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Choosing the right partner for your data validation needs

Big data has created enough buzz already and every organization is keen on integrating data with marketing. However Ted Friedman, Vice President and Analyst, Gartner, recently argued "it's not possible to be successful with data integration without addressing data quality."

It is necessary to note the importance of data quality before trying to leverage its potential. While marketers are exploring the best practices to store, filter and compile data, validation plays a vital role in preserving data quality. So, choosing the right data validation provider becomes crucial too. These six guidelines will help you assess the service provider you might want to approach.

1. Data Quality

One of the most important reasons you are relying on your service provider is for the quality of the data provided. Check for the frequency of data being updated to understand the quality. A service provider that does real-time validation is sure to frequently update and refresh data.

2. Accuracy

Choose a data validation company that can demonstrate their accuracy and also their relationship with legitimate data sources. Generally, service providers share a sample data along with right set of tools to run tests and measure the results before considering their services.

3. Ease of Integration

Once you are convinced about the quality and accuracy of data, go through the process of integration and how easy it is to carry out. After all, the effort that goes into integrating the APIs with your systems should not exceed your overall data management efforts. Ensure to test how their APIs will integrate with your existing systems and your programming language.

4. Security and Privacy

Check out the company's published privacy policies to ensure that your data is secured and wouldn't be rented, sold or shared with third parties or used for their business. Understand their firewall and security features to become convinced about your data security.

5. Uptime and backup plans

Pay attention to the Service Level Agreement (SLA) to run through the backup plan at the event of downtime. The SLA should state the uptime standards and detail the procedure to follow during downtime to kick start the backup server.

6. Flexibility

While finalizing a data validation service provider, you might want to clean up the existing database as well as integrate system to clean the incoming data in real-time. Finally, look out for the one that offers the best price, as most of the times, pricing decides the whole transaction. Find out how Span Global Services can help improve your data quality quotient. Connect with our experts at 877-837-4884 for a free one-on-one consultation or email us at info@spanglobalservices.com

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