DQLABS

A Global Toy & Entertainment Leader Boosts Operational Efficiency with Smarter Data Quality Management

A global toy and entertainment company headquartered in Canada, this organization operates in over 20 countries with more than 3,000 employees. Its business spans three core divisions: toys, entertainment, and digital games. The company is recognized for combining physical and digital play experiences through a diverse portfolio of award-winning products and immersive content.
In addition to toy development, it produces animated television series and digital content with hundreds of episodes across multiple franchises. Its digital division manages popular mobile applications that provide creative and educational play experiences for children around the world.

Customer Success Story

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How the Company Leverages Data for Business Operations

- **Market Sensing & Idea Generation**: Continuously monitors digital platforms and consumer channels to identify emerging trends and spark new product and content ideas. Analytics from clickstream data, point-of-sale (POS) systems, customer reviews, and behavioral signals help detect market gaps and shape proactive product development.

- **Forecasting Demand & Sales Planning:** Utilizes consensus forecasting, blending algorithmic predictions with market insights to optimize sales plans. Integration of historical POS data, inventory metrics, and forecast accuracy metrics improves alignment between demand and supply, reducing overstocking and lost sales opportunities.

- **Customer Insights & Market Responsiveness:** Builds holistic Customer 360 profiles by combining retail, social media, gaming, and feedback data. This enables rapid adjustments to product design, marketing, and sales tactics—such as responding to negative feedback with packaging or feature updates.

- **Integrated Analytics Across All Domains**: Consolidates data from retail, supply chain, gaming platforms, online reviews, and licensing to create a unified analytics layer. This helps draw connections between digital engagement and physical product sales, while enabling real-time sentiment analysis.

Challenges

As a global leader in toys, digital games, and entertainment, the company depends on consistent, high-quality data to support complex global operations. However, managing SAP master data at scale introduced multiple challenges:

- **Inconsistent Material Data**: Core SAP tables had inaccuracies in material dimensions, weights, and unit conversions, affecting packaging, shipping, and manufacturing processes.
- **Incorrect Pricing and Costing Logic**: Flaws in markup rules, valuation logic, and cost configurations led to discrepancies in pricing, margin reporting, and profitability assessments.
- **Regulatory Risks**: Gaps in country-of-origin data and commodity codes posed a threat to customs compliance and trade regulation adherence.
- **Inefficient Planning**: Procurement and MRP-related inconsistencies resulted in poor inventory planning, overstocking, and delayed product availability.
- **Siloed Data Stewardship**: Business stewards lacked timely visibility into data quality issues, making it difficult to take corrective actions quickly and proactively.

Solution

To address these challenges, the organization partnered with DQLabs to implement an intelligent data quality framework focused on enhancing SAP master data integrity.

DQLabs deployed over 60 domain-specific data quality rules targeting core SAP tables (e.g., general material data, plant-specific data, sales organization data). Rules addressed:

- Product hierarchy consistency
- Pricing and costing configurations
- Dimension and unit
- Procurement and planning configuration
- Compliance-related fields such as country of origin and HS codes

Using semantic discovery capabilities, DQLabs automatically mapped contextual meaning across SAP fields, reducing setup time and ensuring alignment with business logic.

The platform supported both agent-based and file-based ingestion, applying real-time rule-based evaluations to incoming data. Failed records were funneled into Google BigQuery, where they were categorized by issue type and domain for reporting and resolution.

DQLabs also offered continuous observability—automatically detecting anomalies such as unexpected changes in material weights or missing costing data before downstream processes were affected.

Business users received automated reports prioritized by severity, enabling fast corrective actions directly within SAP. Revalidation capabilities ensured that corrected records were immediately reassessed, supporting continuous data improvement.

Results and Impact

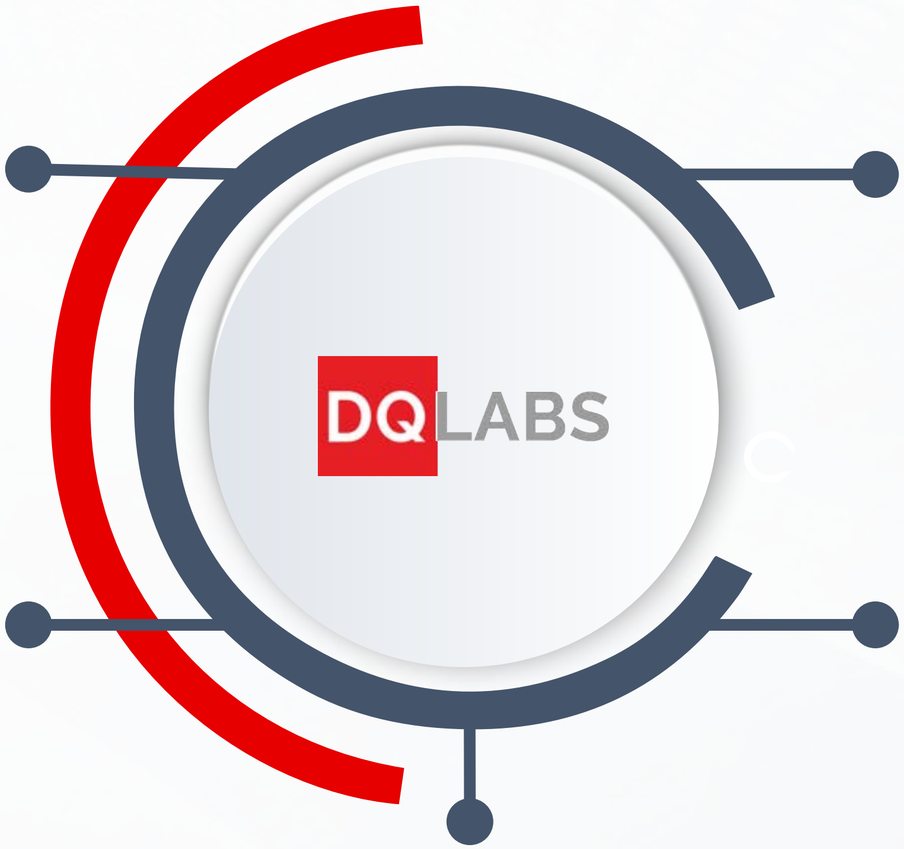
The implementation of DQLabs delivered measurable value across data operations and business functions:

Increased Data Trust

Accuracy scores for key SAP master data attributes improved by **over 95%**, enabling more confident planning, costing, and reporting across business units.

Reduced Risk Exposure

Early identification of data quality issues helped reduce compliance and supply chain exceptions by **up to 40%**, minimizing disruption to product flow and regulatory readiness.



Enhanced Productivity

Full automation of data quality checks and issue remediation boosted productivity by **over 60%**, allowing business and IT teams to shift focus from manual validation to strategic data initiatives.

Operational Consistency

Master data alignment across plants and business units led to a **30% reduction in order processing errors**, improving efficiency in manufacturing and fulfilment.

Compliance Readiness

Clean, standardized data across regulatory fields (e.g., country of origin, HS codes) resulted in a **50% faster audit response time** and improved cross-border shipment reliability.

About DQLabs

DQLabs is an Agentic AI Data Observability & Data Quality Platform that enables organizations to observe, measure, discover, and remediate the data that matters. With an automation-first approach and self-learning capabilities, the DQLabs platform harnesses the combined power of Data Observability, Data Quality, and Data Discovery to enable data producers, consumers, and leaders to turn data into action faster, easier, and more collaboratively.

Book a Demo

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