



# Informatica Data Quality

## BENEFITS

- Proactively and cost-effectively monitor and cleanse data across the enterprise
- Enable business and IT collaboration in the governance of data
- Achieve better business outcomes and maximize the return on data

## Find and Fix Data Quality Problems to Maximize Your Return on Data

Finding and fixing quality problems in your data can be the difference between business success and failure. If not properly identified and addressed, errors in your data can cost your company millions, resulting in missed revenue opportunities and exposing your company to unnecessary risk. The right approach to finding and fixing quality problems requires that you leave no domain, no application, no geography uncovered, and that you get all the right people on board and help them take responsibility.

Informatica® Data Quality empowers your company to take a complete approach to managing data quality across the enterprise. The software transforms the way your business works, enabling everyone to trust all of your data, regardless of domain, for all of your needs, all of the time. It delivers authoritative and trustworthy data to all stakeholders, projects, and business applications—on premise or in the cloud.

With Informatica Data Quality, your entire organization can:

- Proactively monitor and cleanse data across the enterprise
- Enable business and IT collaboration in the governance of data
- Achieve better business outcomes and maximize your return on data

## Powerful Data Discovery and Profiling Tools

Informatica Data Quality includes a set of unified, role-based data discovery and profiling tools for quickly identifying critical data problems hidden across the enterprise. Powerful and versatile, these tools allow business and IT to collaborate on assessing which data quality problems impact the business the most, reducing dependence on limited IT resources. Informatica Analyst is an easy-to-use, browser-based tool that empowers the business to easily participate in improving the quality of data, without the need for IT intervention. Informatica Developer is a powerful, Eclipse-based data quality development environment that enhances IT productivity by simplifying the process of creating comprehensive data quality rules.

## Centralized Data Quality Rules and Universal Connectivity

Informatica Data Quality provides comprehensive support for all data and all purposes, so you can deliver trusted customer, product, financial, or asset data to any data integration, master data management (MDM), or data governance project. It features accurate global matching, worldwide address cleansing, and versatile data quality management for all project types. And because Informatica Data Quality is open to all applications, providing universal connectivity to all data sources, you can access any data source anywhere—on premise or in the cloud. The software also enables you to deploy centralized data quality rules to improve quality across the enterprise.

# Key Features

## Informatica Analyst

This easy-to-use, browser-based tool empowers data stewards, business analysts, and line-of-business managers to help maximize the return on data. Informatica Analyst enables data profiling and analysis with the flexibility to filter and drill down on specific records for better detection of problems.

Business users can readily monitor and share data quality metrics with scorecards and reports by emailing a URL to colleagues. Specification, validation, configuration, and testing of quality rules become streamlined, improving collaboration between business and IT. Informatica Analyst enables the business to finally engage in improving the quality of data.

“With its latest release, Informatica will spearhead pervasive data quality, enabling business users, data stewards, analysts, and developers to participate in data quality processes and support their specific tasks, which in turn will help GfK to capture, service, and retain customers even more effectively.”

– Fabrice Benaut, CIO, GfK Retail and Technology France

## Informatica Developer

This powerful, Eclipse-based development environment enhances data quality developer productivity. This tool enables architects and developers to quickly discover and access all data sources, regardless of whether those sources are on premise or in the cloud, to improve the process of analyzing, profiling, validating, and cleansing data.

With Informatica Developer, architects and developers can combine data quality rules with sophisticated data transformation logic and conduct midstream and comparative profiling to validate and debug logic as it's developed. Data quality services can be configured so that data can be provisioned physically or virtually and at any latency. Informatica Developer enables IT developers to reuse all profiling and rule specifications from business analysts and data stewards across all applications and projects.

## Shareable Bookmarks and Notes

Informatica Data Quality enables all team members—business and IT alike—to easily share data profiles and quality scorecards, by sending them via bookmarks and commenting in notes.

The screenshot shows the Informatica Analyst interface. At the top, it displays the 'Scorecard' for 'Customer\_Analysis\_Scorecard'. Below this, a table lists various data quality metrics with their scores and visual progress bars. The bottom section shows a 'Valid' data drilldown for the 'out\_MatchCode' rule, displaying a list of customer records with columns for ID, name, address, city, state, postal code, country, phone, last order date, status, tier, and address details.

