

Databases and data integrity



Addressing the question “ Is this the reason why the sales reps say they can see a client that has bought a car policy and a house policy, but they have no way of contacting a client to see if the client is interested in a life policy? ”, the database is not consistent across all the various databases. It also underlines that for various lines of business, the clients are often similar and all the three isolated databases do not speak with each other for maintaining data consistency and integrity.

An aggregated central database would mean synchronous data across various lines of businesses and also to maintain information on consistent basis (Korth 24). For the next question regarding the return of invoices for wrong addresses, it typically navigates to the same issue of the lack of synchronization of the databases. It also brings forth the argument that, as the company is maintaining several databases, if one database is updated for a client with shared interests, the information (addresses and personal contact) does not get updated to other databases and there is a huge lack of synchronization among the databases.

Therefore, for a client, various islands of information exist which is not consistent across all lines of their business information storage. As the customer information is updated differently at different databases and there is no process as such to synchronize them, the isolated databases store inconsistent customer addresses. Thus the invoices sent to customers are often at wrong addresses which results in business loss and confidence of the customers.

Addressing the third question, the publishing of client information must be made in the company to the sales group so that they take a good advantage of after sales promotion and provide clients with a variety of requirements. Publishing of information must be done mandatorily to the specified departments in the organization which would facilitate better use of the information to offer the client better offers and enable better business advantage for the organization.

Better transparency of information to the needed groups in the organization would offer better use for business growth and prosperity (Hoffer 243). The database concept at the organization is not maintained correctly, which is hampering their customer trust and also maintains the various loss of business. The idea is to have synchronized information in databases so that any addition, modification and updation is triggered, the data is consistently stored (Navathe 48).

The consistency of information would bring better access to right information at the right time so that enough business opportunity is capitalized for better advantage of business resources. The consistency of customer information would enable better handling of invoices and sending them at right addresses for maintaining better trust and confidence to get returns.

Regarding the aggregation of information, the databases must be focused to maintain information at a central level so that it avoids redundancy and prevents anomalies due to addition, modification and deletion of data. The data can be kept in separate databases, however the synchronization of information among them must be very important so that customer

information is consistent and invoices to customers are sent at proper addresses to take care of customer needs and maintain repeat business (Laudon 42; Jane 41).