

Informatica Data Quality

Empower Business Professionals to Manage Data Quality Enterprise-Wide

Neil Hershaw

Information Management Office Manager
M & S Money

“For M&S Money, it is vital for any data quality initiative to be able to effectively present data issues to a business audience who focus on key performance indicators. The Informatica Data Quality Dashboard and Reports Option, with the ability to rapidly develop and deploy business-focused reporting via the Web, is a welcome addition to the Informatica Data Quality range of features.”

BENEFITS

- Ensure compliance with risk, financial, and security regulations by supplying the business with reliable high-quality master and reference data
- Increase operational efficiency and enhance customer service with high-quality data used enterprise-wide
- Base business decisions on complete, accurate, consistent, and current data
- Maximize the value of technology investments by ensuring your business applications and systems contain high-quality data
- Enhance long-term success of enterprise-wide data quality initiatives

Your company's customer, product, financial, and supply chain data are not managed by your IT organization alone. As a business professional, you need to collaborate with your IT organization to maximize the value of these critical data assets.

Informatica® can help.

Informatica Data Quality™ is specifically designed to put control of data quality processes in the hands of business information owners, such as data analysts and data stewards. The software combines powerful data analysis, cleansing, matching, and reporting and monitoring capabilities with unparalleled ease of use.

Expand Data Quality Initiatives with Support for All Datatypes

Enterprise-wide data quality programs must encompass all data in all business units. Informatica Data Quality addresses all master datatypes, including customer, product, financial, materials, pricing, order, and asset data.

Measure Data Quality to Manage Data Quality

When data quality is measured, it can be effectively managed. Informatica Data Quality provides the metrics and reports that business information owners need to continuously measure, monitor, track, and improve data quality at multiple points across the organization.

Deploy Data Quality Processes Throughout the Enterprise

Informatica Data Quality enables business information owners and IT to work together to deploy lasting data quality programs. Business information owners use Informatica Data Quality to build data quality business rules and define data quality targets together with the IT team, which then manages deployment enterprise-wide.

Key Features

Easy to Use Data Quality Workbench

- Design, build, and manage enterprise-wide data quality programs using this intuitive interface (similar to Microsoft Windows-based application interfaces)
- Deploy data quality rules in real time and as batch processes to drive ongoing data quality processes
- Create reports and dashboards to confirm data quality improvement

Easy-to-Use Data Quality Assistant

- View, edit, and review low-quality records before they are written to the target using this Web-based tool
- Support an exception handling process for low-quality records or records with failed data quality business rules
- Take advantage of an interactive consolidation interface
- Track all changes for auditing

Robust Data Quality Profiling Capabilities

- Use business rules and reference data to analyze and rank data according to completeness, conformity, consistency, duplication, integrity, and accuracy
- Identify, categorize, and quantify low-quality data

Comprehensive Data Cleansing and Parsing Capabilities

- Cleanse, standardize, validate, enhance, and enrich all datatypes
- Standardize and validate mailing addresses for a wide range of countries
- Use business rules and reference data dictionaries to parse and standardize free-form text data elements

Flexible Data Matching Capabilities

- Identify relationships between data records to eliminate duplicates prior to consolidation
- Gain transparency and control over data quality using components that can be applied to any data field
- Apply data matching to any master datatypes
- Easily identify members of common households or corporations

Open, Content-Based Reference Data Dictionaries

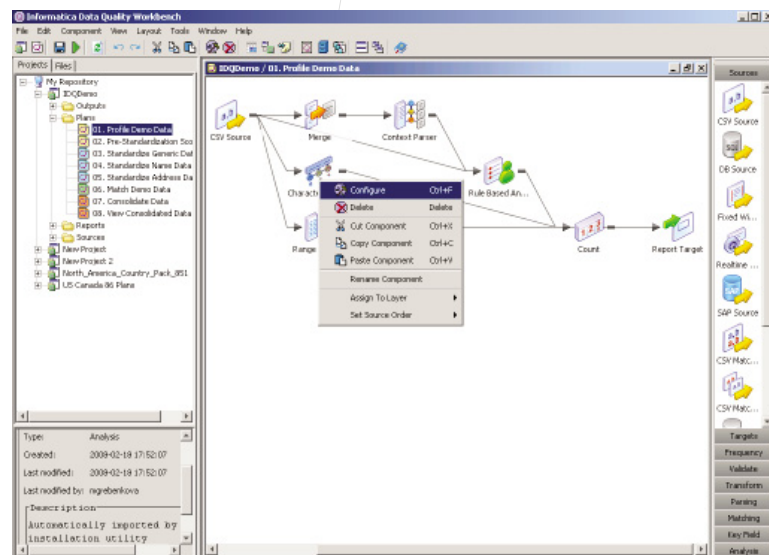
- Analyze and standardize content and implement data quality business rules using reference dictionaries
- Extensive reference content
- Leverage full read/write capability and familiar Microsoft Excel-like functionality
- Create, edit, and enhance reference data dictionaries at any time
- Use data quality reports and scorecards to track improvements

