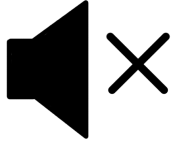


Dec 14, 2021

Data Quality for Data Integration

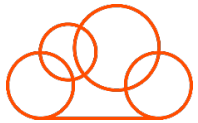
Helen Kinsella, Principal Product Specialist
Ranganadhamu Kusuma, Product Manager

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.

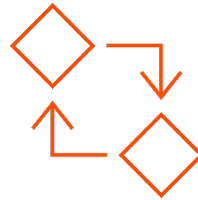
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions

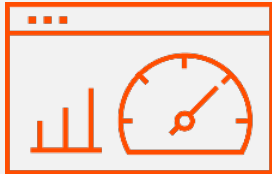


Informatica
Concierge



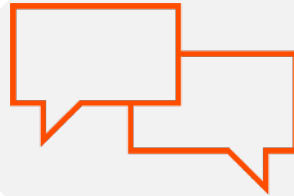
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



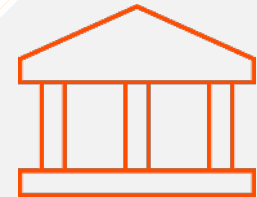
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

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

Safe Harbor

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Tech Tuesdays Webinar

Data Quality for Data Integration



Meet The Team



Ranganadhamu Kusuma

Product Manager, Cloud Data Quality



Helen Kinsella

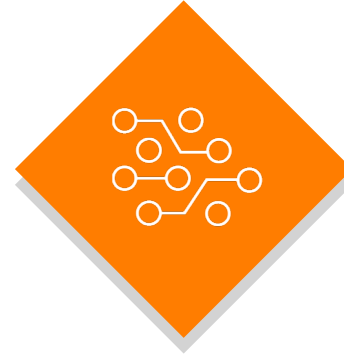
Principal Product Specialist

Macro Trends Creating Tailwinds for Data Management



200%

growth in the world's data, doubling every year***



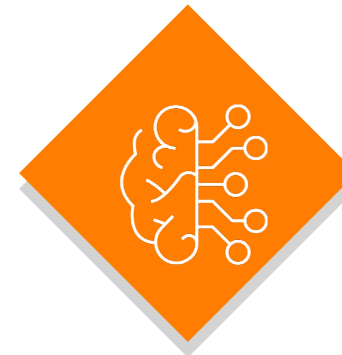
80%

of CEOs say the pandemic has **accelerated digital transformation***



30%

of enterprise time was spent on **non-value-added tasks** because of poor data quality**



80%

of data quality issues stem from **human error** like creating different versions of the same data****

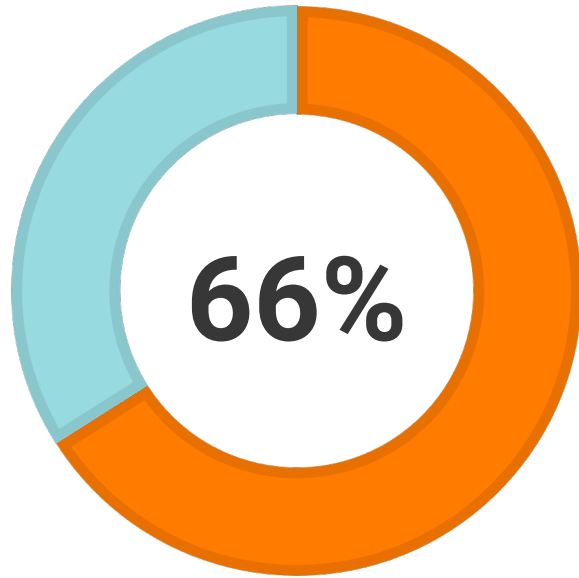
*Source: World Economic Forum, Here's how to flip the odds in favour of your digital transformation | World Economic Forum (weforum.org) Jan 2021

