Informatica Data Quality for Analytics on Azure

Benefits

- Profile, standardize, measure, and monitor the quality of your data
- Quickly prepare data for machine learning
- Increase business agility with a governed Azure Data Lake

Extend the Power of Analytics on Azure by Delivering High-Quality, Trusted, and Governed Data

Trust the Results of Your Analytics

A really big win for data across every enterprise is in analytics: using data-driven insights to better understand your business, your customers, and your processes. With that imperative as a driver, the analytics field has exploded, powered by a new generation of analytics technology—from AI, machine learning, big data, Hadoop and Spark, to NoSQL and data lakes.

Many of the benefits in today's analytics and machine learning come from looking beyond any one data store or departmental silo. It's about combining many disparate internal and external data sources together to generate insights you couldn't get from siloed views. It's about applying machine learning algorithms to recognize behavioral patterns, to identify consumer interests and provide recommendations, and drive higher asset utilization with predictive maintenance.

That's why data quality is so critical to delivering a successful analytics initiative on Azure. Bringing together insights across different data sources—structured and unstructured, static and streaming, each with its own data schema—puts a high demand on the quality of the data being combined.

And the more complex the data, the bigger the risk that it's incomplete, inconsistent, or inaccurate. All of which hampers your ability to extract value and slows your time to value. Since analytics is now a core success driver across every function, high-quality data is the essential ingredient for high-quality analytics.

Of course, this isn't exactly breaking news. Data quality problems are one of the most commonly cited barriers to analytics success among people who work on analytics tools. But the fact remains, no matter how sophisticated your models, no matter how many data scientists you hire, without trusted data the results will always be the same—unreliable analysis and stunted decision-making.

The Challenge

The traditional approach to enterprise data warehousing was to clean all the data for reporting and operational needs. Because clean data cannot be reused as easily as raw data for data analysis, most organizations now want to preserve the raw data streaming into the data lake, so their data scientists can perform deeper analysis. In either case, the data needs to be fit for purpose. To accommodate both needs, you need a uniform way to make data trusted, relevant, and governed at scale.

Informatica® Data Quality empowers your company to take a holistic approach to managing data quality and leverage the power of Azure and machine learning. The solution transforms your data quality processes to be a collaborative effort across all stakeholders. This creates a true data-driven environment that supports better business decision making and analytics.

Key Benefits

Trust the Results of Your Analytics and Business Intelligence

You can build the best visualizations in the world, but if you don't trust the underlying data, you won't be able to trust the results of your entire analytics initiative on Azure. High-quality data is the essential ingredient for high-quality analytics. With Informatica Data Quality, you'll be able to profile, standardize, measure, and monitor the quality of your data, giving you data and analytics you can trust today as well as down the road.

Quickly Prepare Data for Enhanced Machine Learning

Machine learning relies on high-quality data for quality predictive models. As the saying goes, "garbage in, garbage out," which is why data cleansing and standardization are prerequisites for machine learning and should be part of your 'Team Data Science Process.' Improving the quality of data reduces misleading results and improves model performance.

Informatica Data Quality provides advanced data profiling and discovery, and prebuilt data quality rules for matching and standardizing data. The integrated solution provides a centralized set of reusable rules and tools for managing quality across all analytics projects, eliminating redundant data quality tools, enabling data scientists to accelerate the development of models and algorithms to mine data.

Increase Business Agility With a Governed Azure Data Lake

Governed properly, a data lake provides an environment to identify and exploit data-driven insights to increase business agility and leverage new opportunities and revenue models.

With Informatica Data Quality, business and IT collaborate more efficiently to support data governance policies and processes. Data stewards and business analysts get their own relevant role-based tools, so they can easily manage data quality tasks. Line-of-business managers can access and visualize data quality levels and react faster to any potential problems.

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.

Reliable Data Quality Programs Deliver Data You Can Trust

Making data quality strategic in your analytics initiatives on Azure might be the biggest impact you can ever make to the success of the company. With relevant, timely, and trustworthy data, your company can make intelligent decisions, reduce costs, generate growth, promote innovation and consistently outperform your competitors.

For more information, visit the Informatica Data Quality product page.