

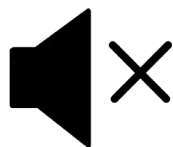
May 30<sup>th</sup>, 2023

# Cleansing Strategy for Effective Master Data Management Using C360 SaaS and Cloud Data Quality

- Kamal Abrol, Principal Architect, CSA
- Akshada Sahebrao Sable, Solutions Architect, CSA



# Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our **INFASupport YouTube channel** and [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

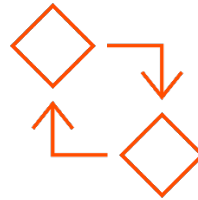
# Feature Rich Success Portal



Bootstrap trial and  
POC Customers



Enriched Customer  
Onboarding  
experience



Product Learning  
Paths and Weekly  
Expert Sessions

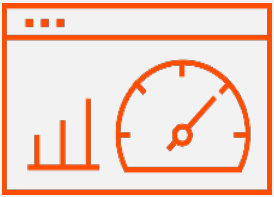


Informatica  
Concierge



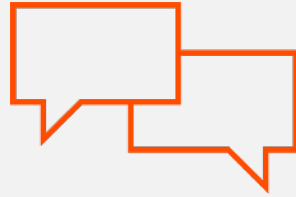
Tailored training and  
content  
recommendations

# More Information



## Success Portal

<https://success.informatica.com>



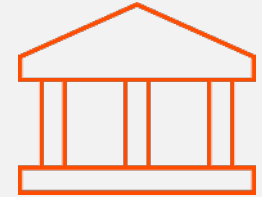
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

# Safe Harbor

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May 30th, 2023

# Cleansing Strategy for Effective Master Data Management Using C360 SaaS and Cloud Data Quality

Akshada Sable - Solutions Architect, Customer Success

Kamal Abrol – Principal Solutions Architect, Customer Success



# Agenda

1

Introduction to  
CDQ and CDI

2

Cleansing Use Case

3

Building CDQ-CDI  
pipeline

4

Introduction to  
MDM SaaS

5

MDM Bound  
Integration with CDQ

6

DaaS Based  
address verification

# Introduction to CDQ/CDI



# Cloud Data Quality

Our Customers Are On A Journey That Requires Trusted, Accurate Data

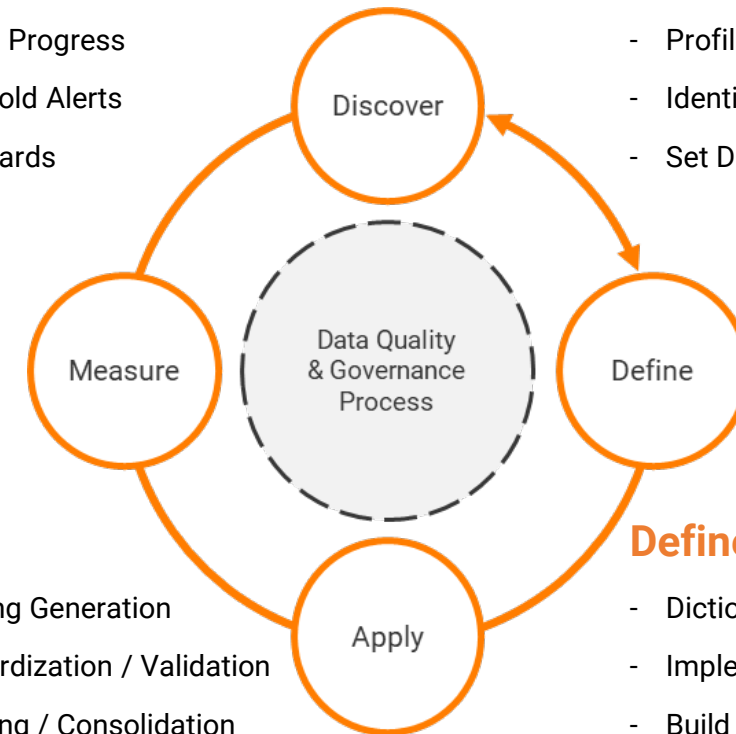
- What is Data Quality ?
- There are many definitions of data quality!
  - trustworthy & accurate
- Two Key characteristics
  - **High Quality Data**
  - **Process by which to achieve high quality data**  
(improve & monitor it)

## Measure

- Review Progress
- Threshold Alerts
- Scorecards

## Discover

- Profiling
- Identify Data Issues
- Set Data Quality Goals



## Apply

- Mapping Generation
- Standardization / Validation
- Matching / Consolidation

## Define

- Dictionaries
- Implement Rules
- Build Cleanse, Parse, Verification, etc. processes

# Cloud Data Integration

## Pre-requisites

Integrate the Data Quality with the Data Integration and apply the quality to the sources and publish it to targets using various transformations.