**Source: McKinsey, Designing data governance that delivers value, June 2020

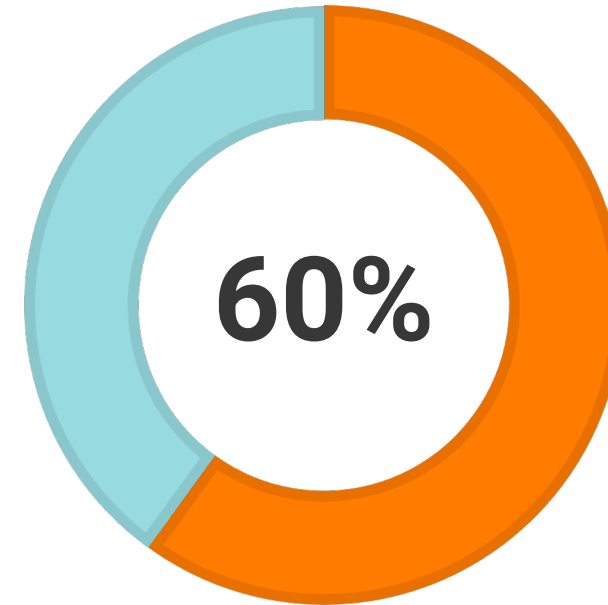
***Source: IDC 2021 Global DataSphere

****Source: McKinsey Designing a data transformation that delivers value right from the start, 2018

Most Important Initiative in Data Management - Data Quality and Governance



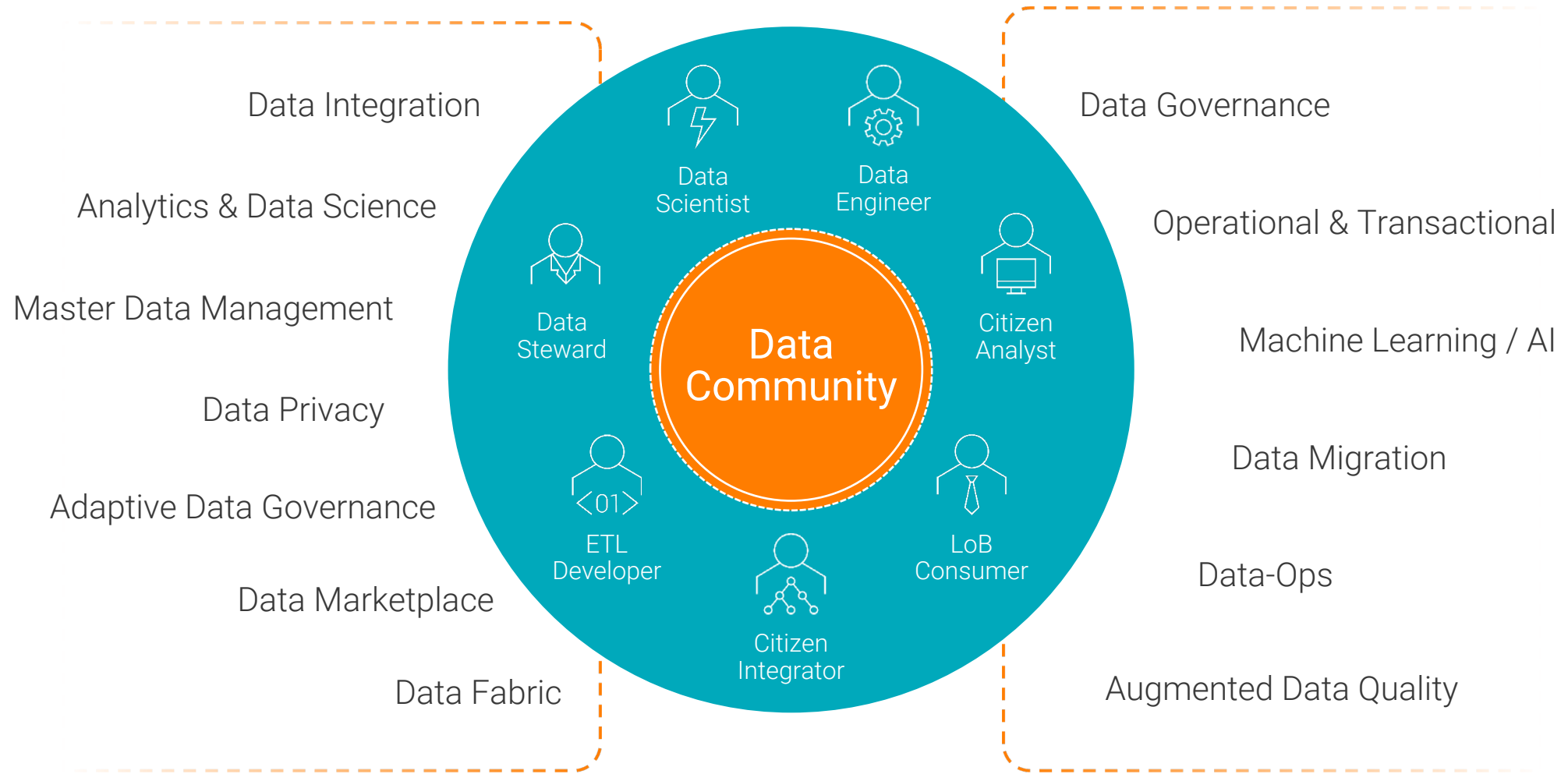
Rank Data Governance and Data Quality
as their top priority through 2022*



