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Cloud Data Integration with Cloud Data Quality

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Housekeeping Tips

- Today's Webinar is scheduled for 1 hour
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the Q&A option and we will respond at the end of the presentation
- The webinar is being recorded and will be available on our INFASupport YouTube channel and Success Portal - where you can download the slide deck for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the post-webinar survey and provide your feedback and suggestions for upcoming topics.

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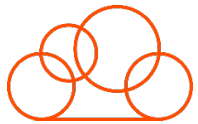
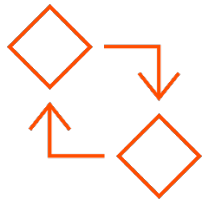
Feature Rich Success Portal



Bootstrap trial and POC Customers

Enriched Customer Onboarding experience



Product Learning Paths and Weekly Expert Sessions

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Tailored training and content recommendations

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More Information

Success Portal

https://success.informatica.com

Communities & Support

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Documentation

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https://www.informatica.com/in/services-and-training/informatica-university.html

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Cloud Data Integration with Cloud Data Quality

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Agenda

1. Data Quality
2. Profiling
3. Data Quality Assets
4. Demo

Data Quality

Measure

- Review Progress
- Threshold Alerts
- Scorecards

Discover

- Profiling
- Identify Data Issues
- Set Data Quality Goals

Apply

- Mapping Generation
- Standardization / Validation
- Matching / Consolidation

Define

- Dictionaries
- Implement Rules
- Build Cleanse, Parse, Verification, etc. processes

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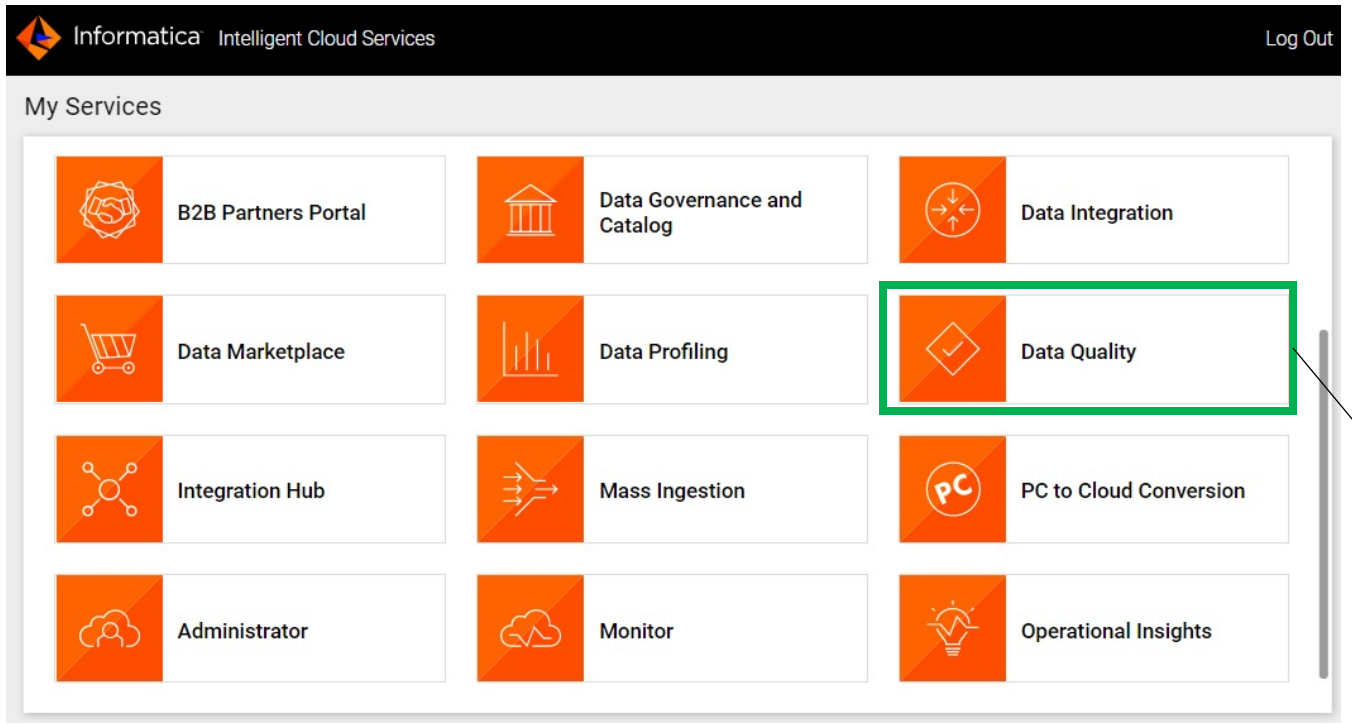
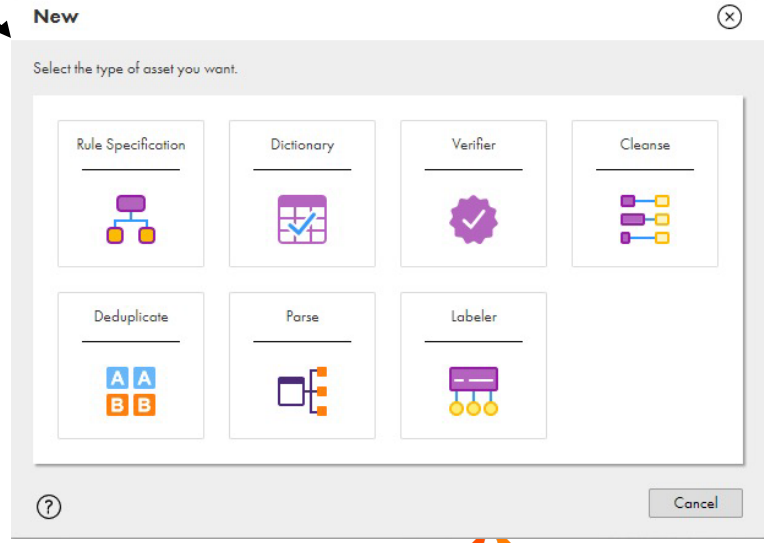
Data Quality on IICS