Name	Score(%)	Score Bar	Data Object	Source	Source Type
ADDRESS_Accuracy	96	[Green bar]	CUSTOMERS	out_MatchCode	Reusable Rule
BILLING_STATUS_Accuracy	13	[Red bar]	CUSTOMERS	STATUS	Column
COUNTRY_Completeness	70	[Yellow bar]	CUSTOMERS	COUNTRY	Column
ORDER_DATE_Consistency	56	[Yellow bar]	CUSTOMERS	rule_MH_order_date_status	Reusable Rule
PHONE_Conformity	89	[Green bar]	CUSTOMERS	PHONE_Conformity	Reusable Rule
TIER_Conformity	67	[Yellow bar]	CUSTOMERS	TIER	Column

CUSTOMER_ID	NAME	ADDRESS	CITY	STATE	POSTALCODE	COUNTRY	PHONE	LAST_ORDER_DT	STATUS	TIER	out_AddressLine1	out_AddressLine2	out_Locality
1	1001	John Smith	1515 NW 58th St.	Seattle	WA	98107	US (206) 389-4227	08/14/2009 00:00:0	A	A	1515 NW 58th St	NULL	Sea
2	1002	N. J. Higgins	988 Rosemary St.	Denver	CO	80230	NULL	06/29/2009 00:00:0	A	A	988 Rosemary St	NULL	Denr
3	1003	Dawn Schwartz	2100 S. Ocean Ave	Palm Bay	FL	32908	US 9546253319	08/14/2007 00:00:0	I	I	2 2100 Ocean Ave St	NULL	Palm E
4	1004	Dawn Schwartz	8100 Sunrise Lakes	Sunrise	FL	33322	US (954) 6253319	08/17/2007 00:00:0	A	A	3 8100 Sunrise Lakes	NULL	Sunr
5	1005	Steve Ahern	100 Cardinal Way	Redwood City	CA	NULL	USA (415) 215-9843	10/18/2009 00:00:0	A	A	3 100 Cardinal Way	NULL	Redwood C
6	1006	Isabel A. Gusam	641 Landau Drive	Woodbury	MN	55125	USA 972.851.4685	03/02/2009 00:00:0	A	A	2 641 Landau Dr	NULL	Saint P
7	1007	James Higgins	559 West 37th st	Chicago	IL	NULL	US 720-892-1456	06/29/2009 00:00:0	A	A	3 559 W 37th St	NULL	Chicc
8	1008	John Smith	1515 NW 58th St	Seattle	WA	98107	US (206) 389-4227	08/14/2009 00:00:0	A	A	1 1515 NW 58th St	NULL	Sea

Informatica Data Quality provides an easy-to-use browser-based interface that enables data stewards and business analysts to profile data, specify, and validate rules, and monitor quality over time.

## Accurate Global Matching and Address Cleansing

Informatica Data Quality enables companies to easily cleanse, validate, and match customer data across different global locations and languages. Locale-aware, prebuilt matching rules for customer data are available for more than 60 countries. Global address cleansing with integrated geocoding is available for more than 240 countries.

## Versatile Quality Management for All Project Types

A single, configurable development environment is used to manage quality across all data domains, including customer, product, financial, and asset. All rules, reference data, and processes can be reused for data migration, data consolidation, MDM, and data governance projects.

