Informatica Data Quality
Pervasive Data Quality for Trusted Data

Fabrice Benaut
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"Customer retention issues and the need for more detailed reports were the inspiration for our original Informatica Data Quality deployment. 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."

BENEFITS

- Identify, resolve, and prevent the data quality problems that cost your company millions

- Lower costs by standardizing on a single platform, eliminating redundant data quality tools and slashing license and maintenance costs

- Operate more efficiently by empowering the business to participate in data quality processes, reducing reliance on IT

- Enhance IT productivity with powerful business-IT collaboration tools and a common data quality project environment

Find and Fix Data Quality Problems Wherever They Are

Informatica® Data Quality™ transforms the way your business works, enabling everyone to trust all your data, for all your needs, all the time.

Informatica Data Quality delivers authoritative and trustworthy data to all stakeholders, all projects, all data domains, and all business applications—on premise or in the cloud—using a single, unified platform. Key features of Informatica Data Quality include:

- **Unified, role-based tools**—so business and IT can collaborate on data quality processes, reducing dependence on limited IT resources

- **Comprehensive support for all data and all purposes**—so you can apply data quality rules to customer, product, financial, asset, and big data (such as social media data) and reuse those rules across all kinds of data integration, master data management (MDM), and data quality projects

- **Open to all applications**—so you can access any data source, anywhere (on premise, with partners, or in the cloud), and deploy centralized data quality rules to improve data quality across all applications

With Informatica Data Quality, your entire organization can:

- Proactively monitor and cleanse the data for all applications and keep it clean

- Enable the business to share in the responsibility for data quality and data governance

- Achieve better business outcomes with trusted enterprise data

Key Features

Unified, Role-Based Tools

Informatica Analyst

This easy-to-use, browser-based tool empowers line-of-business managers, data stewards, and business analysts to easily participate in data quality improvement without the need for IT intervention. Informatica Analyst enables data profiling and analysis, and it creates data quality scorecards with the flexibility to filter and drill down on specific records for better detection of problems. Users can readily monitor and share data quality metrics and reports by emailing a URL to colleagues. Specification, validation, configuration, and tests of data quality rules become streamlined, improving collaboration with IT in sharing profiles and implementing data quality rules. Informatica Analyst enables the business to finally engage all the right people in improving data quality.

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

Informatica Developer

This powerful, Eclipse-based data quality development environment enhances IT developer productivity. Quickly discover and access all data sources with Infomatica Developer, regardless of whether they're on premise, with partners, or in the cloud, improving the steps of analyzing, profiling, validating, and cleansing data. Combine data quality rules with sophisticated data transformation logic and conduct midstream and comparative profiling to validate and debug logic as it's developed. Configure data quality services, provisioning data 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.

Informatica Administrator

Informatica Administrator is an easy-to-use, browser-based tool providing IT administrators with centralized configuration and deployment capabilities for managing the data integration environment. Manage services, content, and nodes, including configurations that support grid computing and high availability. Oversee security and user management—including users, groups, roles, privileges, and permissions—and perform advanced monitoring and logging.

Shareable Bookmarks and Notes

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

"By giving line of business managers access to browser-based data quality scorecards, we are enabling an unlimited number of people to participate directly in data quality processes and drive the improvement process from the top. 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."
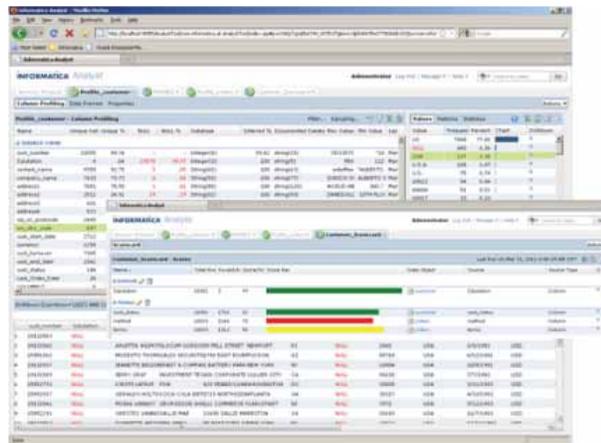
— Thomas Reichel
Senior IT Architect, KPN

Comprehensive Support for All Data and All Purposes

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 data matching rules for customer data are available for more than 60 countries. In addition, global address cleansing, with integrated geocoding, is available for more than 240 countries.

Versatile Data Quality for All Project Types

Informatica Data Quality supplies a single, configurable development environment to manage data quality across all data domains—including customer, product, financial, and asset. All rules, reference data, and processes can be reused for all types of data integration projects, including data migration, data consolidation, and MDM. Reduce deployment time with our methodology and prebuilt Data Quality Accelerators.

