

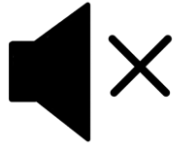
19 May, 2026

# The Real-Time Data Quality - The Future of Business Intelligence

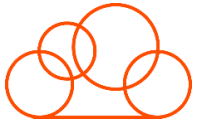
- Akshada Sable, Senior Success Guide
- Ananya Venkat, Senior Success Guide

Where data & AI come to 

# Housekeeping Tips



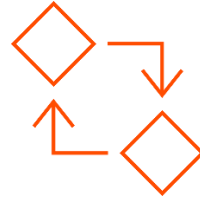
- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" 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 [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.



Bootstrap trial and  
POC Customers



Enriched  
Customer  
Onboarding  
experience



Product  
Learning Paths  
and Weekly  
Expert Sessions



Informatica  
Concierge



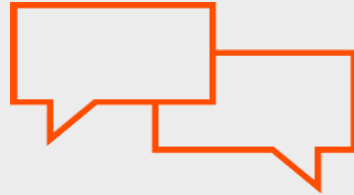
Tailored training  
and content  
recommendations

# More Information



## Success Portal

<https://success.informatica.com>



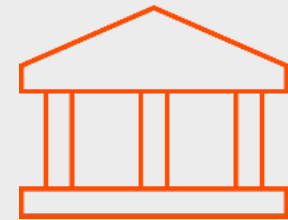
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

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

# Safe Harbor

Disclaimer: The information being provided herein is for informational purposes only. The development, release and timing of any Informatica product, service or functionality described herein remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision. Statements made herein are based on information currently available, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products, services or functionality in the future.

