

Driving SaaS Applications with Quality Data

Benefits

- Improve performance by powering cloud applications with complete, trustworthy data
- Manage data quality closer to data and applications
- Increase adoption and lower costs of cloud applications
- Ensure compliance with privacy regulations while reducing compliance costs

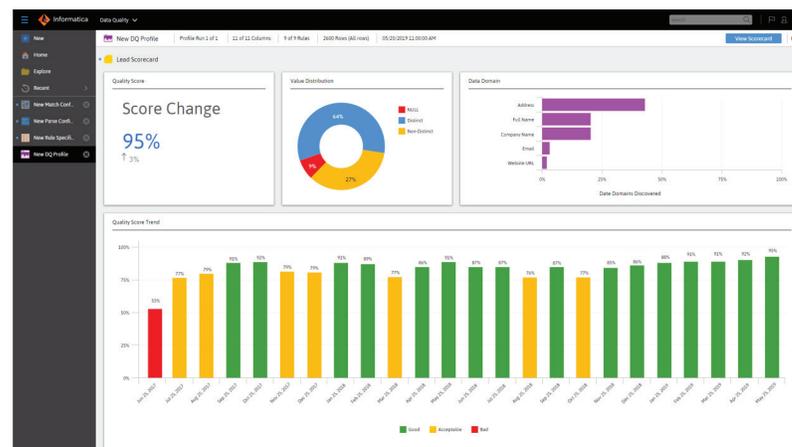
Informatica Cloud Data Quality

Your organization is adopting cloud-based applications and services for the agility, scalability, and performance they deliver. But your SaaS investment can only pay off if it's driven by trusted data that complies with relevant privacy regulations.

Low-quality data can create costly problems: delays, missed targets, process errors, compliance issues, and ultimately, dissatisfied customers. The more your data requirements expand beyond one application or the confines of your firewall, the greater the potential for data quality problems.

Informatica[®] Cloud Data Quality identifies and resolves data quality problems before they affect your SaaS deployments. Designed around a proven methodology and reusable tools, it helps your users collaborate to manage data quality consistently and comprehensively across and even beyond the enterprise. Informatica Cloud Data Quality lets them discover and assess the data's content, structure, and anomalies; define and apply business rules; cleanse and standardize the data; and continuously monitor data quality. This allows your organization to avoid the disruption and expense of discovering your SaaS applications and services are basing their results on poor data.

In addition, Informatica Cloud Data Quality can help you better identify and govern sensitive data, reducing the cost of compliance with data privacy and protection regulations by 30% or more.



To maintain enterprise-wide data quality, you need to continuously monitor and report on data quality, against all targets and across all business applications.

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.

Establishing and Reusing Effective Data Standards in the Cloud

To keep poor data quality from costing your company customers and competitive advantage, you need to identify, resolve, and prevent data quality problems no matter where they are. Informatica Cloud Data Quality is the first and only micro-services based cloud data quality solution integrated with the industry's leading iPaaS, Informatica Intelligent Cloud ServicesSM. It's built for the cloud, making it easy to deploy, integrate, and manage with other SaaS offerings with universal connectivity and a rich set of data quality transformations that work with virtually any cloud-based application. And by leveraging Informatica's CLAIRE[™] AI engine, it can quickly suggest and apply data quality rules to help identify faulty and sensitive data on an ongoing basis.

Key Benefits

Informatica Cloud Data Quality helps you understand the impact of poor data quality, define and apply rules for correcting it, and empower all stakeholders to continue to measure and monitor it so your users can trust all of your data across all data domains for all purposes. It leverages the Informatica Intelligent Data Platform[™] to work across all departments, applications, and deployment models for faster deployments and more powerful, user-friendly interactions. Informatica Cloud Data Quality lets you create and reuse your own data quality rules and processes, allowing you to establish effective data standards across all SaaS applications. This assures your users that they can trust the results they get from the SaaS applications they rely on, and ensures that those SaaS applications consistently deliver the superior experiences that keep your customers coming back and recommending you to others. And because Informatica Cloud Data Quality makes it easier to identify sensitive data, your organization can more quickly minimize the risk of exposing it in production data sets in the cloud.

Next Steps

Data quality ensures that all your systems, including SaaS deployments, operate from a single source of truth with transparency into where data originates, how it's transformed, and how it's used. Informatica Cloud Data Quality lets you evaluate quality throughout the SaaS data journey, from creation through consumption, transformation, update, and analysis, to boost performance and reduce risk while ensuring that your organization can leverage all the benefits of a cloud subscription model.

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



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