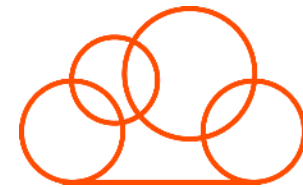


Cloud Data Quality



Intelligent Cloud
Services

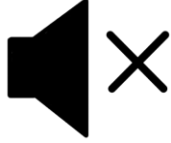


Intelligent
Data Quality

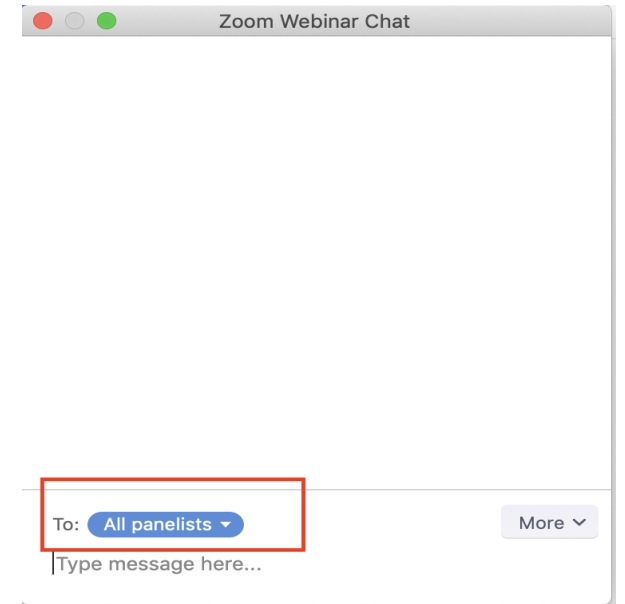


Informatica

Housekeeping Tips



- Today's Webinar is scheduled to last **1 hour including Q&A**
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" **via the Chat option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available to view on our **INFASupport YouTube channel**. The link will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.



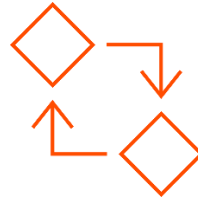
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Agenda