# Agenda

Introduction

Traditional DQ vs Real Time DQ

Overview of Real time Data Quality

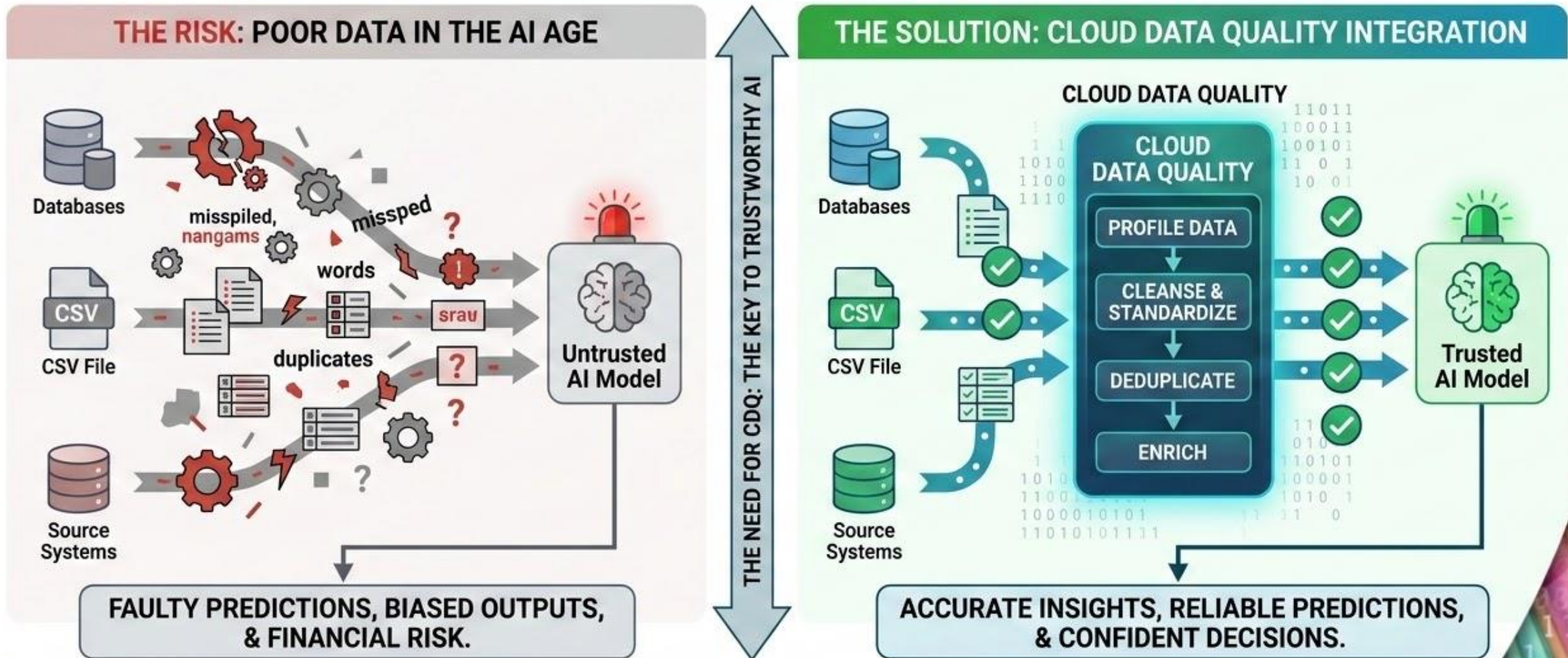
Use Cases

Demonstration

Q/A

# Cloud Data Quality

## WHY CLOUD DATA QUALITY IS ESSENTIAL FOR POWERING YOUR AI INITIATIVES



# Data Quality Evolution: From Cleanup Crew to Security Guard

The shift from reactive, batch-based data cleaning to proactive, real-time data validation at the point of entry.

## Traditional Batch CDQ (The 'Cleanup Crew')



### Bulk ETL Processing

Transfers and cleans massive datasets in bulk from source systems to targets.



### Reactive Exception Management

Identifies and flags unresolved issues for review after data processing is complete.



### Fixing the Puddle

Focuses on remediating existing inconsistencies and errors within established databases.

## Real-Time Cloud Data Quality (The 'Security Guard')



### Point-of-Entry Validation

Intercepts and validates postal addresses and business rules instantly via REST APIs.



### Custom API Endpoints

Exposes specific rule specifications as public endpoints to integrate with external applications.



POINT-OF-ENTRY  
VALIDATION

100-POS



### Securing the Front Door

Validates customer information during registration to prevent invalid data from being stored.

## Comparison of Technical Implementation Methods

Feature	Traditional (Batch)	Real-Time (API)
Primary Method	Offload Bulk Processing	REST API Endpoints
Timing	Scheduled ETL Cycles	Instant (Point of Entry)
Strategic Goal	Reactive Remediation	Proactive Defense

# Real-Time Data Defense:

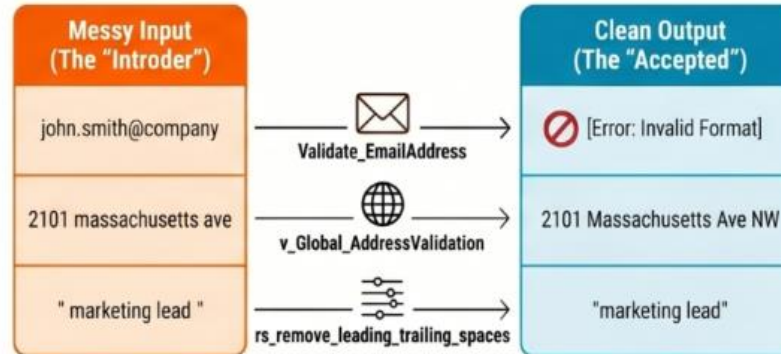
## Your Digital Security Guard for Clean Data



Email

info@informatica.com  → 

**Instant Web Form Validation**  
Checking email format before submission



### REAL-WORLD PROTECTION EXAMPLES



**Real-Time Address Verification**  
Invoking APIs during registration to verify postal addresses as customers type them



**High-Volume Efficiency**  
Perform frequent, automated checks on massive real time data streams without manual intervention



# The Cost of Bad Data: A Diagnostic Matrix

Evaluating the Impact of Data Entry Errors Across Operational and Reputational Axes

