

Harte-Hanks Trillium Software

Good Data In, High Value Out

Why should organizations care about data quality? Because there is much to be gained—in savings, in increased revenues, in higher productivity, in better ROI—for companies that make sure their data contains good, usable information that can be shared across the enterprise. When researchers and analysts quantify the value of data quality, they estimate that high-quality data can actually save a company 10 to 25 percent of its annual revenue. But data quality problems are still pervasive in most organizations. In a recent survey, 75% reported serious problems and substantial losses as a result of defective data.

Data is the lifeblood of today's companies and the quality of that data impacts the bottom line in many significant ways:

Operational efficiencies—Invoice errors in some industries reach 60%, creating huge inefficiencies across multiple business units and major portions of supply chains.

Increased customer satisfaction—When it costs 7 to 10 times as much to acquire a new customer as it does to keep an existing one, increasing satisfaction must be a priority.

More accurate analysis—Some 60 to 90% of data warehouses fail to meet expectations, largely because of problems with the data.

Increased, rapid ROI—Companies falling short of recognizing an anticipated ROI often report a full return on their investment in half the time they expected, only after addressing data quality programmatically.

Trust in the data—Business users reportedly demonstrate increased adoption of new systems when they trust the data.

Reduced risks and costs of data integration and migration—Avoid the high failure rate (80%) of integration projects and the large overruns (70%) in budget by putting data profiling and quality processes in place early on.

The good news about data quality is that there are established and proven technologies for obtaining higher quality data automatically and repeatedly.



Gartner and others estimate that at least 30% of all customer data is wrong, leading to miscommunications that can add up to customer defections.

Company Background

Trillium Software® is a division of Harte-Hanks, Inc. Based in San Antonio, Texas, and born as a newspaper company in the 1920s, Harte-Hanks is a worldwide, direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to a wide range of local, regional, national and international consumer and business-to-business marketers.

Trillium Software, a division of Harte-Hanks, grew out of the direct marketing service bureau business, where software was necessary to provide high quality data within hosted marketing databases. As the need for a data quality solution increased in the marketplace, the software was turned into a product and first sold in 1992. Since then, the original product and complementary products have continued to be developed and evolved, and serve as market leading technologies in the data quality space.

Trillium Software and Total Data Quality

Trillium Software partners with customers to initiate and grow Total Data Quality solutions within their organizations. Trillium Software customers implement better and more complete data quality solutions faster through:

- Extensible technologies
- Ever-expanding breadth and depth of products and services
- Continuous data quality innovation
- Resources and networking with other customers

Trillium Software's strategic approach to product design allows customers to create a stable foundation that can easily be scaled from a scoped response to today's pain points, to tomorrow's comprehensive enterprise solution.

Trillium Software delivers a complete framework for Total Data Quality, by offering products and services that create visibility into what data problems exist, assist in escalating awareness throughout the business, address immediate and known data quality needs, and further enhance and enrich existing data. These products and services are built to allow customers to implement Total Data Quality slowly over time and across projects, or all at once as part of a major focused initiative.

Our Products and Services

Trillium Software offers the Trillium Software System®, Diamond Data for AppExchange, and Professional Services for data quality initiatives.

The Trillium Software System®

This integrated suite of products delivers global data quality for all types of data. It is comprised of TS Discovery, TS Quality, and TS Enrichment in addition to a myriad of additional technologies that support integrating data quality into various environments.

The Trillium Software System has been uniquely architected based on the premise that enterprise-wide data quality solutions must be able to work seamlessly across all platforms, in any application, and should quickly integrate into any technical environment. Data quality processes must easily scale to cross international boundaries and expand across business areas, regardless of data volumes. The Trillium Software System modules are designed to work together to cleanse, standardize, and link international customer and business information in batch or real time.

TS Discovery

TS Discovery provides a collaborative environment for business and IT resources to assess large volumes of data within and across systems. Its robust data profiling functionality allows users to understand data domains, formats, patterns, and relationships as they exist within the data itself in preparation for data migration and data integration initiatives. This process ensures the data will support the business requirements.

