

Realize Instant Savings with Clean Data

■ What causes data quality problems?

Generally, as companies use their inventory and procurement systems to order products, they continue to add more parts and suppliers to it. Over time, the same part from a different supplier can easily get represented by another part number, leading to multiple occurrences of the same part under different codes.

For those enterprises that have grown through acquisition, newly integrated systems contain the same part under various codes. Since the part description and other attributes for these parts are either missing, incoherently abbreviated, or incomplete in the system, it is difficult to assess if the two part numbers with different codes are actually the same part, belong to the same family, or are entirely different parts.

■ Normalize, classify and enrich inventory data

Ketera Network's Inventory Data Cleansing offering (technology and services) leverages a knowledge base of over 43 million cleansed items, patent pending technology, and deep expertise in normalization, classification and enrichment of inventory data to cleanse inventory data quickly and cost-effectively.

■ Benefits of Ketera Inventory Cleansing solution:

- Reduced costs from duplicate and obsolete inventory
- Elimination of lost revenue due to false stock-outs
- Increased ordering efficiency as a result of leveraging industry classification data and attributes for same/similar item identification
- Reduced errors in buying and using replacement parts
- Quick time to value from rapid implementation (typically within 3 to 5 months)
- Achieve as much as 300% ROI in the first year

Case study:

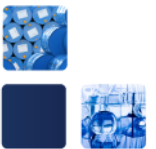
Accuracy counts - Leading Energy Company: A major pipeline was disrupted because of a critical part failure. According to the inventory reports, the missing piece was not in stock and needed to be ordered. The down pipeline cost the company \$1M/day. The company later discovered was that the part was actually in stock but mislabeled in the database.

Results: **\$300K saved with Ketera Inventory Cleansing System**

By using Ketera's Inventory Cleansing solution, the company saved over \$300K by eliminating over 10% confirmed duplicates or obsoletes from the list of 40,000 items.

Why Ketera?


- About 10% of excess inventory and false stock outs are caused by an inventory data quality problem
- Attempts to manually cleanse inventory data are expensive, costing up to \$80 per SKU according to a recent study by AT Kearney
- Patent pending cleansing and categorization technology



Key Features:

- **Validation:** Match inventory items against standards, and then format, correct, and resubmit for authorization.
- **Normalization:** Eliminate abbreviations and employ standard spelling and syntax in item descriptions; assign a noun (product category) and noun modifier (a product within a category); eliminate duplicate records.
- **Categorization:** Categorize items based on item descriptions using client-customized or Universal Standard Products and Services Classification (UNSPSC) categorization codes.
- **Parameterization:** Populate additional category-specific attributes based on information from item descriptions and/or externally sourced data from the Internet or direct relationship with Manufacturer and Supplier.
- **Image Sourcing:** Source images externally.
- **Translation:** Translate inventory item into other languages.
- **Physical Inspection:** Visually inspect item to obtain attributes.

Representation of the inventory record before and after Ketera's inventory cleansing.

Field	Before	After Ketera	
Item #	37456	37456	✓ Validation
UNSPSC		39121533	✓ Categorization
OEM Mfg	Gen Elctric	General Electric	✓ Normalization
Model		SLWB	✓ Parameterization (Manufacturer)
Vendor Part Number		WB21X543	✓ Parameterization (Manufacturer)
Description	Surf Switch	Surface Unit Switch 5 Wire Adjustable	✓ Parameterization (Item Description)
Image			✓ Image Sourcing

About Ketera

The Ketera Network™ transforms business buying and selling by integrating an enterprise-class spend management solution and an active community of 250,000 business buyers and suppliers that have transacted over \$4 billion in spend and actively collaborate to improve results.

By simultaneously delivering considerable cost savings for buyers and new business opportunities for suppliers, the Ketera Network represents the next generation of business applications that benefit from a strong community multiplier effect.

Based in San Jose, CA, Ketera has been offering on demand spend management solutions for nearly a decade.

For more information, visit www.ketera.com or call **1(877) 486-4340**.