

Find the data problems that get the business's attention

Bad data gets attention when it blocks invoices or undermines an AI pilot. Start with the problems the business already feels, then show what fixing them makes possible.

These checks draw on real work at one of our customers, a large agrifood manufacturer (€7.5B revenue). They uncovered missing tax details, wrong legal entities and stale sales data. The findings below are anonymised so you can run the same checks.

01 The stick: what stops your e-invoices

A valid VAT number can still belong to the wrong company. Check the legal entity as well as the number. Start with the format and missing-number checks.

#	Check	How to check every record	If not	% failing
1	VAT number valid QUICK WIN	Remove spaces and punctuation. Check the issuing country's format, then validate EU numbers in VIES. Keep the country code for the lookup.	Format alone won't catch an inactive VAT registration.	-----
2	Missing VAT number explained QUICK WIN	Flag active customers with no VAT number. Record any legal exemption under local rules, such as eligible small businesses or flat-rate farmers.	You miss real gaps or spend time chasing legitimate exemptions.	-----
3	Active customer, active company	Match the VAT or company number to the national register. Flag companies listed as ceased but still active in your ERP.	You invoice or extend credit to a company that has ceased trading.	-----
4	Right number, right company	Compare the registered legal entity with your customer. Investigate mismatches even when the number is valid.	A valid identifier points to another company. The invoice names the wrong legal entity.	-----
5	Current legal name	Compare the legal name and legal form with the register. Use the legal-name field, not the trade name. Check the legal address too.	The invoice carries an outdated name or the wrong legal details.	-----
6	Peppol ID correct (Belgium) QUICK WIN	Check the KBO number and its owner. The Peppol ID is 0208 + that number.	The e-invoice isn't delivered. Mandatory since 1 January 2026.	-----

Real examples from a Metagem customer audit

Agri-food manufacturer · €7.5B revenue

- **Missing VAT numbers.** About a quarter of the German sample was flagged; after exemption review, the estimated gap was below 10%.
- **Wrong legal entities.** Register checks found ceased companies and valid identifiers belonging to another company.



02 The carrot: what makes AI and BI work

Many companies want to “talk to their data” or already run a BI or AI pilot. These checks show what would stop it today. Fixing them makes the pilot worth funding.

#	Check	How to check it	If not	Finding
7	Active means still buying	Agree what active customer means. Compare ERP status with the latest invoice date, including customers never invoiced. Apply your agreed dormancy rule.	Reports and AI count customers who no longer buy as active.	-----
8	Open deals, available products	Join open CRM deal lines to the item master. Flag discontinued or missing items. Exclude won and lost deals from this check.	The pipeline includes products you no longer sell.	-----
9	Answers you can trace	Take 5 answers from your AI pilot or BI report. For each, name the source table, the definition and its owner.	Finance disputes what it can't trace, and the pilot stays a pilot.	-----

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- **Stale customer records.** Almost a third marked active had never been invoiced or had no invoice in over two years.
- **Unreliable sales data.** Open deals included discontinued products. Segment mismatches included both errors and legitimate sales.

03 Put a number on it

A percentage alone won't move anyone. Turn each finding into hours and euros.

% failing × records affected × minutes to fix each × hourly cost. Then add what the business loses while it waits, like cash that comes in late or a go-live that slips.

Illustrative calculation, not a customer result: if 4% of 5,000 active customers fail the VAT check and each fix takes 15 minutes, that's 50 hours of work, before any invoice is rejected or paid late.

04 What to do with your results

- 1 Pick your top three findings. Choose the ones with the biggest number, or that block a project with a deadline.
- 2 Take them to the person whose project they block, like the head of order-to-cash, the CFO or the owner of the AI pilot. Bring one example they'll recognise, like a customer they know.
- 3 Show the cost today, like 50 hours of rework or invoices that bounce. Ask for one fix, like cleaning the VAT numbers of German customers, and agree up front how you'll measure it, like % passing the check before and after. We can help you with this.