

# Informatica Cloud Data Quality Radar

## Benefits

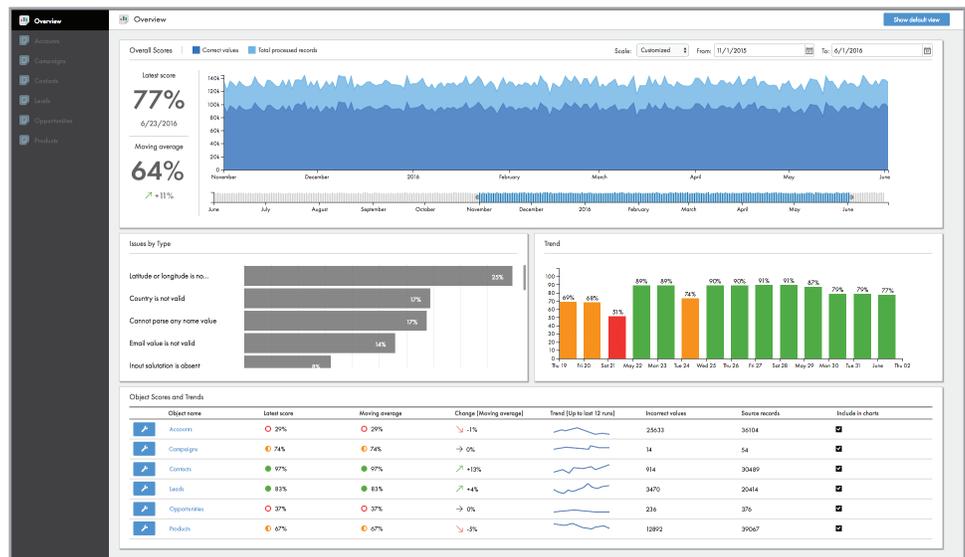
- Equip salespeople with the right information at their fingertips to maximize every customer engagement
- Improve return on marketing spend with improved segmentation and lead routing
- Increase confidence and trust in reports and forecasts
- Provide superior customer service to retain customers and improve loyalty
- Empower the people who know the data best to resolve data quality problems themselves

Companies need to be able to increase revenues from new and existing customers, but they lack data they can trust to do this effectively.

Customer information is incomplete, incorrect, and inconsistent across business applications. Marketing and sales operations managers spend their time reconciling customer information instead of marketing and selling. This wastes company resources, results in missed opportunities, and impacts the customer experience.

Informatica Cloud Data Quality Radar is a cloud application that quickly identifies, fixes, and monitors data quality problems in your business applications—wherever they are, in the cloud or on-premise. The capabilities of Cloud Data Quality Radar enable the business to:

- Easily identify and visualize data quality issues within their applications—and drive increased confidence in data
- Automatically fix the most impactful data quality problems sooner, while reducing reliance on IT for data quality-related activities
- Simplify system maintenance and administration by using a single data quality tool across departments and applications in a hybrid environment
- Leverage a low-cost entry option to improving the quality of application data from the leaders in data quality
- Continuous monitoring of data quality across source systems.



The Overview displays the latest and historical data quality scores across all of the data and a graphical representation of the main data quality issues across the objects.

# Key Features

## Self-service data quality for business users

Informatica Cloud Data Quality Radar leverages our many years of experience working with customers to identify and resolve their data quality problems. This intelligence is built into Informatica Cloud Data Quality Radar so you can quickly visualize the quality of your data and automatically fix issues without any IT know-how like coding or development.

