

Data Quality in the Cloud Data Warehouse

Benefits

- Ensure cloud data warehouse initiatives deliver trusted insights
- Continuously improve data accuracy and consistency
- Empower business users to identify and resolve data quality issues themselves
- Strengthen data governance and ensure regulatory compliance

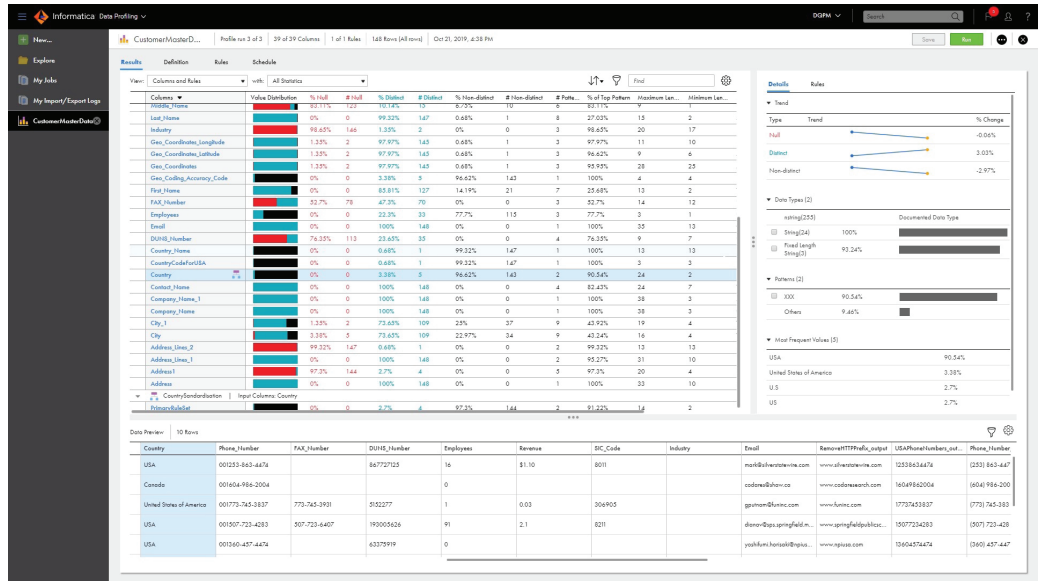
Build Business Decisions on a Sound Data Foundation

Your organization is migrating critical applications to the cloud to take full advantage of the scalability, performance, and better/faster access to resources that cloud environments offer. However, if those applications aren't consuming high-quality data, you may not be able to realize their full potential. Worse yet, they will deliver untrustworthy results and inadequate outcomes—an unsatisfactory tradeoff for increased speed in standing up a solution.

To avoid a huge amount of disruption and expense, your data needs to be relevant, timely, and trustworthy before you even begin to analyze it. Taking the time to bring the data going into your cloud data warehouse up to the appropriate quality for its intended purposes also ensures that the resulting analytics are not just rapid, but reliable.

Informatica® Cloud Data Quality identifies and resolves data quality problems within your cloud data warehouse so that all your data is clean and ready to use in your most critical applications and workflows. It empowers your IT and business users to collaborate to discover data, define business rules, apply business rules, and monitor data quality within your cloud data warehouse.

Informatica Cloud Data Quality protects your investment in your cloud data warehouse so you can use your data to drive intelligent decisions, reduce costs, generate growth, and promote innovation as soon as you access it—and over and over again.



Informatica Cloud Data Quality provides data profiling to enable users to analyze data patterns and values. This helps identify quality issues and build business rules for further analysis, standardization and cleansing.

A Strategic, Enterprise-Wide Approach to Data Quality

Data quality erodes when it isn't actively managed. If you're relying on sporadic manual data transformations and corrections, the quality of your data will degrade faster than you can fix it. And your business units will either use that unreliable data or launch their own rapid-response data quality projects for immediate needs, which only creates further siloes and discrepancies. Every analytics initiative starts with the assumption that the data being analyzed is clean and accurate. If you want that assumption to be correct so your initiatives can succeed, you need tools to discover, correct, and monitor data quality issues as part of a continuous, systematic approach to data quality across the enterprise.

Informatica Cloud Data Quality runs on Informatica Intelligent Cloud ServicesSM as part of the Informatica Intelligent Data PlatformTM. It's designed for modern data ecosystems that handle more types of data, at more velocities, from more locations, and for more use cases.

It inherently leverages the benefits of the cloud—such as cost savings, rapid deployment, and easy reuse of data quality metrics—across multiple projects. It delivers critical data warehousing processes like data cleansing and data quality in the cloud where your data warehouse already lives, which increases efficiency and security. And because Informatica Cloud Data Quality allows you to use a single tool for all data quality practices, regardless of data type or location, your entire team is more likely to adopt it—thereby ensuring that trusted data drives business decisions across the enterprise.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

Informatica Cloud Data Quality simplifies cloud data warehouse administration with a single, easy-to-use, self-service data quality tool that operates entirely in the cloud as an economical subscription service and lets users build data quality mappings within a familiar development environment that provides data profiling and prebuilt data quality rules for standardization and cleansing.

When you know you can trust the contents of your cloud data warehouse, you can build sophisticated analytics and act confidently on their results: introducing innovative products and services, delivering superior customer experiences, and developing intelligent business strategies that keep you ahead of the competition.

Next Steps

Find out how using Informatica Cloud Data Quality with your cloud data warehouse is a basic part of delivering the right data quality capabilities at the right time and the right scale to the right users.

Learn more at <https://www.informatica.com/trials/cloud-data-quality.html>.



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