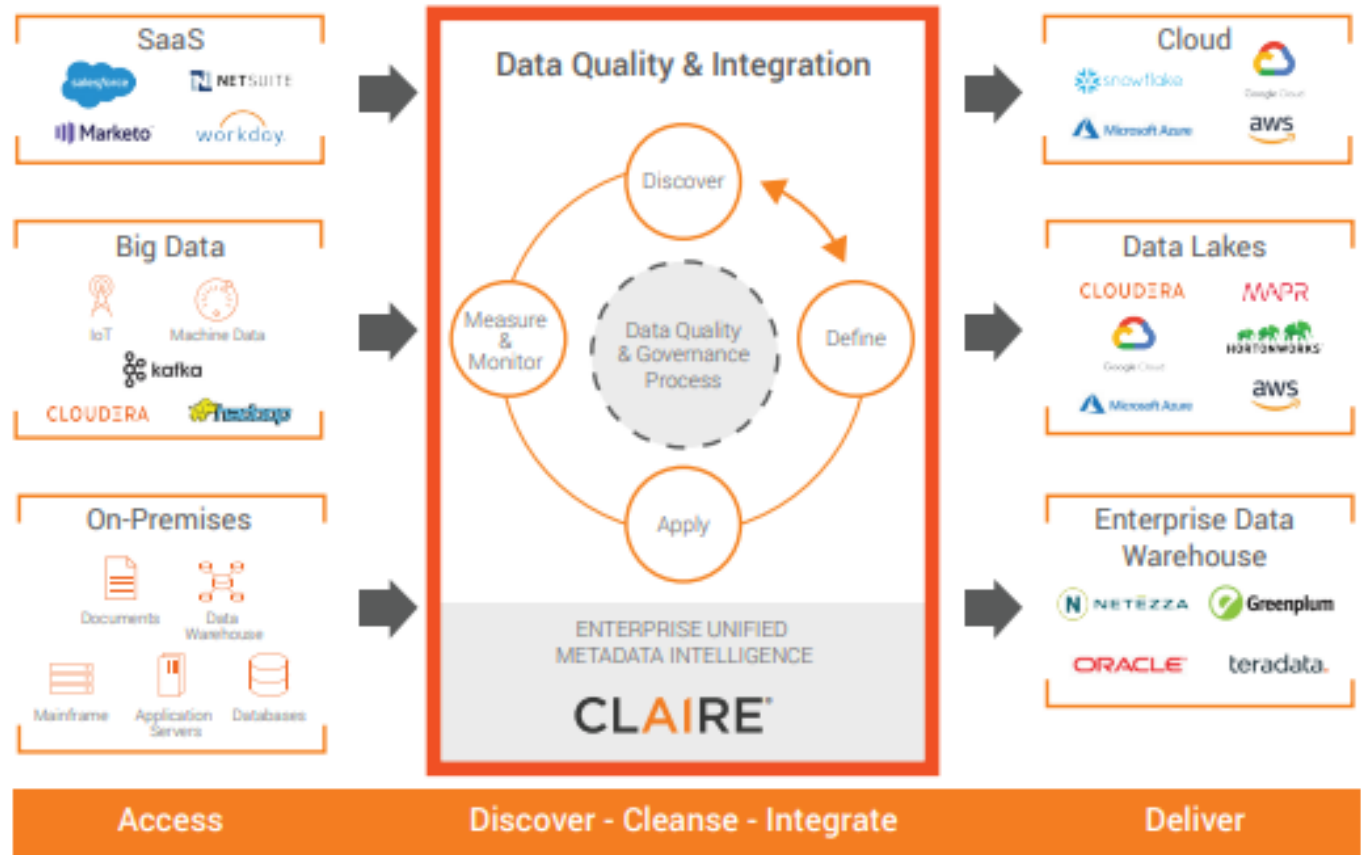


Figure 1. Data quality and data integration support intrinsically symbiotic activities.

# Address Quality Use Case:

*Pre-requisites*

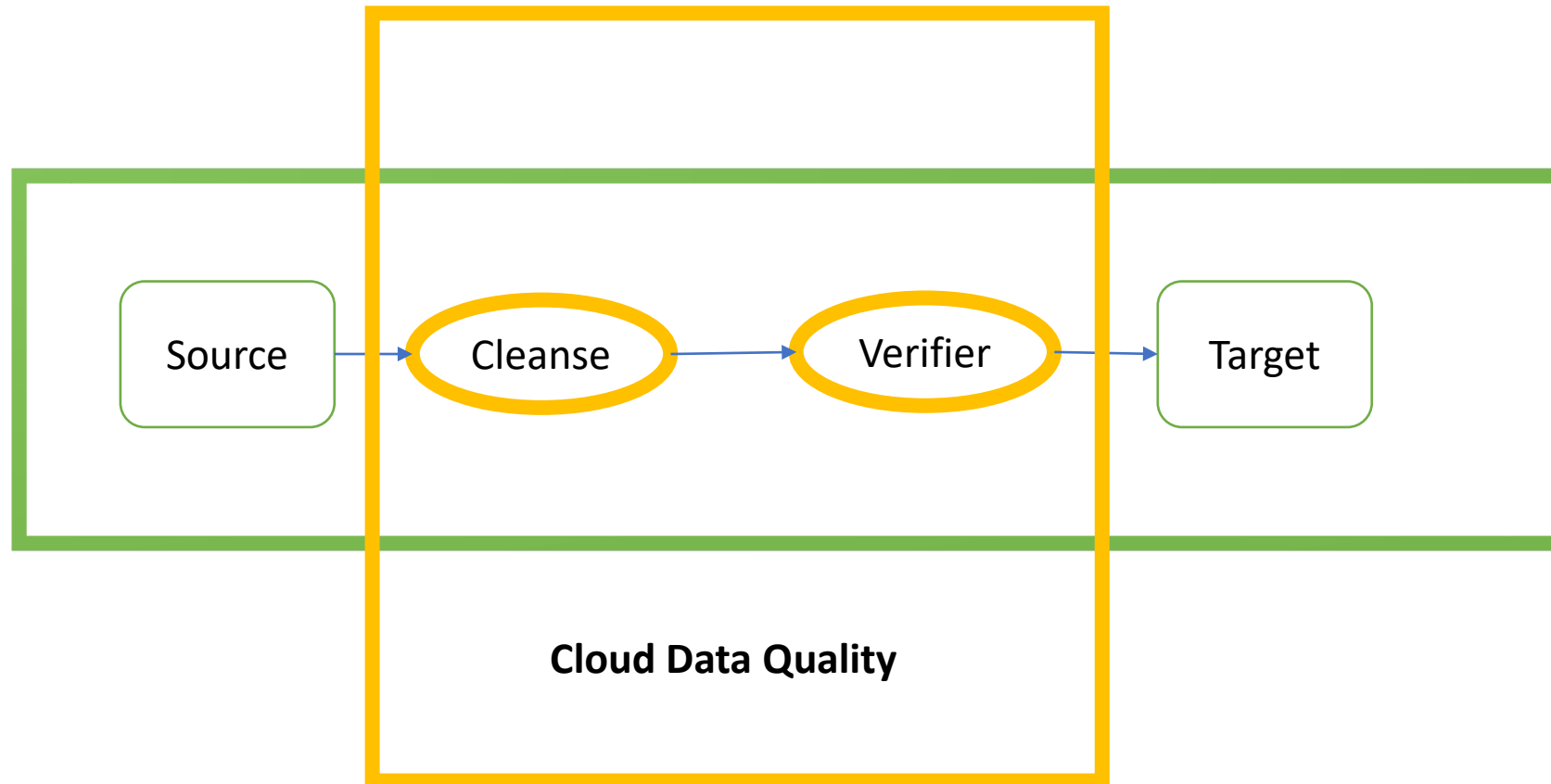
Understanding the cost of bad contact data