Flexible, Scalable Deployment

- Deploy data quality processes across Windows, Linux, and UNIX platforms
- Execute data quality processes on the desktop, deploy as scheduled batch jobs, or run in real time as part of an application environment
- Handle all master datatypes: customer, financial, inventory, and materials data
- Use Unicode compliance to handle global character sets

Full Integration with Informatica PowerCenter

- Execute data quality and data integration processes in parallel using PowerCenter's dynamic partitioning functionality
- Maximize the use of available hardware to handle high-volume matching and cleansing processes
- Trace data lineage with Metadata Manager
- Facilitate collaboration between business analysts and IT professionals to integrate data quality and data integration processes via SOA and Web services



You can use the user-friendly interface to drag more than 40 configurable data quality components onto the Data Quality Workbench, amalgamate them to create data quality business rules, and configure them via drop-down menus.

New in Informatica Data Quality

Enhanced Integration with Informatica Platform

- Simplify data quality and data integration processes by using a uniform interface and a common repository
- Execute data quality mapplets natively within Informatica PowerCenter
- Trace data lineage with Metadata Manager, a key feature of PowerCenter Advanced Edition

Expanded Data Quality Assistant

Use this Web-based tool's new features to:

- View, edit, and review data quality records that have failed tests of data quality
- Filter low-quality data
- Highlight multiple attributes containing low-quality data per record
- Perform wildcard searches
- Improve administration, user management, and access control via a standard administration interface

New Informatica Data Quality for Oracle UCM and CRM Applications

- Use this new Oracle-certified data quality solution to support name and address cleansing and fuzzy matching in Oracle Universal Content Master (UCM) and Oracle customer relationship management (CRM) software
- Extend data quality capabilities to other master datatypes (e.g., product and inventory master data)

New Global Component Software Development Toolkit

- Use a new software development toolkit to enable third-party vendors to implement locale parsing, standardization, and matching components without having to modify source code
- Take advantage of an internationalization framework that enables pluggable implementation of locale-specific data quality features
- Support and validate third-party partner implementations via a certification program

Extended Informatica Data Quality Dashboard and Reports Option

- Distribute a range of new standard data quality reports based on results generated by Informatica Data Explorer and Informatica Data Quality

New Informatica Data Quality Content Options

- Standardize, validate, and monitor global name and address data
- Use reference dictionaries and business rules to identify and correct low-quality data within address fields of a variety of source systems
- Leverage an extensive range of address standardization capabilities for more than 180 countries, as well as delivery point validation and geocoding for larger markets in the Americas, EMEA, and APAC

New Starter Pack for SAP Data Quality Projects

- Support data quality cleansing of materials master data within SAP
- Take advantage of cleansing, standardization, and reporting plans and extensibility to other tables

Enhanced Reference Data Library Service

- Store and share country- and industry-specific reference data free of charge via the Informatica Developer Network
- Research common terms, abbreviations, derivations, and local country versions
- Get information about such industries as healthcare, finance, government, telecommunications, manufacturing, and oil and gas

The screenshot shows the Informatica Data Quality Assistant interface. The main window displays a table of 'Bad Records' for the table 'dqa_bad_data'. The table has columns: ContactName, CompanyName, Address1, Address2, Zipcode, ISOCountryCode, Currency, and Custom. A dropdown menu is open over the 'Quality Issues' column, listing various error types such as 'Invalid zipcode', 'Incomplete City or Town', 'No ZipCode', 'No company name', 'Invalid company name', 'All', 'Invalid contact name format', 'Invalid customer turnover range', and 'No contact name'. The table shows several records with checkboxes in the 'Accept' column and a 'Total # Records' of 747 at the bottom.