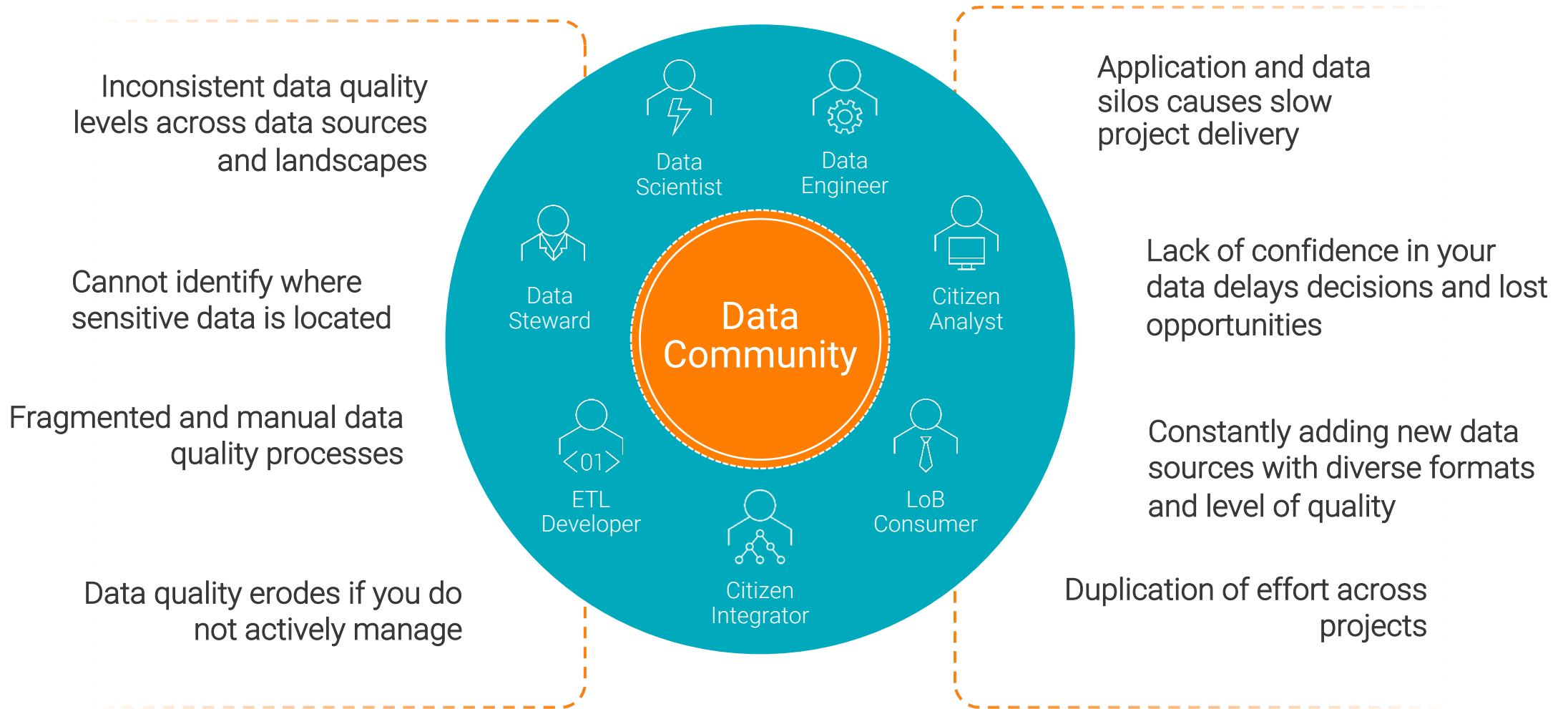
View tasks associated with ensuring data quality
and supporting governance and security as being
challenging*