Why Address Quality matters:

- It costs you money
- It costs you customers
- It costs you strategically

# CDI-CDQ Pipeline using verifier

For better address verification





# DEMO

Building CDQ-CDI pipeline using CDQ assets



# Agenda

1

Introduction to  
CDQ and CDI



2

Cleansing Use Case



3

Building CDQ-CDI  
pipeline



4

MDM SaaS-IDMC  
Data Pipeline-  
Holistic View

5

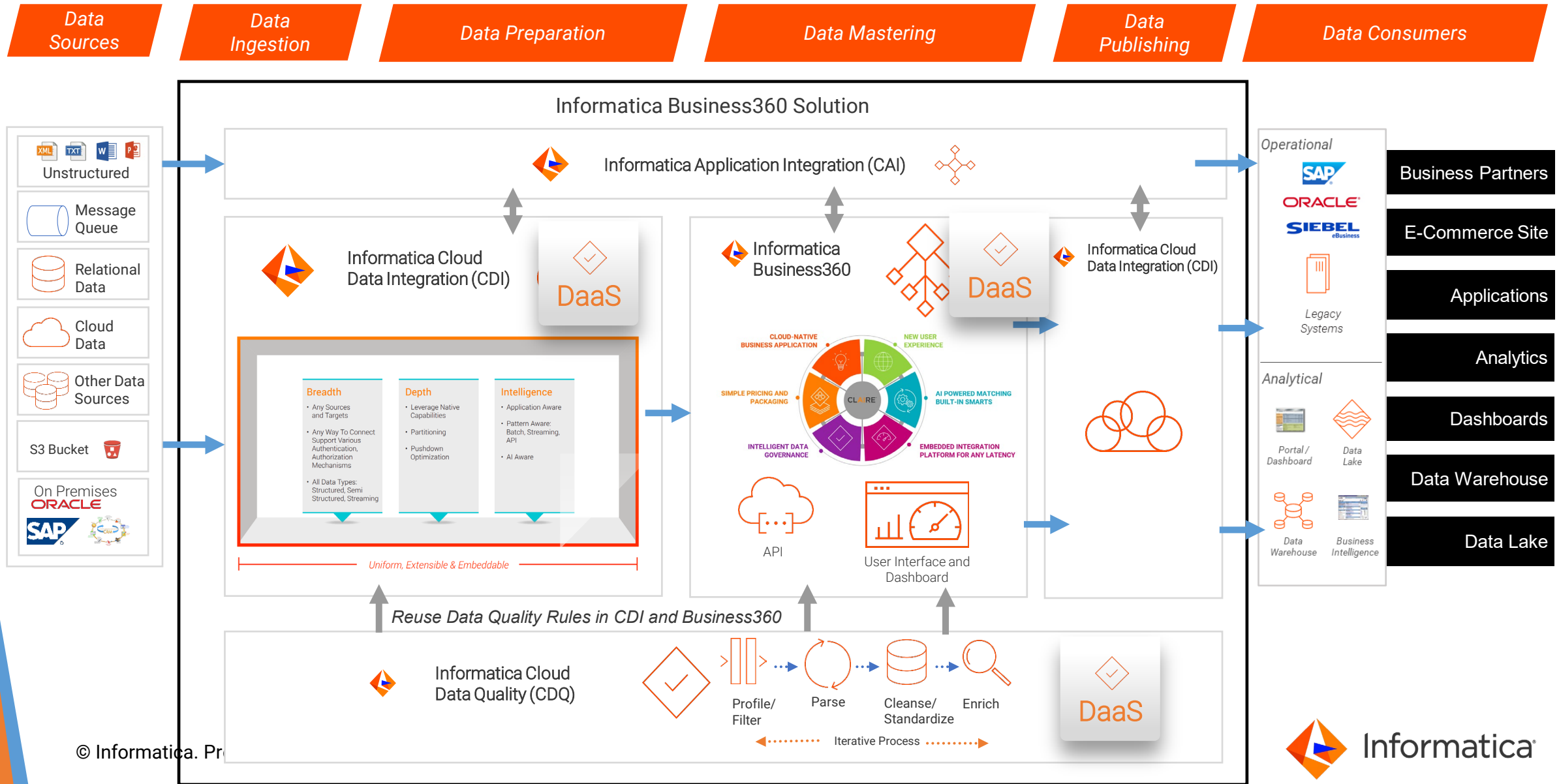
DaaS- Verify &  
Enrich Contact Data

6

Live DaaS Demo  
Batch/Realtime  
MDM-Business 360

# IDMC Data Pipeline- MDM SaaS

# IDMC - How does Informatica deliver all-in-one?



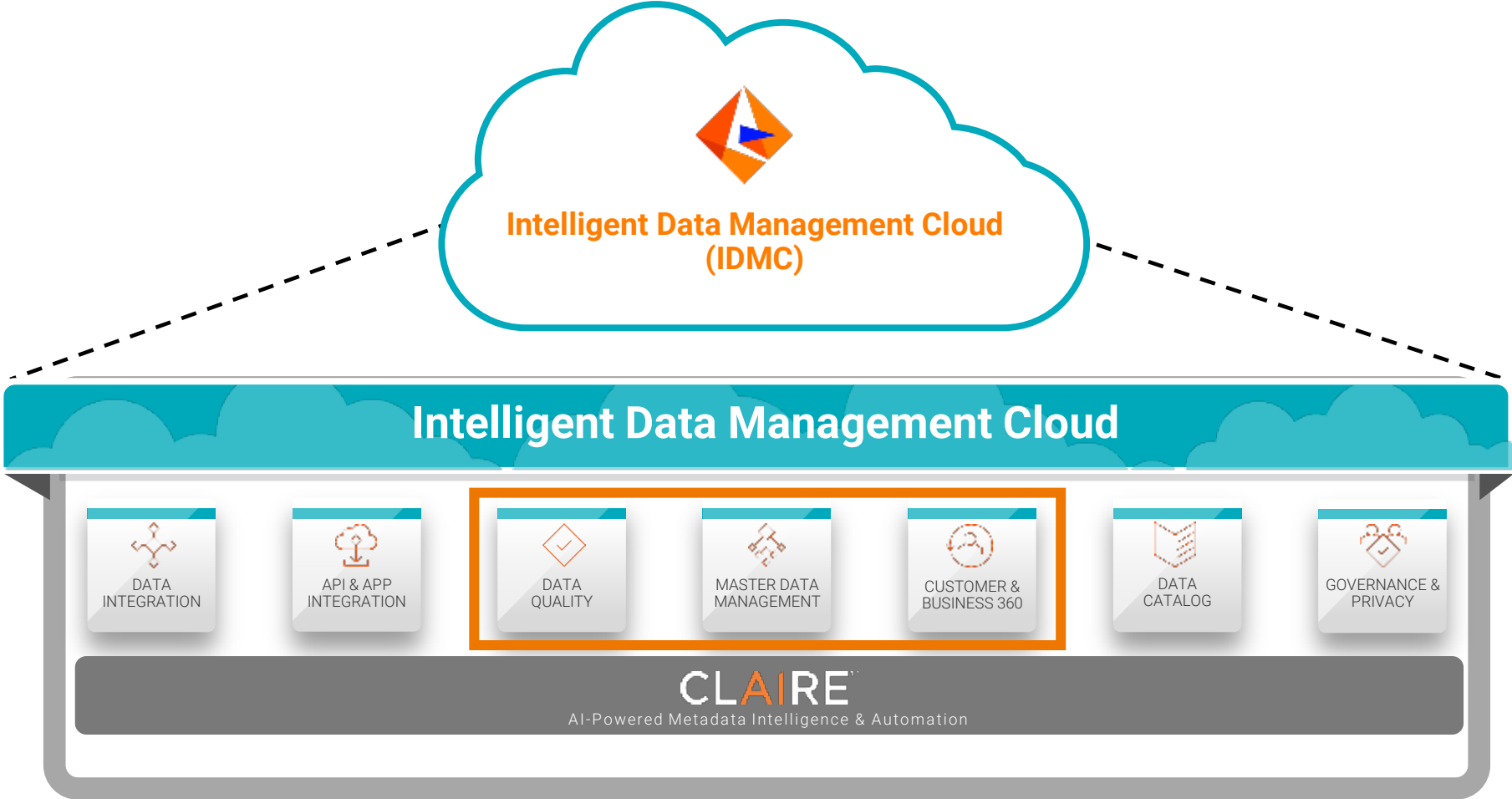


