With powerful, integrated cleansing and matching capabilities, the PowerCenter Data Cleanse and Match Option corrects and removes duplicate customer data.

Resolve Name and Address Data Quality Issues

The Informatica® PowerCenter® Data Cleanse and Match Option™ offers an ideal starting point for resolving name and address data quality issues in data integration projects.

The option uses prebuilt plans designed for address validation, standardization, and elimination of duplication to enhance the quality of your postal address data. Powerful algorithmic data matching capabilities identify relationships between data records for group-based processing or reduction of duplication.

Drawing upon the data analysis and enhancement capabilities of Informatica Data Quality™ and the data integration capabilities of PowerCenter, this option adds data quality processes to PowerCenter transformations. The option’s cleansing and matching capabilities automatically leverage PowerCenter’s single development environment, performance, and universal data access capabilities. And this option creates an easy upgrade path to Informatica Data Quality, which handles comprehensive, enterprise-wide data quality initiatives.
**Key Features**

**Data Cleansing and Parsing**
This option standardizes, validates, enhances, and corrects customer contact information (name and address) and corporate or third-party data. It isolates data and applies structure to each data element. With this option, data can be converted into different formats, structures, and content to create the desired output record. It works with the Latin alphabet as well as non-Latin alphabets and character sets such as those used in Russian, Polish, Chinese, and Japanese. It enables address information to be compared against postal service directories for the United States and Canada.

**Data Matching**
This option uses powerful fuzzy logic to search existing records for similar records using specific business-defined criteria. It identifies relationships between data records for deduplication or group-based processing, and it processes multiple sets of business rules concurrently.

**Full Integration with Informatica Platform**
This option harnesses PowerCenter’s sophisticated parallelization and grid capabilities when cleansing and matching data. It leverages PowerCenter’s metadata management capabilities to deliver data lineage reports and audits. In addition, this option eases the upgrade to Informatica Data Quality, which provides enterprise-wide data analysis, cleansing, matching, and monitoring capabilities.

**Benefits**

**Improve Data Accuracy**
The Data Cleanse and Match Option features rich parsing capabilities that enable IT organizations to identify data elements in customer files and separate them into individual fields. It improves the accuracy of name and address data, giving end users confidence in the quality of data they rely on to make critical business decisions.

**Increase Developer Productivity**
By supplying prebuilt data quality plans, including plans for CASS-certified address validation and enhancement, this option reduces the development effort necessary to cleanse and transform data. Data cleansing business rules and transformation tools are available directly from the PowerCenter toolbar, so developers can integrate and cleanse data in one easy step. This option reduces development time and costs, boosts IT productivity, and decreases training requirements.

**Maintain Data Consistency and Integrity**
Using this option, IT teams can identify and remove duplicates from data records. This ability helps to ensure that data is consistent and accurate throughout the enterprise. The option uses powerful “fuzzy logic” and specific business-defined criteria to search existing records for similar records. Match standards and business rules eliminate any doubt about whether two records refer to the same individual customer or household.

**Learn More**
Learn more about Informatica PowerCenter and the entire Informatica Platform. Visit us at www.informatica.com or call (800) 653-3871.

**About Informatica**
Informatica Corporation (NASDAQ: INFA) is the world’s number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today’s global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the cloud.