



InfoLink Data Quality



Find and Fix Data Quality Problems to Maximize Your Return on Data

Regardless of your initiatives whether it is analytics, data integration, MDM, or data governance, your data need to be trusted. Deliver business value by ensuring that all key processes are fueled with relevant, timely and trustworthy data.

Without a data quality program and tools in place, you face:

- **Unreliable analytics:** The business value you glean from your analytics is only as reliable as the data feeding your dashboards, which impacts operations, planning, projections, and ultimately your bottom line
- **Wasted resources:** Data errors impact operations by incurring higher costs resulting in lost revenue (e.g., when a package is shipped to the wrong address)
- **Damaged customer reputation:** Your reputation with customers, prospects, partners, or suppliers can be damaged, sometimes irreversibly, if the wrong data reaches the wrong audience
- **Regulatory fines:** Inaccurate regulatory reporting can result in fines from regulations such as CCAR, BCBS239, and GDPR

Key Benefits

- **Holistic data stewardship for all your data, regardless of size, format, or platform**
InfoLink Data Quality offers a complete solution that provides end-to-end support for your growing data quality needs.
- **Rapid, Agile Deployment**
Business-user-friendly and easy-to-use interface allows users to achieve rapid, agile, cloud-based or on-premise data quality deployments within 30 days.
- **Access to our Data Quality Expertise**
Palo Alto Databases provides a comprehensive set of professional services. Leverage our many years of experience in data quality, considerable knowledge of data quality best practices, as well as our in-depth understanding of the enabling technology, while facilitating knowledge transfer to customer staff, as best supports their requirements. Our design and implementation services help to handle your diverse infrastructure, solve complex data issues, and focus on rapid achievement of business value.

Deliver trusted, relevant data so all your projects and initiatives meet your business objectives



Powerful Data Profiling and Discovery

Delivers a complete and accurate view of your data assets, uncovering the content, structure, rules, relationships, and quality of data, thereby revealing issues that otherwise might remain hidden. Data is analyzed at field and column level to identify irregularities, broken filters and data rules, misaligned data relationships and other defects. Unlike other approaches, there is no need to design data samples or to develop and run queries against production systems. Yet you can garner details about data content, noncompliance, and other statistics that manual profiling would miss.



Versatile Data Quality Transformations

Data Quality provides comprehensive support for all data and all purposes, so you can deliver trusted customer, product, financial, or asset data to any data integration, analytics, master data management (MDM), or data governance project. It features data validation, parsing, standardization, cleansing, enrichment capabilities for multi-national enterprise-wide data and the ability to implement data quality processes in high-performance, real-time environments.



Advanced Matching Technology

Identify duplicate records representing the same entity (customers, products, locations, or others) with deterministic or fuzzy matching rules, and create groups of records that represent (with the highest possible probability) one real entity. Two-source matching allows to link data sets that are not referenced via identifiers by matching field values. Use phonetic and other sophisticated algorithms to uncover hidden relationships in your data.



External Data Enrichment & Validation

Integration with leading 3rd party data providers such as Dun & Bradstreet, Melissa Data, SAP Data Services, and others allows you to validate and standardize addresses, run geocoding, augment your existing data with contact information, firmographics, demographics, consumer insights.



Real-time Data Quality

Prevent bad data from entering your systems. Publish any InfoLink scenario as a web service with API access to enable real-time data validation and cleaning, duplicate matching, and data enrichment at the point of entry in real time.



Data Masking

Consistently mask data, create data for test environments, and transfer anonymized data to the cloud. Our smart engine preserves data quality and characteristics.



User-friendly Steward Interface

Review and manually correct results of automatic processes. Resolve issues that cannot be resolved automatically. Review and fix records that did not pass validation rules, find and merge duplicates, link data sets where explicit references are not available, edit original or automatically merge data, create/extend/fix reference data.



Monitoring and Reporting

Provides visibility into the status of data quality efforts via a dashboard that enables business and IT professionals, data stewards and analysts to monitor, manage and view trends of quality metrics through intuitive scorecards, charts and graphs. Receive customized alerts and instant notifications of critical situations. Track problems to their source by drilling down to original records, and quickly understand the cause of invalid data.