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# DaaS- Verify & Enrich Contact Data

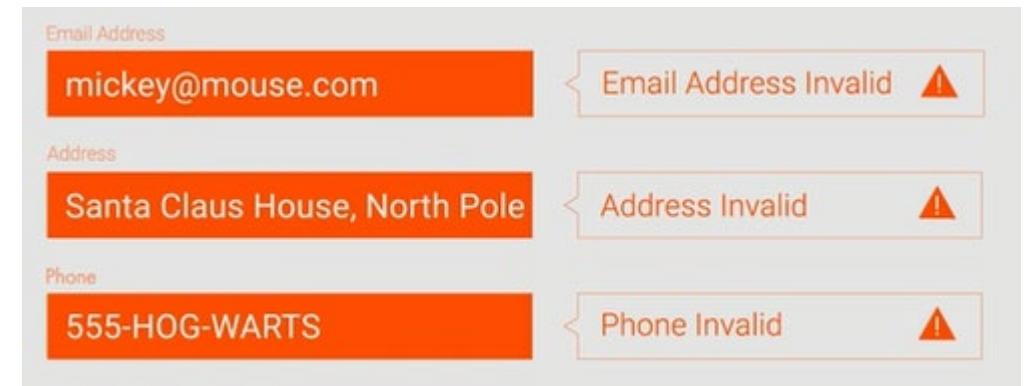
# DaaS in IDMC

CDQ Verifier and MDM SaaS Batch and Real-time



# Contact Data Goes Wrong in a Number of Ways

- It is entered incorrectly
  - by the sales reps, helpdesk agents, event staff, or the customers themselves (by accident or intentionally)
- It comes from multiple sources
  - with different levels of accuracy and consistency
- It goes out of date
  - when customers move, get a new email address, leave their job, or change phone numbers



