

# Informatica Data Quality

## Key Benefits

- Enhance IT productivity and business self-sufficiency
- Measure the quality of data for improved customer experience
- Empower data governance practitioners with visualizations of their data quality by visualizing the quality of their data
- Ensure analytics can be trusted with high-quality data
- Monitor and cleanse data on-premises, in the cloud, across big data, and traditional data sets

## Improve the Quality of Your Data to Accelerate Your Data-Driven Digital Transformation

### Reliable Data Quality Programs Deliver Data You Can Trust

Finding and fixing quality issues in your data can mean the difference between business initiative 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 uncovering data quality problems requires that you leave no domain, no application, and no geography uncovered.

Informatica® Data Quality empowers your company to take a holistic approach to managing data quality across your entire organization. With Informatica Data Quality, you'll be able to ensure success of your data-driven digital transformation initiatives and projects across users, types, and scale, while also automating mission-critical tasks.

### The Right User Experience for the Right Individual

Informatica Data Quality is designed to provide the best user experience for each member of the team and is flexible enough to handle the different levels of capabilities, skill sets, and interests from across your organization.

### The Right Scale for the Right Workloads

Informatica Data Quality ensures that your teams, across lines of business or IT, can easily deploy data quality for all workloads: for real-time, web services, batch, and big data.

### The Right Deployment Model for the Right Use Case

No matter what type of initiative your organization is working on, with Informatica Data Quality, you can easily deploy data quality for all use cases, such as:

- Data governance
- Master data management
- 360° customer view
- Analytics
- Risk management
- Enterprise data lakes

## The Right Automation for Greater Productivity

With Informatica Data Quality, powered by the CLAIRE™ engine, your team members will be able to automate the most critical tasks, such as data discovery, throughout your entire organization to increase productivity, efficiency, and effectiveness.

## Key Features

### Enjoy Role-Specific Interfaces

Different users have different needs when working with the quality of their data. Business users more often are focused on analyzing data while developers and architects need tools to help them define rules. But just like users needing to collaborate, tools also need to work together to help that same team meet its goals. The Data Quality Analyst and Developer Tools sit on a shared repository, allowing IT developers to reuse all profiling and rule specifications from business analysts and data stewards across all applications and projects.

### Data Quality Analyst Tool

With the Informatica Data Quality Analyst Tool, you'll enjoy an easy-to-use, browser-based tool, which allows data stewards, business analysts, and line-of-business managers to take ownership of the data quality process, so that they can deliver valuable outcomes. Best of all, your teams can profile data and perform iterative data analysis, with the flexibility to filter and drill down on specific records to detect problems better.

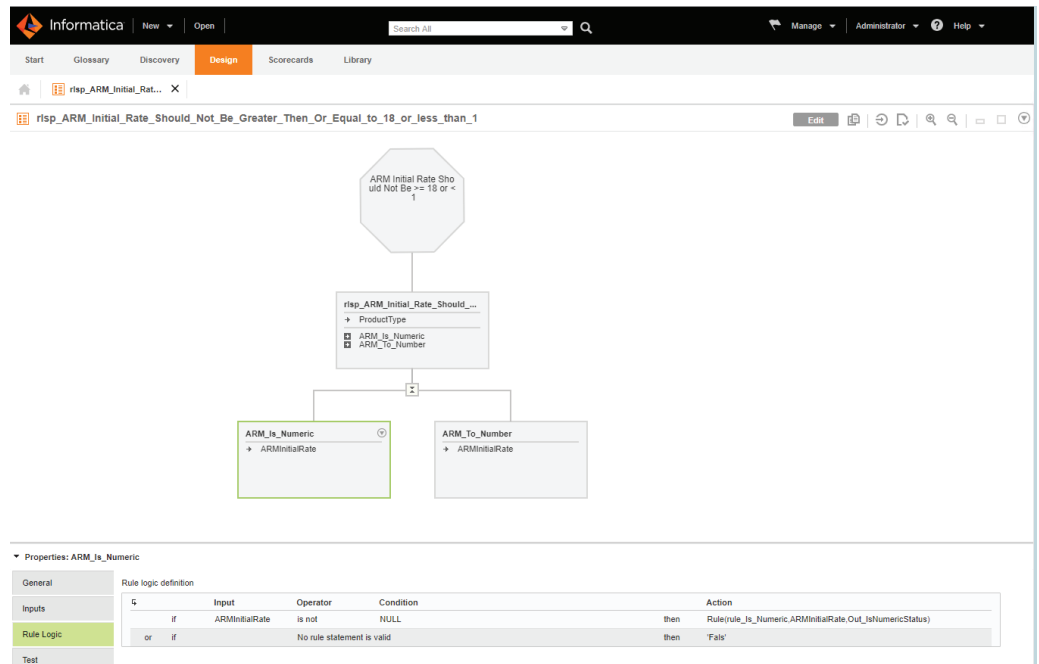


Figure 1: The Informatica Analyst Tool has a Business Rule Specification feature, which allows data stewards and business experts to create custom data quality rules to implement business requirements.

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 a streamlined, collaborative effort between business and IT. For organizations, this means business stakeholders can participate in and provide the relevant business context for improving the quality of data.

### **Data Quality Developer Tool**

With the Informatica Data Quality Developer Tool, your data quality team's productivity will increase thanks to automation, interconnectivity, and an enhanced user experience. Architects and developers can quickly discover and access all data sources, regardless of source data location, to improve the process of analyzing, profiling, validating, and cleansing data. Your teams will be able to schedule a rule to run and share rules between Informatica Data Quality, PowerCenter®, Master Data Management, and more.