## Reveal the quality of your data

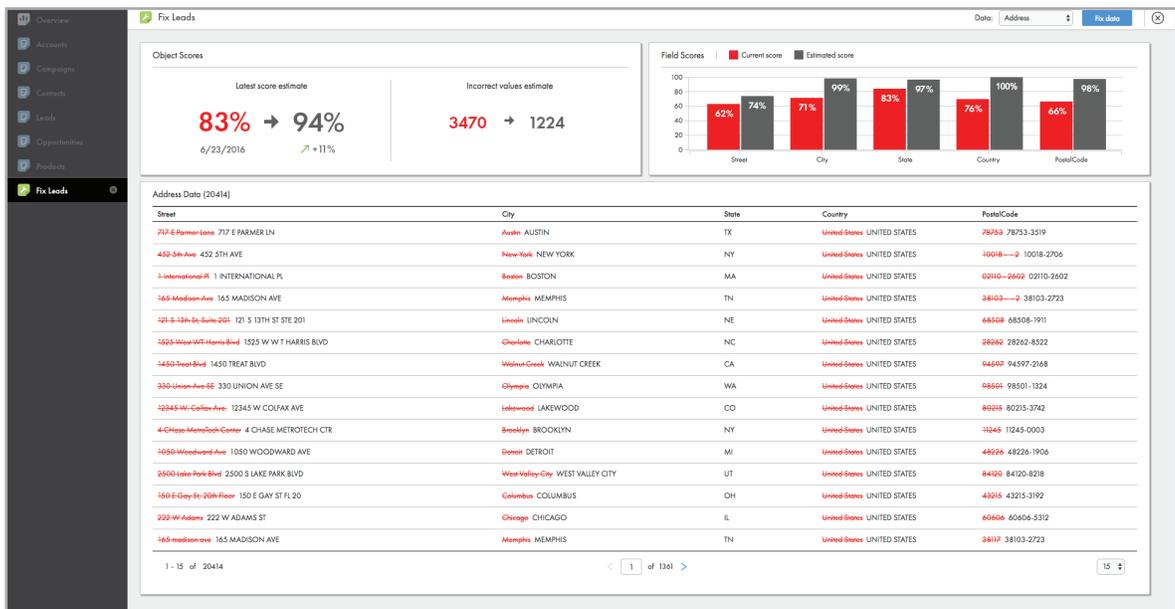
This easy-to-use, browser-based tool empowers line-of-business managers to take ownership of the data quality process so business can maximize the return on trusted data. Informatica Cloud Data Quality Radar enables you to quickly assess the strengths and weaknesses in your data, to track improvements in the data over time, and to calculate data quality scores for objects and field entities with the flexibility to filter and drill down on specific records for better detection of problems

## Review and fix the most pressing data quality issues

When you review the data quality at any level, Informatica Cloud Data Quality Radar displays the principal data quality issues that influence the data quality score. Data Quality Radar identifies both the data quality issue and the type of data that demonstrates the issue. You can drill down on the data to find the objects and fields that contain the greatest concentrations of each issue. Users can directly initiate the appropriate fixing actions to the data using prebuilt, content driven data quality rules.

## Monitor the quality of data within and across all applications

The only way to ensure that accurate, consistent, and verified data is delivered into the future is through on-going monitoring. Monitoring data involves the deployment of controls to ensure that the data continues to conform to the data quality business rules. Data Quality levels are tracked and assessed on a regular basis to ensure the highest possible creased usefulness of data levels of data quality are maintained and to prevent erosion of data quality levels over time.



Cloud Data Quality Radar provides a data quality score for an organization's current Salesforce data as well as an estimated score once the quality of leads is improved.

## Key Benefits

### About Informatica

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

### Increased usefulness of data

Business users can now utilize a single, automated solution to identify and prioritize data quality issues in their applications, using interactive dashboards to visualize current status, trends and developing hot spots. This helps ensure that data is in the right shape to drive such business outcomes as deeper customer engagement, improved cross- and up-sell activities, better customer segmentation, increased marketing effectiveness and sales team productivity.

### Reduced reliance on IT

Users leverage automatic, content-driven assessment to accurately identify and rapidly resolve their most pressing data quality issues without always turning to IT for help. Simplified administration and lower overhead.

### Simplified administration and lower overhead

Instead of a collection of point solutions, organizations gain a single, easy-to-use, self-service data quality tool across all departments, applications and deployment models, 100 percent in the cloud and delivered as an economically priced subscription service.



Informatica

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