The screenshot shows a contact form with three fields, each with an error message:

Field Label	Value	Error Message
Email Address	mickey@mouse.com	Email Address Invalid
Address	Santa Claus House, North Pole	Address Invalid
Phone	555-HOG-WARTS	Phone Invalid

# Informatica Contact Data Verification

## VERIFY

Address Verification  
Phone Validation  
E-Mail Verification

## FIND

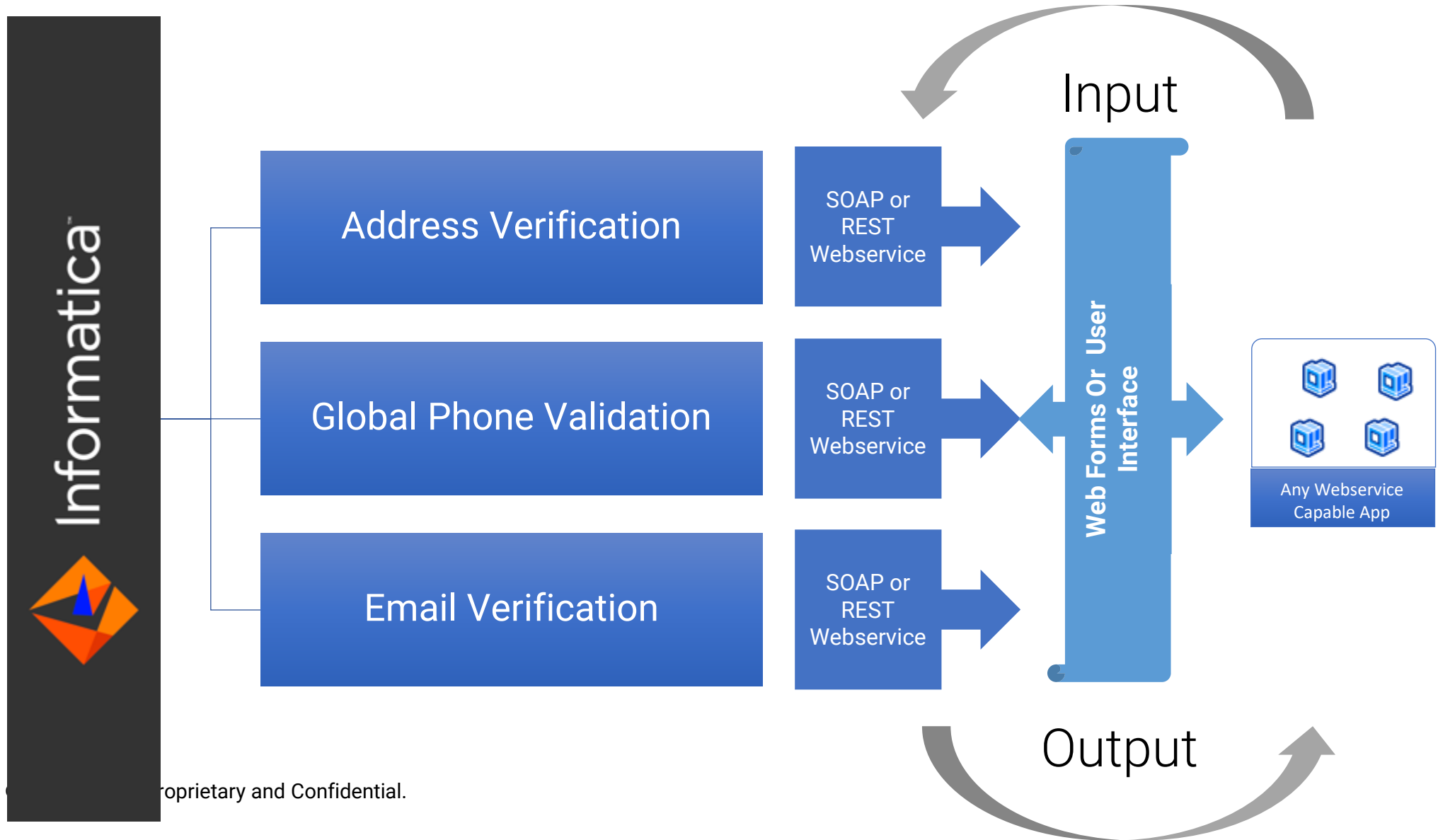
Address QuickCapture  
Address Key lookup  
Reverse Geocoding