The Developer Tool gives you the flexibility to combine data quality rules with sophisticated data transformation logic to conduct midstream and comparative profiling. This allows you to validate and debug logic as your data quality rules are developed. Data quality services can be configured so data can be provisioned physically or virtually, at any latency.

### **Manage the Entire Data Quality Process**

Regardless of the size of your organization, where your business is located, or the volumes and types of data that you work with, you can manage the entire data quality process with Informatica Data Quality. Whether your business initiative is centered on working with customer or third-party data, product or supplier data, transaction data, or data from IoT devices, Informatica Data Quality will ensure that you can trust the quality of your data. In cases where data quality rules don't cover your requirements (e.g., missing values) or sensitive data merges, sophisticated exception management will distribute tasks throughout your team to ensure the issue is solved.

### **Flexibly Deploy Data Quality**

Whether you're managing the quality of data on-premises or in a public cloud, such as Amazon Web Services or Microsoft Azure, you'll enjoy the flexibility of rule deployment. You can reuse rules from tool to tool, saving your data stewards time and effort by not duplicating work efforts. What's more, you'll be able to reuse your process across initiatives in master data management, big data, and data integration.

## **Key Benefits**

### **Measure the Quality of Data for Governance and Compliance**

Enterprise Data Governance programs require that your teams, whether in lines of business or in IT centric roles, collaborate toward a common goal. Each team has its own needs when it comes to technology and tools to ensure that they can excel at their job. With the automated integrations built between Informatica Axon™ Data Governance, Informatica Data Quality, and Informatica Enterprise Data Catalog, your team will be able to define, discover, measure and monitor the success of your Enterprise Data Governance program. This integration ensures that you can automatically report on the holistic success throughout your organization to your stakeholders, leaders, and regulators.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Trust the Results of Your Analytics and Business Intelligence

You can build the best visualizations in the world, but if you don't trust the underlying data, you won't be able to trust the results of your entire analytics initiative. High-quality data is the essential ingredient for high-quality analytics. With Informatica Data Quality, you'll be able to profile, standardize, measure, and monitor the quality of your data, giving you data and analytics you can trust today, as well as down the road.

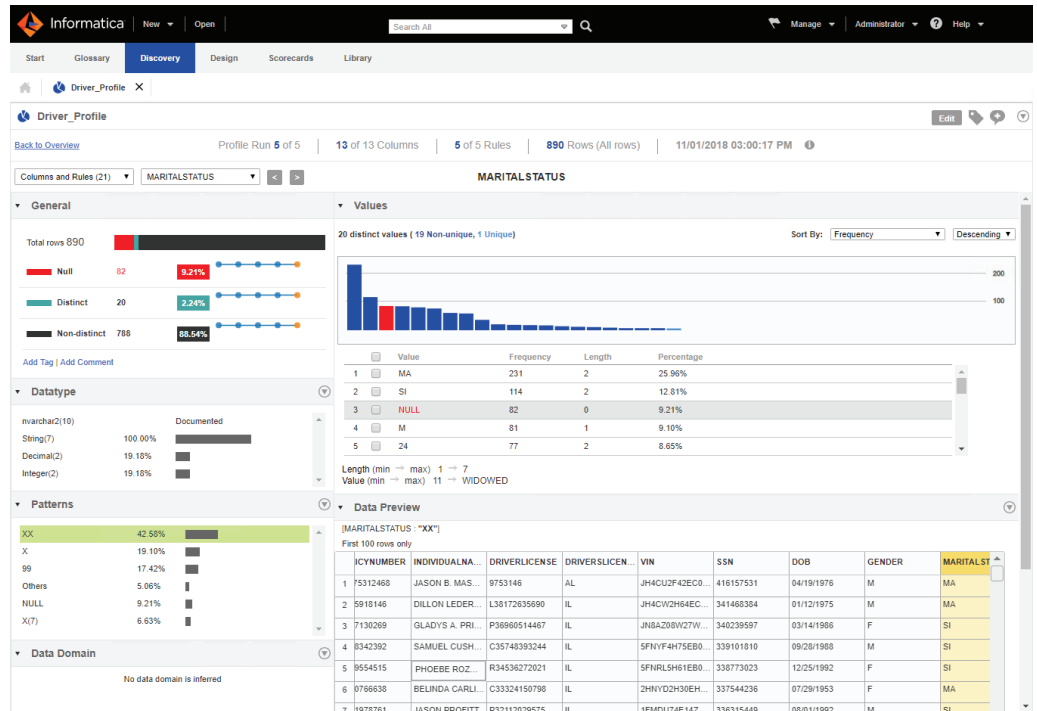


Figure 2: Informatica Data Quality provides data profiling to enable Data Stewards to analyze data patterns and values. This helps identify quality issues and build business rules for further analysis and fixing.

## Power Your Customer Experience Initiative With High-Quality Data

Customers demand a great experience. If they don't have the best experience with your organization, they'll not only seek out a replacement product or service, but they'll also share their negative experience across their peer network. Savvy organizations understand today's reality and realize that the difference between offering a stellar experience and a sub-par experience is trusted, reliable data. To properly ensure that you're aligned with your customers, you need to have the most accurate, up-to-date data about them as possible. With Informatica Data Quality, you'll be able to ensure that your team members throughout your organization are running their customer experience applications and master data management tools off the best quality data possible. So, you can truly improve the experience your customers have with your organization.

For more information, please visit our website: [www.informatica.com/products/data-quality](http://www.informatica.com/products/data-quality).



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