Accept	ContactName	CompanyName	Address1	Address2	Zipcode	ISOCountryCode	Currency	Custom	Total # Records
<input type="checkbox"/>	DONELLE YAE...	SHIPPING SY...	236 WEST 27T...	NEW YC	10001	US		14949	
<input type="checkbox"/>	ERNY AUILA	BRADEN MANU...	40 RECTOR ST...	NEW YC	10005	US		348	
<input type="checkbox"/>	ALCOT PREVOST	DAVIS WIRE ...	4111 EAST 37...	KS	67220	US	USD	20375	
<input type="checkbox"/>	JOHN TAMMEN	fffff	1515 BROADW...	NEW YC	10036	US	USD	394	
<input type="checkbox"/>	LANDERS SAXBY	MALLINCKRO...	976 MANGROV...	CHICO	95926	United Sta	USD	57954	
<input type="checkbox"/>	EMMI STRASS...	NICE BALL BE...	FIVE CLOCKT...	MAYNARD MA	1754	US	USD	19609	
<input type="checkbox"/>	RODMANN STE...	POLAROID	86 TRINITY PL...	NEW YORK NY	10006	.	USD	22187	
<input type="checkbox"/>	PHIL DEMON...	RAYTHEON AI...	55 FARMINGT...	HARTFORD CT	6115	US	USD	17781	
<input type="checkbox"/>	MORGEN BLOD...	SAMUEL-WHI...	1155 MIRAGE ...	HENDERSON NV	89052	US	USD	226	
<input type="checkbox"/>	GILLI TROXLER	SEQUA CORPO...	55 WATER STR...	NEW YORK NY	10041	U.S.	USD	39311	
<input type="checkbox"/>	CANDIS LISK	SPRINT	322 8TH AVEN...		10001	US	USD	45248	
<input type="checkbox"/>	MAXIMO TOF...	CHARLES SCH...	10940 WILSHI...	CA	90024	USD	USD	46856	
<input type="checkbox"/>	ENGUD GRALL	ELECTRONIC...	625 SIXTH AVE.	NEW YORK NY	10011	US	USD	30862	
<input type="checkbox"/>	LUDLEW DUPREY	GE MEDICAL...	55 EAST 52ND...	NEW YORK NY	10022	USD	USD	20639	
<input type="checkbox"/>	MINERVA SCH...	HAMILTON B...	13355 NOEL R...	DALLAS TX	75252	UDS	USD	34331	
<input type="checkbox"/>	JEDTHUS KAT...	THE HOLMES ...	300 FRANK BU...	TEANECK NJ	7666	US	USD	77016	
<input type="checkbox"/>	REUVEN CLAB...	LOUISVILLE LA...	11341 GOLD E...	GOLD RIVER CA	95670	United Sta	USD	23744	

With an improved interface, the Data Quality Assistant feature makes it easy to filter out poor quality records before they are written to the target.

Benefits

Ensure Regulatory Compliance

With Informatica Data Quality, you can supply the business with reliable high-quality master and reference data to ensure compliance with risk, financial, and security regulations. By integrating data quality into your risk management practices, you reduce damage from adverse events and increase transparency.

Increase Operational Efficiency and Enhance Customer Service

With Informatica Data Quality, you can put high-quality data to work in your business to streamline operations and better serve your customers. Informatica Data Quality helps you enhance inventory management, expedite delivery schedules, and reduce rework due to incorrectly delivered products. With high-quality data fueling your operations, you can reduce customer turnover and improve customer contact processes, such as mailing and telesales/service, while creating more sales opportunities.

Improve Decision Making

With Informatica Data Quality, you can identify, eliminate, and prevent the spread of errors, duplicates, or inconsistencies in your customer data hub and ensure accurate customer intelligence reporting and analysis. With complete, accurate, consistent, and current customer data, you can make better business decisions faster.

Maximize Value of Technology Investments

Informatica Data Quality helps you cut costs and increase operational efficiency by fully automating business processes and successfully integrating operational and financial systems. You can reduce risk of IT project failure by ensuring your business applications contain high-quality data. You can decrease the costs of developing customized applications and increase user adoption and return on investment.

Enhance Long-Term Success of Enterprise-Wide Data Quality Initiatives

Informatica Data Quality puts data quality in the hands of those who understand it best—business data analysts and data stewards. The software enables business information owners to define data quality standards, set data quality targets, and identify, categorize, and quantify data quality issues to increase the success of data quality initiatives throughout the enterprise. Informatica Data Quality also facilitates collaboration between IT and business subject matter experts, further enhancing successful long-term data quality programs.

AVAILABLE OPTIONS

- Informatica Data Quality Dashboards and Reports Option
- Informatica Data Quality Web Services Option
- Informatica Data Quality Content Options

AVAILABLE APPLICATIONS

- Informatica Data Quality for Oracle UCM
- Informatica Data Quality for SAP Point of Entry

LEARN MORE

Learn more about Informatica Data Quality and the entire Informatica product platform. Visit us at www.informatica.com or call (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.



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

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