

Informatica Delivers Data Quality for Customer Data Integration (CDI)

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“One of the key messages ING likes to bring across is ‘making it easier.’ And I think one of the ways to make it easier is to get the data right, to get it right the first time. If a customer has to call one of our call centers multiple times to get their information correct, that’s not making it easier. In fact, if they don’t have to call us at all because their information is correct, we’ve made it easier. And that’s what Informatica Data Quality is helping us do, make it easier – for everyone, the customer, the people working in the call center, our executives.”

DATA QUALITY BENEFITS FOR CDI

- Enable the creation of a single, and accurate, view of the customer
- Improve customer service, increase customer satisfaction, and attain higher customer retention
- Decrease operational costs and risks associated with redundant or bad customer data
- Lower customer acquisition costs
- Better understand customers’ needs to make better decisions
- Improve business intelligence
- Enhance marketing campaigns
- Manage risk and increase regulatory compliance
- Accelerate CDI project completion and maximize CDI investment and ROI

A Single, Accurate View of your Customer

Revenue growth and regulatory compliance demand a single view of the customer. And yet, this goal becomes more difficult each year. The increase in enterprise software applications, multiple versions and instances of ERPs, CRMs, and data warehouses has dramatically increased the proliferation and complexity of customer data. Add to this the various channels through which companies interact with their customers and the number of systems used for recording and retrieving those interactions. How do you arrive at a single view of the customer? And is it an accurate view?

The risks are monumental—poor decisions, missed business opportunities, lack of nimbleness in the marketplace, and poor relationships with customers, vendors, suppliers, regulators and other stakeholders. Confused customer data may even expose an organization to legal and regulatory problems as policies regarding customer data, financial transparency, and disclosure — e.g. Sarbanes-Oxley, Basel II, and HIPAA - become increasingly stringent.

Organizations turn to CDI. A well executed CDI system will integrate all transactional and operational systems to manage a single panoramic customer data model across multiple channels, business lines, and heterogeneous IT environments.

Because organizations need broad-spectrum access across all master data types, along with assurances of information accuracy, Informatica offers the advantage of a data quality product line tightly woven into its data integration platform, so ultimately the single view of customer will also be an accurate view of customer.

THE DATA QUALITY ADVANTAGE IN CDI

An effectively implemented and managed CDI system integrates data quality processes to access all customer data sources, discover discrepancies, cleanse errors, integrate all relevant data, and deliver the right customer information in an actionable form to all stakeholders. And the right customer data is why data quality is of paramount importance in any CDI project.

CDI acts as the single source of truth for all customer interactions. Integrating data quality processes ensures that this single customer source contains the most reliable and accurate customer data at all times;

that is the only way to optimize the use of data-intensive applications, such as CRM, ERP, and data warehousing solutions. The quality of data in a CDI system drives the quality of information in all transactional, operational, and data warehousing applications that rely on customer data.

“Companies are discovering that data quality has significant impact on their most strategic business initiatives, and as such, are raising the visibility of data quality activity within their enterprise information management programs.”¹ - Gartner

The benefit of high quality data within CDI systems allows an organization to maximize its analytical capabilities and increases confidence in executing business-critical decisions. Having a data quality solution built into the CDI solution increases the transparency of customer and customer related data which creates a solid backbone for compliance efforts; it allows companies to manage their risk and rapidly respond to the dynamic regulatory environment. The success of CDI hinges on a properly executed data quality component.

Informatica Data Quality Underpins CDI

Data quality plays a central role in the planning, development, and maintenance of a CDI system.

The process involves several steps:

1. Profiling is the initial audit, identifying, categorizing, and quantifying low quality customer data to help size the effort required to cleanse it.
2. Standardizing removes inconsistencies from the customer data and aligns it with industry and business defined practices and standards.
3. Enriching supplements the data with critical customer information to make it more useful.
4. Matching takes the multiple sources of customer data, identifies links, and merges related information.
5. Consolidation brings together a single customer dataset which can be integrated with transactional or other operational systems to deliver one true view of the customer.
6. Monitoring implements checks, data cleansing processes, and procedures on an on-going basis to ensure the continuous quality of customer data.

There are many approaches to CDI – from custom-built solutions to the numerous packaged applications available in the market. The number of vendor offerings and custom solution approaches can cause confusion because of the wide spectrum of capabilities delivered. Most of these approaches intersect, however, in what they are missing; the generic data quality technologies that are provided by the Informatica Platform.

Informatica Data Quality is the only way to guarantee high quality customer data from a CDI project. It ensures that all relevant departments in the company have appropriate access to the most current and complete view of customer information available.