## ENRICH

Geocodes  
Country Specific Data Points  
Email Hygiene

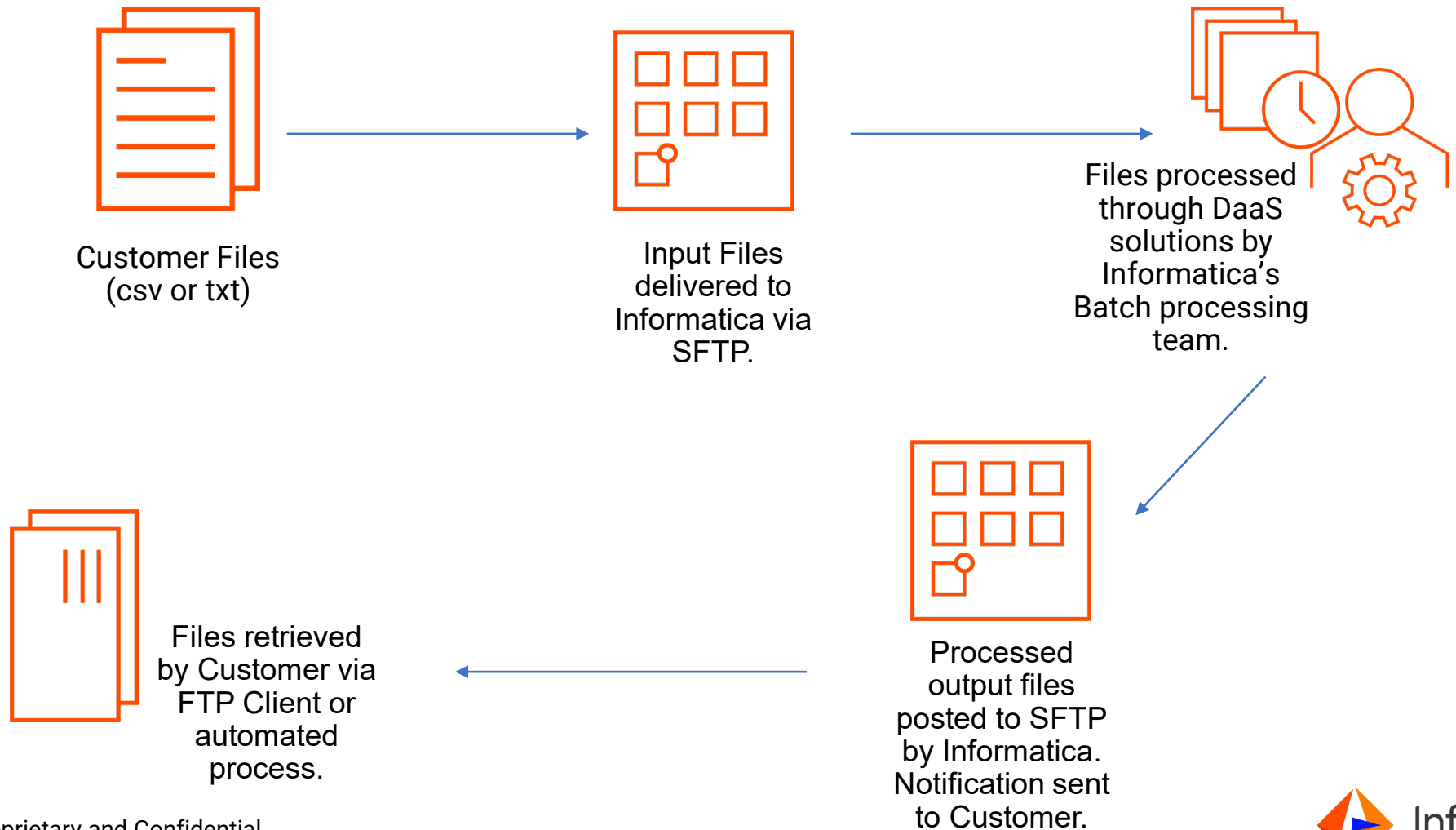
# DaaS Web Services

Deploy in any environment/application able to consume a web service



# Service Bureau/ Batch Option

Available with purchase of DaaS web service



# Address Verification

# Address Verification

- Global coverage

- 246+ Countries and territories
- Up to room number data in many countries
- Monthly updates, 700+ data updates a year
- Support 8 writing scripts and 40 character-sets