1

Introduction

2

Data Profiling

3

Rule Specifications

4

Dictionaries

5

Cleanse

6

Verifier

7

Q&A

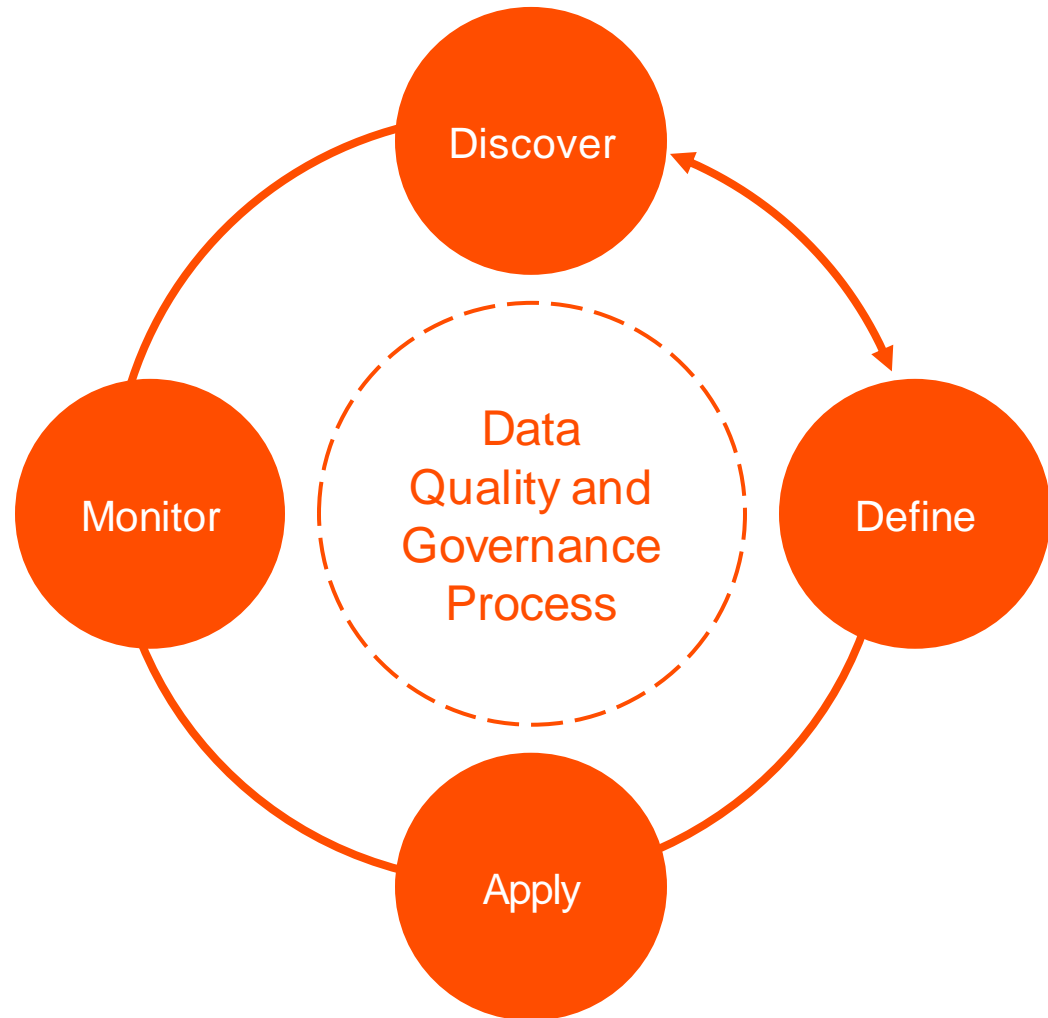
The Data Quality Process

Ensure Data Quality Across Sources

Profile, Cleanse,
Verify and Monitor

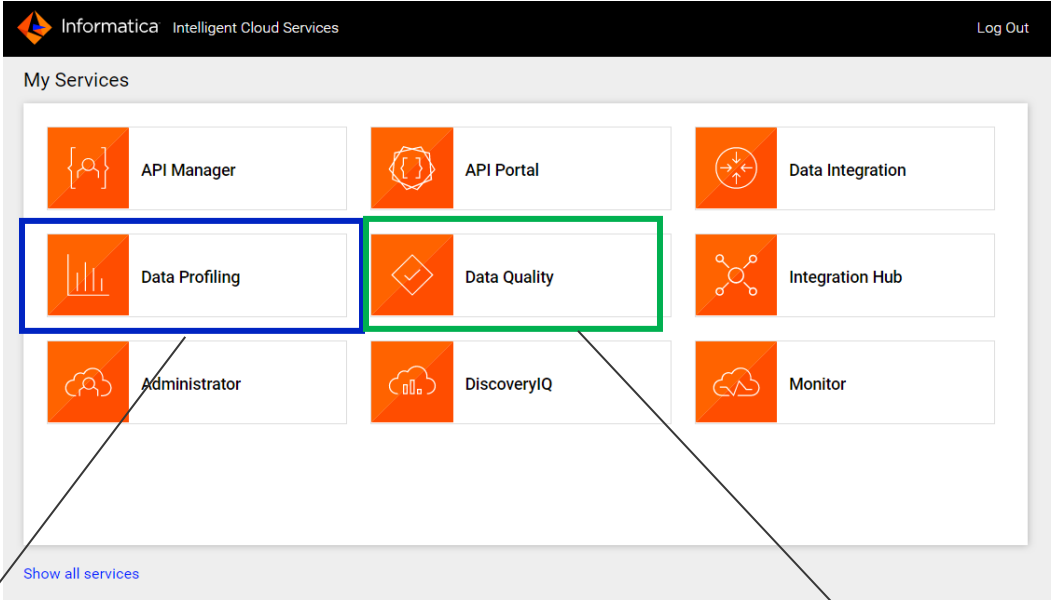
Intuitive and Powerful
User Experience

Microservices
Architecture

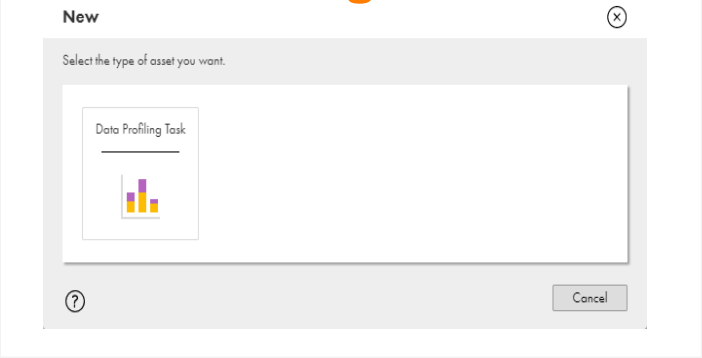


Cloud Data Quality

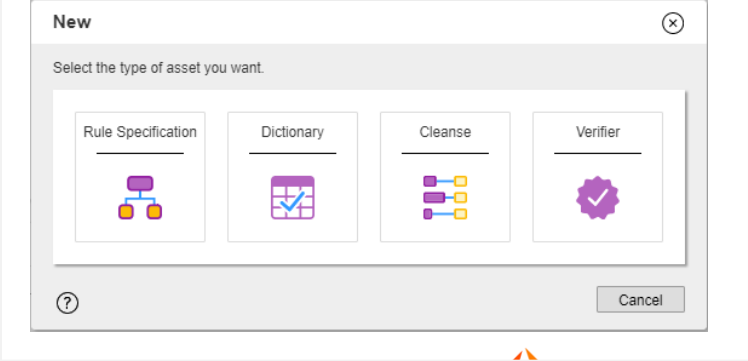
Product Switcher Application



Data Profiling Asset



Data Quality Assets



Data Profiling



Cloud Data Quality

Data Profiling



Data Profiling

- Use Data Profiling to analyze data schemas, determine the quality of data across sources, and understand the completeness, conformity, and consistency of data in the data sources.
- After you run a profile, you can perform the following actions:
 - View historical and latest profile results
 - Compare two profile runs to analyze the statistics
 - Compare multiple columns in a profile run
 - Drill down on value, data type, and pattern to view drilldown results.
 - Export profile results to a Microsoft Excel file
 - Monitor profile jobs