The Informatica Data Quality Solution

- Comprehensive data cleansing and parsing capabilities to standardize, validate, enhance, and correct all types of enterprise data.
- Robust data matching capabilities to identify relationships between data records for deduplication or group-based processing.
- Dynamic data reporting and monitoring for managing data quality programs over time, including management-level data quality scorecards that monitor the six attributes

of data quality - completeness, conformity, consistency, accuracy, deduplication, and integrity.

- Windows-based graphical user interface workbench for business professionals to design, build, and manage enterprise-wide data quality initiatives.
- Support for all enterprise data types with parsing, standardizing, and matching of any type of data, including product, financial, inventory, pricing, order, and others.

Steps for a CDI Data Quality Initiative

- Align IT with the business in collaboration.
- Define the customer data quality goals you want to achieve with your CDI system.
- Understand the existing state of your customer source data before loading it into your CDI system.
- Accurately migrate, integrate, and consolidate multiple customer data sources into your CDI system.
- Design customer quality process improvements throughout the enterprise to ensure customer data quality remains high.

¹ “Magic Quadrant for Data Quality Tools, 2007,” by Ted Friedman and Andreas Bitterer, Gartner, Inc., June 29, 2007, p. 3.

CDI: A Stepping Stone to Master Data Management (MDM)

Customer data has many tangential components: product, asset, order, billing, contract, to name a few. Combine these related customer components with the growing requirement of getting the right customer information within the context of a business process, complex data migrations from upgrades, and data integration from mergers and acquisitions. Ultimately, it becomes apparent that customer data is only a subset of all the data domains that are critical to a business. CDI projects often become the first step to master data management (MDM) projects, which integrate all the data domains in your business. Hence, the selection criteria for a data quality product should not limit the possible expansion to manage data from all domains to meet your current and future data management and integration business needs

Informatica Data Quality Products

Informatica Data Quality

Informatica Data Quality puts the control of data quality processes in the hands of the business. With unparalleled ease of use, the product delivers powerful data cleansing, matching, reporting and monitoring capabilities in a single solution. Business

professionals, data analysts and data stewards use Informatica Data Quality to easily design, manage, deploy, and control individual and enterprise-wide data quality initiatives. By providing a complete process for measuring, monitoring, tracking, and improving data quality at multiple points across the organization over time, Informatica Data Quality empowers business information owners to implement and manage effective and lasting data quality processes across the entire enterprise.

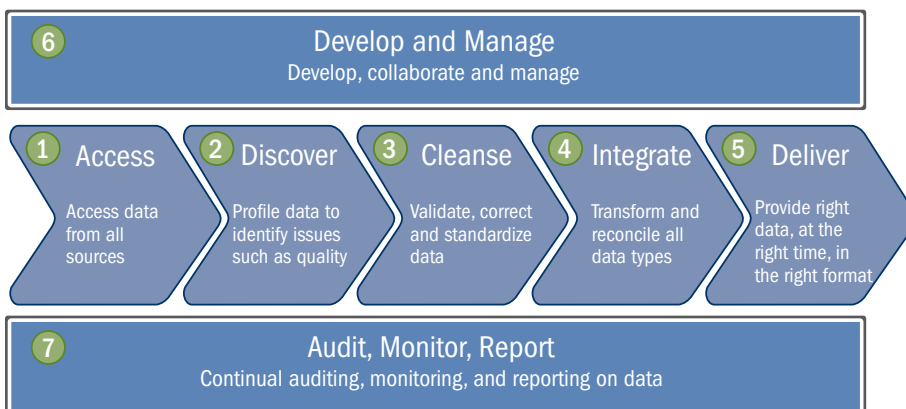
Informatica Data Quality is a complete solution. It provides comprehensive data cleansing and parsing capabilities, which enable data analysts and data stewards to standardize, validate, enhance, and correct all types of enterprise data, including customer, address, product, financial, materials, pricing, and order data. Informatica Data Quality consists of the Informatica Data Quality Workbench, Informatica Data Quality Server, and the integration with PowerCenter.

