

Data Cleansing

A structured approach to managing data quality

Data is one of the cornerstones of any retail business. With the increasing number of new SKUs coming in every season, and the amount of data that needs to be managed growing exponentially, CGI understands that quality data management is essential in meeting current sales targets and sustaining long-term growth.

How CGI can help you

Retailers are looking for a better way to manage their data. With quality data, processes such as assortment planning, the creation of visual merchandise directives, the construction of store layouts, and issuance of clear store directives and line reviews are streamlined, resulting in better speed-to-market and profitability.

CGI has seasoned retail professionals that can help you:

- Assess the quality of your data
- Consolidate your data from disparate internal systems and multiple suppliers
- Cleanse (scrub) and validate your visual and SKU data
- Standardize, validate, match and optimize your data for use in other data dependent systems
- Migrate clean data into a visual retailing system and generate floor spaces and planograms
- Provide you with the ability to “see” your data and work with it in 3D before going to production
- Work with that data to develop your store directives
- Repeat the process for each new season, increasing speed and improving efficiency with each season
- Train suppliers and provide guidance through master data management policies and procedures



About CGI

At CGI, we're in the business of satisfying clients. For more than 30 years, we've operated upon the principles of sharing in our clients' challenges and delivering quality services to address them. As a leading IT and business process services provider, CGI has approximately 26,000 professionals operating in 100+ offices worldwide, giving us the competitive advantage of close proximity to our clients. Through these offices, CGI offers local partnerships and a balanced blend of global delivery options—including onshore, nearshore and offshore expertise—to ensure clients receive the combination of value and expertise they require.

In the retail industry, we help more than 250 retailers lower costs and increase profitability. CGI's data cleansing offering allows clients to optimize the creation and communication of store directives. With CGI, your speed to market will increase, as will the quality of your merchandising directives. Our deep retail expertise ensures we understand your challenges and have the know-how needed to help you best take advantage of new opportunities.