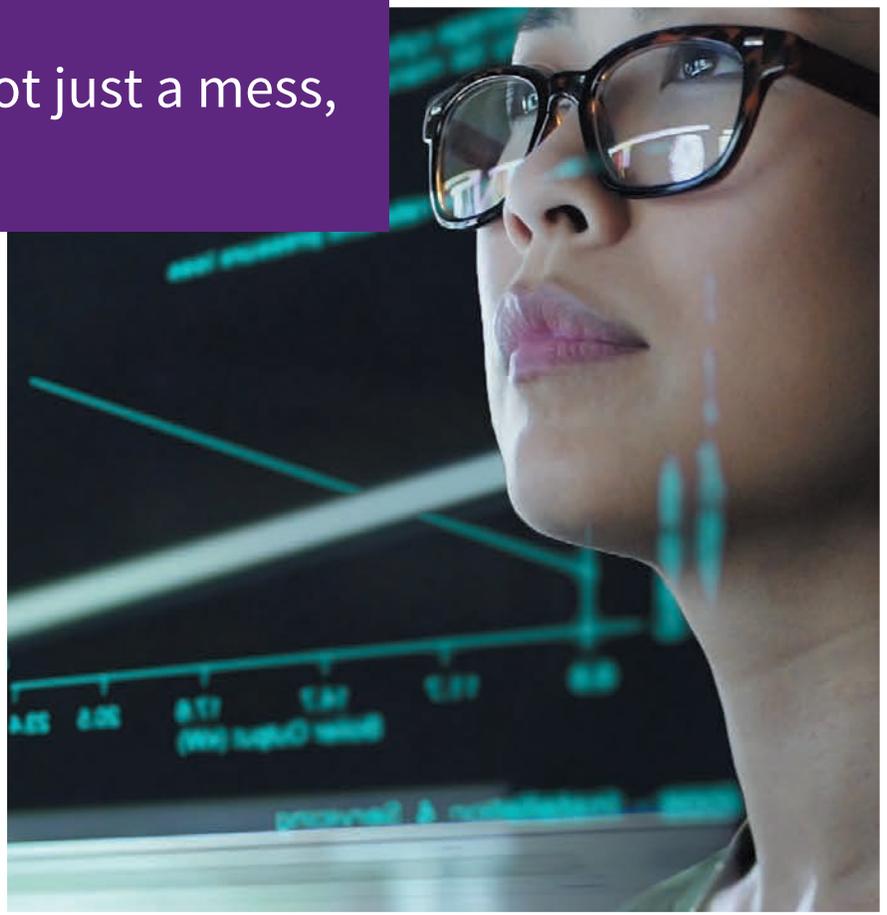


Dirty data is not just a mess, it's a menace

Errors and inaccuracies
can hinder revenue
and harm your
agency's reputation.



Data is complicated

Quality data requires constant care and maintenance. Data carries the entire weight of your agency—yet you don't have the resources to effectively support that weight. You may be dealing with multiple, discrete silos of data both inside your agency and across agencies within your very own jurisdiction. The data is constantly evolving, but changes are not universally or consistently applied as each department may use their own unique identifiers and formats.

Bad data is destructive to your agency and a bigger issue than you may realize. It's easy to understand how seemingly good data goes bad when you consider the forces inside and outside your agency that shape data management against your will.

Data is often incomplete, inconsistent and incorrect—but there is a simple solution

Data is not just “code.” Rather it's a human construct. As a result, errors like these can and do easily occur:

- **Human error:** Either the citizen, customer or even an agency employee might transpose numbers, misspell words or omit important differentiators such as “Jr.” from a name. These mistakes are often difficult to detect and correct.
- **Duplication:** Slight variations in data format or specific data attributes can cause your agency to fail to find an existing record and then create a new one for the same individual. Even small data errors make it extremely challenging for conventional rules-based matching systems to accurately identify and match duplicate records.

Fortunately, LexisNexis® Risk Solutions has made gathering, maintaining and delivering the most comprehensible and reliable governmental data their number one priority. Through our breadth of data and advanced identity analytics, our innovative solutions are built on four key data properties:



COMPLETENESS: Robust view of the citizen or customer



CONSISTENCY: A single source of truth that standardizes data attributes



ACCURACY: Timely and current data that drives data quality and reduces latency



GOVERNANCE: Ongoing monitoring, cleansing and updating that support stewardship and auditing

Accurate data empowers government agencies to achieve greater efficiency

Data management has become more of an imperative particularly now as the amount of data explodes. And it's not going to get any better. Statistically speaking, the databases that your agency depends on will be outdated in less than five years unless they're proactively managed or part of a state-wide digital transformation or modernization effort. As a result, data quality management and integration are becoming even more crucial.



Accurate and complete data, supported by augmentation of data from a trusted information provider, reduces redundant activities, leads to greater compliance and cuts down on expenses. And that's a good thing.

Inaccurate, incomplete consumer and business data costs your agency

CONSUMER DATA	BUSINESS DATA
35.5 million people move per year ¹ , and 40% never change their address with the USPS ²	900K businesses are created each year
3 million changes in marital status each year ³	\$600+ billion in unpaid business debt is owed to government agencies
12 percent of the total U.S. population has a significant change in their identity information every single year	\$360 billion is not collectable due to outdated/incorrect debtor contact information

Citizens/customers are the first to know. And you're the last. It's time to connect the dots.

The trouble with data management is that you don't know how well it's working until the data is in play. As an example, consider how an agency's efforts could go awry: letters may be addressed to deceased individuals; incorrect addresses result in undeliverable mail; and citizens receive multiple notifications due to duplicate records with slightly different information.

The result? Hundreds of angry and baffled inbound calls that tie up valuable resources and potentially damage your agency's reputation.

Imagine the difference when data quality management is added to the picture. In addition to time- and money-saving efficiency, your agency can also experience the benefits derived from fighting fraud, mitigating identity-based risk and collecting on untapped revenue with identity-driven solutions. Better information enables better decision-making—in far more ways than one.

Simple data maintenance

Data quality management can drive efficient, effective operations. It takes a proactive, holistic approach to cleaning, linking and managing data at the agency level. An approach that can find truth in not-so-perfect data with exceptional accuracy.

It might sound overwhelming, but it's not. LexisNexis can significantly improve the condition of your data because we've perfected it in our own business. We have the depth and breadth of capabilities—centered around deep, robust data sets and powerful analytic capabilities—to optimize data quality management for greater success and higher confidence.

For a complimentary assessment of your data quality or for more information, please call 866.858.7246 or visit risk.lexisnexis.com/government



Government

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

Our government solutions assist law enforcement and government agencies with deriving insight from complex data sets, improving operational efficiencies, making timely and informed decisions to enhance investigations, increasing program integrity and discovering and recovering revenue.

¹ <https://www.move.org/moving-stats-facts/>

² Melissa Data Corp., Non-USPS Change of Address Report, <https://www.melissa.com/resources/data-sheets/pdf/des-non-usps-coa-pp.pdf>

³ CDC National Vital Statistics System, National Marriage and Divorce Rate Trends, <https://www.cdc.gov/nchs/nvss/marriage-divorce.htm>

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