

Fuel better business outcomes with trusted enterprise data

Accenture Data Management for Informatica® Data Quality solution:

- Leverages Accenture's data quality management processes, methodology, rules repository and global implementation experience and capabilities across a range of industries
- Addresses a full range of data quality management activities—from profiling through development and monitoring
- Offers flexible on-premise or managed services options
- Delivers trusted data across the digital enterprise
- Facilitates increased use of data and analytics
- Helps reduce total cost of ownership

Business benefits your organization can realize using trusted data:

- Improved operational agility, efficiency and overall performance
- Enhanced product and service delivery capabilities
- Expanded revenue opportunities and growth potential
- Reduced risk and compliance exposure



Data is the fuel of the dynamic digital business world. The ever-changing landscape and explosion of data from social networks and mobile devices present a growing number of data integration and management challenges for today's modern digital enterprise.

Organizations are finding it increasingly difficult to gather, store and effectively use data to power analytics and deliver trustworthy insights needed to make smarter, more cost-effective decisions for enabling better business outcomes. The Accenture and Informatica alliance can help your organization advance along the analytics journey to value realization with the delivery and use of trusted, quality data across the enterprise.

Gain trust in your enterprise data

A leading provider of data supply chain management and integration solutions, Accenture recognizes that the pervasive use of data today to drive informed business decisions for realizing better outcomes hinges on organizations' use of trusted enterprise data. The associations between data quality and the areas of data integration, data governance, master data management and business intelligence are growing stronger. Organizations across all industries are quickly realizing the need to focus on improving and preserving data quality as a high priority.

To help client organizations address their needs for trusted data, Accenture has joined forces with Informatica—a leading global independent provider of data integration software—to develop a solution leveraging Informatica Data Quality functionality based on the Informatica Intelligent Data Platform. Combining Accenture's data quality management processes, methodology, rules repository and global implementation experience and capabilities, the Informatica technology-based solution is designed to deliver trusted data to advance the use of analytics for enabling better outcomes.

Empower your business

Using the Accenture Data Management for Informatica Data Quality solution, client organizations can deliver trusted data across the enterprise by applying a comprehensive approach to data quality management and empowering the business and IT with the shared responsibility of governing data. Accenture's data quality management approach leverages client-tested methodologies and pre-built assets to help increase data accuracy and simplify the ongoing monitoring and measurement of data to enable sustained improvement (see Figure 1).

Accenture Data Management for Informatica Data Quality solution highlights:

- **Informatica Intelligent Data Platform powers the solution:** Leveraging the Informatica Intelligent Data Platform, Informatica Data Quality is an industry-leading solution that is designed to support the end-to-end data quality management lifecycle—from profiling through development and monitoring. Informatica Data Quality helps deliver trusted data to all stakeholders and project types or business applications, either on premise or in the cloud. To enable the delivery of improved business insights, the comprehensive solution provides an extensive range of data integration, master data management and data governance capabilities.

- **Accenture Delivery Methods for Data Quality guide implementation:** Accenture's asset-driven methodology includes data quality integration accelerators and Informatica integration mappings to help speed the plan, analysis, design, build and test phases of a data quality project. This approach helps ensure implementation excellence, leveraging Accenture's extensive data management experience in improving quality and control, increasing productivity and reducing risk.

- **Informatica Data Quality provides role-based tools for business and IT collaboration:** Informatica Data Quality provides an integrated and scalable data quality and governance solution. With a simplified, browser-based view, business and IT stakeholders across the organization can review data, scorecards and reports, as well as apply and create rules to improve the overall quality of data.

- **Informatica Data Quality supports all data types and applications:** Informatica's comprehensive Intelligent Data Platform and approach to data quality governance enable proactive monitoring and cleansing of multiple types of enterprise data—including customer, product, employee and order data—for all applications. Cleansing can be done on a batch basis, in real time or at the point of entry for data, either on premise or in the cloud.

- **Accenture Data Quality Rules Repository addresses industry-specific quality checks:** The proprietary Accenture rules repository continually expands a list of business- and industry-specific rules to further define requirements for data profiling and cleansing while improving quality checks and enabling quicker identification of anomalies. The Accenture rules repository also converts refined rules into expressions for future use, reducing development time.

- **Accenture provides flexibility and client-tested delivery of data quality services:** Leveraging Accenture's extensive delivery experience and dedicated global team of Informatica-

skilled professionals allows for rapid solution implementation into a new or existing Informatica technology infrastructure. To help increase the return on investment, Accenture offers client organizations the option to manage the solution on premise or use Accenture's flexible services approach in an offshore or near shore model.

Industry recognition

Informatica was positioned as a Leader in Gartner's Magic Quadrant for Data Quality Tools in 2014.¹

The Accenture and Informatica alliance advantage

Accenture and Informatica can help client organizations unlock the value of their data supply chains—from on-premise and business partner to cloud-based and social networking data sources. Since its inception in 1999, the Accenture and Informatica alliance has delivered more than 1,000 projects globally to help advance data supply chain and overall business performance for client organizations across all major industries. Through our collaboration, we can help clients address a full range of modern data platform needs, including emerging areas such as big data, cloud integration and next generation software as a service.

Learn more

Together, Accenture and Informatica can help you gain trust in all of your organization's data to achieve better business outcomes. To learn more or to arrange a time to discuss your data quality management business needs further, please visit www.accenture.com/analyticsalliances-informatica, or contact via email alliances.informatica@accenture.com or alliances.accenture@informatica.com.

Footnotes

¹ Gartner, Magic Quadrant for Data Quality Tools, Saul Judah, Ted Friedman, 26 November 2014 (ID: G00261683).

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Figure 1: Accenture Data Management for Informatica Data Quality addresses each step in a comprehensive data quality management approach.

