Informatica Data Explorer

**Find Hidden Data Problems and Unlock Trusted Data**

Hidden data problems—wherever they are—put your projects at risk. Data integration, master data management (MDM), and data governance projects among others fail to deliver on their promises due to poor quality data. Informatica® Data Explorer transforms the way companies think about data to uncover and address these problems early. It enables business analysts, data stewards, and IT developers to work together to profile all data, projects, and applications and discover and analyze data anomalies across all data sources. The software finds hidden data problems that put projects at risk, and by pinpointing structural issues, it handles data discrepancies before they become a problem, helping your company maximize its return on data.

With Informatica Data Explorer, your organization can:

- Discover and analyze all data anomalies across all data sources
- Find hidden data problems that put projects at risk
- Pinpoint structural issues that prevent data quality issues before they become more of a problem

**Powerful Data Profiling and Discovery Tools**

Informatica Data Explorer includes a set of unified, role-based data profiling and discovery tools. Powerful and versatile, these tools allow business and IT to collaborate on addressing data related problems, reducing dependence on limited IT resources.

- Informatica Analyst is an easy-to-use, browser-based tool that empowers the business to easily participate in improving the quality of data without the need for IT intervention
- Informatica Developer is a powerful, Eclipse-based development environment designed to enhance IT productivity

**Rapid Discovery and Analysis Plus Universal Connectivity**

Informatica Data Explorer features proactive profiling and discovery support for customer, product, financial, and asset data, enabling reuse across all kinds of data integration or MDM projects and in support of data governance programs. It features discovery capabilities to identify relationships and validate them across heterogeneous data sources—so users can visualize them in a modeling environment to better understand the structural complexity and design efficient models. And because Informatica Data Explorer is open to all applications, providing universal connectivity to all data sources, you can access any data source anywhere—on premise or in the cloud. You can also deploy centralized data quality rules to improve data across the enterprise.

**BENEFITS**

- Reduce risks by identifying, resolving, and preventing costly data problems
- Lower IT costs with a flexible licensing structure
- Empower the business to improve enterprise data, boosting efficiency
- Enhance IT productivity with powerful business-IT collaboration tools

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Key Features

**Informatica Analyst**
This easy-to-use, browser-based tool empowers data stewards, business analysts, and line-of-business managers to help maximize the return on data. Informatica Analyst enables data profiling and analysis with the flexibility to filter and drill down on specific records for better detection of problems. Users can readily monitor and share data quality metrics with scorecards and reports by emailing a URL to colleagues. Specification, validation, configuration, and testing of quality rules become streamlined, improving collaboration between business and IT. The business can finally engage in improving data quality.

**Informatica Developer**
This powerful, Eclipse-based development environment enhances data quality developer productivity. Quickly discover and access all data sources with Informatica Developer, regardless of whether they’re on premise or in the cloud, improving the process of analyzing, profiling, validating, and cleansing data. Informatica Developer allows you to combine data quality rules with sophisticated data transformation logic and conduct midstream and comparative profiling to validate and debug logic as it’s developed. It also allows you to configure data quality services so you can provision data physically or virtually and at any latency. IT developers can reuse all profiling and rule specifications from business analysts and data stewards across all applications and projects.

**Seamless Integration**
Fully integrated with Informatica Data Quality and Informatica Data Services, Informatica Data Explorer leverages a common interface for data analysts and IT developers to profile data. Apply a profiling rule and then validate the rule in a single click. Access common run-time objects in a shared central repository. Use prebuilt rules to automatically discover and analyze data, and then reuse data profiling results across all data integration projects. And conduct midstream profiling to rapidly debug and validate any transformation mappings from a single, unified development environment.

With Informatica Data Explorer, data stewards and business analysts can easily profile and monitor data issues on an ongoing basis using browser-based tools designed especially for them.
With Informatica Data Explorer, IT developers can automatically discover and analyze data using prebuilt rules and a single, unified development environment to reuse data profiling results across projects, boosting productivity and eliminating errors.

**Powerful Multidimensional Profiling**
Informatica Data Explorer provides powerful multidimensional profiling capabilities that find anomalies and hidden relationships between data, regardless of the complexity of the data itself. Automatically discover data anomalies, unique and composite keys, and relationships between tables and relational constraints. Profile data across all dimensions—column, table, and cross-table. Identify all data structures, dependencies, and redundancies.

**Rapid Discovery and Analysis**
Informatica Data Explorer identifies all data issues. Quickly analyze and validate data issues with reusable reference data and prebuilt industry-specific rules. Informatica Data Explorer enables business and IT to go through rapid cycles of analysis—implementation-validation by viewing and profiling the actual data, specifying cleansing rules by example, and then immediately seeing the resulting data in order to validate the rules.

**Data Profiling Support for All Projects**
Informatica Data Explorer supports the discovery phase of all data integration projects, including data migration, data consolidation/synchronization, data warehousing, and master data management projects. IT organizations can accurately detect and pinpoint where data issues lie, helping kick-start data governance by providing tangible proof points for building the business case. For added versatility, it allows you to profile and validate data across firewalls using only a browser.

**Proactive Data Quality Assurance**
Informatica Data Explorer supplies comparative profiling analysis that lets you dynamically generate and compare the profiles of data to ensure correctness of mapping logic as data flows through the mapping pipeline.

**Universal Connectivity to All Data Sources**
Informatica Data Explorer leaves no data out. You can connect to any data source—whether on premise or in the cloud—using proven data integration connectivity. Access and profile federated data across a range of different data sources on the fly using SOA-based data services, without physically moving the data first.
Key Benefits

Reduce Risks by Identifying, Resolving, and Preventing Costly Data Problems

Informatica Data Explorer reduces risks by proactively monitoring and identifying data quality problems before they cause more problems. By rapidly discovering all data issues at the start of a project, data integration projects can be scoped accurately, reducing the risk of project delays or failure. Informatica Data Explorer minimizes coding iterations and reduces the potential for errors, so IT initiatives can proceed on time and on budget.

Lower IT Costs

Informatica Data Explorer enables you to use a single global address validation engine to improve data quality consistency across applications, throughout the enterprise, across the globe. With it, you can take advantage of a new licensing structure that eliminates the base component and provides unlimited developer licenses to ultimately lower IT costs.

Empower the Business to Improve Enterprise Data

Informatica Data Explorer empowers business users with the appropriate tools to manage data quality tasks themselves and solve problems faster. It helps business analysts and data stewards see, influence, and react to the impact of bad data on their applications and processes. With their own set of tools, they can profile data themselves, easing the otherwise inefficient reliance on IT. Informatica Data Explorer also allows for quick validation of data quality transformations by profiling data midstream, at any step of the process, and measurably reduces processing time and iterative cycles with detailed match analysis. By quantifying the extent of data quality issues, your company can build a business case for data quality and confidently support data governance initiatives with high-quality data.

Enhance IT Productivity

Informatica Data Explorer eliminates the tedious, error-prone process of manually profiling complex data and metadata. It identifies data quality problems faster by accessing all data quickly. Working to accelerate specification and review cycles and project rollout are collaboration tools, role-based views into shared data profiles and rules, and a common environment that supports shared data profiling and validation rules and also provides prebuilt industry-specific rules. Informatica Data Explorer enables IT teams to increase their productivity by reusing data profiling results across all data integration projects. And for even greater versatility, the software allows you to access its data profiling and data cleansing functionality through a browser.

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 for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.