Cloud Data Profiling

- Analyze data schemas
- Determine the quality of data across sources
- Understand the completeness, conformity, and consistency of data in the data sources.

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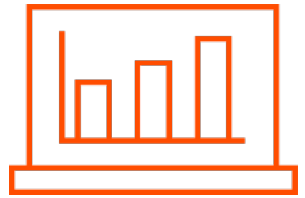
Cloud Data Profiling Statistics

Metrics Analyzed on the Profiled Data



Null (%/#)	Min Value	Patterns
Distinct (%/#)	Max Value	Documented Data Type
Non-Distinct (%/#)	Min Length	Inferred Data Type
Blanks (%/#)	Max Length	Value Frequency
Average, Sum, Std Deviation, **Zeros (%/#)** NEW (for numeric data types)		Pattern and Value Frequency Outlier

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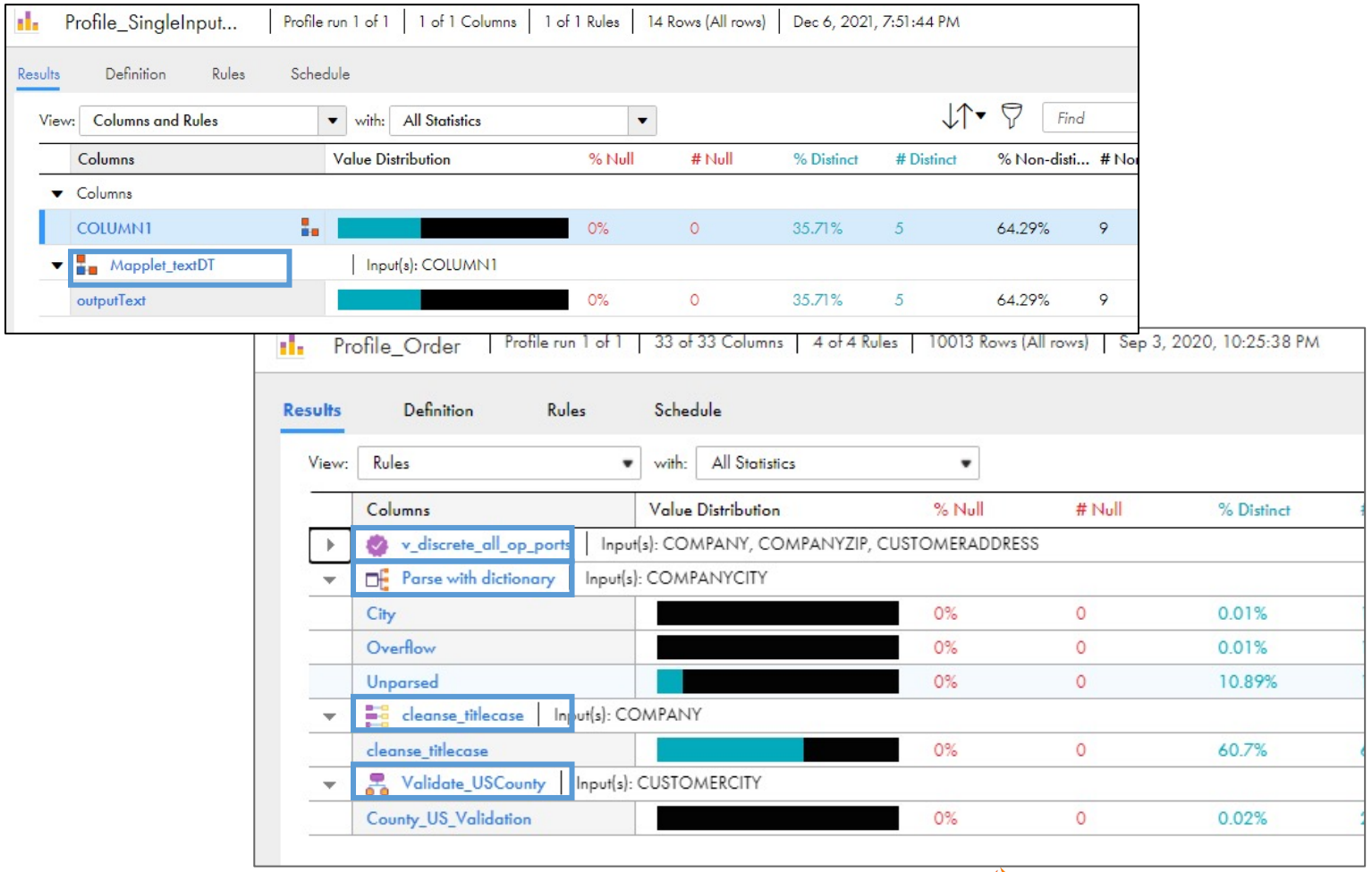
Cloud Data Profiling