Cloud Data Profiling Statistics

Metrics Analyzed on the Profiled Data



Null	Min Value	Patterns
Distinct	Max Value	Documented Data Type
Non-Distinct	Min Length	Inferred data type
Average, Sum, Std Deviation (for numeric data types)	Max Length	Value Frequency Outlier

Demo

Cloud Data Quality

Product Switcher Application

Informatica Intelligent Cloud Services Log Out

My Services

- API Manager
- API Portal
- Data Integration
- Data Profiling
- Data Quality
- Integration Hub
- Administrator
- DiscoveryIQ
- Monitor

Show all services

Data Profiling Asset

New

Select the type of asset you want.

- Data Profiling Task

Cancel

Data Quality Assets

New

Select the type of asset you want.

- Rule Specification
- Dictionary
- Cleanse
- Verifier

Cancel

Rule Specification



Dictionary



Cleanse



Verifier

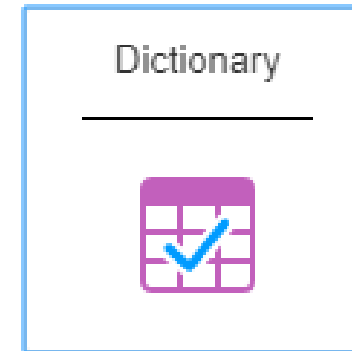


Cloud Data Quality Dictionaries



Dictionary

- Reference data object that you can use in a data quality asset to verify and enhance the accuracy and usability of your data.
- Dictionaries can be used to identify, validate and standardize data as part of Rule Specifications.



