

Informatica Data Quality

Giving you confidence in your data enterprise-wide

Enterprise data is a core asset for every organization. To get the best return from that asset the quality of customer, product inventory, and asset data needs to be managed not by IT alone but by line-of business professionals, supported by their IT departments.

Informatica Data Quality™ is specifically designed to put the control of data quality processes in the hands of the business. It is a complete solution. It provides comprehensive data cleansing and parsing capabilities, which enable data analysts and data stewards to standardize, validate, enhance, and correct all types of enterprise data as part of an ongoing data quality process.

Key Features of Informatica Data Quality

1. Business Focused Data Quality – Enabling the business to “own” data quality by setting data quality targets. In these early stages, business analysts identify, categorize, and quantify data quality issues, and thereby take ownership.
2. All Master Data Types – Expanding data quality across all business units to encompass all enterprise data—customer, product, financial, materials, pricing, order, and asset data.
3. Data Quality Metrics and Reports – Enabling the measurement, and therefore effective management, of data quality to drive change within an organization with meaningful dimensions, such as completeness, conformity, consistency.
4. Enterprise Deployment – Supporting all IT requirements for proactive data quality processes including scalability and reuse of a high performance infrastructure for data quality and data integration.

The result is confidence at all levels of the organization in the information and in the decisions made as a result of that information.

BENEFITS

- Increase Sales and Customer Service using high quality data
- Improve decision making with increased confidence in the data
- Reduce risks associated with compliance reporting
- Improve operational efficiency with an ongoing data quality management process
- Reduce project costs and risks

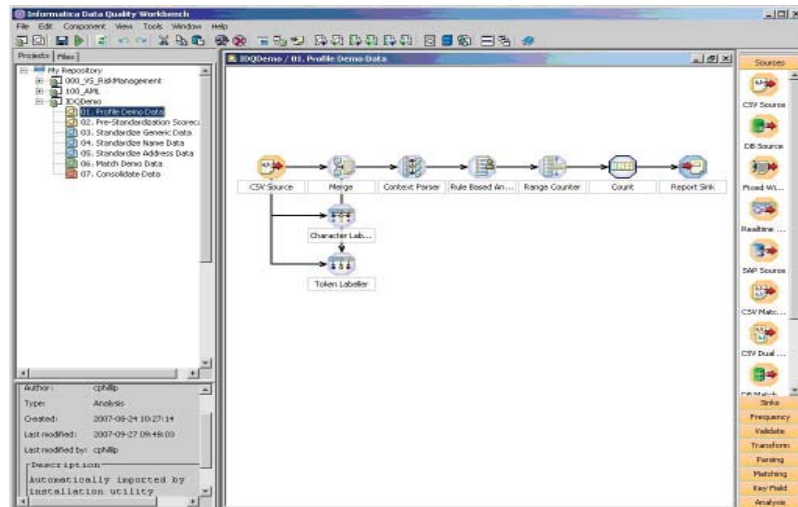


Figure 1 - Informatica Data Quality Workbench is one of the intuitive options of the product that allows business analysts and data stewards to collaborate easily with IT professionals.

Overview

Continuous Data Quality Management Processes

Informatica Data Quality supports continuous data quality management processes. Powerful data quality profiling uses business rules and reference data dictionaries to identify, categorize and quantify low quality data. Data cleansing, parsing and standardization processes improve completeness, conformity and consistency issues identified in the profiling phase. Powerful and flexible matching processes identify duplicates and householding relationships. A web based Data Quality Assistant supports an exception handling process making available for review, edit and consolidation all records which fail automated data quality tests. A full audit trail is kept of any records changed. Web based data quality scorecards are used to track data quality improvement over time.

Data Quality Metrics and Reports

Measurement and monitoring of KPIs are essential for the control of quality management strategies. Enterprises that systematically measure data quality provide a foundation for effective improvement as well as for understanding the appropriate uses of data. Informatica provides management-level

Informatica Data Quality is the only information quality solution that enables business information owners to take control of enterprise-wide data quality, based on a robust enterprise-class platform. It offers a single solution for tackling data quality at multiple points across the organization while maintaining centralized control and management of data quality standards and key performance indicators (KPIs).

reports that measure the key dimensions of data quality (completeness, conformity, consistency, accuracy, duplication and integrity) across all master data types. Desktop reporting and enterprise wide web based reports and scorecards including drilldown, alerts and customization are used to support the different stages of data quality processes. Data Quality reports can also be published via third-party dashboard tools and integrated into management processes such as corporate performance management.

Enterprise Deployment

Informatica Data Quality provides a scalable platform that enables organizations to reuse their business rules, storing and deploying the same rules in a shared, open repository. It can be deployed across a number of platforms including Windows and Unix, and run interactively, as scheduled batch jobs, in realtime as part of an application, such as SAP or Oracle and called via web services. It provides the most scalable platform for providing data quality functions as part of a broader Data integration life cycle, making use of automated partitioning functionality for high volume matching and cleansing processes, leveraging hardware resources across the network to deal with large data sets and complex data quality requirements.

Integration with Informatica PowerCenter® also helps to extend the data quality platform and facilitates cross-enterprise collaboration between business analysts and IT professionals. In addition the Informatica infrastructure provides a platform for the open integration of data quality processes via a Service-Oriented Architecture (SOA) and Web services.

Support for all Master Data Types

Traditionally the data quality efforts of most organizations have focused primarily on profiling, matching and cleansing customer name and address data. But large organizations have a wide variety of data in addition to customer name and address information. In particular the more pressing business issues of today, such as corporate accountability and streamlining the supply chain, require cracking the much harder nut of non-customer-oriented data quality e.g. product, finance, asset. Informatica Data Quality works with all data types including customer, financial, inventory, product, asset and materials data not limited to name and address cleansing. The product is based on the Unicode standard, enabling it to work with Latin and non-Latin character sets such as Russian, Polish, Chinese and Japanese.

