

Informatica Data Explorer Standard Edition

Data Profiling and Mapping to Investigate and Document Data Quality Issues

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“Migrated data needs to be usable in the new system, so we don’t want it to be incomplete or of poor quality. Also, it’s about migrating not from one system to another, but from 70 systems to one, and management needed a better idea of the extent to which data had become corrupted.”

BENEFITS

- Increase the success rate of your mission-critical IT projects by automating data profiling and accelerating data mapping
- Instill business confidence in enterprise data by giving data profiling responsibility to those who understand data best: data analysts and data stewards
- Establish the foundation for high-quality data across the enterprise by continuing to profile and analyze data over time

Understand the Quality and Structure of All Your Data

Too often, important IT projects exceed their schedule or budget—or fail outright—because they’re based on an inaccurate or incomplete understanding of the content, quality, and structure of your source data.

Informatica® Data Explorer™ Standard Edition combines powerful data profiling and mapping capabilities to empower data analysts to investigate and document data quality issues.

Informatica Data Explorer Standard Edition provides a comprehensive set of data investigation, discovery, and mapping tools to scan every single data record from any source. It is designed from the ground up to profile all datatypes in a wide variety of applications, systems, and databases. The result is a complete and completely accurate picture of the quality and structure of your data.

Informatica Data Explorer Standard Edition helps your organization:

- **Deliver more IT projects faster**—and minimize the risk of project failure—by automating data investigation and discovery processes
- **Give the business confidence** that the data it depends on to make strategic decisions is consistently accurate, current, and complete
- **Enhance the success of data quality initiatives** by giving profiling responsibility to data analysts and data stewards—the people who best understand the data

Key Features

Sophisticated Data Profiling

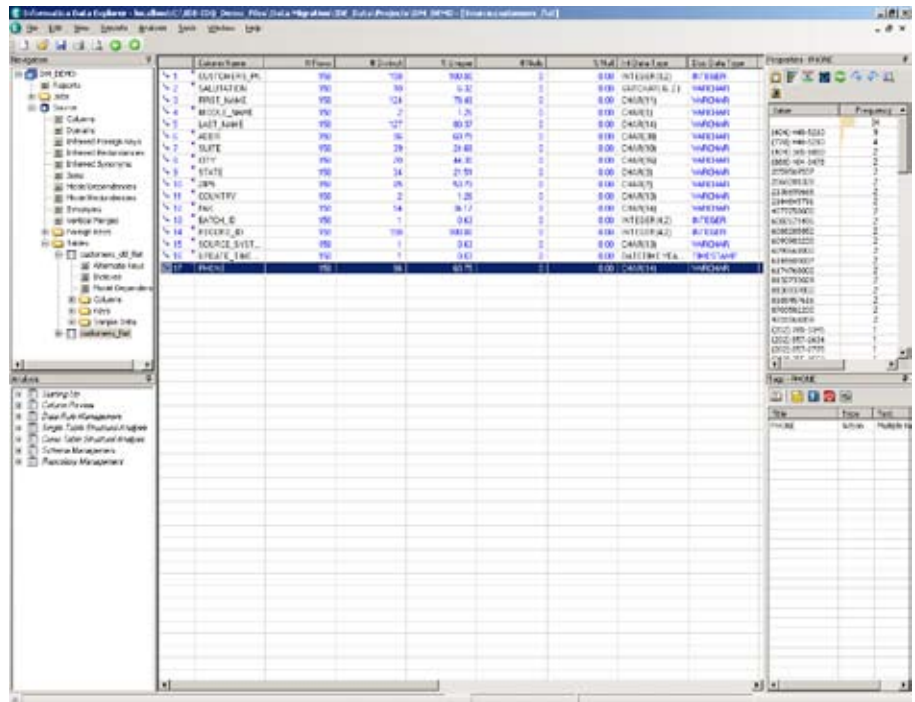
With Informatica Data Explorer Standard Edition, you can automatically profile the content, structure, and quality of highly complex data structures. Discover hidden inconsistencies and incompatibilities between data sources and target applications. Easily customize new rules to automatically profile new data entries.

Robust Data Mapping

Informatica Data Explorer Standard Edition generates accurate source-to-target mapping between different data structures and defines the necessary transformation specifications. Compare actual data and metadata sources to target application requirements. Find data gaps, redundancies, and inaccuracies to resolve before moving data. And identify data anomalies and create a normalized schema capable of supporting data.

Flexible Reporting

With this edition of Informatica Data Explorer, you can leverage the Informatica Data Quality™ Dashboards and Reports Option to measure, monitor, and report on data quality improvements across all datatypes and sources. Create customized, management-level data quality reports and scorecards. Zoom in from high-level views to inspect low-quality data records in detail. And publish reports and scorecards to your company intranet to enable data quality monitoring by all levels—from senior management to data stewards.



