



Press Release

## For Immediate Release

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### Quest Analytics Targets Data Quality Issues for Banks & Credit Unions

Pittsburgh, PA – Friday, April 09, 2010 – Quest Analytics announced today its latest product to help banks and credit unions reduce new account data entry and address standardization issues. Quest Analytics’ President and Founder, Karl Keller, says “Banks and credit unions have always wanted to customize the new account field editing rules and workflows rather than accept the generic offerings provided by the core systems. The Quest IQ Data Quality™ Solution integrates directly with core banking systems such as FIS/Metavante, Fiserv, Jack Henry and others to deal with data quality issues before they occur by implementing custom business rules and validation checks.”

Quest Analytics, a leader in bank and credit union sales training and software productivity solutions, deploys the data quality solution across the bank’s entire front-line. This solution interacts directly with the bank’s core system by adding a new layer of data quality checks at the point of data entry. Quest works with each client to customize the rule set for each individual institution.

Clients realize benefits by using IQ Data Quality in many ways. For example, Quest Analytics clients use IQ Data Quality to change core system “optional” fields to be required fields, customize new account field edits to specific requirements, standardize addresses to US postal standards, verify entered addresses are deliverable, and facilitate address synchronization across multiple systems. From an audit perspective, institutions are using IQ Data Quality to add new auditing capabilities to existing systems which lacked such functionality.



“The absolute key to the solution is our ability to integrate directly with the bank’s core system,” says Keller. “We offer our clients a great degree of flexibility to extend the capabilities of the core system with minimal impact to the organization. This technology allows banks and credit unions of all sizes to undertake projects that may have otherwise been impossible or improbable due to the restrictions of their core systems.”

### **About Quest Analytics**

Quest Analytics LLC is an innovative consulting and technology company enabling banks and credit unions to make informed sales and marketing decisions that drive profit. We help our customers thrive by implementing a comprehensive, customer-focused growth and retention practice. Through a unique blend of business consulting, experience and front-line coaching used in combination with automated software tools, we help our clients elevate excellent service to new levels of sales performance. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh, Pennsylvania.

For more information, contact Karl Keller at (412) 347-0386 x201 or visit [www.quest-analytics.com](http://www.quest-analytics.com).

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