

Data Quality Management Implementation

Informatica Professional Services

Duration: Dependent upon scope

IPS Staff Level: Technical Engagement Manager, Senior Consultant, Lead, Developer

Problem:

Poor data quality costs businesses vast amounts of money every year. Defective data leads to breakdowns in the supply chain, poor business decisions, and inferior customer relationship management. Data is a core business asset that needs to be managed if an organization is to generate a return from it. Providing the infrastructure to maintain high-quality data in house means data owners can quickly achieve important benefits, including:

- Cost savings
- Better decision-making
- Improved customer service
- More streamlined supply chain management

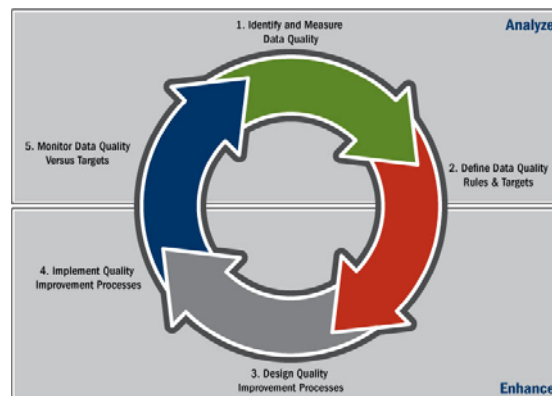
Achieving the high levels of data quality needed for a business to prosper is more than a one-off exercise. Informatica provides comprehensive solutions to manage data quality enterprise-wide.

Solution:

Implementing a data management initiative involves a combination of people, processes, and technology. Through Informatica's Data Quality platform and Informatica's Velocity Methodology, Informatica Professional Services is helping a broad range of industries deliver end-to-end data quality solutions that allow our customers to:

- Comply with regulations
- Reduce supply chain breakdowns
- Improve business decision-making and customer relationship management

Data Quality Management (DQM) projects can be implemented in the form of stand-alone data quality initiatives, compliance efforts, master data management projects, and data warehousing projects, among others. In each of these cases, Informatica Professional Services delivers DQM projects on the basis of our Velocity Methodology:



Informatica Velocity Methodology Project Phases for Data Quality Management

As noted in the above diagram, data quality is an iterative and ongoing process that will continue to be leveraged within an organization constantly as new data is introduced. By having defined data quality management processes in place upfront, the ability for an organization to effectively leverage the data quality solution will be enhanced as the departments charged with implementing and monitoring data quality will be doing so within the confines of the enterprisewide rules and procedures that have been identified

In examining each of the five Velocity DQM Project Phases depicted above, the following points should be considered when launching a data quality management initiative::

1. **Identify & Measure Data Quality:** This is a key first step, as the ability to understand the up-front level of data quality will form the foundation of the business rules and processes that will be put in place. Without performing an upfront assessment, the ability to effectively implement a data quality strategy will be negatively impacted. From an ongoing perspective, the data quality assessment will allow an organization to see how the data quality procedures put in place have caused the quality of the data to improve.
2. **Define Data Quality Rules & Targets:** Once the initial data quality assessment is complete, the second part of the analysis phase involves scorecarding the results in order to put success criteria and metrics in place for the data quality management initiative. From an ongoing perspective, this phase will involve performing trend analyses on the data and the rules in place to ensure the data continues to conform to the rules put in place through the data quality management initiative.
3. **Design Quality Improvement Processes:** This phase involves the manipulation of the data to align with the established business rules. Examples of potential improvements include: standardization, removing noise, alignment of product attributes, measures or classifications.
4. **Implement Quality Improvement Processes:** Once the data has been standardized, the second phase of the enhancement process involves the identification of duplicate data and taking action based upon the business rules that have been identified. Since data quality is an iterative process, the rules to identify and address duplicate data will continue to evolve with an organization.
5. **Monitor Data Quality Versus Targets:** The ability to monitor the data quality processes is critical, as it provides the organization with a quick snapshot of the health of the data within the organization. Through analysis of the data quality scorecard results, a data governance committee will have the information needed to confidently make additional modifications to the data quality strategies in place if needed. Conversely, the scorecards and trend analysis results can also provide the peace of mind that data quality is being effectively addressed within the organization.

Drawing on our proven, 13-year track record of innovation and leadership, Informatica has defined the standard for data integration that has delivered competitive advantage and operational excellence to leading Global 1000 companies and government organizations.

For more information, contact Informatica Professional Services at ips@informatica.com



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