



EDITOR'S VIEWPOINT

▶ The slowdown and the damage done



Just how much harm has the recession done to companies operating in the data and marketing services sector? [read more >>](#)

White Paper of the Week

	HD:UK - The emergence of the High Definition society Download >>>	
--	--	--

NEWS

▶ Poker platform plays "big data" analytics solution

A software and marketing company which powers one of the leading poker websites is implementing a data analytics and management platform for improved fraud detection... [read more >>](#)

▶ Supply chain software vendor cleans up data

A business specialising in software solutions for the supply chain has handed its marketing department a new data maintenance service... [read more >>](#)

▶ Leading analyst launches new consultancy

One of the UK's best-known marketing statisticians is launching his own advanced analytics consultancy... [read more >>](#)

COMMENT

By **John Pooley**, managing director, The Data Partnership

▶ Is short-termism damaging the industry?



The data industry has arguably never been more competitive... [read more >>](#)

DataStrategy AWARDS 2009	Thursday 22nd October 2009 Lancaster London <small>(formerly known as the Royal Lancaster Hotel)</small>	BOOK YOUR TABLE NOW!
---------------------------------------	---	-----------------------------

- Home
- News
- Product & Services
- Leader/Comment
- Leader
- Column
- Events
- Letters
- Features
- Chairman's Page
- Legal Column
- Diary
- Archive
- Subscribe
- Advertising
- About us
- Contact us

Is short-termism damaging the industry?

Author: John Pooley, managing director, The Data Partnership | Published: Sep 2009

The data industry has arguably never been more competitive. With the recession forcing many buyers to focus on price, data owners have been quick to respond by piling data ever higher and selling it even cheaper. But in the race to make a quick buck, is short-termism damaging the data industry's long term health?

One of the most detrimental effects has been the tendency to baton down the hatches, cut corners and scale back investment, all in an attempt to save money and remain competitive. But is this really a viable strategy for the long-term health of your company?



Access the full report >>

"DataFlux was recently positioned by Gartner, Inc. in the leaders quadrant of its 2009 "Magic Quadrant for Data Quality Tools" annual report."

Normally when you cut costs, something has to give and unfortunately in this industry, it's all too often quality. Whether it's the failure to invest in quality control, compliance, data monitoring or staff recruitment, training and incentives, one of the consequences is that data of questionable quality is able to slip through the net.

When you're a company whose own success relies upon that of your clients, you really can't afford to have anything that compromises the quality of your offering. There are really no long-term benefits in cutting corners if it means you short-change your clients. If your data can't deliver the results, your client will simply do their talking with their feet and find a supplier who can.

But how can clients ensure the quality of the data they purchase? Any data owner worth their salt should be confident in its services and offer full accountability and transparency. Procedures such as a full recording service at the point of collection mean it's possible to verify both the accuracy of the data and the method in which it was collected. However, such quality measures require investment and in the race for a fast buck, it's unsurprising that some of the less scrupulous suppliers cut corners in these vital areas.

Subscribe Now

DataStrategy

Now more than ever, it's important to invest the time to understand both the client and the consumer. More emphasis should be spent fine-tuning the quality of the data and giving the client what they really want, rather than simply peddling untargeted, irrelevant data in order to boost revenue. If you understand the consumers' need for the product or service, then you can ask the correct questions to specifically identify and then target those consumers that are more likely to buy.

When we talk about ethics in data, consumers are too often overlooked. Yet we as an industry, have as much responsibility to ensure that only people with a positive interest are targeted. Consumers part with their personal information in good faith, therefore suppliers have a responsibility to ensure that this trust is not abused. It's when consumers are carpet bombed with irrelevant offers that trust and integrity are damaged.

However challenging these times may be, there's never been a better time for suppliers to show their true worth. A reputable supplier that maintains confidence in its offering will find ways to add value, rather than cut corners. A company that believes in what it does and that its product works for its clients will come out the recession stronger and wiser.

Bookmark with: Digg this! Del.icio.us Facebook Reddit MySpace

Printer Version