

Data Mapping Services

Overview

The business impact of poor-quality data is well documented, from IBM studies indicating “bad data” cost U.S. businesses \$3 trillion per year to Gartner research finding poor data quality costs the average company

\$13 million annually. As volumes of data grow, quality and governance are more critical considerations for any firm using quantitative decision-making strategies. As a market leader for over 20 years in providing CRM solutions to financial institutions globally, we know first-hand how stale data impact our clients. With labor turnover rates at record highs in what’s being called the “Great Resignation”, the chances of using inaccurate information are only increasing.

Our team of over 300 research analysts regularly review our BigDough (BD) repository of institutional investor, private equity, venture capital and corporate issuer contacts - updating more than 30,000 records quarterly - to ensure the latest emails, phone numbers, and addresses are accessible throughout our platforms. In this paper we discuss how we partner with our clients to help them navigate the growing challenge of maintaining quality contact data.

BigDough Contact Coverage

Our data mappings services provide access to a proprietary entity management platform offering an expansive, well-structured, and reliable repository of institutional investor, private equity, venture capital and corporate issuer contacts globally

250,000+
contacts

20+
years of history

300+
research analysts
updating data

The Case for Data Mapping

Cost of Stale Data

Inaccurate Data

Through conversations with prospective customers over the years, we know many are accustomed to errors in contact data, exposing them to considerable reputational risk. In the face of incorrect data, they often choose to update personal records instead of the source - an easier task in a time crunch. These practices are costly as incorrect data permeates downstream systems requiring investment to source, house, govern and deliver high quality data for consumption - 5% of operating costs for the average midsize institution according to McKinsey. Indirectly there is also time lost performing manual work better spent winning more business.

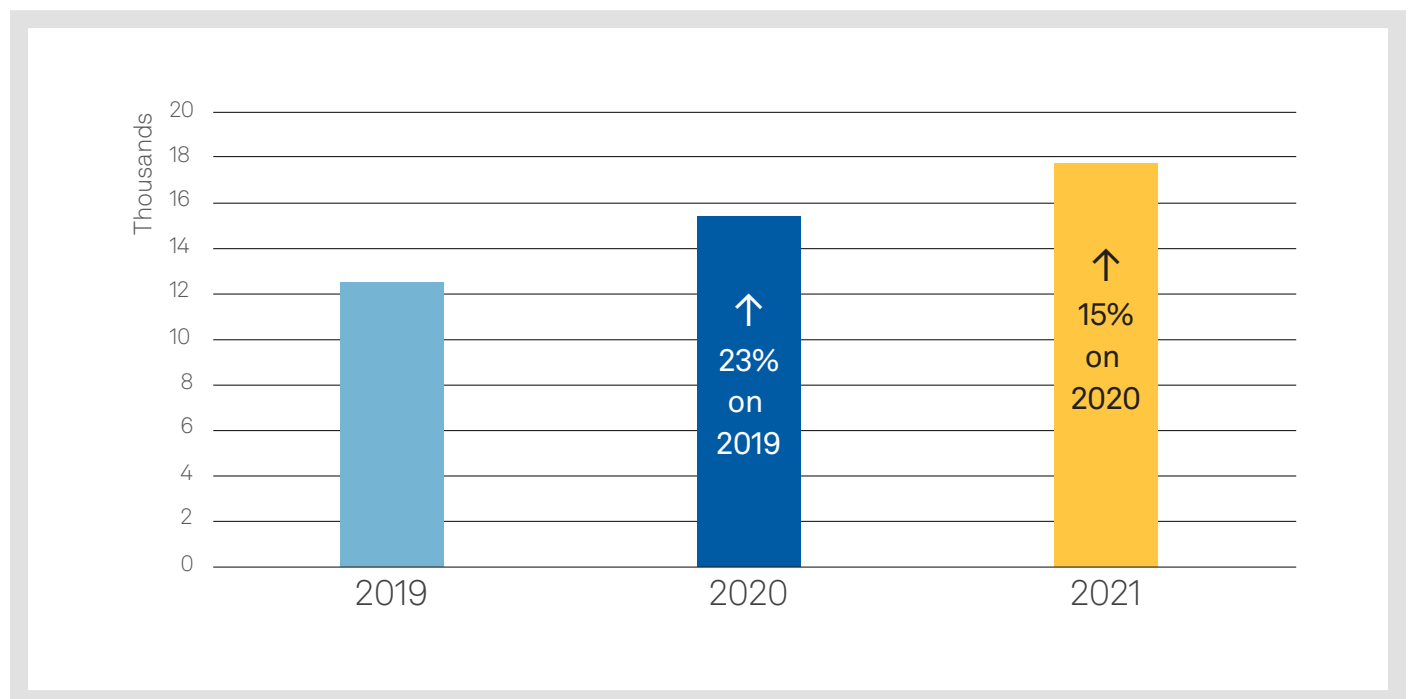
Duplicates

Duplicates in contact records also hinder the user experience. In a recent conversation with a client, they expressed concerns with duplicate data clouding downstream reporting used by research and relationship management systems, in some cases leading to failure to attribute concessions and commissions to the appropriate party due to confusion created by duplicate records.