- Perform What-If scenarios by profiling outputs of Data Quality Assets and Mapplets
  - Mapplets
  - Parser
  - Verifier
  - Cleansing
  - Rule Specification



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Data Quality Assets

Data Quality Assets

- Verifier
- Labeler
- Deduplicate
- Cleanse
- Dictionary
- Rule Specification
- Parse

Verifier Assets

- Evaluates the accuracy and deliverability of address records
- Determine the accuracy of the input addresses
- Fix errors in the addresses
- Enhance the addresses where possible with additional information.
- Measure and report on the quality of each address

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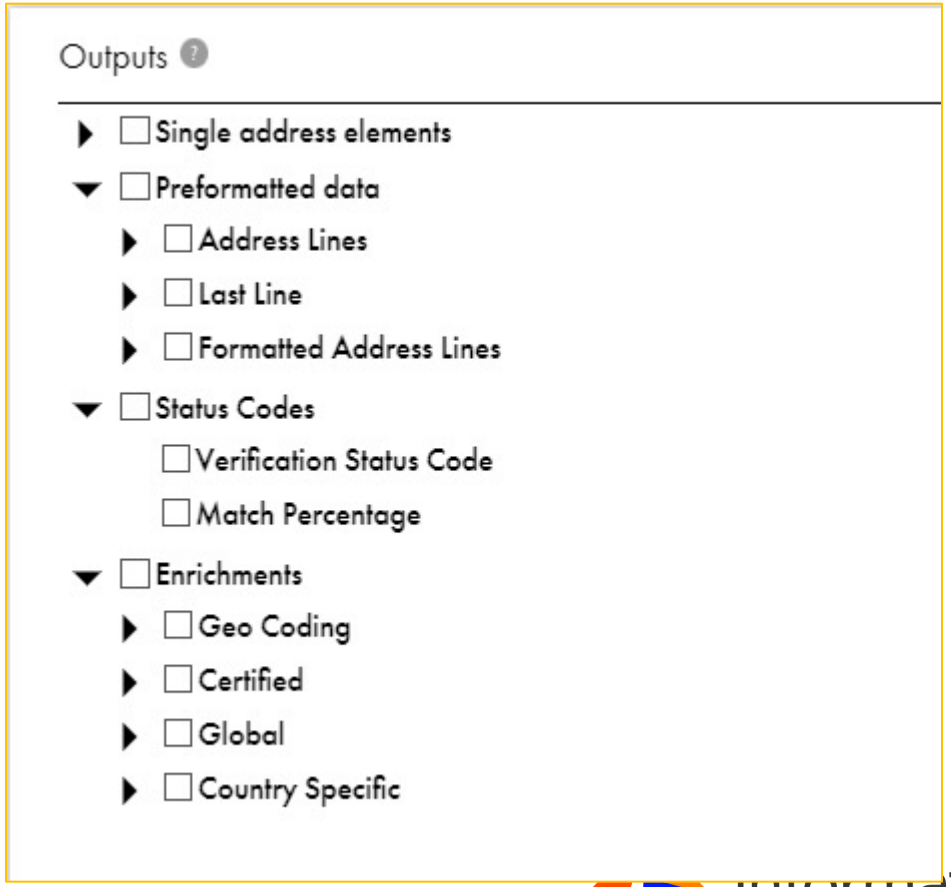
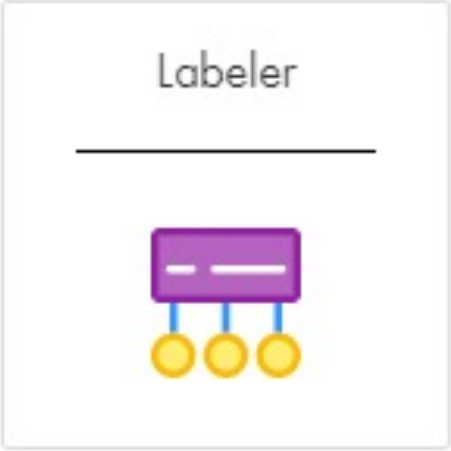
Verifier Assets

