The EY-Microsoft digital alliance
Your digital world — realized
The EY-Microsoft alliance combines EY’s Advisory services with Microsoft’s comprehensive digital and cloud technologies to deliver the capabilities you need to help turn your digital enterprise vision into action.

Move at the pace your markets require
The sphere of digital technologies impacting your business today —social, mobile, analytics and cloud—is rapidly expanding to create new employee and customer experiences and fundamentally change how your organization works, interacts and competes. Realizing the full impact of the digital world across your workplace and marketplace is critical to sustainably driving business performance. This requires a strategic vision for digital enablement, a cross-functional commitment to collaboration, a culture of trust, a new playbook for activating workplace innovation and digitally savvy risk management, cybersecurity compliance and governance.

How the EY-Microsoft alliance can help
We can guide you in how to use Microsoft technologies as your foundation for greater employee collaboration, a platform for better program performance and a vehicle for smarter, more informed decision-making. And we’ll do it in a way that will help keep your assets safe.

Benefits to you
• Performance — Activate a cloud-based approach that propels and aligns every part of your business. We’ll help you use the cloud and other digital technologies to enhance employee collaboration, deliver tangible outcomes faster and create programs that drive business performance.
• Trusted capabilities — Confidently grow your business around sound digital capabilities and a trusted, compliant cloud platform as you adapt to today’s highly regulated world. We’ll help you predict, monitor and manage risks while also advancing business growth and transformation on the Microsoft Azure cloud platform.
• Sustainable results — Stay agile and adaptable for long-term success with scalable programs and cloud technologies. Our strong, strategic consultation and flexible digital technologies can help drive repeatable enterprise programs that can scale with your goals and sustain your business for years to come.

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Poor data quality can have profound impacts on your business.

Businesses lack the ability to drive value from the vast majority of information at their disposal as a result of poor data quality. In fact, many analytics programs are either not started or are canceled due to lack of support or adoption within the business as a result of “bad” data. Companies that successfully use data and analytics outperform their peers by up to 20% thus, keeping the data clean is as important as ever:

- 40% of all business initiatives are failing to achieve their targeted benefits as a result of poor data quality.¹
- 50%-90% of the cost for business intelligence and advanced analytics projects is spent on data cleansing.²
- 20% of the cost of quality for the overall process is related to poor data quality.*

Don’t let poor data quality prevent your business from taking on strategic analytics programs. Harness the combination of EY’s deep knowledge of industry, domain and systems data with our data quality and cleansing service that leverages Microsoft’s advanced technologies—Azure services, machine learning, Revolution R for data profiling/cleansing and Data Quality Services (DQS)—to enable success in your advanced analytics, IoT and big data initiatives. We leverage the Microsoft toolset, including pre-built data profiling and industry-focused data cleansing procedures, to help reduce the time and cost for data cleansing activities related to your analytics initiatives.

Combine EY’s data quality and cleansing service with Microsoft’s Cortana Analytics Suite to transform your business through analytical insights.

EY’s data quality and cleansing service is developed on Microsoft’s Azure platform and is integrated as part of Microsoft’s end-to-end Cortana Analytics Suite. The integrated platform reduces the total cost of ownership and provides a sustainable and cost-effective way to deliver data quality.

Data quality and cleansing service offering

Leverage EY’s proven five step approach and data quality and cleansing platform to enable success for your advanced analytics, IoT and big data programs:

1. **Assess current state**
2. **Profile data**
3. **Develop data cleansing road map**
4. **Cleanse data and monitor data quality**
5. **Perform advanced analytics**

Your data cleansing journey with EY begins with a data quality assessment to allow us to assess the health of the data and develop a road map of data cleansing initiatives that are aligned with an organization’s strategic analytics objectives. The data cleansing initiatives are implemented in EY’s data quality and cleansing platform to provide clean data for your analytics initiatives. The data cleansing and data quality monitoring services are integrated in your end-to-end analytics solutions to provide continuous cleansed data for the life of your analytics initiatives.

*Sources: Xplenty survey and Gartner

¹ Forrester survey and Gartner
² 40% of all business initiatives are failing to achieve their targeted benefits as a result of poor data quality. Forrester survey
* 20% of the cost of quality for the overall process is related to poor data quality.*