REPUTATIONAL DAMAGE

OPERATIONAL COST



## QUADRANT 1: THE "FAT FINGER" DISASTER

**SCENARIO:** High-stakes patient intake or financial onboarding.

**IMPACT:** Failed communications, compliance risks.

**SOLUTION AREA:** Real-time format & length validation.



## QUADRANT 3: THE BRAND SABOTAGE

**SCENARIO:** Trolls using profanity or fake names in forms.

**IMPACT:** Embarrassing personalized marketing (e.g., "Happy Birthday, [Profanity]!").

**SOLUTION AREA:** Suspect name & profanity block APIs.

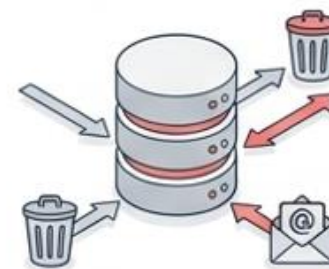


## QUADRANT 2: GHOST LOGISTICS

**SCENARIO:** Slight typos in e-commerce shipping addresses.

**IMPACT:** Failed deliveries, wasted shipping fees, customer churn.

**SOLUTION AREA:** Keystroke address verification & auto-complete.



## QUADRANT 4: THE ANALYTICS DRAIN

**SCENARIO:** Users entering "burner" emails to access gated assets.

**IMPACT:** Corrupted marketing funnels, wasted sales SDR time.

**SOLUTION AREA:** Global domain validation & disposable email detection.

ACCIDENTAL ERROR

INTENTIONAL / MALICIOUS INPUT



# Safeguarding E-Commerce Registration

**Scenario:** High-velocity customer onboarding where friction causes drop-offs, but bad data causes delivery failures.

## The Challenge

Users mistype shipping addresses and use disposable emails to rush through guest checkout.

## The Real-Time Intervention

- QuickCapture Mode auto-suggests valid postal addresses dynamically.
- REST APIs query domain validity to ensure receipt deliverability.

## The Business Outcome

Eradicates undeliverable shipping errors, reduces customer service tickets, and ensures smooth downstream logistics.



NEW YO|

123 MAIN ST, NEW YORK, NY,...

123 MAIN ST, NEW YORK, NY,...

123 MAIN ST, NEW YORK, NY,...

# Securing Marketing Lead Generation

Scenario: B2B marketing campaigns driving high volumes of prospects into the CRM.

## The "Messy to Clean" Pipeline

### API Interception Checkpoints

#### Input (The Intruder):

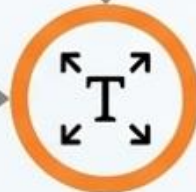
john.smith@company  
2101 massachusetts ave  
marketing lead



**Validate\_EmailAddress** →  
Flags missing domain extension.



**v\_Global\_AddressValidation**  
→ Standardizes to '2101  
Massachusetts Ave NW'.



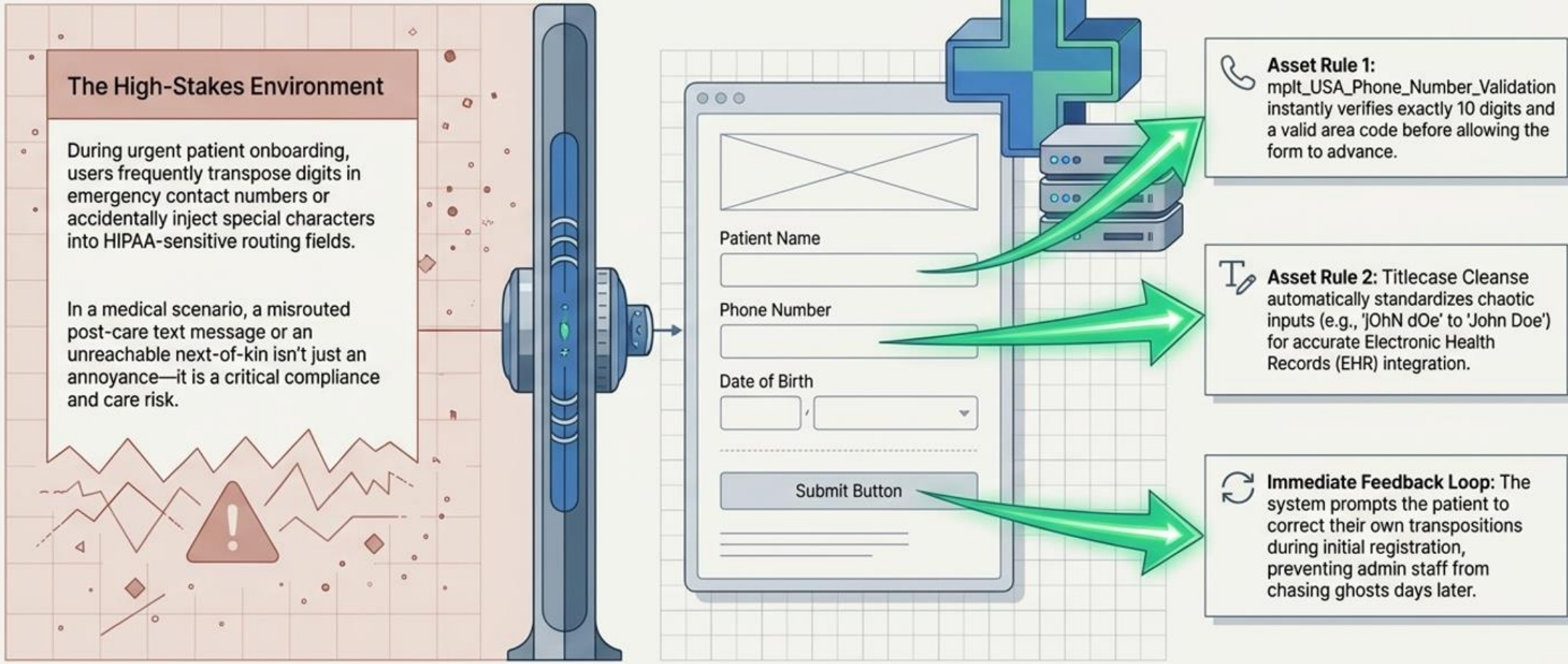
**rs\_remove\_leading\_trailing\_spaces**  
→ Trims whitespace.