- The verifier can perform the following operations
  - Verify
  - Format
  - Suggest
  - Measure
  - Enrich
  - Certify



Labeler Assets

- Derives information about the content and structure of data.
- Perform token labeling or character labeling.
- Token labeling analyzes one or more tokens, or delimited values, in an input field
- Character labeling analyzes the individual characters in the input field.



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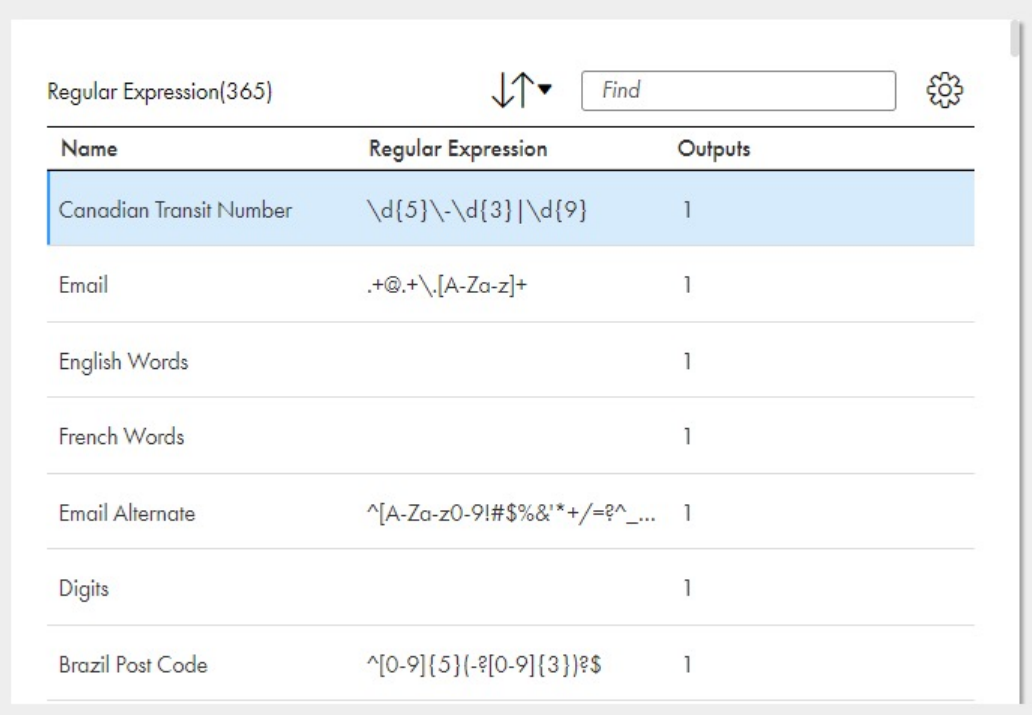
Labeler Assets

When to use a labeler asset

- Verify business information with dictionaries
- Identify data by character format
- Review the structure of your input data



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Deduplicate Assets

- Calculates degree of similarity between records and generates output data for these calculations
- Based on the Match Transformation
  - Identity matching
  - Single source / single data set
- An identity is a set of data values that collectively identify a person or organization

