

IBM WebSphere QualityStage Version 7.5

Highlights

- ***Industry's leading matching engine ensures the keys you assign to your customers, vendors, products and locations are based on your business rules, reflect the facts in the real world and provide an accurate view across your enterprise***
- ***Single set of standardization, matching and survivorship rules for your core business entities - executed in batch, via API or consumed as a web service***
- ***Processes global data on a massively scalable parallel platform for optimal performance in the most demanding environments***
- ***Makes creation and maintenance of high quality master data a reality to drive benefits across a variety of critical enterprise initiatives***

IBM WebSphere Information Integration

Organizations face an information challenge. Where is it? How do I get it when I need it in the form I need? What does it mean? What insight can I gain from it? Can I trust it? How do I control it? The list goes on, and the challenges grow unceasingly if businesses cannot ensure that they have access to authoritative, consistent, timely and complete information.

The IBM WebSphere® Information Integration platform integrates and transforms any data and content to deliver information you can trust for your critical business initiatives. It provides breakthrough productivity, flexibility and performance, so you and your customers and partners have the right information for running and growing your businesses. It helps you understand, cleanse and enhance information, while governing its quality to ultimately provide authoritative information. Integrated across the extended enterprise and delivered when you need it, this consistent, timely and complete information can enrich business processes, enable key contextual insights and inspire confident business decision-making.

WebSphere QualityStage

As part of the WebSphere Data Integration Suite, IBM WebSphere® QualityStage™ ensures your strategic systems deliver accurate, complete information to business users across the enterprise. Through an easy-to-use GUI and capabilities that can be customized to your organization's business rules, WebSphere QualityStage provides control over international names and addresses and related data such as phone numbers, birth dates, email addresses and other descriptive comment fields – and discovers relationships among them – in enterprise and Internet environments, in batch and real time.

From Disparate Source Data to High Quality Information about Your Core Business Entities

WebSphere QualityStage analyzes data at the character level and uncovers anomalies and buried data prior to transforming it for database loading or transaction processing. Data from disparate sources is standardized into fixed fields using business driven rules to assign the correct semantic meaning to input data in order to facilitate matching.

Then WebSphere QualityStage's powerful matching capabilities detect duplication and relationships in the data despite anomalous, inconsistent, and missing data values. The unique WebSphere QualityStage statistical matching engine assesses the probability that two or more sets of data values refer to the same business entity - providing the most accurate match results available.

Once a match is confirmed, WebSphere QualityStage constructs linking keys, so users can complete a transaction or load a target system with true entity integrity and view related data as information.

As a result, by using WebSphere QualityStage in initial loads, system updates, and real-time data input, companies gain access to accurate, consistent, consolidated views of any individual or business entity and its relationships across the enterprise.

WebSphere QualityStage Benefits:

- *Reduces time, cost and risk to implement ERP, CRM, data warehouse/ BI and other strategic IT initiatives and maximizes ROI by ensuring their data quality*
- *Constructs consolidated customer and household views enabling cross-selling, up-selling, and customer retention*
- *Improves customer support and service and identifies a company's most profitable customers*
- *Provides business intelligence on individuals and organizations for research, fraud detection, and planning*
- *Constructs consolidated view of suppliers, parts and products for more efficient procurement and inventory management*

Standardization - Parts

Input File:

Operation Work Instruction

**WING ASSY DRILL 4 HOLE USE 5J868A HEXBOLT 1/4 INCH
 WING ASSEMBY, USE 5J868-A HEX BOLT .25" - DRILL FOUR HOLES
 USE 4 5J868A BOLTS (HEX .25) - DRILL HOLES FOR EACH ON WING ASSEM
 RUDER, TAP 6 WHOLES, SECURE W/KL2301 RIVETS (10 CM)**

Result File:

Assembly	Instruction	Qty	Type	Part	Size	Measure	SKU
WING	DRILL	4	HOLES	HEXBOLT	.25	INCH	5J868A
WING	DRILL	4	HOLES	HEXBOLT	.25	INCH	5J868A
WING	DRILL	4	HOLES	HEXBOLT	.25	INCH	5J868A
RUDDER	TAP	6	HOLES	RIVET	10	CM	KL2301

Classic Transformation: Account to Customer

Account View

Source	Legacy Key	Name	Address	Phone	Birth Date
Life	70328574	John Smith Jr.	10 Main St Boston MA 02110	781-259-9945	02/05/1940
Home	80328575	Mr. John Smith	10 Main St Unit 10 Boston MA 02111	617-259-9000	
Auto	90238495	J. Smyth	Main St Bostan Mass 02110	781-295-9945	02/05/1941

 **Link Related Records to
Create Cross-Reference IDs**

Customer View

Source	Legacy Key	Name	Address	Phone	Birth Date	Cust-ID
Life	70328574	John Smith Jr.	10 Main St Boston MA 02110	781-259-9945	02/05/1940	0001
Home	80328575	Mr. John Smith	10 Main St Unit 10 Boston MA 02111	617-259-9000		0001
Auto	90238495	J. Smyth	Main St Bostan Mass 02110	781-295-9945	02/05/1941	

 **Create a Customer Profile with
the Best Information from All Sources**

Customer Profile

Source	Name	Address	Phone	Birth Date	Cust-ID
CP	Mr. John Smith Jr.	10 Main St Unit 10 Boston MA 02111	617-259-9000	02/05/1940	0001

WebSphere QualityStage Features:

- *An easy-to-use GUI with an intuitive, point-and-click interface for specifying automated data quality processes; data investigation, standardization, matching, and survivorship*
- *Import and Export file meta data through the use of packaged meta broker technology.*
- *The most powerful, accurate matching available based on probabilistic matching technology and a full spectrum of fuzzy matching capabilities that are easy to set up and maintain.*
- *Rigorous scientific justification; easy to audit and validate*
- *Linear scalability to process massive data volumes*

System Requirements:

IBM WebSphere QualityStage 7.5
WebSphere QualityStage supports the following operating systems: IBM AIX®, IBM MVS®, Linux®, Solaris, HP-UX and Microsoft® Windows®. For current, detailed hardware and software system requirements for these and other WebSphere Information Integration products, visit ibm.com/software/data/integration.

For More Information

To learn more about the technologies and products behind the IBM WebSphere Information Integration platform, contact your IBM marketing representative or IBM Business Partner, or visit ibm.com/software/data/integration.



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