*Source: Gartner - Survey Analysis: Data Management Struggles to Balance Innovation and Control – March 2020

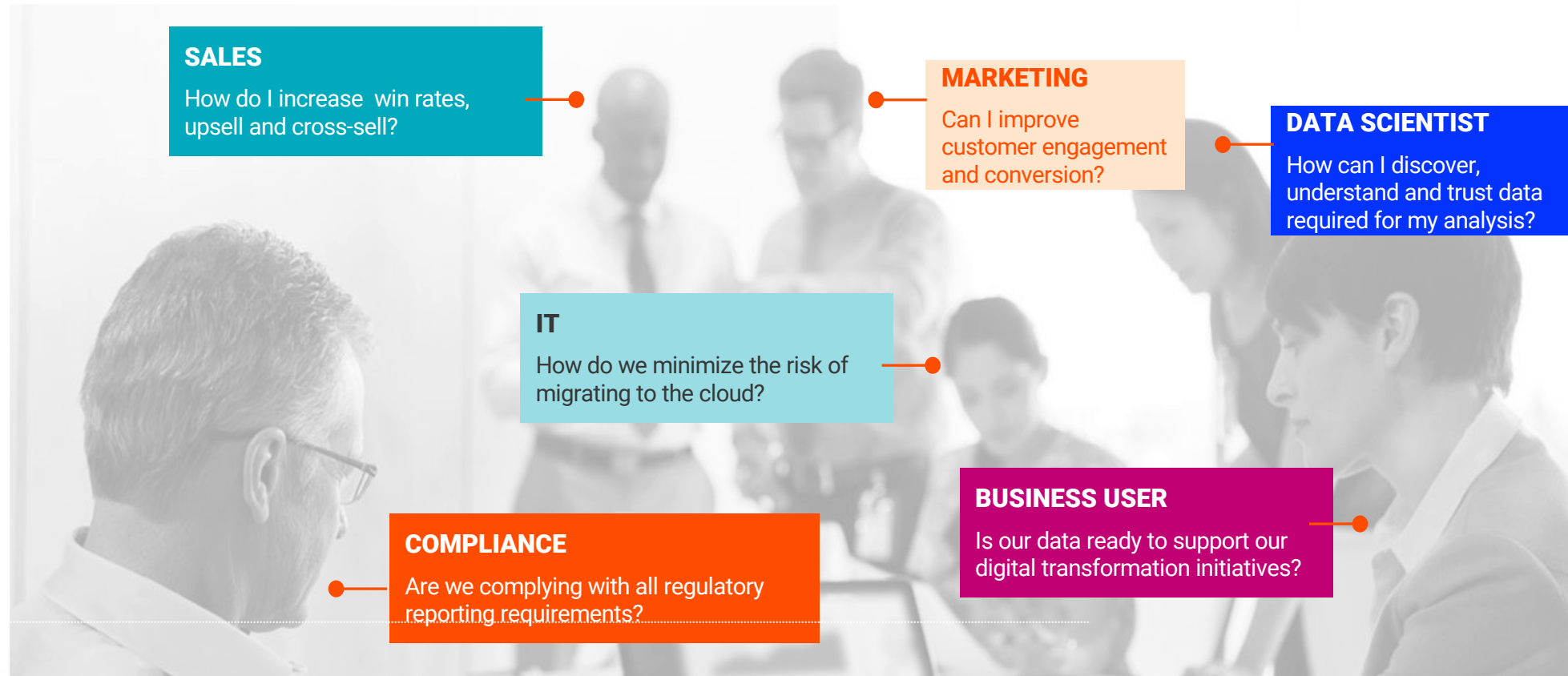
To Drive Data Management Initiatives



Initiatives can be Delayed or Fail Because...

