Mar 21st, 2023

Enabling Self-Service Analytics Using IDMC Platform: CDMP, CDGC, CDQ, and CDI - Part 1

- Rebecca South, Principal Customer Success Architect
- Srinivasa Gopal, Principal Solution Architect
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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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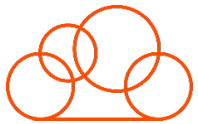
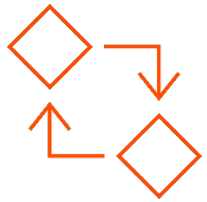


Bootstrap trial and POC Customers

Enriched Customer Onboarding experience



Product Learning Paths and Weekly Expert Sessions

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Tailored training and content recommendations

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Agenda

1. Introduction
2. Digital Transformation Challenges
3. Optimize Time to Insights
4. Enable Trusted Data and Analytics
5. Business Outcomes and Success Criteria
6. Demo

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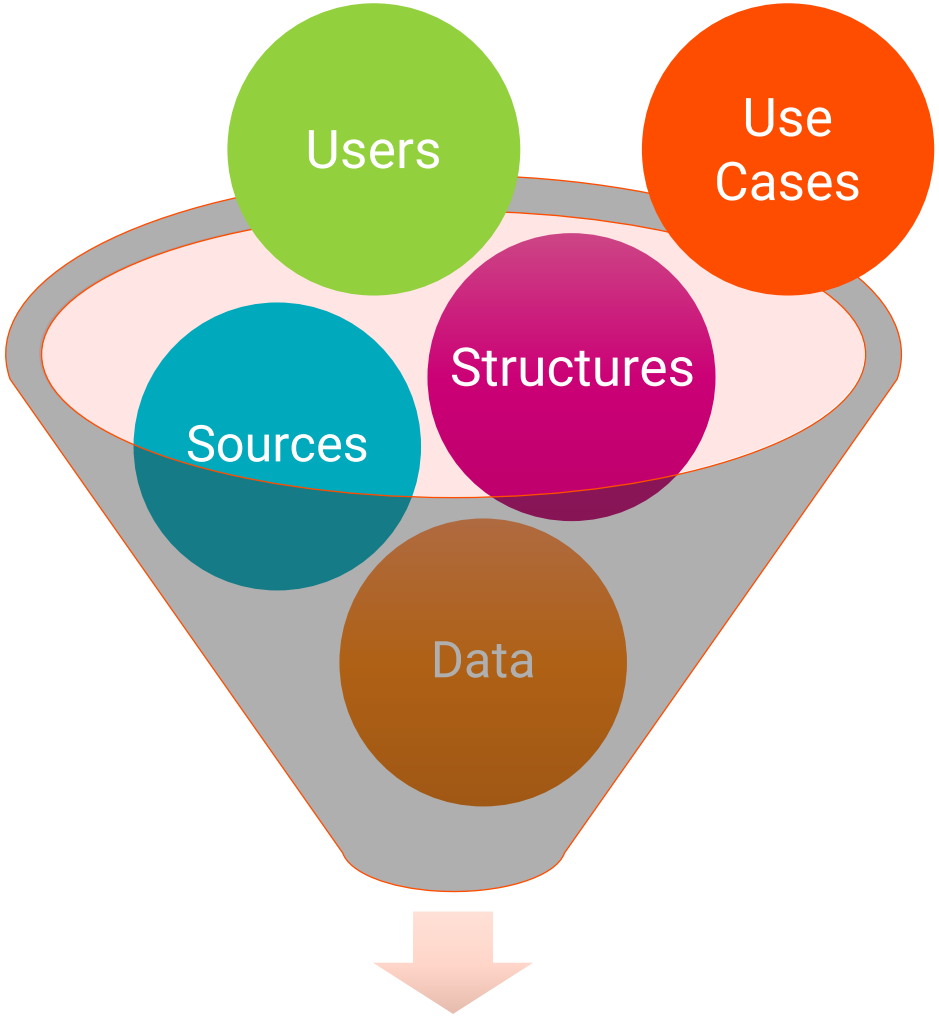
Digital Transformation – Driving Forces

