

# Data Quality Audit

## Benefits

- Start developing a baseline assessment of the current level of data quality within your enterprise environment
- Learn to analyze and enhance the quality of your data as it pertains to your specific projects and goals
- Develop metrics to be utilized when developing an ongoing data quality strategy

## Typical Duration

- 4 Weeks (may vary depending on number of sources)

## IPS Staff Level

- Senior Consultant

## Overview

The Data Quality Audit enables you to start developing a baseline assessment of the current level of data quality within your enterprise environment. Over the course of the engagement, you will learn to analyze and enhance the quality of your data as it pertains to your specific projects and goals, and collaborate on a concrete set of steps for further improvement. In addition to achieving these short term objectives, the Informatica Data Quality Consultant will assist in developing metrics to be utilized when developing an ongoing data quality strategy. If you currently utilize a different data quality solution, the Informatica consultant can assist in performing an audit of your current strategy through leveraging Informatica's methodology and best practices for data quality in an enterprise environment.

## Our Value Proposition

Informatica Professional Services delivers value to your organization in our Data Quality Audit engagements in the following areas:

### Discovery & Analysis

- Increase your knowledge of data quality with access to professional expertise and Velocity methodology and best practices.
- Initiate discussions related to implementing a data quality framework and business rules that should be implemented to achieve the organization's data quality goals.
- Environmental Analysis - Discover the readiness of your data for diverse projects through initial scorecards, providing essential knowledge of how to improve the quality levels of your key data attributes.

### Project Planning

- Increase your project planning ability and sharpen your projections of the resources and timeframes required to complete a data quality project.
- Discuss the data quality project lifecycle and identify tasks needed to ensure success during this iterative process.
- Assistance in determining how data quality can fit within pre-defined project milestones.

### Risk Mitigation

- Confidently plan your data quality strategy to align with existing design, development and testing processes within the organization.
- Develop a risk mitigation strategy by gaining visibility of hidden data quality issues.

### Enterprise Strategies

- Engage with business owners with early results, creating wider awareness and buy-in for your data quality strategy.
- Discuss data stewardship and data management strategies with the key stakeholders within the organization,
- Discuss key data quality metrics that can reported to senior management responsible for an overall data quality or Master Data Management strategy.

# Key Program Deliverables

- Guidance and knowledge transfer on Informatica's Velocity methodology and best practices for deploying Informatica data quality applications within your enterprise.
- Data quality scorecards which contain key metrics for your data which will allow you to track improvements in your data quality over time.
- Data quality business rules, discovered during the baseline audit, which can be deployed as your organization implements its data quality strategy.
- Data quality processes prepared with your team, providing the framework to take your project forward.
- Concrete recommendations and next steps for preparing data for specific data projects, meeting industry data regulations, and maximizing the value of data across your organization.

# Key Program Details

With our Data Quality Consultant, you'll accomplish the following:

- Learn about Informatica's data quality methodology and best practices for analyzing, cleansing, standardizing, and matching/de-duplicating data.
- Conduct an initial data analysis and build a series of data quality scorecards during the time allotted.
- Define data quality business rules that are suitable for your data.
- Begin the process of applying data quality business rules, progressing through the following areas:
  - Analysis
  - Cleansing and Standardization
  - Grouping, Matching and Consolidation
- Build data quality scorecards, classifying the areas of data quality concern in your data and developing a prioritized list of areas that need attention.
- Document "Next Step" business rules and data quality recommendations based on the findings uncovered during the audit.

## Prerequisites

Our Data Quality Consultant will need access to:

- Appropriate business and IT personnel
- A representative sample of data from your enterprise
- Access to your systems to install the software and create necessary connections for data access

## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

## Learn More

### *Do It Right the First Time*

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