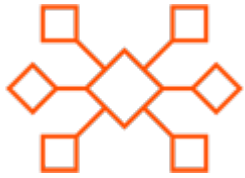


Data Quality Problems Keep Users Awake at Night

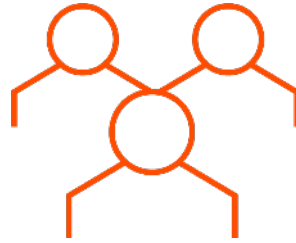


While some data quality issues are unfathomably complex, many yield quickly and produce outsize gains. Eliminating a single root cause can prevent thousands of future errors, save millions, and make things better for all involved. [Redman, Salmon and Nagle – Harvard Business Review](#)

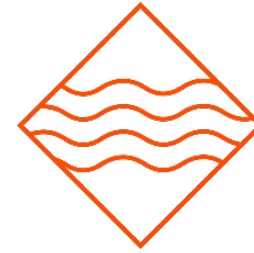
Make Data Quality Pervasive In Your Data Pipelines



Any Pattern





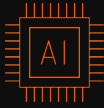








Any User



Any Data

Organizations must take a holistic approach with key data management practices including data quality, governance, data preparation, and integration that support and foster self-service practices and enable deeper insights across the enterprise.” *TDWI in 2020*

-  Data Engineering
-  Data Lake
-  Data Warehouse
-  App Modernization
-  Data Science
-  Customer Experience
-  E-Commerce
-  Supply Chain Management
-  Finance Transformation
-  Data Governance
-  Data Privacy

 DATA CONSUMERS

Intelligent Data Management Cloud

KEY CAPABILITIES

- DISCOVER & UNDERSTAND
- ACCESS & INGEST
- CURATE & PREPARE
- CLEANSE & TRUST
- SINGLE SOURCE OF TRUTH
- 360 VIEWS & INSIGHT
- SHARE & DELIVER
- GOVERN & PROTECT

INTELLIGENT CLOUD SERVICES

-  DATA CATALOG
-  DATA INTEGRATION
-  API & APP INTEGRATION
-  DATA PREP
-  DATA QUALITY
-  MASTER DATA MANAGEMENT
-  CUSTOMER & BUSINESS 360
-  DATA MARKETPLACE
-  GOVERNANCE & PRIVACY

AI ENGINE

CLAIRE™
AI-Powered Metadata Intelligence & Automation

CONNECTORS

10K+ METADATA-AWARE CONNECTORS
CLOUD-NATIVE • MICROSERVICES-BASED • API-DRIVEN • ELASTIC • SERVERLESS

 DATA SOURCES

Use a Consistent Quality Process and Methodology

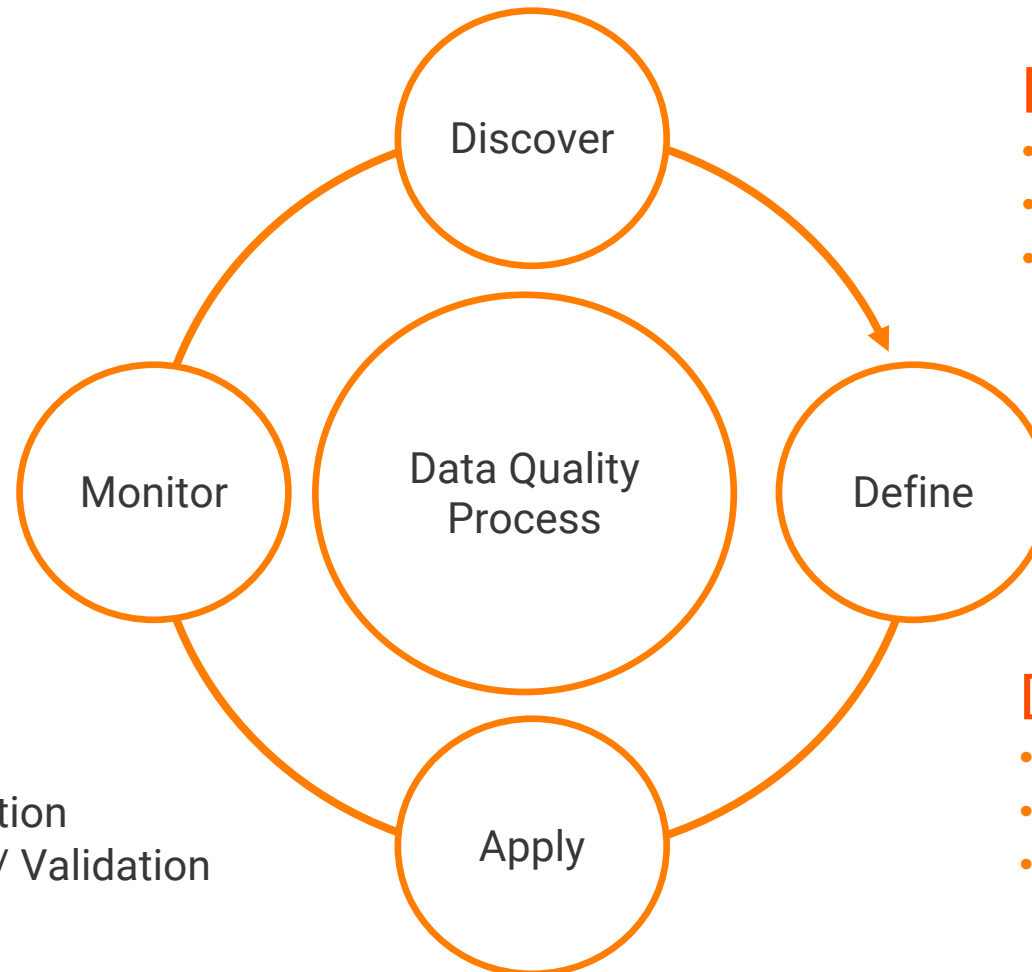
Trustworthy, Fit for Purpose, High Quality Data

