evaluates your critical data issues. The resulting Data Cleansing Action Plan will put into place a specific process for cleaning the data.

### In addition it will:

- Outline recommendations for the updated standards and procedures
- Review recommended staff training specific to identified needs

## DATA CLEANSING

Based on database size, project scope and system availability, your Newmarket International Professional Services consultant develops a data cleansing schedule that meets your needs and does not slow down production. Data cleansing can be performed in conjunction with an upgrade or append to Delphi.

## VALIDATION

The Professional Services team presents a full review of results, verification of accuracy of reporting, a check on the progress of manual/automated processes and a prioritization of any outstanding tasks. Audit reports will also be put in place to regularly assess the state of your data going forward.

## 6-MONTH CHECK-UP

Six months after the data has been cleansed and training has occurred, Newmarket International Professional Services performs a review of the data to assess its overall health and to examine if standards and processes established during training have been adopted. Your consultant will work with your Newmarket International Systems Analyst (NSA) to verify that all audit reports are in place and being used on a consistent basis.

## ADDITIONAL SERVICES

Duplicate account and contact entries are a common issue for many companies. Often times, a user might enter "Robert Jones" and another user will enter "Rob Jones" therefore creating two entries for the same contact. This leads to a messy database and inaccurate reports. Newmarket International offers a De-Duplication service to address this problem and eliminate duplicate entries. Please contact your sales representative or email us at [salesinfo@newmarketinc.com](mailto:salesinfo@newmarketinc.com) to learn more.

For more information visit us online at [www.newmarketinc.com](http://www.newmarketinc.com), or contact us at one of the following locations:

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