Informatica Data Explorer

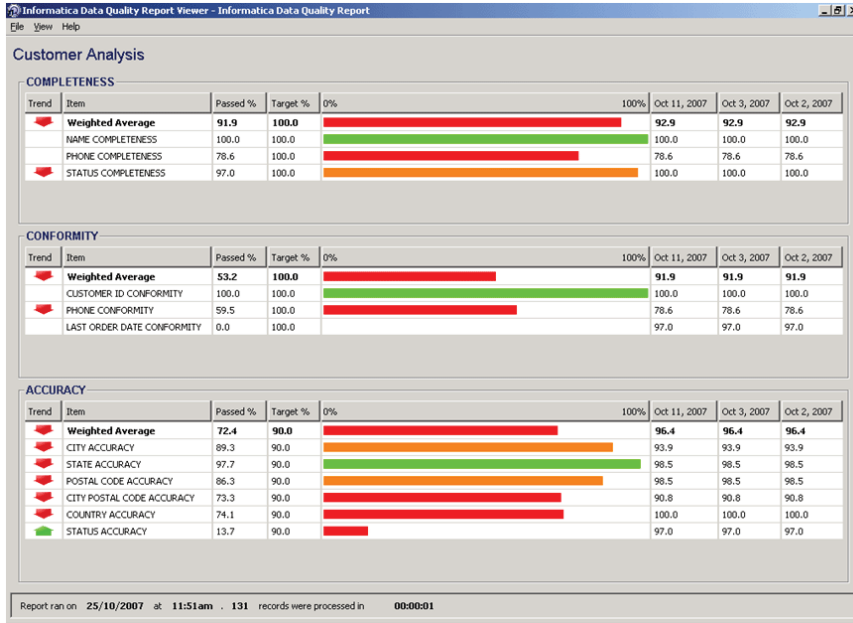
Informatica Data Explorer puts powerful data profiling and mapping capabilities in the hands of the business and IT. Data analysts and data stewards work with Informatica Data Explorer to search and profile data from any source. The software reveals hidden data quality issues, gaps, and inconsistencies and incompatibilities within data sources. Accurately profiled data accelerates and streamlines data integration initiatives and

other business or IT projects. Organizations use Informatica Data Explorer to create a complete and completely accurate picture of the content, quality, and structure of their enterprise data that can be used as the foundation for addressing data quality and data integration enterprise-wide.

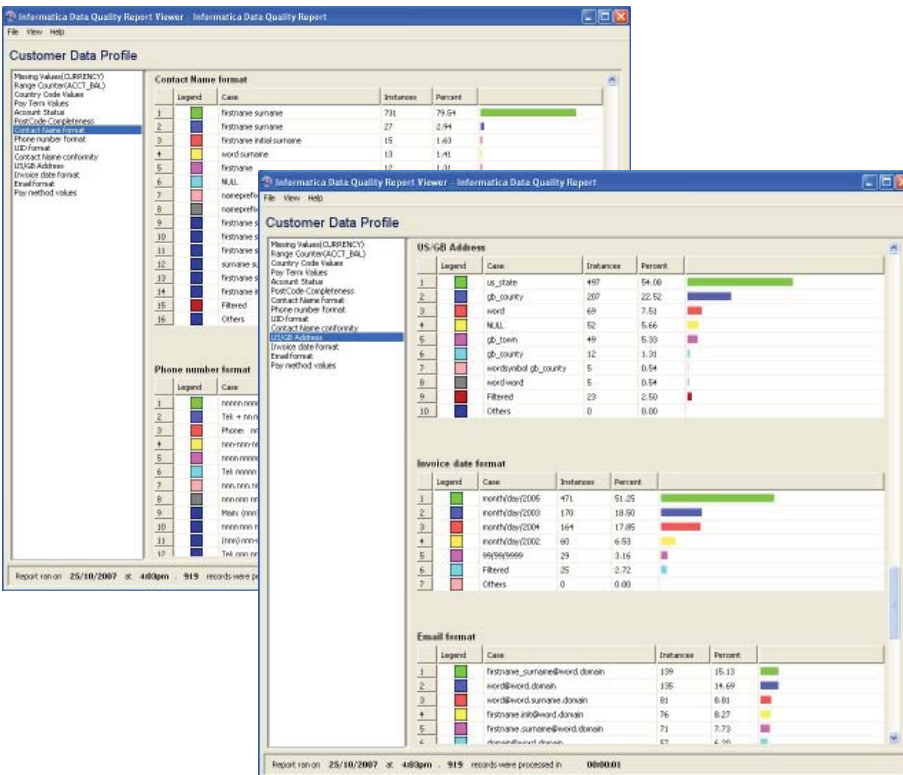
Informatica Data Quality and Informatica Data Explorer have been integrated within the Informatica Platform, which enables full enterprise-scale deployment. Core data quality functionality are concentrated in Informatica Data Explorer and Informatica Data Quality, while shared services and infrastructure such as connectivity, security, reporting and administration, etc., are provided as options that can be shared across all products in the Informatica platform. The advantage of this approach is a common repository with shared metadata, common tools and services, and near universal connectivity for structured, semi-structured, and unstructured data formats. This enables faster deployment, lower support overhead, and optimum performance and scalability.



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The only way to ensure that enterprise data is always accurate, consistent, and timely is through continuous monitoring. Monitoring data involves the deployment of controls to ensure that the data continues to conform to the data quality business rules. Data should be tracked and assessed against targets and then cleansed on a regular basis to ensure that enterprise data is always trustworthy.



Profiling investigates the content of existing data fields, calibrating the data against criteria, such as completeness, conformity, consistency, integrity. This aids in the identification of data quality issues such as gaps, duplicates, and inaccuracies. Profiling is the foundation for any projects where success relies on an accurate understanding of the true structure and content of the source data.