

Ensuring Data Migration Success

Informatica Data Quality and Informatica Data Explorer

Companies and government organizations of all sizes invest substantial amounts of time and money in their attempts to migrate legacy data for use in new information-intensive applications. The degree to which data warehouse, customer relationship management (CRM), business intelligence (BI), and enterprise resource planning (ERP) projects will succeed depends heavily on the quality of data that emerges from the data migration process. Unfortunately data migrations don't always run smoothly, as the process of migrating data from legacy systems for more data-intensive applications unearths serious data quality problems. Many organizations have experienced the phenomenon of "extract, load and explode," where legacy data has proved to be singularly unfit for use in new business applications. Getting the data right from the inception is essential if a data migration project is to succeed.

BENEFITS

- Ensure data migration is successful
- Quickly deal with data quality issues discovered during the data migration process
- Migrate the right data in the correct format

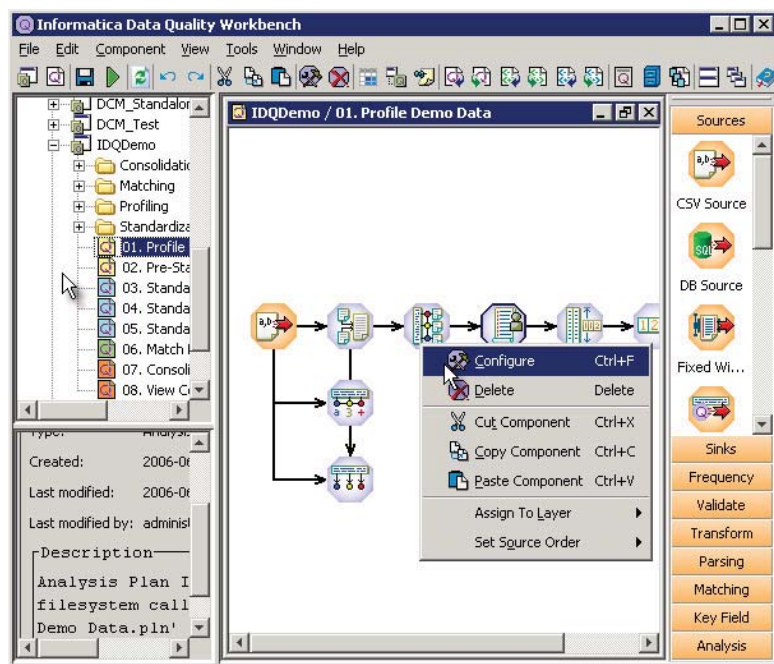


Figure 1: Based around a highly intuitive drag and drop user interface, Informatica Data Quality's Designer enables nontechnical users to easily build complex, customized data quality rules and plans.

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

SUCCESSFUL DATA MIGRATION

According to recent research, it's estimated that data quality problems cost U.S. businesses more than \$600 billion a year. While traditional extract, transform, and load (ETL) tools help streamline the data migration process, only Informatica provides a full data integration and data quality solution that can ensure accurate, consistent and timely data is delivered to new and existing business systems. The combination of three Informatica products (Informatica PowerCenter, Informatica Data Explorer and Informatica Data Quality) provides large organizations with the complete platform for successful planning of strategic data migrations. PowerCenter provides the right data at the right time in the right format, while Informatica Data Explorer and Informatica Data Quality provide for upfront data investigation and profiling through to ongoing data quality management and reporting.

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

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[®]
The Data Integration Company™

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

Informatica Offices Around The Globe: Australia · Belgium · Canada · China · France · Germany · Ireland · Japan · Korea · the Netherlands · Singapore · Switzerland · United Kingdom · USA

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