

1. RESPONSE TO AC3: DATA MANAGEMENT

1.1. Overview

Implementing a robust Data Management Framework, embedded within the core AMS data platform, ensures that LPS always have access to the highest quality information available. This provides LPS and their client organisations with greater confidence in the data available and leads to greater agility in developing new Pointer and other Address-related products and services.

Pointer data is critical to a vast number of government agencies and external customers, with data quality, security, auditing and integration all playing a key part in ensuring a quality product is provided to all services. Version 1 understand the critical importance of AMS data management, as evidenced by the Fermanagh re-address project where, during workshops, numerous consumers flagged the criticality of accuracy. Data accuracy is most critical for the emergency services, who highlighted it could have an impact on life if they are unable to accurately find a caller's address. They also highlighted the importance of accurate historic views since calls would often use old townlands, streets etc.

We have implemented our framework successfully for numerous customers, some examples:

Client	Project Description
[Redacted]	Overall review of data quality with a view to determine which aspects of the business could be prioritised based on suitability/availability of data for introducing advanced analytics. Analysis of data quality with a view to identifying the best data areas to use to perform customer segmentation.
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1.2. Data Quality

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