- Comprehensive Use Cases

- Batch Cleansing
- Real-Time Cleansing
- Type-ahead

- Reverse Geocoding

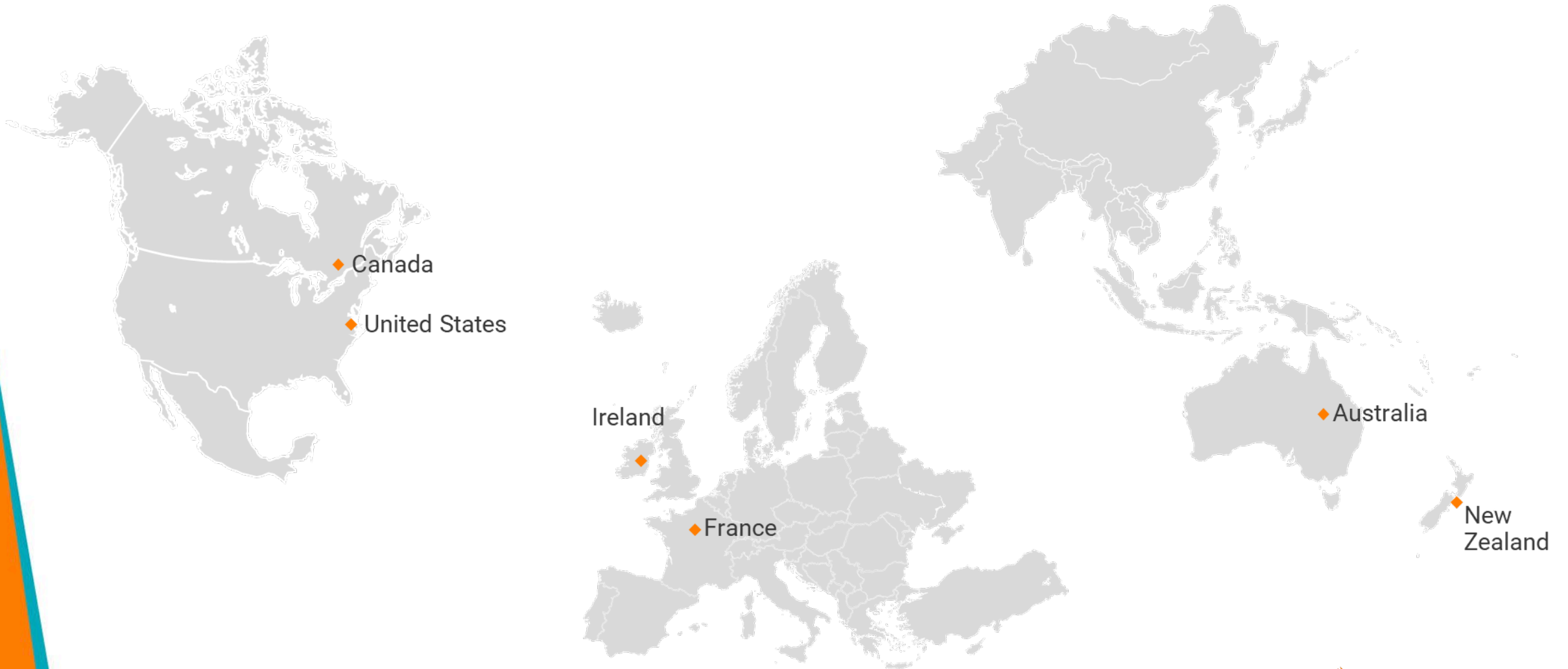
- Enrichments

- Global Geocoordinates
- Supplementary data for a subset of countries

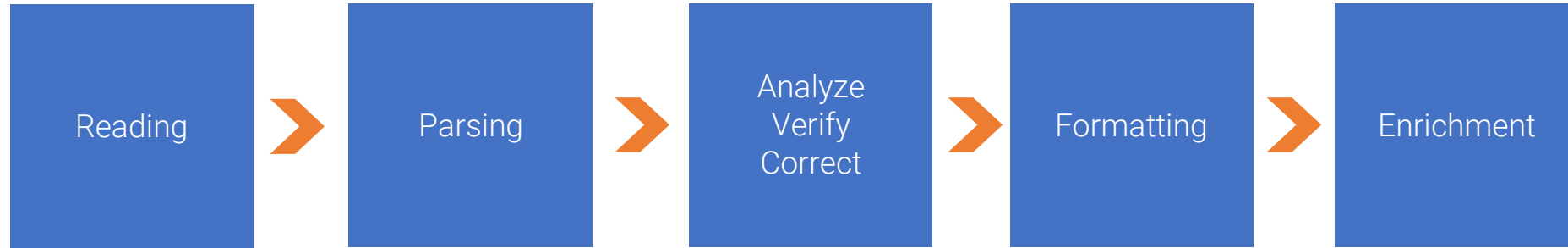




# Postal Certifications & Accreditations



# The Process of Address Verification: How Does it Work?

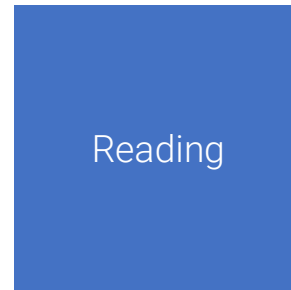


# The Process of Address Verification



## Non-Latin writing system:

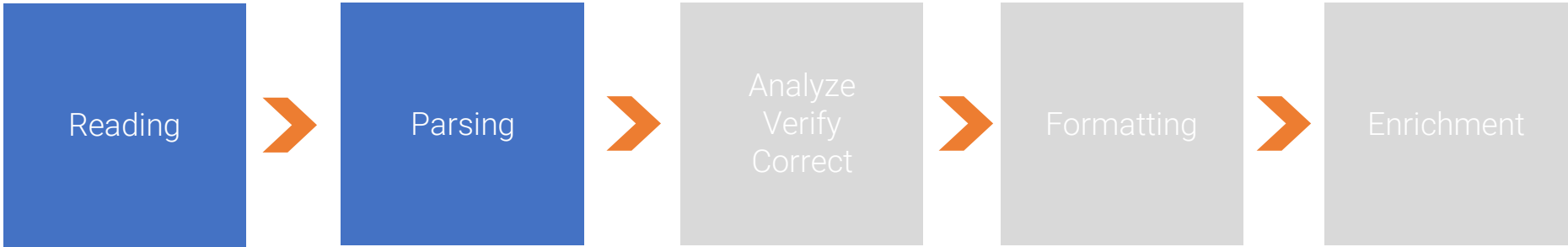
AΘΗΝΑΣ 63  
105 52 ΑΘΗΝΑ  
GREECE



## Transliterated into Latin Script:

ATHINAS 63  
105 52 ATHINA  
GREECE

# The Process of Address Verification



**Unstructured Data:**

7031 Columbia Gateway Dr  
Suite 101  
Columbia MD 21046  
USA



**Fields properly assigned:**

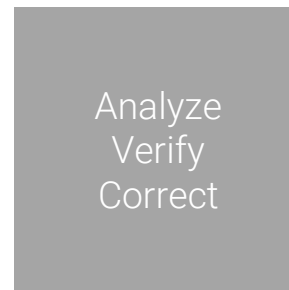
House No:	7031
Street:	Columbia Gateway Dr
Sub-Building:	Suite 101
City:	Columbia
State:	MD
ZIP:	21046
Country:	USA