The Great Resignation

“The Great Resignation”, a trend in 2021 where employees voluntarily resigned from their jobs at record levels, has accelerated the rate in which CRM data grows stale. In reviewing contact data in our BigDough repository, we observed a 41.6% uptick in staff moves and/or updates from 2019 to 2021.

Annual BD Staff Moves/Updates



How S&P Global Market Intelligence Helps

According to McKinsey the average midsize institution with \$5 billion in operating costs spends anywhere from \$12.5m to \$62.5m on third-party data sourcing, with potential short-term savings of up to 10%. One way to realize these savings is choosing a vendor that emphasizes data quality.

Our **Data Mapping Services** are a set of consultative data mapping, cleansing and integration services that help our clients towards that end. Our services are powered by a proprietary entity management engine enriching our clients' data with our universe of contacts, institutions and holdings across asset classes.

Most firms acknowledge data quality is a problem but may not understand how much it impacts their business. Accordingly, the first step in our mapping service, after defining the scope, is to profile and assess the quality of our clients' data. This step allows us to generate a benchmark prior to cleaning, often used by our clients to justify the ongoing business value of our services.

Recent Data Quality Assessment for a Regional US Financial Institution

Operating Costs:

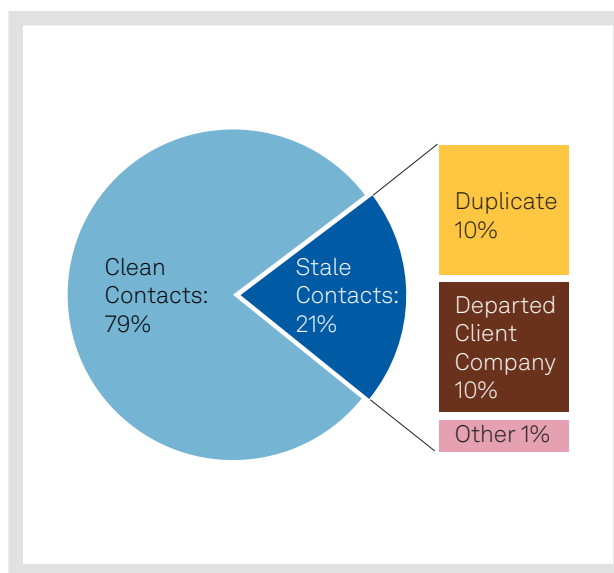
\$3bn - \$5bn

of Employees:

2,500 - 5,000

of In-scope Contact Records:

100,000 - 150,000



Data Quality as a Journey and the Network Effect

Data quality is a moving target due to people moves, new data sets or even changes in regulatory frameworks. Some estimate that up to 2% of records go stale in just one month.

Therefore, we strongly encourage our clients to leverage our mapping services for ongoing updates rather than one-off cases.

As part of our service we offer:

- statistics on **confidence of our matches**
- **API solutions** to update and cleanse incorrect data
- in depth **analysis of our matching and mapping results**
- **alerts and notifications** as matches are uncovered

We also learn from our clients' data, creating a network effect where other firms benefit from the records we receive and can verify independently.

Reach out to us to learn more about how our services can help you.

Updates to more than 30,000 records per quarter

2,919

Contacts
profiles added

1,051

Institutional
profiles added

3,966

Contacts
profiles removed

174

Institutional
profiles removed

BigDough Datasets

- Institutional Investor Contacts
- Venture Capital/
Private Equity Contacts
- Corporate Issuer Contacts
- N-CEN Commissions
- Ownership
- Point in Time (PIT) Ownership

CONTACT US

The Americas

+1-877-863-1306

EMEA

+44-20-7176-1234

Asia-Pacific

+852-2533-3565

Copyright © 2022 by S&P Global Market Intelligence, a division of S&P Global Inc. All rights reserved. No content, including by framing or similar means, may be reproduced or distributed without the prior written permission of S&P Global Market Intelligence or its affiliates. The content is provided on an "as is" basis.

spglobal.com/marketintelligence

MI-NRS-2364903