



Client: Hewlett Packard, Asia-Pacific  
Solution: Data cleansing solution

*Hewlett Packard is one of the largest SMB IT Companies in the world. The organization's PSG division, which provides simple, reliable and affordable personal computing solutions and devices to SMB's, leverages innovations from both its consumer and enterprise segments. In the SMB markets, the company has leading positions in data center and office computing. HP also owns the imaging and printing markets.*

## THE PROBLEM

Being one of the leading companies in the SMB IT segment throughout the Asia-Pacific region, HP wanted to:

- Collate and consolidate enormous records of data from different sources in different countries throughout the Asia-pacific region
- Clean, enrich and format the data so that it could be used for targeted marketing activities.
- Load the formatted data in a central repository into client's data warehouse in order to drive actionable insights

## THE BUSINESS CHALLENGE

Given SurfGold's expertise in automated data cleansing solutions and use of proven methodologies to understand existing and raw data characteristics, HP engaged SurfGold with a precise aim to:

Process their unusable data in a very fast turnaround time with great consistency and accuracy so that the data can eventually be used to populate their corporate data warehouse in order for a single version of truth to be generated.

## THE SOLUTION

SURFGOLD ADOPTED A 5 PHASED APPROACH TO ACHIEVE THE OBJECTIVES.

- For all the source files received from HP, a unique key was created for each record in the source file.
- All the invalid records were filtered out
- The source columns from all the valid records were identified for processing.
- The processed records were mapped to the target template provided by HP
- A small percentage of total records processed were randomly selected for verification.

## SOLUTION IMPLEMENTATION

The solution was implemented in the following manner:  
1. Data Cleansing: All the unwanted characters such as "\*", ",", " etc. Were removed from the source

Source: Company Name	Target: Company Name
1St Element, Pty Ltd	1St Element Pty Ltd
A I P* C Pty Ltd	A I P C Pty Ltd
Auldhouse Computer Training, Pty Limited	Auldhouse Computer Training Pty Limited
Aaa Communications Pty Limited*	Aaa Communications Pty Limited
Allways Travel Pty Ltd*	Allways Travel Pty Ltd
Amsure Realty Pty Ltd*	Amsure Realty Pty Ltd

# CASE STUDY

2. Data Enriching: Prefixes and suffixes were added at various places to better segment customers e.g.
3. Data Formatting: Data was formatted in several fields e.g. state values were converted in abbreviated forms

Source: First Name	Target: Title	Source: State	Target: State
Adam	Mr	Victoria	VIC
Andrew	Mr	N.S.W	NSW
John	Mr	Vic	VIC
Karen	Ms	New South Wales	NSW
Maria	Ms	Queensland	QLD
Joanna	Ms	Queensland	QLD

4. Data Standardization: Source fields were standardized based on a given list of values

Source: Occupation	Target: Occupation Category	Target: Occupation Code
Accountant	BUS: Accountant	4010
Assistant Manager	MGT: Supervisor / First Level Manager	1100
CEO	MGT: President / CEO	1010
Director	MGT: Board of Directors	1000
General Manager	MGT: General Manager	1110
Owner	MGT: Owner	1120

## T H E R E S U L T S

The entire Data Cleansing activity resulted in:

1. Faster data processing turn around time as for simple data cleansing, enriching and formatting, the turn around time was as low as 2 working days
2. Improved Accuracy: An improvement of 300% in accuracy for end results where the data was to be loaded in HP's data warehouse
3. Improved Consistency: Consistent processing of data across all sources
4. Better reporting capabilities for HP

## CRITICAL SUCCESS FACTOR

Converting unstructured and raw data into usable format for better segmentation and targeted market planning



“We are very happy with the fast response time that SurfGold takes in handling our requirements. We can now load the records into our data warehouse well in time for more accurate and up-to-date reporting”

Tim Anderson, Manager



*SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.*

Singapore. Phone: 65-6236-5432

Email: [info.sg@surfgold.com](mailto:info.sg@surfgold.com)

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