

Data Quality in Data Warehouse & Business Intelligence

Informatica Data Quality and Informatica Data Explorer

Implementing a data warehouse infrastructure to support business intelligence (BI) can be a daunting challenge, as highlighted in recent years by the focus on how often data warehouse implementations fail. Data integration technologies such Informatica PowerCenter has gone a long way towards enabling organizations to successfully deliver their data warehouse projects under budget and with greater business adoption rates. Despite this some data warehouse implementation still fail to meet expectations because of a lack of attention to data quality. Moving data from its various sources into an easily accessible repository is only part of the challenge in delivering a data warehouse and BI. Without paying attention to the accuracy, consistency and timeliness of the data as part of the data integration lifecycle, BI quickly leads to poor decision-making, increased cost and lost opportunities.

BENEFITS

- Ensure new data warehouse and business intelligence initiatives are successful
- Improve the performance of existing data warehouse and business intelligence solutions
- Drive and manage organization-wide data quality processes

According to industry analyst firm Gartner, more than 50 percent of business intelligence and customer relationship management deployments will suffer limited acceptance, if not outright failure, due to lack of attention to data quality issues. The impact of poor data quality is far reaching and its affects are both tangible and intangible. If data quality problems are allowed to persist, your executives grow to mistrust the information in the data warehouse and will be reluctant to use it for decision-making.

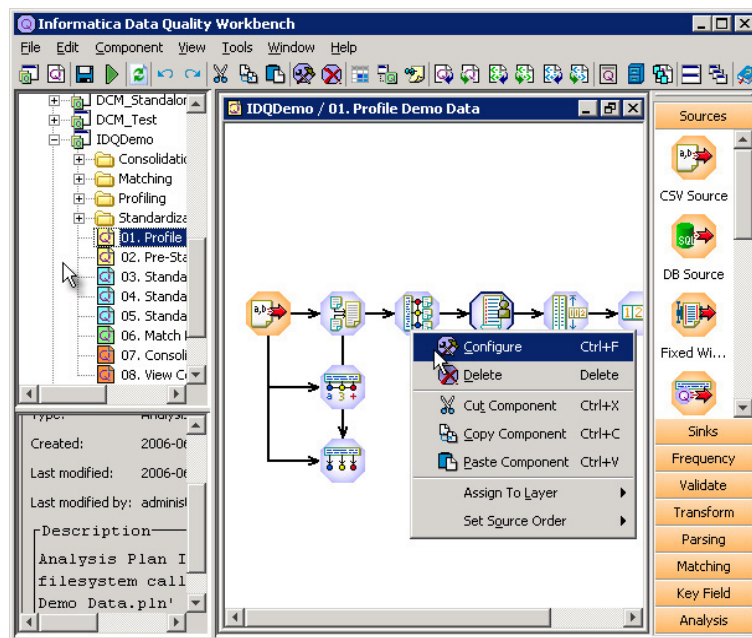


Figure 1: Based around a highly intuitive drag and drop user interface, Informatica Data Quality's Designer enables nontechnical users to easily build complex, customized data quality rules and plans.

Ensuring Data Quality

Data quality is an increasingly serious issue for organizations large and small. It is central to all data integration initiatives. Before data can be used effectively in a data warehouse, or in customer relationship management, enterprise resource planning or business analytics applications, it needs to be analyzed and cleansed. To ensure high quality data is sustained, organizations need to apply ongoing data cleansing processes and procedures, and to monitor and track data quality levels over time. Otherwise poor data quality will lead to increased costs, breakdowns in the supply chain and inferior customer relationship management. Defective data also hampers business decision making and efforts to meet regulatory compliance responsibilities.

The key to successfully addressing data quality is to get business professionals centrally involved in the process. Informatica Data Explorer and Informatica Data Quality are unique, easy-to-use data quality software products specifically designed to bridge the gap between and better align IT and the business, providing them with all they need to be able to control data quality processes enterprise-wide in order to reduce costs, increase revenue, and improve business decision-making.

Data Quality Management Process

Data quality begins with understanding all the data in your source systems. Informatica Data Explorer is breakthrough software that puts powerful data profiling and mapping capabilities in the hands of the business and IT professionals who need them.

Using the information gathered from the data profiling process, Informatica Data Explorer builds a normalized data model, in which

A Focal Point for Enterprise Data Quality

Once the data warehouse is built and established the issue of data quality doesn't go away. The data warehouse is downstream of most other systems and applications, and as such suffers for the data quality problems that are accumulated along the information chain. If your organization wants to continue to reap the benefits of reliable business intelligence, forecasting and analysis, ongoing data quality management and monitoring has to be high on the agenda. With this in mind the data warehouse offers an ideal platform for which to initiate an enterprise data quality program that will benefit the entire organization.

unwanted redundancies are eliminated. The model can then be used as a staging area for movement to a fixed target, or as an operational data store.

Once the data sources have been profiled, the next phase of the process uses that analysis to design and automate data cleansing strategies. This is where Informatica Data Quality steps in.

Informatica Data Quality supports ongoing data quality improvement through its iterative data quality management process and powerful reporting functionality. The product enables users to quickly and easily develop customized rule sets for automated data quality analysis, validation, correction and monitoring.

Complete Solution

The combination of Informatica Data Quality and Informatica Data Explorer provides organizations with the industry's most complete platform for successful planning and execution of one-off or ongoing data quality initiatives. Informatica Data Explorer enables the in-depth upfront investigation and profiling of multiple data sources, and Informatica Data Quality is the complete platform enabling business analysts to design, manage and deploy data quality processes across the

enterprise. Together these best-in-class products provide a bridge between the IT and business professionals involved.

Informatica has the most comprehensive data quality solution available on the market. Our products, Informatica Data Explorer and Informatica Data Quality, offer all the functionality needed to initiate and manage data quality programs, from upfront profiling and investigation of multiple data sources through to cleansing, de-duplication, monitoring, validation and consolidation.

Informatica Data Quality Products

- Informatica Data Quality: Enterprise Data Quality Management Suite
- Informatica Data Explorer: Enterprise Data Profiling Suite

About Informatica

Informatica Corporation is a leading provider of enterprise data integration software. Using Informatica products, companies can access, discover, cleanse, integrate, and deliver enterprise data across systems, processes, and people to reduce complexity, ensure consistency, and empower the business.



Data Quality Division, Wilson House, Fenian Street, Dublin 2, Ireland
phone: +353.1.4004900 fax: +353.1.4004999 www.informatica.com

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

Informatica Offices Around The Globe: Australia • Belgium • Canada • China • France • Germany • Japan • Korea • the Netherlands • Singapore • Switzerland • United Kingdom • USA

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