

# Confidence in CDI and the quality of CRM data

## Informatica Data Quality and Informatica Data Explorer

### BENEFITS:

- Improve the performance of CRM implementations
- Truly understand and anticipate the needs of current and potential customers
- Build stronger relationships with valuable customers
- Respond better to customer needs

Good data quality is one of the most important factors determining the success of a company's Customer Relationship Management (CRM) implementation. Whether your organization uses Customer Data Integration (CDI) technology or a more conventional CRM application, data quality is central to delivering single view of customer, improved customer service and more streamlined multi-channel sales and marketing. Because CRM/CDI is so central to an organization's ability to do business everyone who uses the system, from sales force and call center personnel to executive-level professionals and marketing teams, must be able rely on the quality of the data it contains. Without confidence in the currency and quality of CRM information these systems fall into disuse and ultimately fail. The only way to guarantee that high quality data is used to populate your CRM system is through the implementation of an end-to-end data quality management process.

With high quality, accurate and timely data at its core a CRM system or CDI initiative can really deliver on its promise enabling a business to understand and anticipate the needs of current and potential customers. A good CRM system generates stronger relationships with customers and ultimately leads to bigger and more sustainable profits.

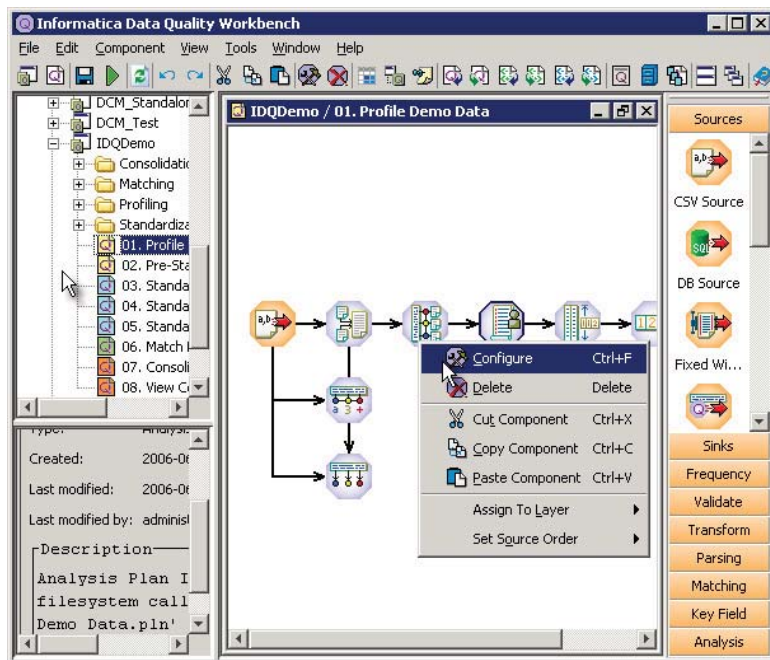


Figure 1: Based around a highly intuitive drag and drop user interface, Informatica Data Quality's Designer enables nontechnical users to easily build complex, customized data quality rules and plans.

## Ensuring Data Quality

Data quality is an increasingly serious issue for organizations large and small. It is central to all data integration initiatives. Before data can be used effectively in a data warehouse, or in customer relationship management, enterprise resource planning or business analytics applications, it needs to be analyzed and cleansed. To ensure high quality data is sustained, organizations need to apply ongoing data cleansing processes and procedures, and to monitor and track data quality levels over time. Otherwise poor data quality will lead to increased costs, breakdowns in the supply chain and inferior customer relationship management. Defective data also hampers business decision making and efforts to meet regulatory compliance responsibilities.

The key to successfully addressing data quality is to get business professionals centrally involved in the process. Informatica Data Explorer and Informatica Data Quality are unique, easy-to-use data quality software products specifically designed to bridge the gap between and better align IT and the business, providing them with all they need to be able to control data quality processes enterprise-wide in order to reduce costs, increase revenue, and improve business decision-making.

## Data Quality Management Process

Data quality begins with understanding all the data in your source systems. Informatica Data Explorer is breakthrough software that puts powerful data profiling and mapping capabilities in the hands of the business and IT professionals who need them.

Using the information gathered from the data profiling process, Informatica Data Explorer builds a normalized data model, in which

unwanted redundancies are eliminated. The model can then be used as a staging area for movement to a fixed target, or as an operational data store. Once the data sources have been profiled, the next phase of the process uses that analysis to design and automate data cleansing strategies. This is where Informatica Data Quality steps in.

Informatica Data Quality supports ongoing data quality improvement through its iterative data quality management process and powerful reporting functionality. The product enables users to quickly and easily develop customized rule sets for automated data quality analysis, validation, correction and monitoring.

## Complete Solution

The combination of Informatica Data Quality and Informatica Data Explorer provides organizations with the industry's most complete platform for successful planning and execution of one-off or ongoing data quality initiatives. Informatica Data Explorer enables the in-depth upfront investigation and profiling of multiple data sources, and Informatica Data Quality is the complete platform enabling business analysts to design, manage and deploy data quality processes across the enterprise. Together these best-in-class products provide a bridge between the IT and business professionals involved.

Informatica has the most comprehensive data quality solution available on the market. Our products, Informatica Data Explorer and Informatica Data Quality, offer all the functionality needed to initiate and manage data quality programs, from upfront profiling and investigation of multiple data sources through to cleansing, de-duplication, monitoring, validation and consolidation.

## Informatica Data Quality Products

- Informatica Data Quality: Enterprise Data Quality Management Suite
- Informatica Data Explorer: Enterprise Data Profiling Suite

## PROFITING FROM CRM

Data quality is emerging as one of the most significant challenges for companies implementing CDI and CRM. Getting it right from the start can save the headache of having to explain why a project has failed. To be successful, any CRM or CDI project must have a data quality and enhancement program at its core. Informatica's data quality solutions provide a revolutionary approach to low quality data discovery and cleansing that enables business users to maintain control of the process from planning to implementation.

## ABOUT INFORMATICA

Informatica Corporation is a leading provider of enterprise data integration software. Using Informatica products, companies can access, discover, cleanse, integrate, and deliver enterprise data across systems, processes, and people to reduce complexity, ensure consistency, and empower the business.

**INFORMATICA**  
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