# The Process of Address Verification



## Incorrect input address:

7031 **G**olumbia Gateway Dr.  
Suite 101  
Columbia MD 2104**4**  
USA



## Corrected output address:

7031 **C**olumbia Gateway Dr.  
Suite 101  
Columbia MD 2104**6-2583**  
USA

*CASS, SERP, AMAS, SNA and SendRight-certified*

# The Process of Address Verification



# The Process of Address Verification



- GeoCoding (200+ countries and territories)
- Consumer Segmentation (30+ countries)
- Country Specific Supplementary Data (17 countries)

# The Process of Address Verification

Address Doctor Engine + Country Reference Data = Verified/Corrected/Standardized Addresses





# Demo – Address Verifier Batch & Real time

# Address Verification Status

ProcessStatus V6	QualityScore V6
V	6
V	5
V	4
V	3
V	2
V	1
A	6
A	5
A	4
A	3
A	2
A	1
C	6
C	5
C	4
C	3
C	2
C	1
I	6
I	5
I	4
I	3
I	2
I	1
I	0
N*	

\*The "N" codes don't have a Quality Score because they are not processed.

Suggested Action	
Green	These are valid addresses and would be considered deliverable
Yellow	These addresses are potentially deliverable, consult with Element Result Status and Result Quality
Orange	Address is invalid as it was entered, but if run in Interactive mode could possibly return the corrected and deliverable address.
Red	Not a valid address, would consider these undeliverable.

# Address Verification Processing Modes

Address verification powered by AddressDoctor is available in different modes.

## Passive Modes:

- **Batch:** Corrects and Validates addresses (no suggestions; valid/invalid responses). Often used to cleanse large data files (batches) with minimal user intervention.
- **Certified:** Corrects and Validates addresses using stricter rules and enhanced data for Australia, Canada, France, New Zealand, or United States (no suggestions; valid/invalid response).

## Active Modes:

- **Interactive:** Automatically corrects data when possible and, where possible, generates suggestions for incorrect or ambiguous addresses (up to 100 suggestions per input).
- **Type-Ahead:** Type-Ahead. Generates suggestions based on limited input data. Designed to help save time and keystrokes while looking up complete addresses (up to 100 suggestions per input).

# Address Verification Cloud

## Multiple Deployment Options

A license to AV web service gives the user simultaneous access to all these options. Requisite of the processing mode and transaction type supported.



### Web Services

Supports both REST, and independent endpoints in both the EU and US.



### Service Bureau

Deliver a file via secure FTP to our full service processing team.



### Self-service Portal

Upload file to the web application and receive processed file with multiple output formats, data quality indicators, supplementary data, and free audit report.



### Informatica Platform

Within the Informatica Platform where licensed for consuming a web service.

Out of the box connection for:



# Email Verification

# Email Verification

What is it?

Simply: It's Real-time Verification of Email Addresses  
Provides two different “checks” on an email address

- **Verification**—Determines if an email address is valid.  
Answers the question, “will an email sent to this address bounce?”  
Verifies both username/recipient and the domain of the email address.
- **Hygiene**—Identifies if an email address is malicious or suspicious in nature and could be dangerous or harmful if messages are sent (Spam Traps!)

# Email Verification

How does it work?

## 1. Syntax Check

username @ domain.com

- Does the email conform to IETF standards?  
Does the email look/feel like an email?

## 2. Domain or MX Check

username @ domain.com

- Does the domain exist, and can it accept incoming mail?

## 3. Inline Server Conversation

username @ domain.com

- Communication with receiving mail server to verify email at the user level

## 4. Proprietary Real-time Verification

username @ yahoo.com

- User-level validity check for domains that do not allow connecting with their servers (i.e., Yahoo, Hotmail, etc.)

# Email Verification

## Multiple Deployment Options

A license to these services gives the user simultaneous access to all these options.



### Web Services

Support both SOAP and REST and have independent endpoints in both the EU and US.



### Service Bureau

Deliver a file via secure FTP to our full-service processing team.



### Informatica Platform

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Out of the box connection for:





# Global Phone Number Validation

# Global Phone Validation Process

## Process – Output Example

- Number Type: Landline
- Carrier Name: Colt Technology Services B.V.
- Language: nl
- Country: 528
- ISO: NL
- Region Code: NH
- RegionName: Noord-Holland
- City: Amsterdam
- Time Zone: Europe/Amsterdam
- UTC +01:00
- DST: true
- Latitude: 52.373801000000003
- Longitude: 4.8909350000000005

# Global Phone Validation

Process – Output Example Cont.

- National Format: 020 708 1800
- International Format: +31 20 708 1800
- E164Format: +31207081800
- LinkFormat: tel:+31-20-708-1800

# Global Phone Validation

## Multiple Deployment Options

A license to these services gives the user simultaneous access to all these options.



### Web Services

Support both SOAP and REST and have independent endpoints in both the EU and US.



### Service Bureau

Deliver a file via secure FTP to our full-service processing team.



### Informatica Platform

Within the Informatica Platform where licensed for consuming a web service.

Out of the box connection for:



# Demo –Email & Phone Real time

# Trusted Contact Data Matters

It's how you reach out to the most important people in the world: your customers, prospects and partners.



# References

- Cloud Data Quality : [Click Here](#)
- Cloud Data Rule Specifications: [Bulk Upload Business Metadata](#)
- Cloud IDMC: [Click Here](#)
- DaaS PM - Cheryl