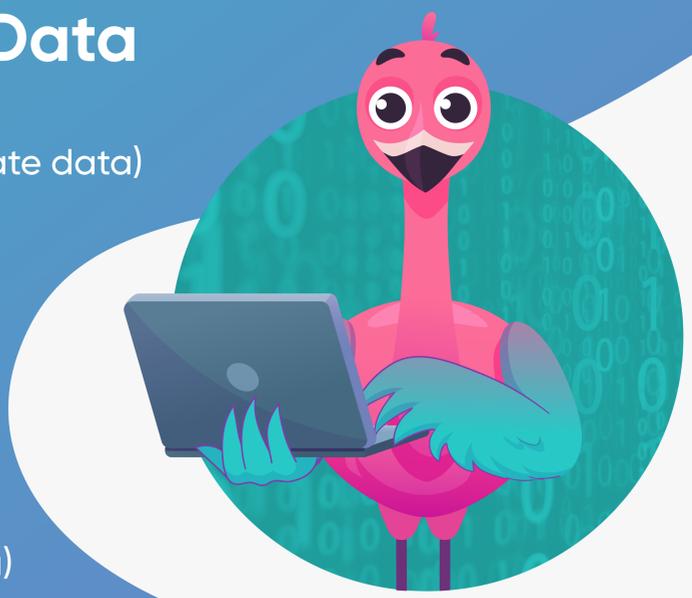


# How Much Is Your Dirty Data Costing You?

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- Time (outdated data)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