Open to All Applications
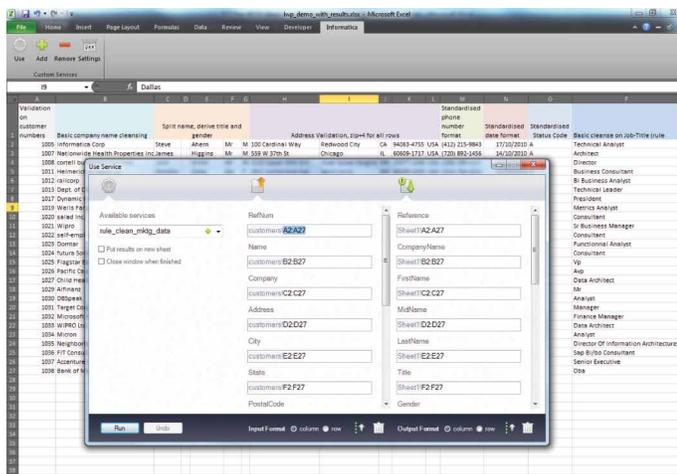
Universal Connectivity to All Data Sources

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).

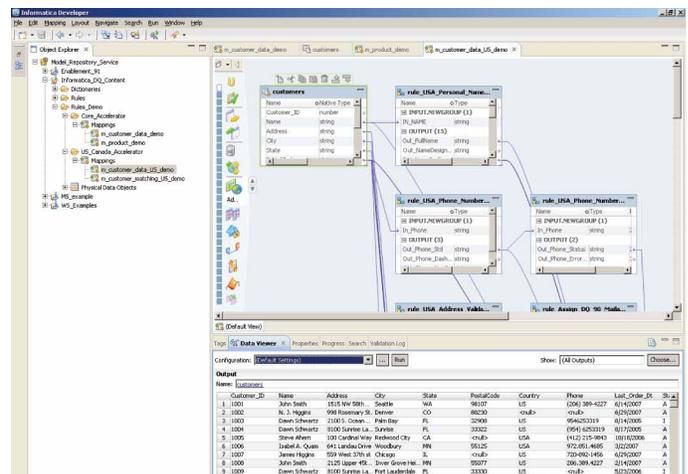### Centralized Data Quality Rules for All Applications

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.

> "Informatica Data Quality lowers the language barrier between business and IT, a key requirement for a data-driven enterprise. This creates opportunities for new ways to collaboratively edit and review exception and duplicate records. Collaboration between the business and IT in the ongoing data cleansing process is critical for success."
>
> — Kimmo Kontra
> Manager, Information Management Services, Accenture

Data Quality for Microsoft Excel: The same data quality rules created and managed centrally can now be reused by business users within the most pervasive business application, Microsoft Excel, increasing the use and adoption of data quality throughout the business.

Informatica Data Quality provides a single, highly productive development environment for handling data profiling and expanded data quality transforms.

Benefits

Lower Costs

Informatica Data Quality helps make data quality improvement pervasive, dramatically reducing costs by simplifying the process for identifying all data quality issues, measuring all data quality levels, and cleansing data in all applications, for all data domains, across all countries and languages. Eliminate redundant data quality tools and slash license and maintenance costs by standardizing on a single platform that provides a centralized set of reusable rules and tools for managing data quality across any project.

Reduce Risks

Informatica Data Quality helps your company identify, resolve, and prevent data quality problems, ensuring that enterprise data is trusted and authoritative, so you address compliance needs with confidence, maintain competitive advantage, and avoid losing customers Proactive monitoring and enforcement of data quality, consistently and in all applications across the globe, help enable data governance, increasing confidence in making decisions about business processes and operations.

Drive Efficiency

With Informatica Data Quality, business and IT collaborate more efficiently to complete projects in days rather than months. Business analysts and data stewards 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 the applications they use day to day (e.g., Microsoft Excel), and IT organizations get a single, unified, and highly productive environment for profiling and cleansing data and managing data quality rules.

Improve Productivity

Informatica Data Quality allows IT organizations to access all data quickly for faster completion of data quality projects. An agile data architecture delivers reusable and compliant data services, allowing IT to be more responsive to the needs of the business. Projects are accelerated by building data quality mappings within a familiar development environment that provides data profiling and prebuilt rules for matching and address cleansing, enabling quick validation of data quality transformations using midstream profiling.

LEARN MORE

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,200 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.

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