Monitor

- Review Progress
- Threshold Alerts
- Scorecards

Apply

- Mapping Generation
- Standardization / Validation
- Deduplication



Discover

- Profiling
- Identify Data Issues
- Set Data Quality Goals

Define

- Dictionaries
- Business Rules,
- Cleanse, Parse, Label
Verification, etc. processes

Data Quality on Intelligent Data Management Cloud

Informatica Intelligent Cloud Services Log Out

My Services

- API Manager
- API Portal
- Application Integration
- Application Integration Console
- Data Integration
- Data Quality**
- Integration Hub
- PC to Cloud Conversion
- Administrator

[Show all services](#)

New ✕

Select the type of asset you want.

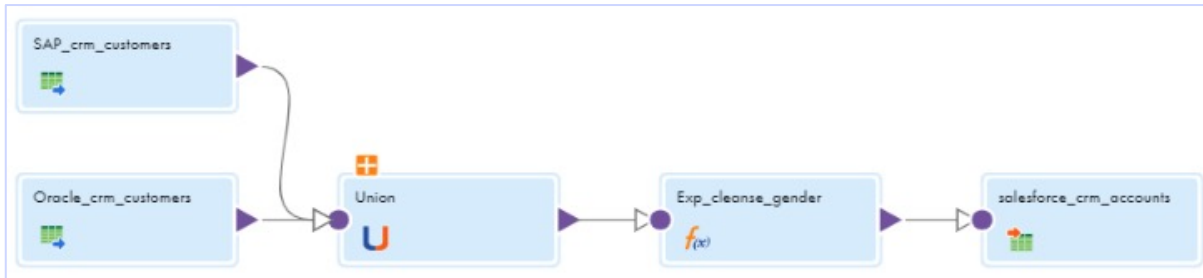
<p>Rule Specification</p>	<p>Dictionary</p>	<p>Verifier</p>	<p>Cleanse</p>
<p>Deduplicate</p>	<p>Parse</p>	<p>Labeler</p>	