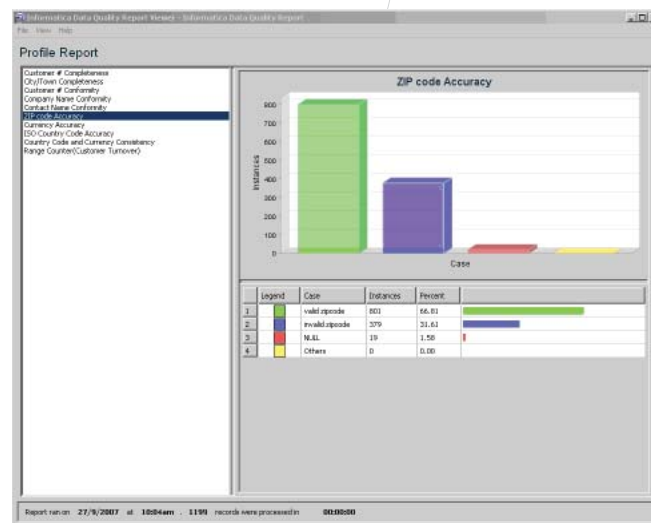


Figure 2 – Highly visual and intuitive, Informatica Data Quality provides both an interface and reports accessible to the non-technical professional.

Options and Capabilities

Informatica Data Quality Workbench Option

Business professionals use the intuitive GUI to design, build, and manage enterprise-wide data quality initiatives. The interface is familiar to anyone familiar with Windows-based applications.

Based on more than 40 configurable data quality building blocks, the Workbench is used to combine and configure all the elements of an enterprise-wide data quality program. Data analysts and data stewards drag graphical components onto the workspace, amalgamate any number of components to create the required data quality business rules, and configure them via drop-down menus. The resulting rules can be deployed in realtime and as batch processes to drive ongoing data quality analysis, reporting, cleansing, and transformation.

Informatica Data Quality Assistant Option

A web-based user interface supports an exception handling process which enables users to view, edit, and review low quality records before the records are written to the target. The process also supports a wizard driven consolidation process. An audit trail of all changes is included within this tool.

Informatica Data Quality Dashboard and Reports Option

This Informatica Data Quality Dashboard and Reports option features web-based data quality reporting and monitoring capabilities, enabling data analysts and data stewards to support and drive a data quality culture and methodology based on measurements as they deliver the results to the enterprise. The software provides desktop and web-based management-level data quality scorecards and reports that monitor key attributes of data quality (such as completeness, conformity, consistency, accuracy, deduplication, and integrity) across all data types and sources.

Informatica Data Quality Web Services Option

The Informatica Data Quality Web Services Option enables organizations to deploy data quality functions as web services, providing all the benefits of service oriented architecture. This option takes advantage of the integration with PowerCenter to exploit the scalability and management of Web services for enterprise deployment.

Data Quality Profiling and Analysis

Informatica Data Quality includes data quality analysis capabilities which enable data analysts and data stewards to identify, categorize and quantify low quality data. By using business rules and reference data, low quality data can be categorized against a framework of data quality dimensions such as completeness, conformity, consistency, duplicates, integrity and accuracy.

Reference Data Dictionaries

Open, content-based reference data dictionaries can be created, edited, and enhanced at any time. Informatica, third-party, and customer-generated reference dictionaries can be used together to analyze and standardize content and to implement data quality business rules. The dictionaries are a key strength for enabling data quality visibility within an organization and are critical for reporting and scorecarding processes. These dictionaries have full read/write capability and familiar Microsoft Excel-like functionality.

Data Cleansing

Comprehensive data cleansing and parsing capabilities enable data analysts and data stewards to cleanse, standardize, validate, enhance and enrich all types of enterprise data, including customer, product, financial, inventory, and asset data. Address standardization and validation capabilities cover a wide range countries. Business rules and reference data dictionaries are used to parse and standardize free-form text data

elements. Iterative cleansing combined with the Workbench allow validation of quality rules along with reports to confirm improvement.

Data Matching

Robust and flexible data matching capabilities enable data analysts and data stewards to identify relationships between data records for deduplication prior to a consolidation process. The matching capabilities are based on a range of components that provides transparency and control to users and can be applied to any data field. This flexibility enables matching to be applied to customer data or product data. The software processes multiple sets of business rules concurrently and uses "householding" techniques to identify members of common households or corporations.

Integrated Components

- Desktop clients
- Standalone server deployment,
- Integration with Informatica PowerCenter
- Web services,
- Adapters for ERP systems
- Reporting tools
- Data quality enablement kits
- Name and address validation for a range of countries



Organizational Alignment. Data Quality Everywhere.

By enabling information consumers to take responsibility for information quality, Informatica Data Quality empowers the people who are best placed to understand the information quality needs of the organization. It enables knowledge workers to implement data quality profiling, cleansing, standardization, matching and monitoring processes throughout the enterprise. Informatica Data Quality empowers the business analysts and IT people in your organization to implement effective and lasting data quality strategies.

“For M&S Money, it is vital for any Data Quality initiative to be able to effectively present data issues to a business audience who focus on key performance indicators. The new Data Quality Dashboard and Reports Option with the ability to rapidly develop and deploy business-focused reporting via the web is a welcome addition to the Informatica Data Quality range of features.”

Neil Hershaw,
Information Management Office Manager,
M&S Money

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