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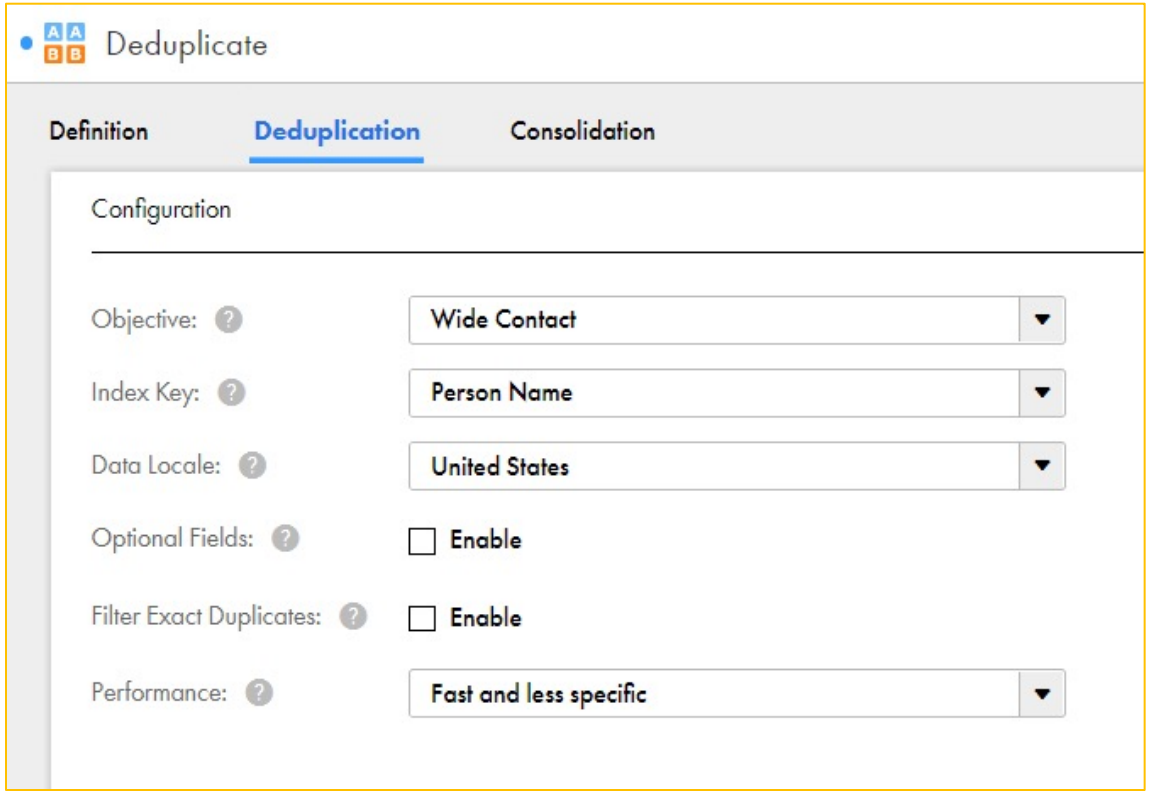
Deduplicate Assets

Duplicate analysis methodology

- It's a set of instructions for a Deduplicate transformation.
- Select the type of identity to search for at run time
- Define the search criteria to the input data.



Cleanse Assets

- It's a set of one or more data transformation steps that can standardize the form and content of your data
- Perform cleanse and merge operations on the input fields that a cleanse instance identifies in the asset