? Cancel

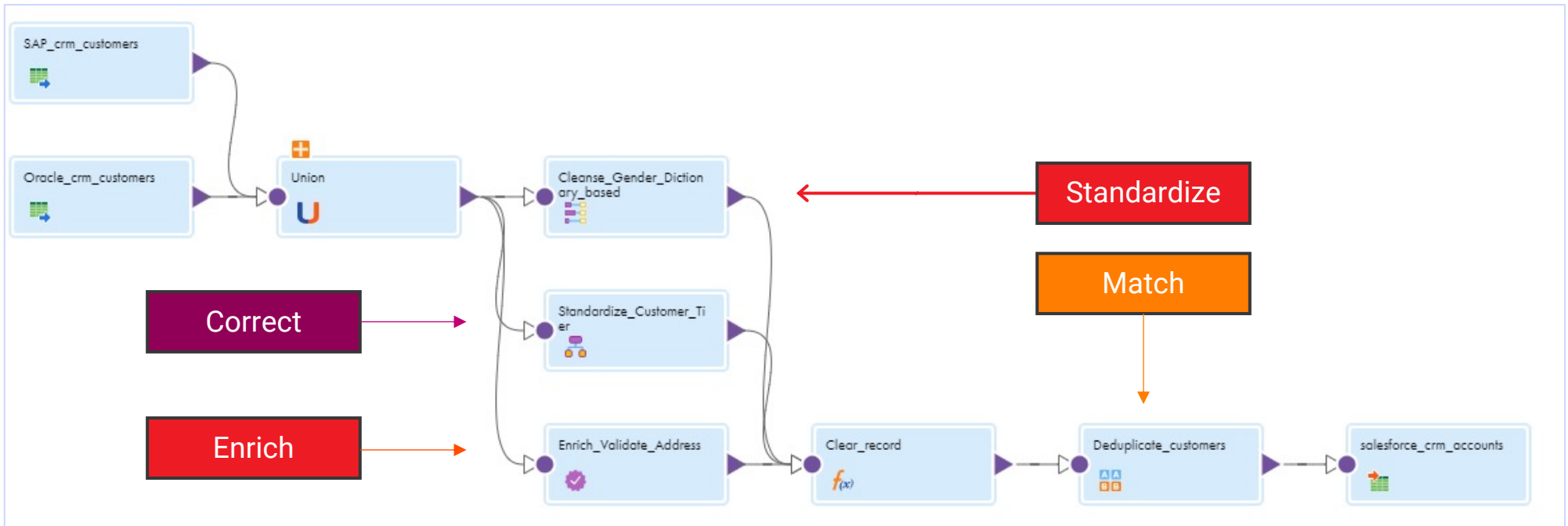
Drag and Drop No Code Data Quality into your Pipeline

Quickly Find and Fix Data Inconsistencies With Integrated Cloud Data Quality

Data Pipeline:
Integration
only



Data Pipeline:
Integration
and Data
Quality



Demo



Informatica Cloud Data Quality

Deliver fit-for-purpose data throughout the data lifecycle

Simplicity



Low-code / No-code data profiling, cleansing, standardization and enrichment for all data

Productivity



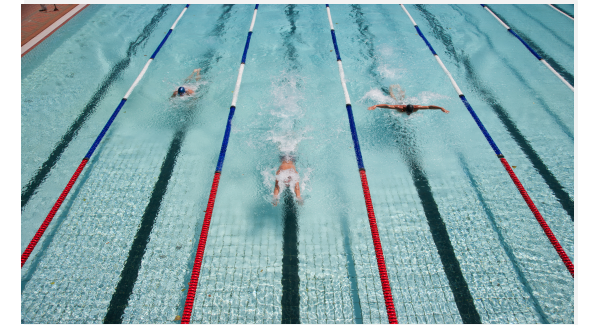
Accelerate data quality projects within a familiar development environment