## Universal Connectivity to All Data Sources

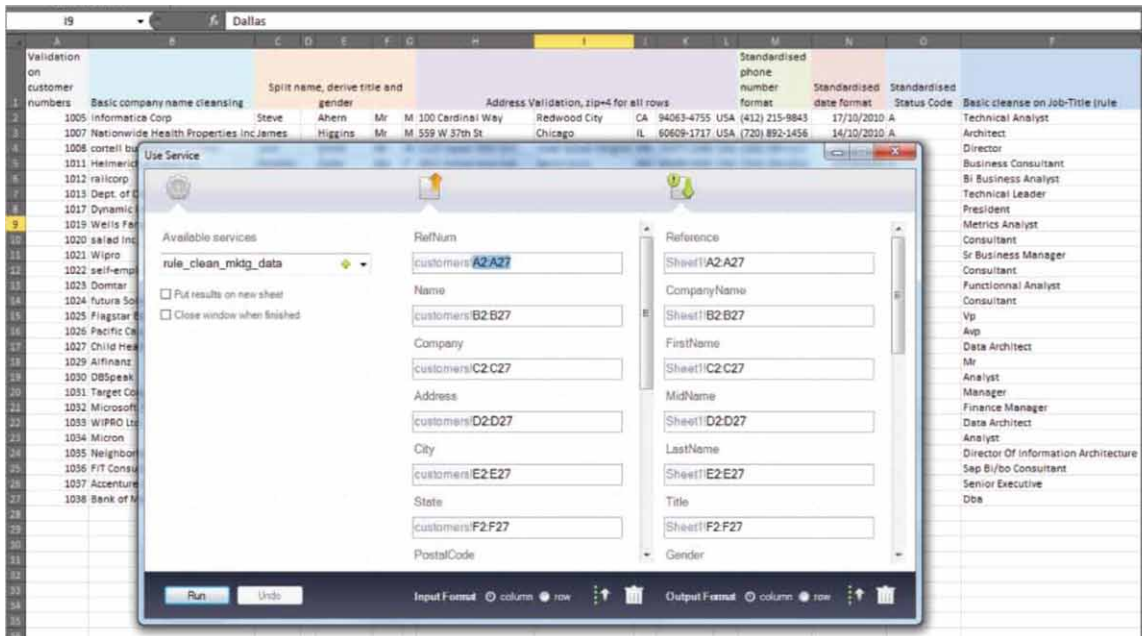
Informatica Data Quality is based on proven data integration connectivity, enabling easy access and cleansing of any data in any source—within the enterprise, in partners' systems, or in the cloud—in any latency or mode (e.g., federated SQL, Web services, messaging, event-based alerts, and ETL).

## Centralized Data Quality Rules for All Applications

Informatica Data Quality leverages a service-based architecture, allowing data quality services to be built, tested, and deployed in support of all applications. Data quality services are centrally managed, independent of the applications, to promote reuse and to support data governance. These services can be deployed in batch or real time and at the point of entry to prevent low-quality data from entering applications.

“A major benefit of Informatica Data Quality is increasing confidence and trust in enterprise data by making data quality more visible and more relevant to the business.”

– Thomas Reichel, Senior IT Architect, KPN



The same data quality rules created and managed within Informatica Data Quality can now be reused by business users within the most pervasive business application, Microsoft Excel, making it even easier to cleanse data across the enterprise.

# Key Benefits

## Cost-Effectively Monitor and Cleanse Data Across the Enterprise

Informatica Data Quality helps all parts of your company—the business and IT alike—proactively monitor and cleanse data across the enterprise. Data quality problems can be identified, resolved, and prevented to ensure that all data is authoritative and trustworthy.

Informatica Data Quality allows IT organizations to access all data quickly for faster completion of data quality projects. Your IT team can accelerate data quality projects by building data quality mappings within a familiar development environment that provides data profiling and prebuilt rules for matching and address cleansing. Data quality transformations can be validated quickly using midstream profiling.

Informatica Data Quality helps make data quality improvement pervasive. It simplifies the process of identifying all quality issues, measuring all quality levels, and cleansing data across the enterprise, for all data domains, across all countries and languages. The single platform provides a centralized set of reusable rules and tools for managing quality across any project, eliminating redundant data quality tools and slashing license and maintenance costs.

## Enable Business and IT Collaboration in the Governance of Data

With Informatica Data Quality, business and IT collaborate more efficiently to support data governance policies.

- **Data stewards and business analysts** get their own tools so they can manage data quality tasks themselves.
- **Line-of-business managers** can access authoritative and trustworthy information at the point of use within applications they use every day, like Microsoft Excel.
- **IT organizations** get a single, unified, and highly productive environment for profiling and cleansing data and managing data quality across the enterprise. This agile data architecture delivers reusable and compliant data services, allowing IT to be more responsive to the needs of the business.

## Achieve Better Business Outcomes and Maximize the Return on Data

Informatica Data Quality empowers your company to take a complete approach to managing data quality across the enterprise. The software transforms the way your business works, enabling everyone to trust all of your data, regardless of domain, for all of your needs, all of the time. It delivers authoritative and trustworthy data to all stakeholders, projects, and business applications—on premise or in the cloud. With trusted, high-quality data available enterprise-wide, your company can achieve better business outcomes—like increasing revenue, reducing costs, and effectively managing risk. You maximize the return on one of your most valuable assets—your data.

## ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



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