Informatica Data Quality
Pervasive Data Quality for All Stakeholders, All Projects, and All Applications

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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.”

Find and Fix Data Quality Problems Wherever They Are

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

Informatica Data Quality delivers pervasive data quality 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:

- A set of unified, role-based tools—so the business can participate in data quality processes and reduce reliance on limited IT resources
- Comprehensive support for all data and all purposes—so you can apply data quality rules to customer, product, financial, and asset data and reuse those rules across all kinds of data integration 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 cleanse the data for all applications and keep it clean
- Share in the responsibility for data quality and data governance
- Build confidence and trust in enterprise data

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
Key Features
Unified, Role-Based Tools for All Stakeholders

Informatica Analyst
This easy-to-use, browser-based tool empowers line-of-business managers, data stewards, and business analysts to proactively participate in data quality processes without needing IT intervention. With this tool, you can profile, analyze, and create data quality scorecards. Drill down to specific records with poor data quality to determine their impact on the business and how to fix them. Monitor and share data quality metrics and reports by simply emailing a URL to colleagues. Define data quality targets and valid reference data sets. Specify, validate, configure, and test data quality rules, and collaborate efficiently with IT to share profiles and implement data quality rules. Identify anomalies and manage data quality exception records, and track data quality targets on an ongoing basis. Informatica Analyst enables the business to finally engage all the right people in improving data quality.

Informatica Developer
This powerful, Eclipse-based data quality development environment enhances IT developer productivity. With this tool, you can discover and access all data sources—whether they're on premise, with partners, or in the cloud—and analyze, profile, and cleanse data. Define and model logical data objects. Combine data quality rules with sophisticated data transformation logic. Conduct midstream 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
This easy-to-use, browser-based tool provides IT administrators with centralized configuration and deployment capabilities for managing the data integration environment. You can manage services and nodes, including configurations that support grid and high availability. Oversee security and user management—including users, groups, roles, privileges, and permissions—and perform advanced monitoring and logging.

"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

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.
Shareable Bookmarks and Notes
Informatica Data Quality enables all team members—business and IT alike—to easily communicate and share their findings, such as data profiles and data quality scorecards, by sending them via bookmarks and commenting in notes.

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. And 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.

Open to All Applications

Universal Connectivity to All Data Sources
Informatica Data Quality is based on proven data integration connectivity. It accesses and cleanses any data in any source—within the enterprise, in partners’ systems, or in the cloud. And it delivers data in any latency or mode (e.g., federated SQL, Web services, messaging, event-based alerts, and ETL).

Centralized Data Quality Rules for All Applications
With Informatica Data Quality, data quality services can be built, tested, and deployed to support all applications using a services-based architecture. Data quality services can be managed centrally, independent of the applications, to promote reuse and support data governance. And these services can be deployed in batch or real time, including 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
Benefits

Lower Costs
Informatica Data Quality dramatically reduces costs by making data quality pervasive. That means 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. Your organization can eliminate redundant data quality tools and slash license and maintenance costs by standardizing on a single platform that provides a single set of reusable rules and tools for managing data quality across many projects.

Reduce Risks
Informatica Data Quality helps your company identify, resolve, and prevent data quality problems before they cost you customers, competitive advantage, and regulatory penalties. You can build long-term sustainable data quality processes and trust in all enterprise data. By enforcing data quality consistently in all applications across the globe, you increase confidence in all your data in support of data governance processes. And because Informatica Data Quality is proven reliable for enterprise-grade deployments, you decrease the risk of outages.

Operate More Efficiently
With Informatica Data Quality, the business and IT can work more efficiently together to complete projects in days rather than months. Line-of-business managers, business analysts, and data stewards get their own tools so they can manage data quality tasks themselves. IT organizations get a single, unified, highly productive environment for data profiling, cleansing data, and managing data quality rules that can be reused across all data integration and data quality projects.

Enhance IT Productivity
Informatica Data Quality's common project environment and collaboration tools speed up the specification and review cycle between IT and the business. IT organizations can access all data quickly to complete data quality projects faster. They can easily build, centrally manage, and rapidly deploy reusable data quality rules in batch or real time, without recoding, across all applications. IT organizations can accelerate project rollout by building data quality mappings within a familiar development environment that provides data profiling and prebuilt rules for matching and address cleansing, and they can quickly validate data quality transformations using midstream profiling.