Scale




Cloud First, Cloud Native Data Management at Enterprise Scale

Leader




13-Time Gartner Magic Quadrant Leader Data Quality Solutions

Start Your Free Data Quality Trial Today

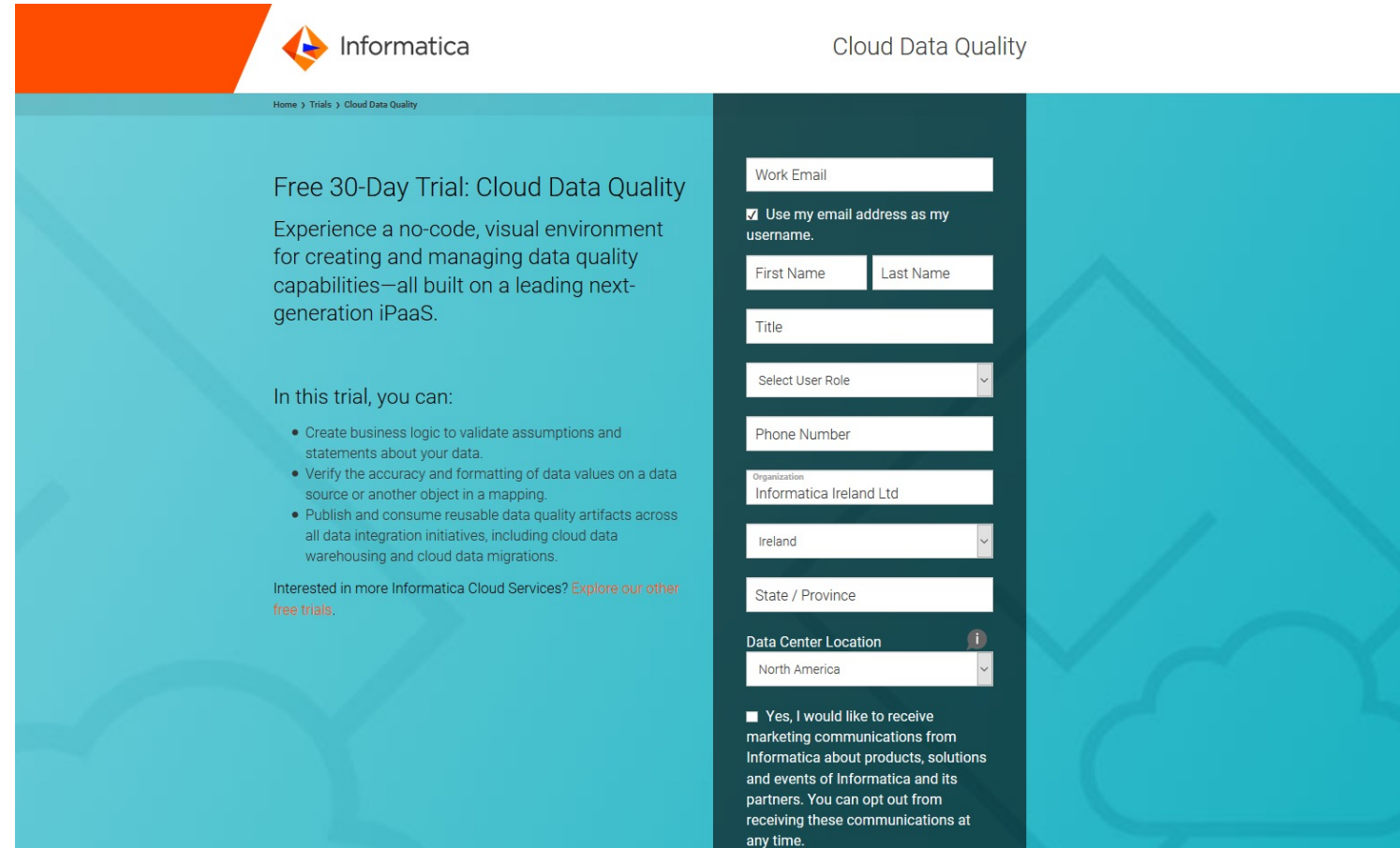


CLOUD DATA QUALITY

Build, test, and apply data quality rules. Reuse the same rules across all applications and initiatives such as cloud data warehousing and cloud data migrations.

[LEARN MORE](#) 

[SELECT TRIAL](#)



Informatica Cloud Data Quality

Home > Trials > Cloud Data Quality

Free 30-Day Trial: Cloud Data Quality

Experience a no-code, visual environment for creating and managing data quality capabilities—all built on a leading next-generation iPaaS.

In this trial, you can:

- Create business logic to validate assumptions and statements about your data.
- Verify the accuracy and formatting of data values on a data source or another object in a mapping.
- Publish and consume reusable data quality artifacts across all data integration initiatives, including cloud data warehousing and cloud data migrations.

Interested in more Informatica Cloud Services? [Explore our other free trials.](#)

Work Email

Use my email address as my username.

First Name Last Name

Title


Select User Role

Phone Number

Organization

Ireland

State / Province

Data Center Location 

Yes, I would like to receive marketing communications from Informatica about products, solutions and events of Informatica and its partners. You can opt out from receiving these communications at any time.

Data Quality Trial: <https://www.informatica.com/trials/cloud-data-quality.html>

Q & A

Thank You