Informatica Data Explorer Standard Edition combines powerful data profiling and mapping capabilities to help you understand the quality and structure of your data.

Key Features (continued)

Broad Connectivity to All Data Sources

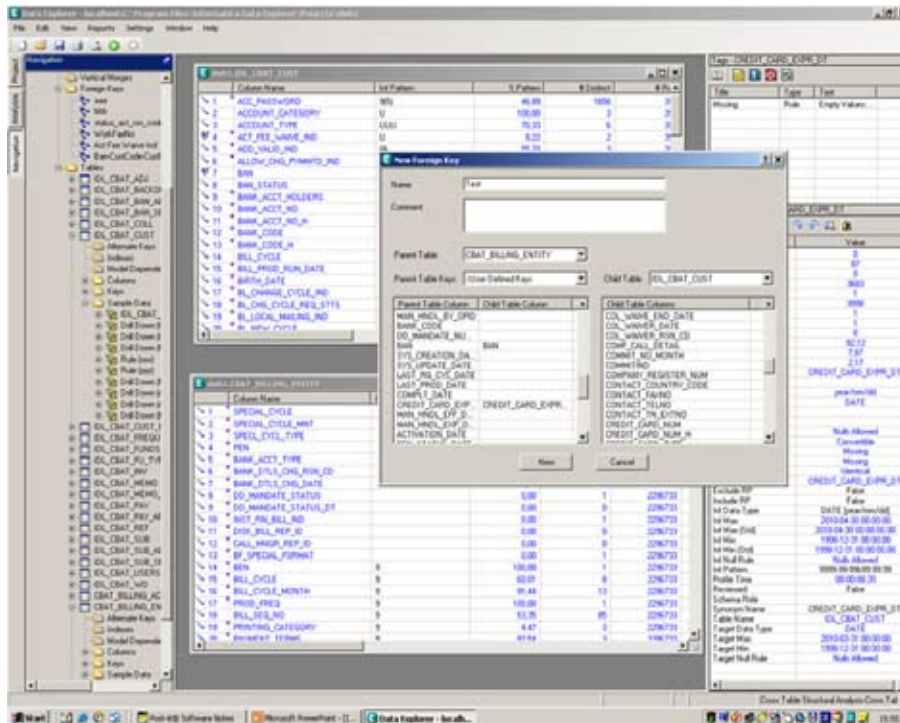
With Informatica Data Explorer Standard Edition, you can profile all datatypes in a wide variety of applications, systems, and databases, including:

- .csv and flat files
- RDBMS files (Oracle, DB2, UDB, Informix, Sybase)
- ODBC data sources
- VSAM and IMS, plus nonrelational data structures including COBOL copybooks

This edition extends profiling support beyond basic customer data—such as names, addresses, and telephone numbers—to include product, financial, asset, pricing, and other data.

Integration with Informatica Products

With Informatica Data Explorer Standard Edition, you can generate profiling results in Informatica Data Explorer and view results and create mappings in Informatica PowerCenter®. Capture target data structures from packaged applications (or data warehouse designs) with Informatica Data Explorer and manage mapping between profiled sources and the target with Informatica PowerCenter. And create data cleansing and data transformation specifications for deployment using Informatica Data Quality and Informatica PowerCenter.



With Informatica Data Explorer Standard Edition, you can profile all datatypes in a wide variety of applications, systems, and databases—not just customer data but also product, financial, asset, and pricing data.

Benefits

Increase the Success Rate of Your Mission-Critical IT Projects

Informatica Data Explorer Standard Edition eliminates the tedious, error-prone process of manually profiling data and reduces repetitive mapping tasks. As a result, your IT organization can deliver more projects faster and more effectively. The product enables IT and the business to collectively review data profiling results, better understand business processes, and identify areas for improvement. Informatica Data Explorer Standard Edition minimizes surprises so that your most important IT initiatives can proceed on time, on budget, and with less risk.

Instill Business Confidence in Enterprise Data

Informatica Data Explorer Standard Edition enhances the success of data quality initiatives by giving data profiling responsibility to those who understand data best: data analysts and data stewards. With Informatica Data Explorer Standard Edition, the business can be confident that the data it depends on to make strategic business decisions is consistently accurate, current, and complete.

Establish the Foundation for High-Quality Data Across the Enterprise

With Informatica Data Explorer Standard Edition, you minimize the risk of data quality problems proliferating throughout the organization while avoiding the steep learning curve inherent in other data profiling technology. Informatica Data Explorer Standard Edition lets you automatically profile data from any source and continue profiling and analyzing data over time to maintain and improve data quality.

LEARN MORE

Learn more about Informatica Data Explorer Standard Edition and the entire Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,700 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.



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