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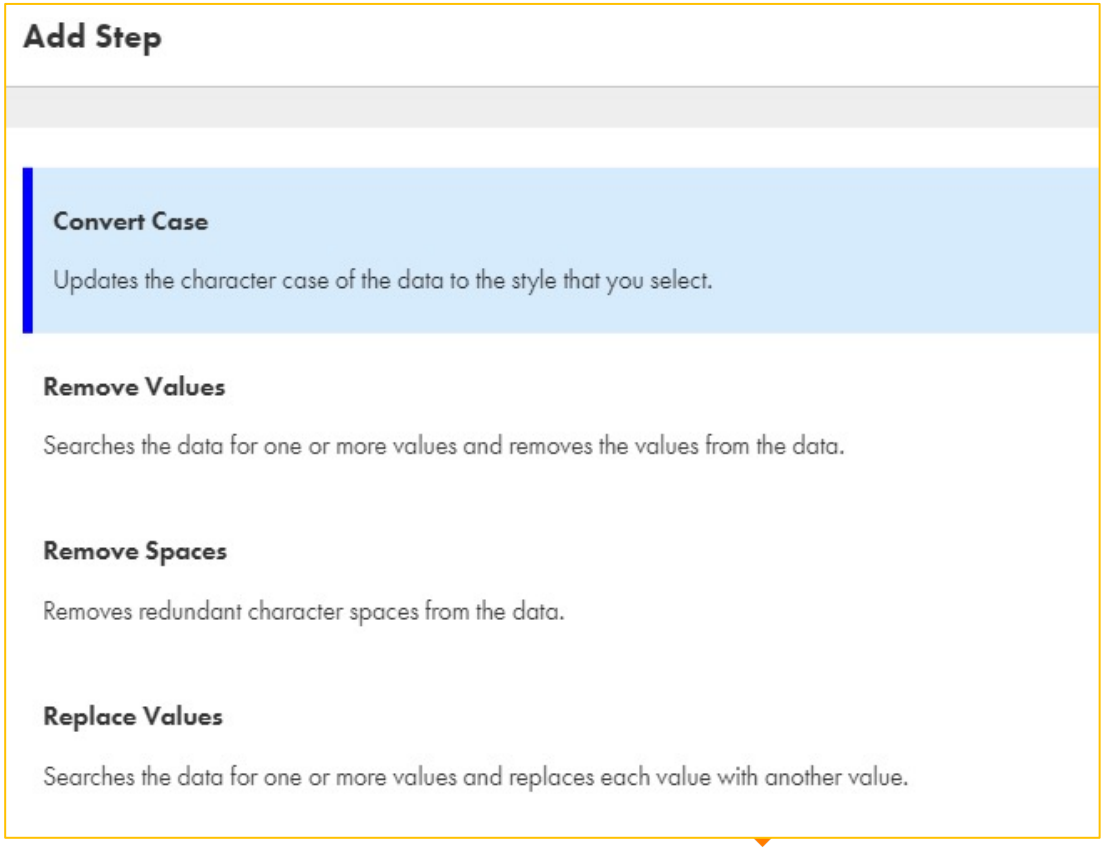
Cleanse Assets

Standardize the data

- Improve data consistency in a data set
- Fix errors in data
- Comply with regulatory standards
- Prepare for downstream data quality initiatives
- Merge data fields to effectively manage your data set



Dictionary Assets

- Reference data set that you can use to evaluate data in a mapping
- Use dictionaries to verify that the data values on a data source or another object in a mapping are accurate and correctly formatted

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Dictionary Assets

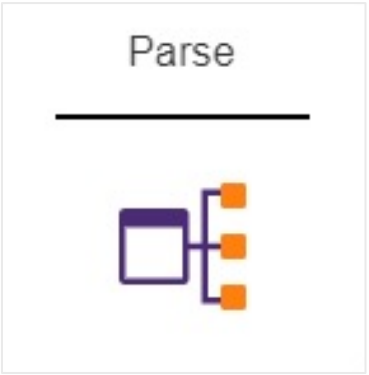
Dictionary Operations

- Compares the input field data to the data in the dictionary
- If match, the transformation performs an action based on definitions

Column 1	Column 2	Column 3	Column 4	Column 5
Mississippi	228	601	662	769
Missouri	314	417	573	636
Montana	406			
Nebraska	308	402	531	
Nevada	702	725	775	
New Hampshire	603			

Parse Asset

- Use a parse asset to improve the structure of your data
- A parse asset defines a set of operations that can identify discrete values in an input field and write the values to appropriate output fields



