



# SECURE DATA QUALITY FOR BUSINESS PROCESSES

Developing a data quality management system for the Schwarz Group, based on the Informatica Data Quality software. A success story.





## THE CUSTOMER

### SCHWARZ



Schwarz IT is the digital heartbeat of the Schwarz Group. As a strong technology partner for its companies (including Lidl, Kaufland, Green-cycle and its own production companies), Schwarz IT is responsible for selecting, delivering, operating and further developing IT platforms and business applications. Schwarz IT's approximately 3,000 employees work in close cooperation with operating departments to

provide professional and powerful IT solutions for over 10,000 locations in 29 countries around the world.

## INITIAL SITUATION AND CHALLENGE

The digital transformation of the world's largest discounter group by branches can only succeed if a solid database exists for all business processes. Those responsible in Lidl's Global IT Governance division were well aware of this early on. They knew that efficient processes and customer-oriented solutions must be based on a high-quality database.

The existing application landscape at Lidl was complex and parallel master data maintenance caused conflicts between applications. Business processes suffered from this lack of data quality. Therefore, in 2018, Lidl entrusted Bayard Consulting with the task of supporting

their Data Management division in selecting a system and implementing a new and sustainable data quality management solution.

At the start of the project, the common goal was to establish a DQ system for Lidl that would allow to measure, control and secure all business-relevant data company-wide. One year later, Lidl's IT division was merged with the IT divisions of the Schwarz Group's sister companies to form Schwarz IT. This simultaneously scaled the requirements for the DQ system: Now it was no longer »only« used to ensure Lidl's data quality, but rather to ensure the data quality in all business areas of the entire Schwarz Group.

## THE PROJECT

The project started with a proof of concept in April 2018: In several joint workshops, the catalogue of requirements for the new DQ system and the evaluation criteria for the system selection were developed. Then the IT system Data Quality by Informatica was tested, which Bayard Consulting had recommended to the customer. This field test took 6 weeks: Based on real use cases, live demonstrations and in-depth workshops, both the software and the Bayard Consulting team were put to the acid test by the customer. In June 2018, after successfully completing proof of concept, Lidl chose the

Informatica solution and Bayard Consulting as implementation partner. The »IDQ Intelligent Data Quality« project was launched.

The three months required by Lidl for software and hardware procurement and for the installation of the three system environments (DEV, QA and PROD) until September 2018 were used intensively for joint project planning, team building and, above all, for the design of the IDQ data model and key performance indicator system. The »IDQ Intelligent Data Quality« project was launched. The project partners intensively used those three months until September 2018,

# If you can

# measure it – you can manage it!

which Lidl needed for software and hardware procurement as well as for installing the three system environments (DEV, QA and PROD) for joint project planning, team building and above all for the conception of their IDQ data model and KPI system. The IDQ data model, developed mainly by Bayard Consulting, allows Schwarz IT to measure the quality of any type of data across industries, systems and applications: With IDQ, supplier and article data in purchasing systems are checked and evaluated in the same way as logistics data in warehouse applications or employee data in HR systems. Bayard Consulting also designed an IDQ key figure system, which is based on its IDQ data model and makes it possible to make data quality measurable and transparent: The integration of an additional BI layer enables multidimensional and flexible evaluations to provide the necessary transparency at operational, tactical and strategic level. IDQ made data quality measurable and controllable for the Schwarz Group:

## If you can measure it – you can manage it!

In Q1 2019, the IDQ backend system set-up was finished on schedule. Since then, Bayard Consulting has continuously supported Schwarz IT in connecting additional source systems to IDQ. Bayard Consulting's developers are an integral part of the IDQ development team and, in an agile, Scrum-based process, they continuously develop the IDQ audit catalog together with their Schwarz IT colleagues in order to continuously improve the Schwarz Group's data quality.

Currently, six source systems are connected to IDQ, more than seven million quality checks are performed every night in IDQ and four departments from 27 countries use IDQ dashboards daily to control data quality. Feedback from all those involved in the project, especially from users in various departments, confirms that this IDQ project was highly successful.

### WE ASSIST & SUPPORT YOU:

- > Conceptual design and implementation of a proof of concept
- > Planning & Controlling of Informatica Professional Services for software installation
- > Conceptual design of IDQ solution concepts
- > Introduction of agile project management according to SCRUM methods
- > Selection and setup of BI layer (Microstrategy)
- > Development team of 4 developers (as of June 2020)



## RESULTS AND EXPERIENCE

Schwarz IT and Bayard Consulting set up a data quality management system through IDQ, which is based on Informatica's Data Quality IT solution and enables group-wide control of data quality in all business-relevant systems at international level. Data & Enterprise Architecture Management directed by Managing Director

Stefan Peetz is the business unit responsible for IDQ at Schwarz IT. This division has repeatedly impressed Bayard Consulting with its young and highly motivated team: Thanks to that team's professionalism, solution orientation and flexibility, IDQ was able to act like a successful start-up within the Schwarz Group: fast, flexible and scalable.

## OUTLOOK



Ensuring data quality is not just a project, but rather a process. After all, requirements and business processes are constantly changing, and so are the demands on data quality. Therefore, Schwarz IT and Bayard Consulting have agreed to further cooperate closely and in a spirit of trust to continue to extend Intelligent Data Quality to all business areas of the Schwarz Group.



### PROJECT HIGHLIGHTS

- > Structured system selection during proof of concept
- > System setup as scheduled in collaboration with Informatica Professional Services
- > Sustainable solution concept with generic IDQ data model & transparent DQ-KPIs
- > More than two years of open, trustful, target-oriented cooperation



## TRUST GROWS WITH GOOD DATA

»Bayard Consulting is a reliable partner for us in improving our data quality management. We started with first use cases at Lidl. We knew right from the start that everyone wants high-quality data. With good data, trust and transparency grow. We at Schwarz IT KG provide methodology and tools for the entire Schwarz Group (including Lidl & Kaufland). Bayard Consulting supports us as an implementation partner with its retail expertise and its specialists for Informatica, being our central data quality tool for the setup, expansion and rollout of our »Intelligent Data Quality« platform. This is a tangible step forward for us.«

(Robby Nabielek • responsible for Data Management • Schwarz IT KG)



## FROM THE »GREEN MEADOW« TO PRODUCTION

»It was really fun - and it still is - working with the IDQ team at Schwarz IT to design, implement and continuously develop a new DQ system from scratch to launching a productive operation. I believe that the IDQ project success is essentially based on the expertise of all those involved, on clear solution orientation and, in particular, on the outstanding team spirit that all IDQ team members, both internal and external, have demonstrated every day for over two years.«

(Fabian Dimski • Senior Consultant • Bayard Consulting)

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