#### Output (The Accepted):

Error: Invalid Format (Blocked)  
2101 Massachusetts Ave NW  
marketing lead

**Result: Only enriched, globally verified leads enter the sales pipeline, preventing automated email bounces.**

# Mitigating critical compliance and care risks at the digital patient front door



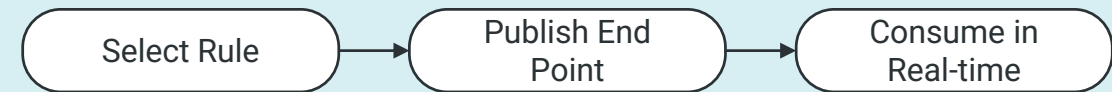
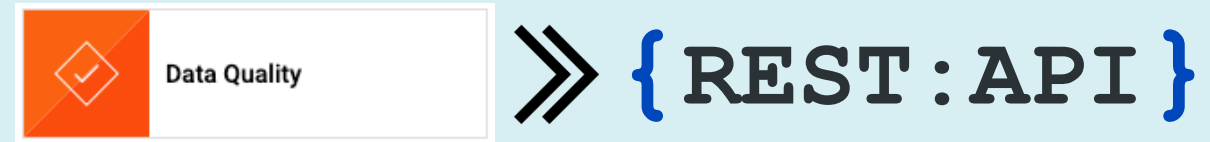
# Real Time Data Quality Rules

## Key Highlights

- Data quality rules for embedding in any application or ecosystem
- Surface data quality rule as REST endpoint
- Data quality services for application orchestration and point-of-entry scenarios
- Governed by API Center gateway

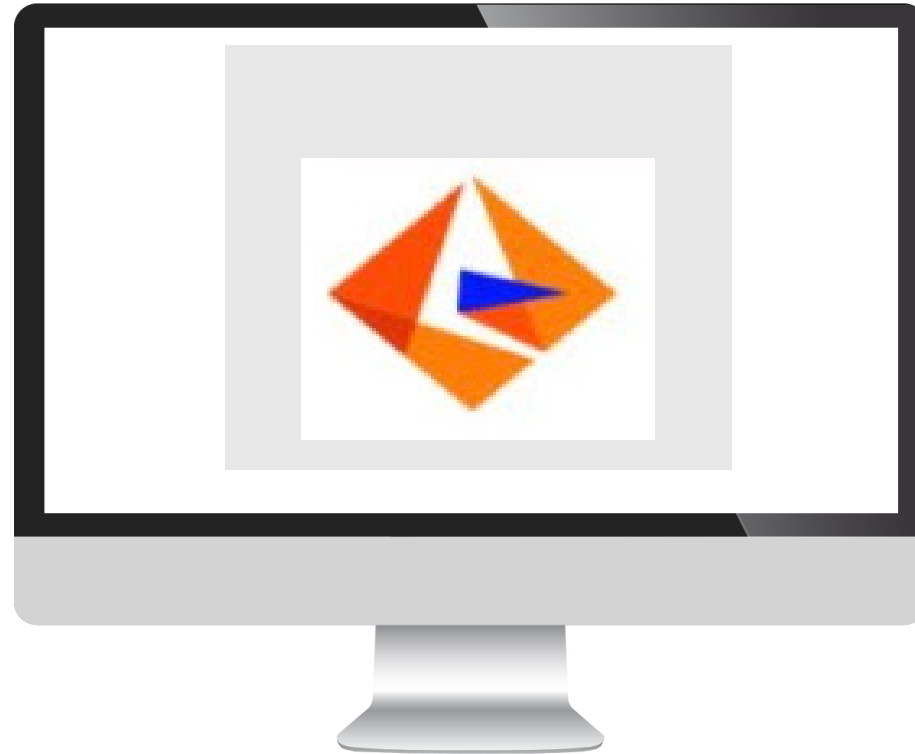
## Benefits

- Facilitate scaling outside of Informatica run-times
- Low-latency, low-volume alternative to a data quality mapping
- REST APIs enable easy integration with other applications and systems

