

Informatica PowerCenter Data Cleanse and Match Option

Standardizing, Validating, and Correcting Enterprise Name and Address Data

Dave Ramos

Dir. of Business Intelligence & Analytics

LinkShare

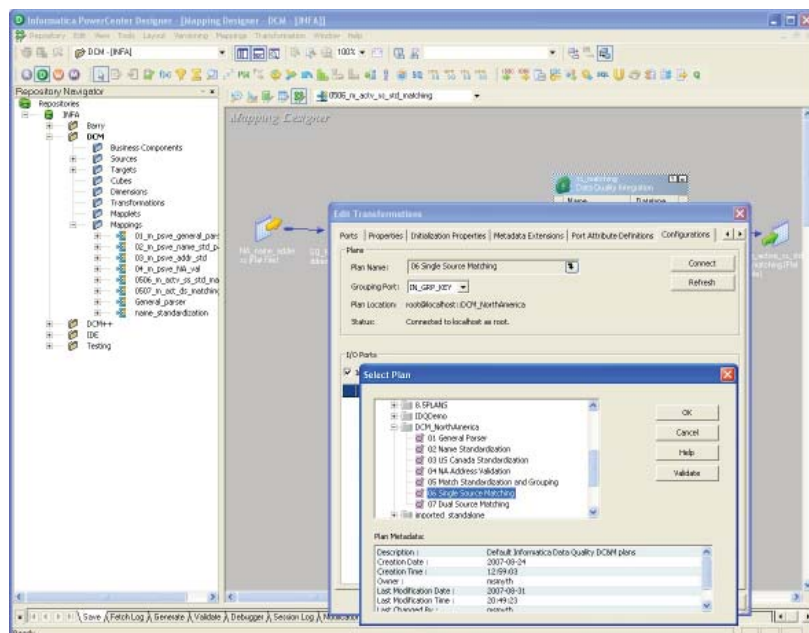
“We’re impressed with Informatica’s ability to continue to deliver a wide-range of capabilities across their product line that address, and even anticipate, the demands placed on organizations and hence on their technology. Release 8.5 maintains that tradition. There is so much in this release that reveals that this is a company that listens to its customers, and then tries to deliver more.”

BENEFITS

- Improve the accuracy of name and address data, instilling confidence in the quality of data
- Increase developer productivity, reducing the effort necessary to cleanse and transform data
- Maintain data consistency and integrity throughout the enterprise by eliminating data duplication

The **PowerCenter® Data Cleanse and Match Option** offers an ideal starting point for organizations that need to deal with straightforward name and address data quality issues in data integration projects. To extend data quality initiatives to all enterprise data, across all data types and all geographies, Informatica offers all Data Cleanse and Match Option customers an easy upgrade path to Informatica Data Quality.

This option features powerful, algorithmic data matching capabilities to identify relationships between data records for deduplication or group-based processing. Drawing upon the data analysis and enhancement capabilities of Informatica Data Quality and the data integration capabilities of PowerCenter, this option lets you easily add data quality processes to PowerCenter transformations. It uses prebuilt plans designed for address validation, standardization, and deduplication to enhance the quality of your postal address data.



The Data Cleanse and Match Option enables IT organizations to easily embed data quality processes for name and address standardization, validation, and deduplication into PowerCenter transformations.

Data Cleanse and Match Option Key Features

Data Cleansing and Parsing

- Standardizes, validates, enhances, and corrects customer contact information (name and address) and corporate or third-party data
- Isolates data and applies structure to each data element
- Enables data to be converted into different format, structure, and content to create the desired output record
- Works with Latin and non-Latin character sets such as Russian, Polish, Chinese, and Japanese
- Enables address information to be compared against postal service directories for the United States and Canada

Data Matching

- Identifies relationships between data records for deduplication or group-based processing
- Processes multiple sets of business rules concurrently

Full Integration Across Entire Data Integration Platform

- Leverages the PowerCenter architecture's performance and scalability, automatically harnessing all of the platform's sophisticated parallelization and grid capabilities when cleansing and matching data
- Takes advantage of PowerCenter's metadata management capabilities to deliver data lineage reports and audit

- Provides an easy upgrade path to Informatica Data Quality with its enterprise-wide data analysis, cleansing, matching, and monitoring capabilities

Data Cleanse and Match Option Benefits

Improve the Accuracy of Name and Address Data, Instilling Confidence in the Quality of Data

This option features rich parsing capabilities that allow data elements in customer files to be identified and separated into individual fields. The Data Cleanse and Match Option improves the accuracy of name and address data, giving end users confidence in the quality of their data and reducing mailing costs.

Increase Developer Productivity, Reducing the Effort Necessary to Cleanse and Transform Data

Prebuilt data quality plans, including plans for CASS-certified address validation and enhancement, reduce the development effort necessary to cleanse and transform data, improving developer productivity and reducing training requirements. Developers can take advantage of data cleansing and transformation tools directly from the PowerCenter toolbar. Data cleansing business rules write to and read from the data integration platform. Developers have access to reusable data cleansing for specific transformations that they can use to both integrate and cleanse data in a single operation.

Maintain Data Consistency and Integrity Throughout the Enterprise by Eliminating Data Duplication

One of the major problems associated with poor data quality is the duplication of data across similar records. This option enables IT teams to identify and remove data duplication, which helps to ensure that data is consistent and accurate throughout the enterprise. The Data Cleanse and Match Option uses powerful "fuzzy logic" and specific business-defined criteria to search existing records for similar records. Match standards and business rules eliminate any doubt about whether two records refer to the same individual customer or household. These functions simplify the creation of custom logic to perform this deduplication process.

Learn More

Let Informatica help you determine how the PowerCenter Data Cleanse and Match Option can maximize the business value of your data.

Visit us at www.informatica.com/powercenter 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.

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

© 2007 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, and PowerCenter are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners.

6682 (11/08/2007)