

# Informatica Data Quality for SAP

## Maintain High Levels of Data Quality in Your SAP ERP System

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Forrester Research, Inc.  
 “Information Managers: Deliver Trusted Data  
 With A Focus On Data Quality”  
 January 3, 2008

“Customers of enterprise applications have spent tens of billions of dollars in software and implementation services over the years to capture relevant data, but traditionally invested little to ensure that the quality and usefulness of the data. Ironically, these customers often view the quality of the data as the primary failure in their implementation efforts.”

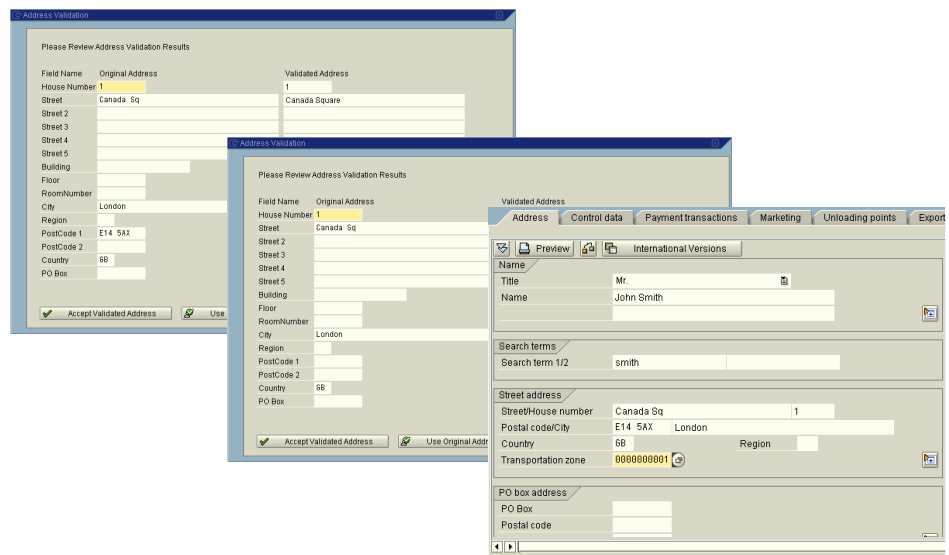
### BENEFITS

- Identify duplicates and validate address data in real time
- Increase operational efficiency and improve customer service while reducing costs
- Improve decision making through accurate reporting and analysis

Your company has invested significant resources—both human and financial—in deploying SAP enterprise resources planning (ERP) applications. To maximize return on your investment, you need to make sure that your SAP ERP system is populated and maintained with complete, accurate, consistent, and current data.

Data entry errors can be a major source of data quality problems, such as duplicate customer entries or invalid billing or delivery details. The results of bad data quality can be poor customer service, rework as orders go to the wrong address, and the inability to bill for delivered goods or services.

**Informatica® Data Quality™ for SAP** catches data quality problems before they enter the system. Validating data the instant it enters your SAP ERP system, this application helps you prevent dirty data from getting into your system in the first place. With sound data quality supporting your business, enterprise data becomes trusted and authoritative and a key strategic asset, enabling the business to be more responsive and agile.



Informatica Data Quality for SAP catches data errors before they enter your SAP ERP system, helping you to maintain high standards of data quality.

## Key Features

### Real-Time Address Validation

- Identify, categorize, and quantify low-quality address data as part of the SAP data entry process to prevent bad or incomplete addresses from entering the system in the first place
- Validate address data already housed in your SAP ERP system or data integrated through alternate interfaces or processes
- Confirm the address entered against appropriate national and international postal standards in real time

### Real-Time Duplicate Check

- Prevent a serious and persistent data quality problem—duplication of data—at the point of entry
- Keep duplicate customer entries from entering your SAP ERP system

### Error-Tolerant Search

- Leverage sophisticated fuzzy matching capabilities to prevent duplicate data
- Look up existing customer records using incomplete details
- Identify relationships between customer records based on incomplete or partially incorrect information and correct data before it enters your SAP ERP system

### Batch Data Quality Processes

- Extend the effectiveness of Quarterly Adjustment, SAP's batch process designed to run regular reports on address data in the ERP application
- Ensure address data is valid and kept up to date automatically

### Centralized Data Quality Rules

- Data quality services are centrally managed and deployed in support of all applications, to promote reuse and to support data governance
- Easily configure and customize real-time address validation processes, deduplication rules, and fuzzy search rules by extending prebuilt data quality business rules or by adding new rules
- Fully configure and customize data matching rules by setting upper and lower match thresholds, weighting individual matching algorithms based on datatypes, and assigning degrees of importance to matched elements at the field level

### SAP Certification-Ready

- Supports SAP certification standards for postal validation, duplicate check, and error-tolerant search

## Benefits

### Identify Duplicates and Validate Address Data in Real Time

Duplicate entries in your SAP ERP system can launch a sequence of data quality problems that spread throughout the information chain. Duplicate customer records make it difficult to analyze customer habits or to segment customers by market or household. With Informatica Data Quality for SAP, you can use key data matching and cleansing rules as part of data entry to identify duplicates and validate address data in real time.

### Increase Operational Efficiency and Improve Customer Service While Reducing Costs

Poor data quality can increase the cost and reduce the effectiveness of your customer service and marketing efforts. Poor data

quality can hinder productivity, such as when orders go to the wrong address and have to be resent, or when bills can't be generated for goods or services delivered. Duplicate data can wreak havoc with compliance initiatives, such as Know Your Customer and the USA Patriot Act. Informatica Data Quality for SAP helps you institute higher data quality standards which helps your company use its data to increase operational efficiency and improve service levels to your customers, all the while reducing costs.

### Improve Decision Making Through Accurate Reporting and Analysis

To make better, faster business decisions that drive growth, your company needs complete, accurate, consistent, and current customer data. New levels of data quality are needed when merging companies and integrating business processes. High-quality data is essential for effective exchange of data between regional business units and among manufacturers, suppliers, and retailers. With Informatica Data Quality for SAP, you can be sure that your customer intelligence reporting and analysis is based on trusted and authoritative data.

## LEARN MORE

Let Informatica show you how Informatica Data Quality for SAP can maximize the business value of your data. Visit us at [www.informatica.com](http://www.informatica.com) or call 1.800.653.3871.

## ABOUT INFORMATICA

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets from across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.



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