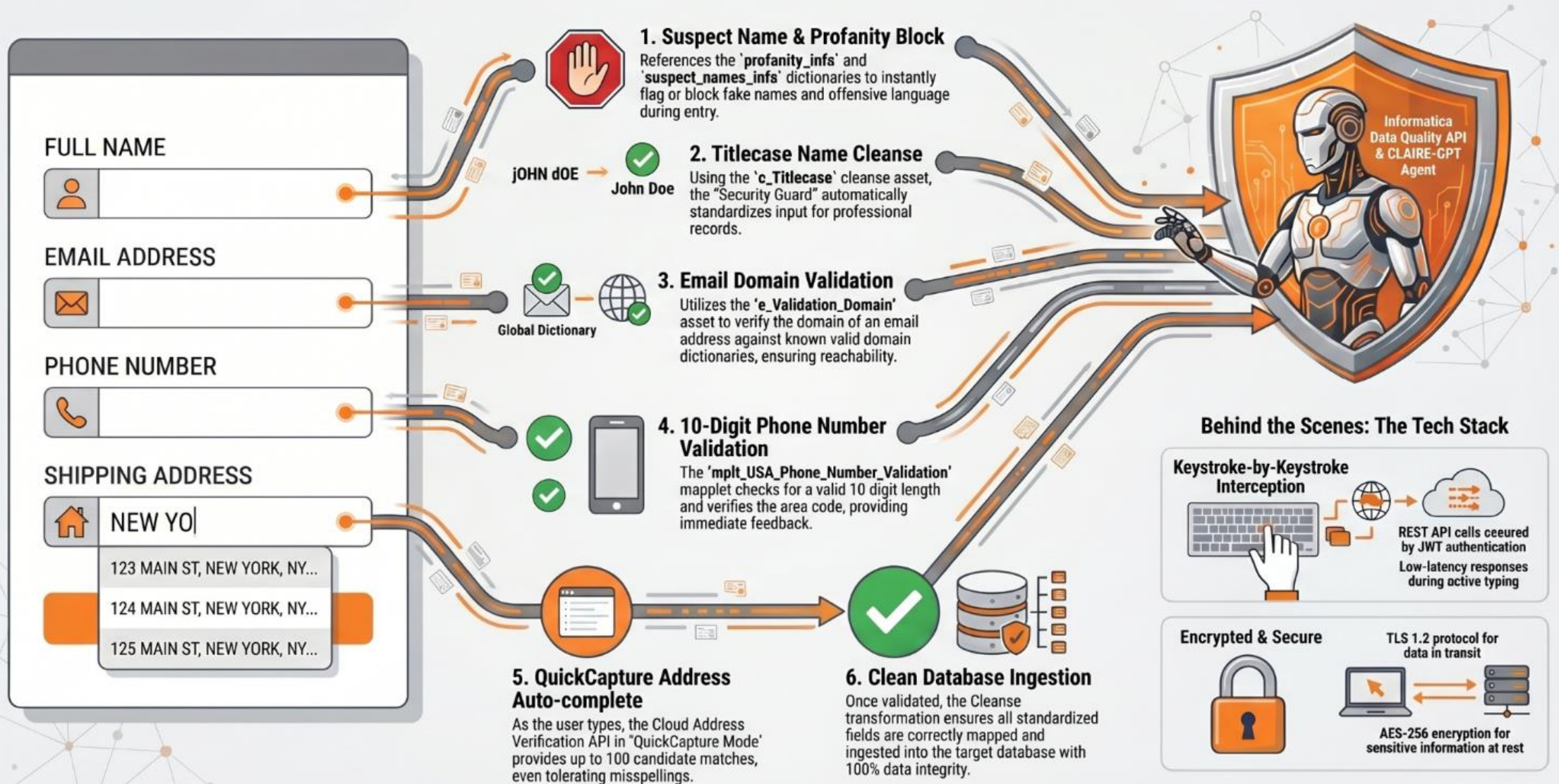


# DEMO

Real Time Cloud Data Quality



# The Real-Time Data Security Guard: Safeguarding E-Commerce Registration



Any Questions ?

Thank you!