Further, users can easily see whether data conforms to specific business rules and defined data standards. TS Discovery is used to routinely assess data to ensure that high quality is maintained and also monitors production systems for anomalies.

TS Quality

TS Quality is a rules-based data quality engine that actively processes data to ensure that it meets established standards, as defined by an organization. Processes can be deployed across all platforms and applications to ensure consistency and accuracy wherever business users rely on data to meet their goals.

TS Quality cleanses, standardizes, and matches any data: name and address data, product data, transactions, etc. It validates worldwide address data against authoritative sources, and identifies relationships among records. Its world-class global capabilities give organizations a simple but complete solution to handle data from every country in the world. Its automated, rules-based intelligence handles massive volumes of data in real time, Web Services, and high-performance batch environments. Complete global data quality processes can be run out of the box, for immediate quality improvements. At the same time, organizations can further customize rules to control exactly what results they want, adapt to meet changing business needs, respond quickly to competitive challenges, and improve operational efficiencies.

TS Enrichment

TS Enrichment simplifies and transforms the challenges of using third-party data sources. Customers can draw on over 5000 sources, receiving tailored information to meet specific business needs. Whatever information you need—however you need to complement, supplement, and amplify your current data—this service provides a fully automated process for appending third-party data seamlessly for storage and distribution throughout the enterprise.



TS Connect

TS Quality is complemented by a number of different options to support enterprise connectivity. TS Quality's scalable, flexible framework supports the integration of data quality processes through the following:

The Director

The Director serves as a data quality application server to provide a single interface for multiple batch and real-time applications on intermingled platforms. The Director provides sub-second record processing, automatic routing of multicountry data to appropriate data quality processes, and automatic load balancing and multithreading across data quality servers.

Web Services

Trillium Software Web Services support IBM WebSphere, BEA WebLogic, and Microsoft .NET platforms and provide a single interface for data quality across multiple programming environments and in Web-based applications.

Siebel eBusiness Applications

The Trillium Software Data Quality Connector for Siebel is certified for UAN and Siebel 7. In real-time and batch processes, it meets UAN, UCM, and SDQ standards to provide robust information management within Siebel applications.

SAP NetWeaver

Certified for postal validation and error tolerant searching, the Trillium Software Data Quality Connector for SAP helps businesses improve data conversion from legacy to SAP, as well as within SAP real time transaction processes for any name and address data.

Oracle Customer Data Hub

TS Quality operates in real time within Oracle's Customer Data Hub environment to increase data quality and prevent duplicate records from being created.

ETL Tools

The Trillium Software Connector for Informatica allows TS Quality functionality to be available through Custom Transformations within PowerCenter.

Native connectors exist to integrate TS Quality into major ETL products including:

- Ab Initio Co>Operating System
- Ascential DataStage
- Microsoft DTS
- Oracle Warehouse Builder

Business Solutions

To support Compliance with the Patriot Act and other recent legislature focused on identifying Specially Designated Nationals, Trillium Software offers an automated solution that ensures the speed and accuracy of business compliance with OFAC, Bank of England and OSFI regulations.

TS Professional Services

Trillium Software also offers expert consulting and professional services packages to facilitate optimal deployment and maintenance of data quality solutions throughout an enterprise. Professional Service consultants bring with them not only 30 years of Trillium Software institutional knowledge and Best Practices, but also their own substantial experiences based on many years in this field.

Quickly integrate our experience into your organization, whether you are just starting to build a data quality process or are expanding on an existing foundation. Businesses use TS

Professional Services to quickly and cost-effectively implement data quality solutions, leveraging one data quality project to build another, taking them one step closer to a Total Data Quality solution.

Diamond Data

Trillium Software provides data quality on-demand within the salesforce.com application. This service gives salesforce.com customers access to data quality technology for all their accounts, leads, and contact information.

Salesforce.com users can standardize name data, cleanse and validate address data, de-duplicate records, and enrich their existing information through Diamond Data.

Contact Information

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