

# Informatica Cloud Data Quality

## Benefits

- Accelerate implementation and lower costs of your cloud initiatives
- Empower the people who know the data best to resolve data quality problems themselves
- Increase adoption of SaaS applications
- Ensure trusted insights from cloud data warehouse initiatives

## Accelerate Your Journey to the Cloud With Data You Can Trust

Organizations are moving on-premises workloads to public clouds at an increasing rate. However, as organizations look to leverage the scalability, performance, and better/faster access to resources offered by cloud environments, they struggle to deliver measurable outcomes and adoption from these projects. One key challenge is the issue of data quality, especially because it can degrade the integrity and trust in applications and insights from analytics.

Delivering high-quality, trusted data will deliver valuable business outcomes, but any question of data quality is a serious—if not insurmountable—obstacle to an organization's ability to make intelligent decisions, reduce costs, generate growth, and promote innovation. Relevant, timely, and trustworthy data is essential for success.

Informatica® Cloud Data Quality empowers your company to take a holistic approach to managing data quality to quickly identify, fix, and monitor data quality problems in your business applications. The solution transforms your data quality processes to be a collaborative effort between business users and IT. This creates a true data-driven environment that accelerates cloud benefits through faster migrations and gains more trusted insights from cloud data warehouses, data lakes, and SaaS applications.

## Key Features

### Self-Service Data Quality for Business Users

Informatica Cloud Data Quality leverages our many years of experience working with customers to identify and resolve their data quality problems. Informatica Cloud Data Quality, which runs on Informatica Intelligent Cloud Services<sup>SM</sup>, is part of Informatica Intelligent Data Platform<sup>TM</sup> so you can quickly identify and resolve data quality issues without any additional IT coding or development. As a result, you can leverage its security, reliability, and backup so you can focus on operational excellence instead of investing in additional infrastructure. Business users can readily specify, validate, and test re-usable data quality rules in a streamlined and collaborative environment.

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

You can manage the entire data quality process with Informatica Cloud Data Quality, no matter the size of your organization, the location of your operations, or the types and volumes of data. 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 Cloud Data Quality will ensure that you can trust the quality of your data.

### **Rich Set of Data Quality Transformations and Universal Connectivity**

Informatica Cloud Data Quality provides comprehensive and modular support for all data and all use cases, whether you're focused on a small project or a complex, cross-enterprise initiative. You can deliver trusted customer, product, financial, or asset data to any data integration, master data management (MDM), or data governance project. It features standardization, matching, worldwide address cleansing, and versatile data quality management for all project types.

### **CLAIRE – The “Intelligence” in Intelligent Data Quality**

The CLAIRE™ engine delivers metadata-driven artificial intelligence to Cloud Data Quality, enabling intelligent recommendations of data quality rules that are based on how similar data has been managed. CLAIRE can also automatically detect data similarity, which is the first step toward detecting and removing duplicate data.

## **Key Benefits**

### **Simplified Administration and Lower Overhead**

Instead of a collection of point solutions, organizations gain a single, easy-to-use, self-service data quality tool across all departments, applications, and deployment models, 100 percent in the cloud and delivered as an economically priced subscription service.

### **Faster Deployments With Powerful User Interactions**

Informatica Cloud Data Quality allows IT organizations to quickly access all data and accelerate the completion of data quality-centric projects. Your IT team can accelerate data quality projects by building data quality mappings within a familiar development environment that provides data profiling and prebuilt data quality rules standardization and cleansing.

### **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 possible. With Informatica Cloud Data Quality, you'll be able to ensure that your team members throughout your organization are running customer experience applications and master data management tools with the best quality data possible, and you can truly improve every experience for your customers.

## 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 Cloud Data Warehouse and Analytics

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 cloud data warehouse initiatives. High-quality data is the essential ingredient for high-quality analytics. With Informatica Cloud Data Quality, you'll be able to profile, standardize, measure, and monitor the quality of your data, giving you data and analytics that you can trust, today and in the future.

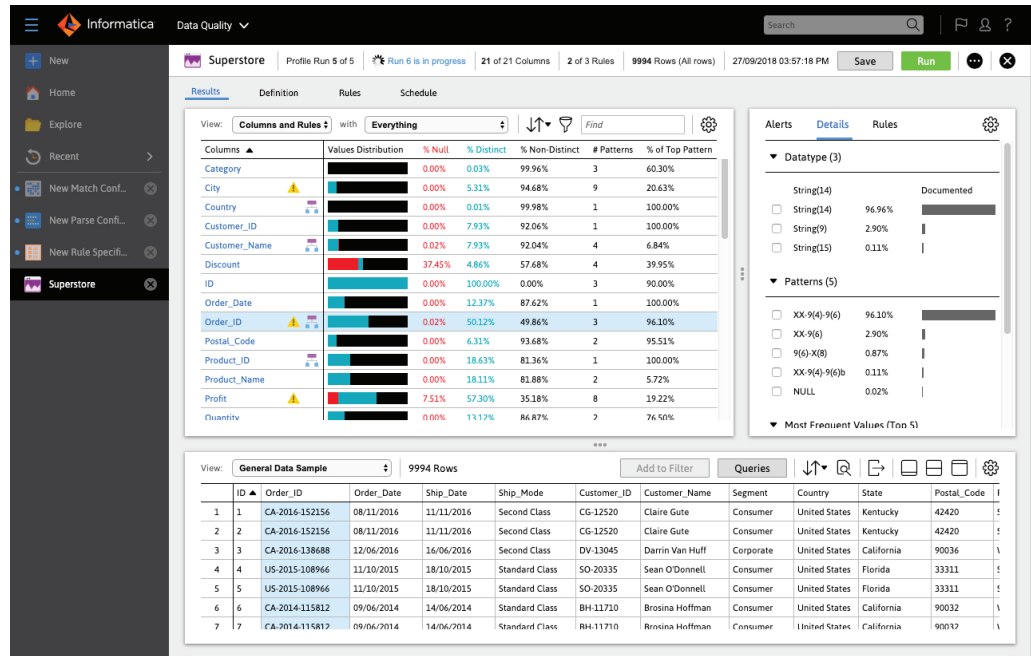


Figure 1: Informatica Cloud Data Quality provides an easy-to-use, browser-based interface that enables data stewards and business analysts to profile data, specify and validate rules, and monitor quality over time.



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