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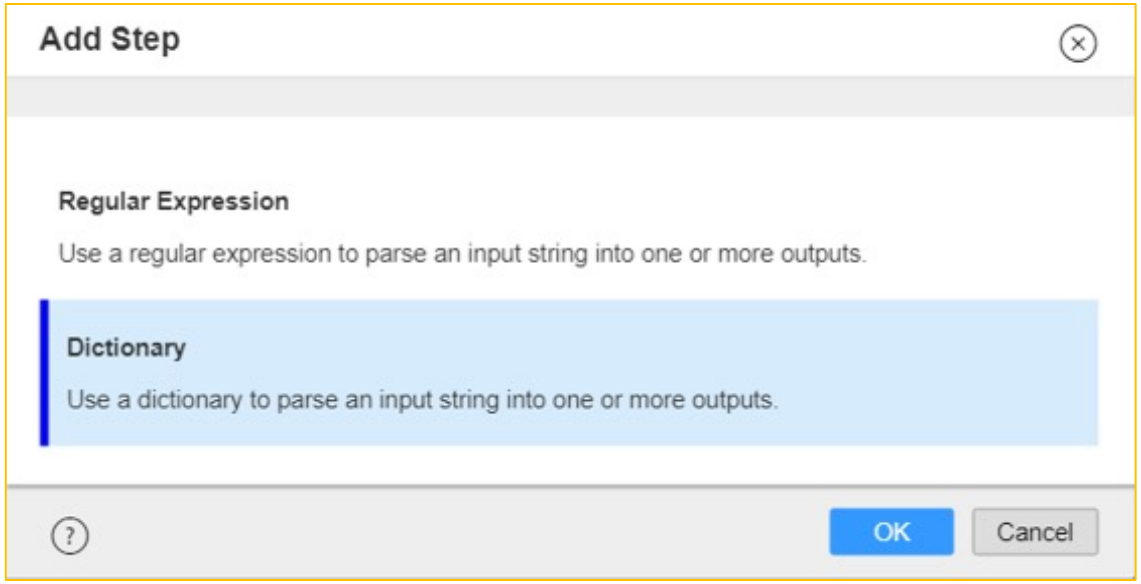
Parse Assets

Parse operation to identify values in the following ways:

- Use a dictionary to identify values
- Use a regular expression to identify values
- Use a pre-built pattern to identify values



Rule Specification Asset

- A rule specification is an asset that represents the data requirements of a business rule in logical form

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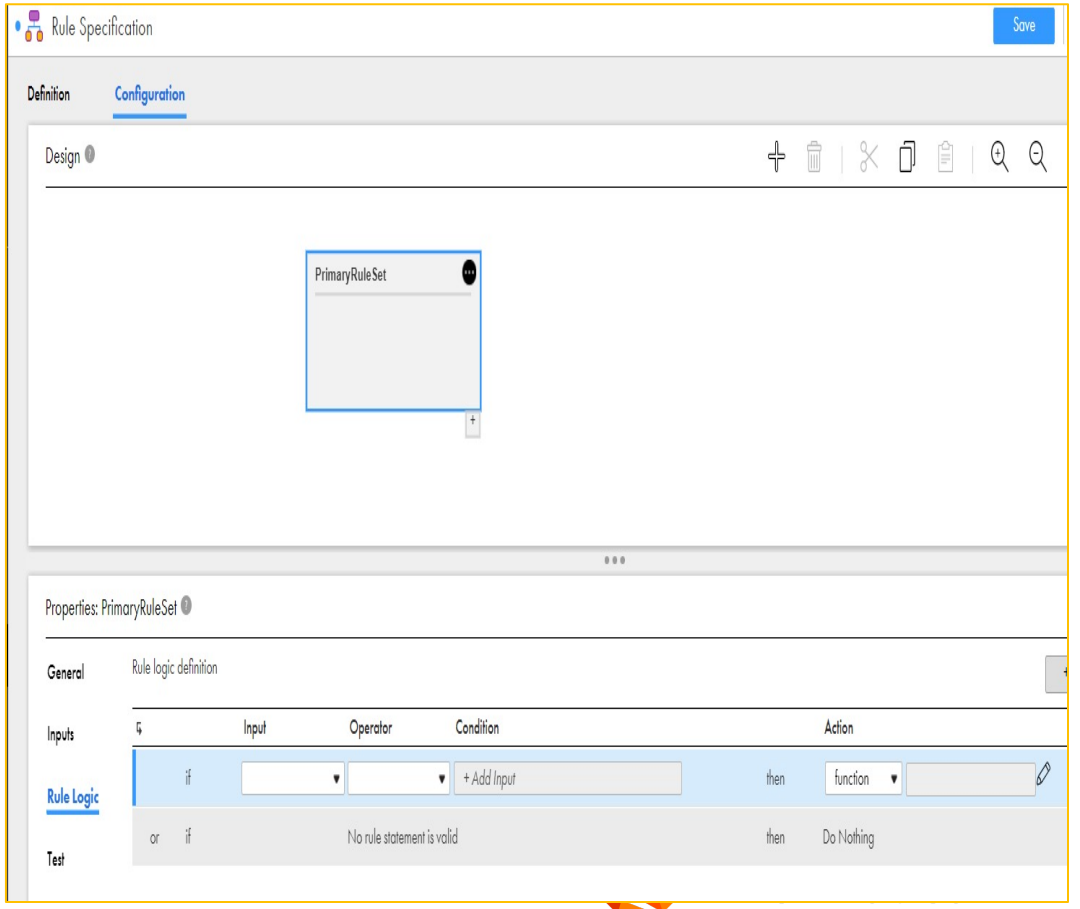
Rule Specification Assets