Demo

Rule Specification



Dictionary



Cleanse



Verifier



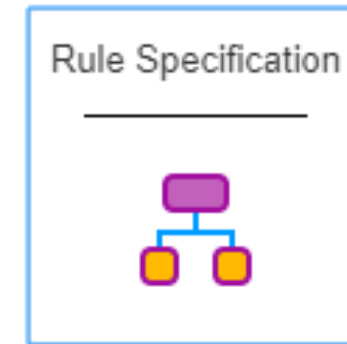
Cloud Data Quality

Rule Specifications



Rule Specification

- An asset that represents the data requirements of a business rule in logical form.
- Use a rule specification to define the following data operations:
 - Verifying the accuracy of business data.
 - Standardizing project data values.
 - Improving the usability of business data.



Demo

Rule Specification



Dictionary



Cleanse



Verifier



Cloud Data Quality Cleanse Asset



Cleanse Asset

- **Data Cleansing**

Cleanse Data: Remove noise (Convert Case | Remove Values + Spaces | Replace Values) from fields

Standardize Data: correct completeness, conformity and consistency issues

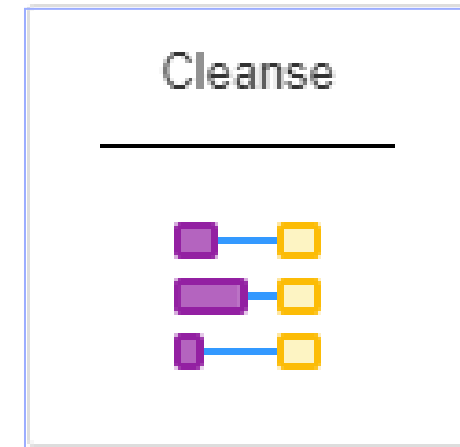
- **Cleanse Asset**

Case Converter Transformation;

- creates data uniformity by standardizing the case of (input) string

Standardizer Transformation;

- standardizes characters/strings using dictionaries, replace custom text and remove dictionary table matches.



