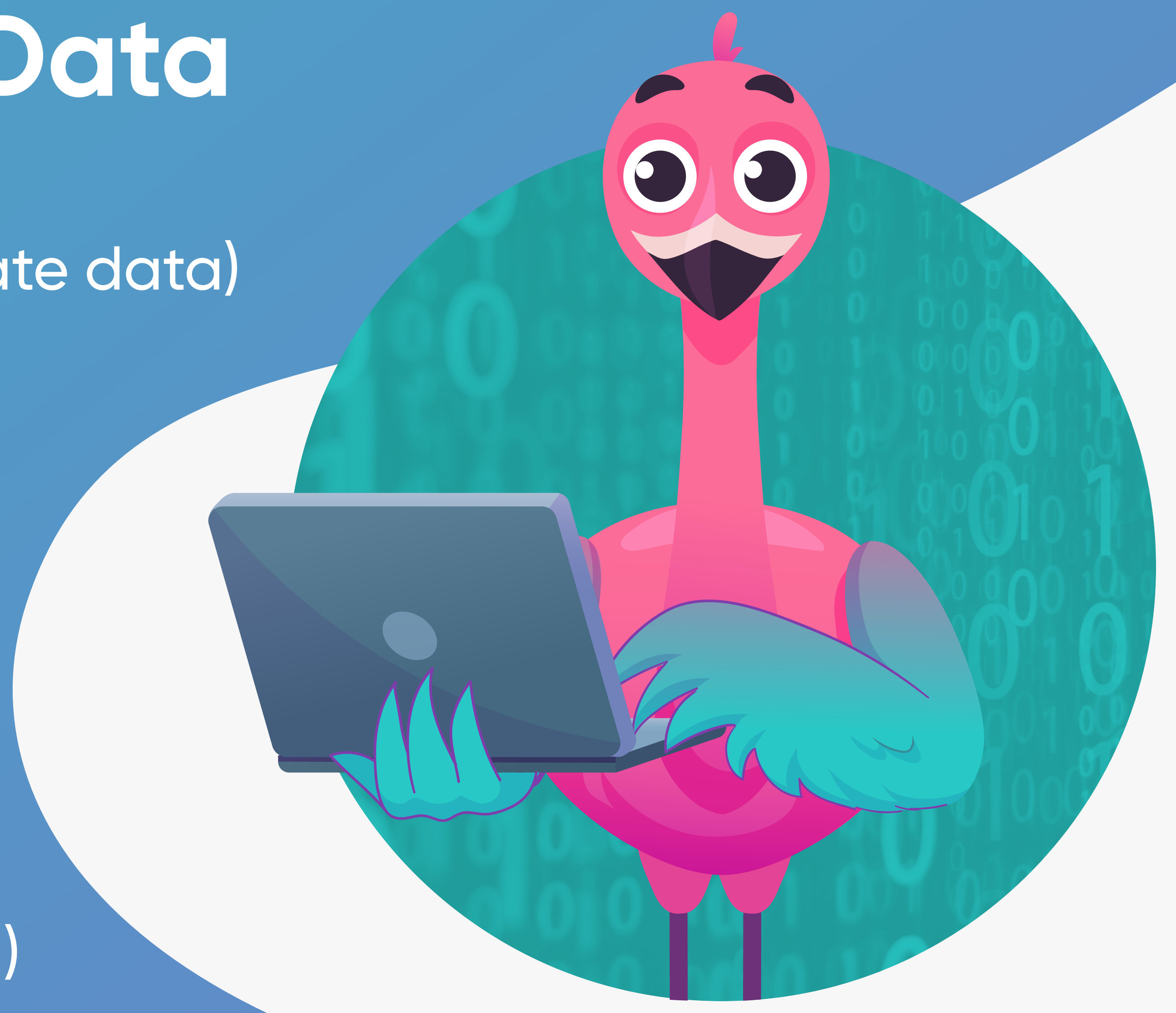


How Much Is Your Dirty Data Costing You?

Bad data is a scourge, not the least of which for the risk it poses to your decision making. The average MSP has thousands of dollars worth of dirty data in their PSA – that's money you could be using to grow your business, or improve your life outside the business.

Sources of Bad Data

- **Time** (outdated data)
- **Multiple integrations** (duplicate data)
- **Mergers & acquisitions** (non-standardized data)
- **Human error** (erroneous data)
- **Automated errors** (mass scale dirty data)
- **Compliance** (insecure or inconsistent data)



The 1-10-100 Rule

In data science, the **1-10-100 rule** refers to the cost of dirty data. How much this cost affects your MSP depends on where and how you catch dirty data. It costs \$1 to clean a record up front and it costs \$10 to clean a record after the fact. If dirty data leads to unfortunate decisions, the cost jumps to \$100.

It gets worse.

If dirty data leads you to bark up the wrong trees, or lose out on revenue opportunities, those opportunity costs could be more like \$1000 per record.



Dealing with Dirty Data

\$1 Tactics for Clean Data

- Quality training
- Foster a clean data culture
- System development
- API matching

\$10 Tactics for Clean Data

- Debugging
- Re-entering data
- Tickets
- Doing anything more than once, especially site visits

\$100 Tactics for Clean Data

- Handling complaints
- Repairing reputation damage
- Liability
- Work harder to make up for bad decisions

To learn how much dirty data is costing you, visit meetgradient.com/checkmyscore