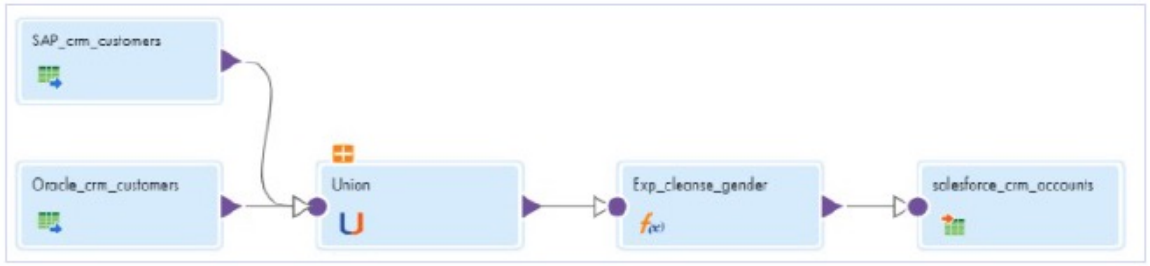
Rule Specification operation:

- Define the types of data that a business data set contains
- Define a set of conditions that the business data must satisfy
- Define the actions to take when the data satisfies the conditions of the business rule
- Define the actions to take when the data fails to satisfy the conditions of the business rule

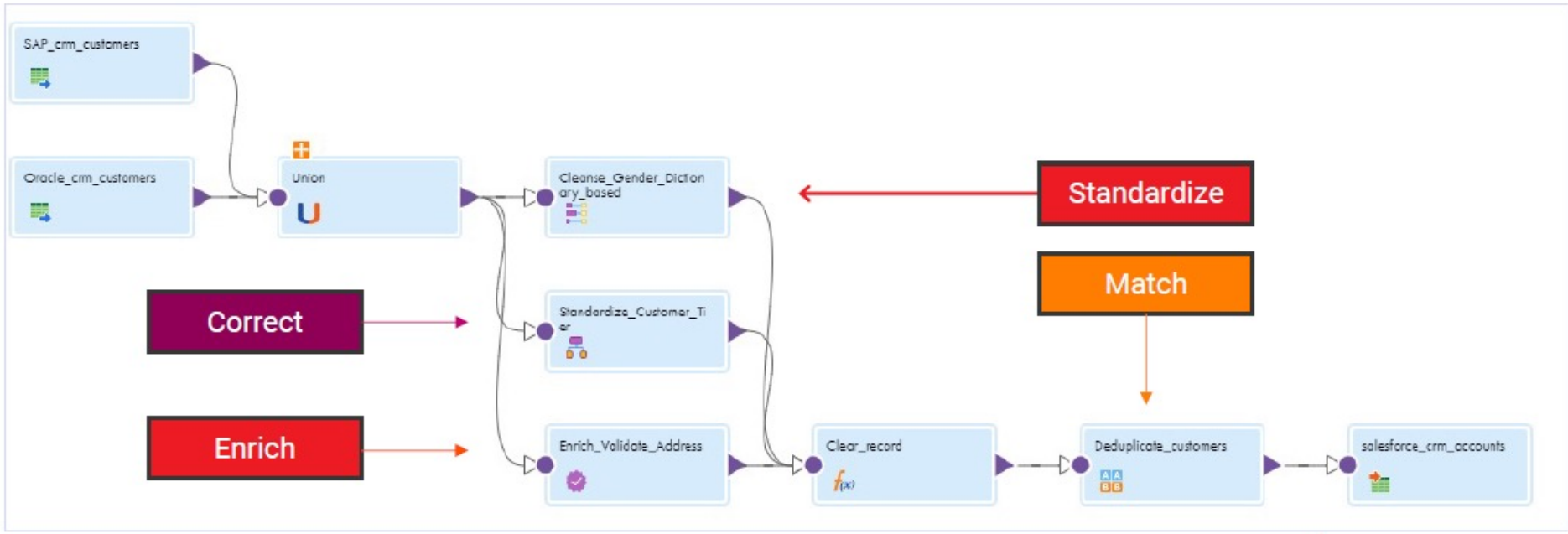


Data Quality in Data Integration Pipeline

Data Pipeline: Integration only



Data Pipeline: Integration and Data Quality



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Demo

Q&A