

**News Bytes Quarterly Newsletter
Third Quarter 2010**

September 2010

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Acxius demonstrates Data Governance expertise

Data Governance (DG) refers to the authorization and overall management of the ownership, availability, usability, integrity, and security of the data used across an enterprise, with the primary goal of controlling data quality. Typically Data Warehousing is the entry point on the data management maturity spectrum followed by Master Data Management (MDM). At any juncture along this spectrum Data Governance can, and should, be introduced as part of a clear strategy to control data quality through the ownership and comprehensive management of data.

Acxius realizes that managing data in this holistic manner and achieving Data Governance maturity requires real-world experience and subject expertise. In fact, it is due to the experience of the Acxius

team in this discipline that Acxius experts are mindful of the key factors in building a Data Governance roadmap, from considering the specific organizational structure (e.g., federated model, centralized model, a hybrid model, etc.) to understanding the target Return On Investment (ROI).

Additionally, Acxius experts are aware of the benefits Data Governance brings to an organization and have been an active part in realizing the value for clients across industries. Based on the Acxius experience, and as substantiated by various studies, once an effective Data Governance process has been implemented, companies typically realize the following:

- clarified, codified business processes pertaining to how data is sourced, enriched, owned and certified

Greg Spillman achieves an Industry First

Hats off to Greg Spillman, Acxius ETL consultant, for becoming certified in expressor software integration.

With a commitment to integration excellence, expressor software recently introduced the expressor certification exam. Acxius is

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Quarterly Newsletter
Third Quarter 2010

Inside this issue:

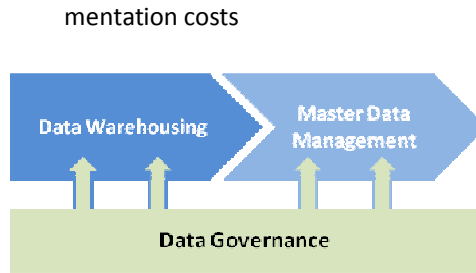
- Acxius demonstrates 1
Data Governance expertise
- Greg Spillman 1
achieves an Industry First
- Anthony Plattsmier 2
earns Talend Certification
- Network for Net 3
Worth
- You're the Author...You Get Recognized 3

Special points of interest:

- News Bytes can also be found on the web at www.acxius.com under the News & Events tab
- For more on Talend certification, visit www.talend.com

Acxius demonstrates Data Governance expertise (cont.)

- established standards and procedures that define how data is to be used and maintained by authorized resources
- reduction in IT staff dependencies – data is easier to manage and requires less overhead
- defined controls and audit procedures that ensure ongoing compliance with internal and external policies and regulations
- fewer data redundancies, saving time and money
- streamlined data workflows, creating more efficient processes and lowering cost
- dramatic improvements in data quality and more reliable data results
- faster implementation of data related deliverables and reduction in imple-



In short, the proven results of a successful Data Governance implementation are...

- ✓ speed to market
- ✓ increased revenue and profitability,
- and
- ✓ reduced compliance risk.

In recently working with a media client, Acxius was able to demonstrate the value of Data Governance. More specifically, the media client was faced with the challenge of governing access to

many types of data such as unstructured content, trade secrets, financial data, patient information, broadcasts, podcasts, etc.

During the engagement, Acxius was able to introduce effective Data Governance, data quality improvements, and business intelligence that played a vital role in driving new business opportunities, reducing IT costs by 30%, and realizing best-in-class customer service and increased customer retention. Furthermore, this project helped the media company to move beyond simply protecting data and to ultimately utilize data to become a “first mover” market leader. The net result was a top line revenue jump in their new business segment by 200% within one year.

Acxius continues to partner with clients to realize such Data Governance successes, and to establish the Acxius organization as the premier Data Governance leader.



Greg Spillman achieves an Industry First (cont.)

pleased to announce that Greg Spillman is the first IT professional to pass the new expressor certification exam since its introduction. This is a significant accomplishment and clearly demonstrates Greg’s IT expertise.

Congratulations, Greg, on this industry first!

expressor software is a valued product partner of Acxius. More information about expressor software can be found at www.expressor-software.com.

Anthony Plattsmier earns Talend Certification

Congratulations to Acxius ETL consultant, Anthony Plattsmier, for successfully passing the Talend Open Studio certification exam.

As described by the company, Talend “certification is awarded to individuals who successfully complete a comprehensive online test covering all aspects of the use of Talend Open Studio in real-life situations. Clients trusting a systems integrator to implement a solution want to be reassured that the consultants are indeed experts in the technology. Talend certification gives them this level of assurance.”

Kudos to Anthony for achieving such a noteworthy accomplishment.

Talend is an Acxius product partner and more information about Talend’s products and services can

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Third Quarter 2010

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Network for Net Worth

Do you have a colleague, friend, or neighbor that has referenced a technology need that can be met by Acxius? Connect us with your network and if the introduction results in contracted work with Acxius, you can receive a monetary reward. Get ready to increase your net worth! Contact Acxius at lead@acxius.com for more information.



News Bytes

Acxius is a best-in-class consulting firm, serving clients around the globe, and providing high performance, intelligent, user-friendly, scalable solutions for their big and complex data and information challenges.

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Has your e-mail address changed? Do you need to be added to the Acxius News Bytes distribution? Do you have a topic you would like to see included as a future News Bytes article? Just e-mail your request to Felecia Scott at fscott@acxius.com.

Anthony Plattsmier earns Talend Certification (cont.)

be found at www.talend.com. Anthony Plattsmier is currently applying his technology know-how, as further substantiated by his recent certification, to Acxius projects at Kronos and Smart Brief.

You're the Author...You Get Recognized

Acxius is in the process of introducing a new Whitepapers page to the Acxius website (www.acxius.com) that will serve as a repository for just-in-time information covering a host of topics.

Do you have a best practice, lessons learned, or practical tips pertaining to data warehousing or business intelligence? Consider sharing your knowledge, and the opportunity to be showcased as an author and to provide valued insight. Additionally, if you decide to submit your original whitepaper for posting to the Acxius website, you will receive a reward for your contribution.

If you are interested in submitting a whitepaper, please contact Felecia Scott at fscott@acxius.com.



News Bytes on the web

This issue of News Bytes can be found on the "News & Events" tab of the Acxius website at www.acxius.com.

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