Demo

Rule Specification



Dictionary



Cleanse



Verifier



Cloud Data Quality Verifier Asset



Verifier Asset

Address Verification

Verify and correct address from over 240 countries and territories

Standardize and format addresses according to country specific rules

Get status codes to measure your address quality

Geo coding

Append geo coordinates for addresses in over 200 countries

Precise arrival point geo codes available in over 50 countries



Demo

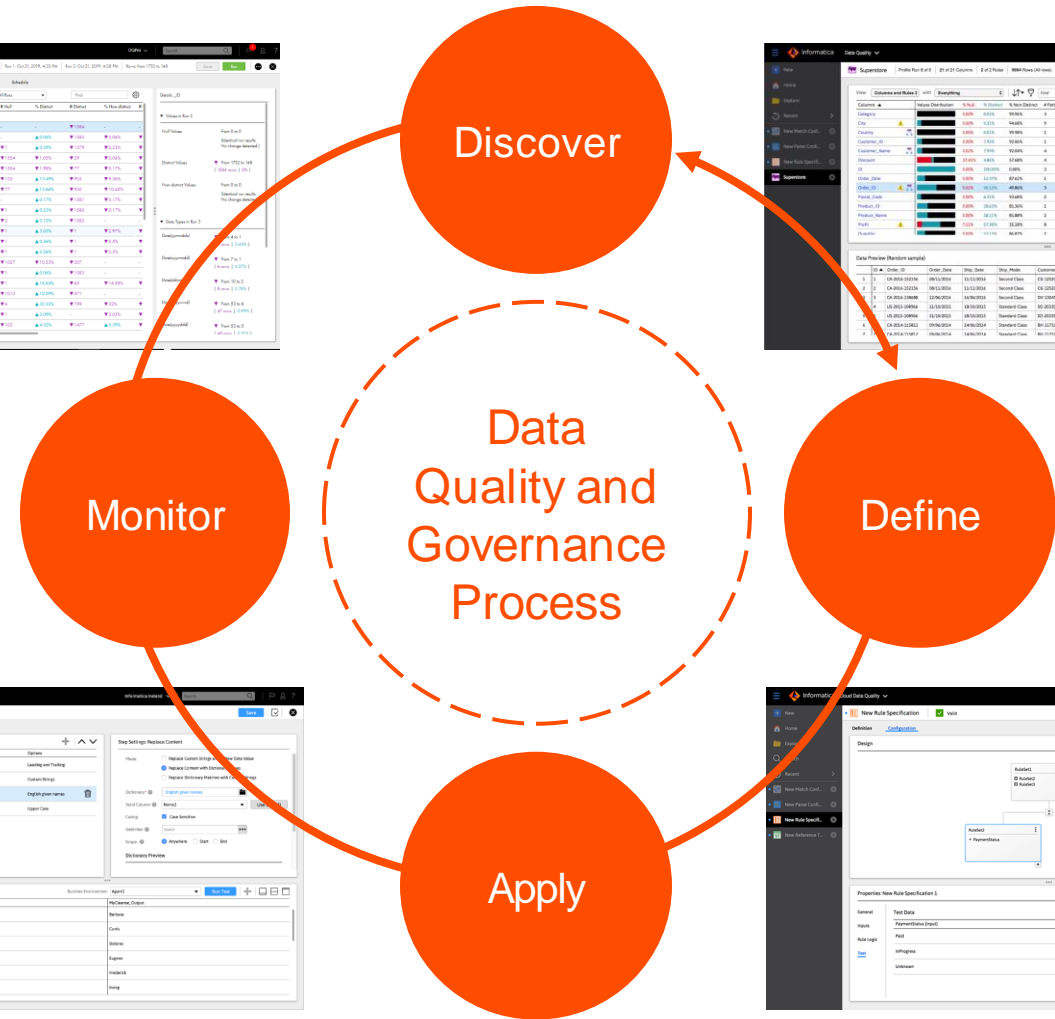
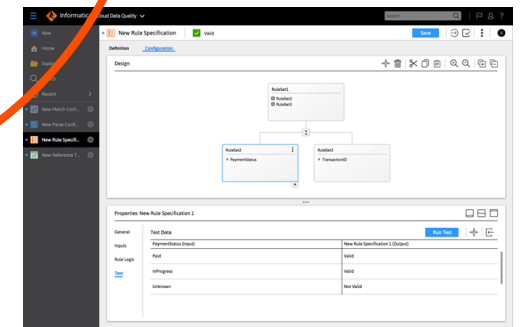
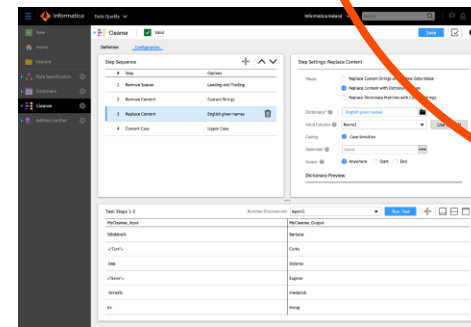
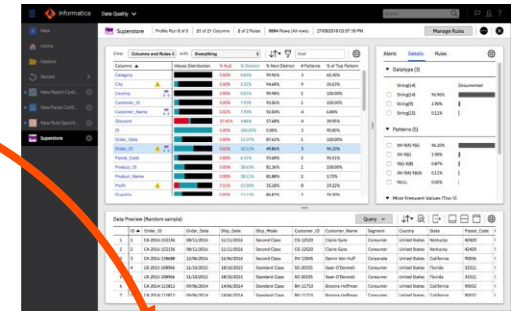
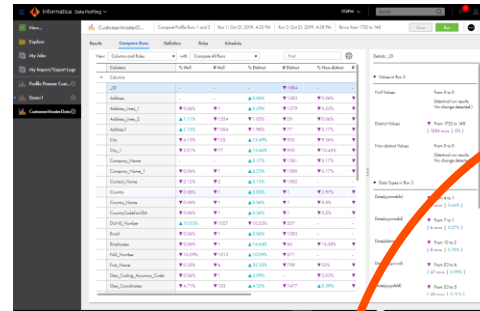
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Thank You