- Demand for trusted data
  - Insights
  - Innovation
  - Competitive Advantage
- The digital world drives complexity
  - More data
  - More sources
  - More structures
  - More users
  - More use cases



Insights
Innovation
Competitive Advantage

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Visibility

Access

Fit for Purpose

Trust

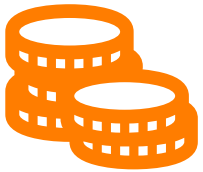
Collaborate

Top objectives that CDO's are measured on are

Data Quality

ROI on Data & Analytics Investments

Increasing Data Sharing



Cost Optimization

Yet less than 35% have met these objectives.

(Source: Gartner 2020 CDO Survey)

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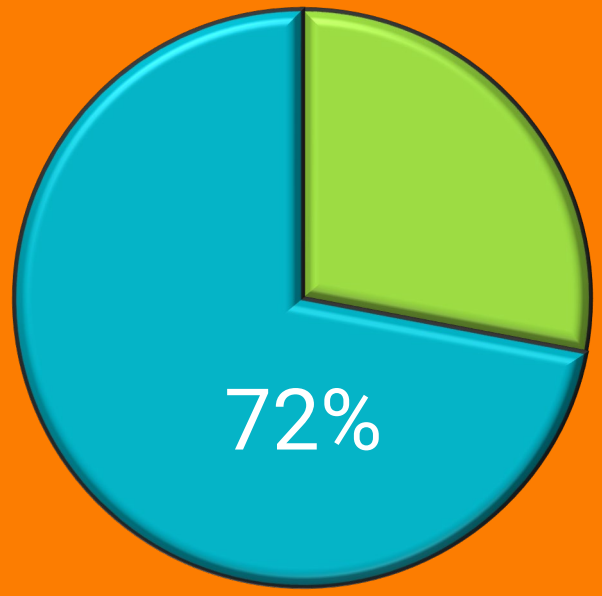
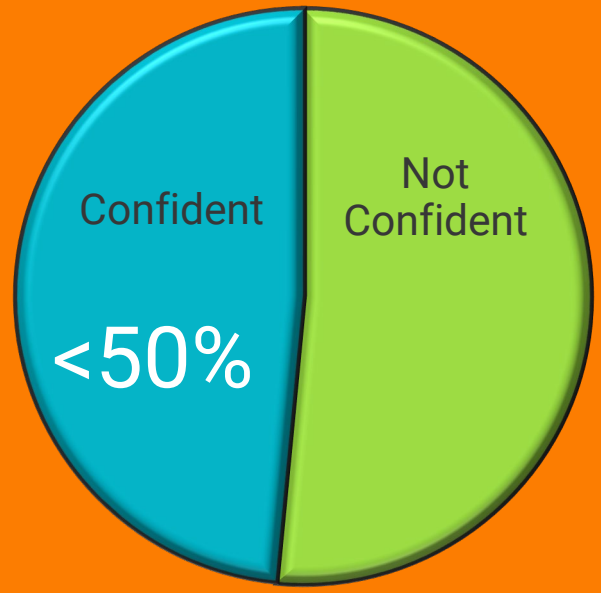
Challenges for Analytics

Quality and Fit for Purpose



Executives that say that fragmented and poor-quality data is the biggest issue for analytics and AI

(Source: Capgemini)



Fewer than half of Marketers confident they could use their data to improve decision-making, better target and segment customers and improve customer experiences

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Common Approaches

- Manual processing
- Hand coding
- Data visualization tools

Doesn’t Address

- Data quality
- Data integration
- Data sharing
- Data governance

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Use Case: Attrition Rate Study

Length of Employment Trends, including views by Location, Job Title, Gender, Salary Range

Timeline

Trust

Decisions

Challenges

- ✓ Multiple sources
- ✓ Legacy Systems
- ✓ IT Resource availability
- ✓ Shape of the Data
- ✓ Effort to fix data
- ✓ Re-usable, shared asset

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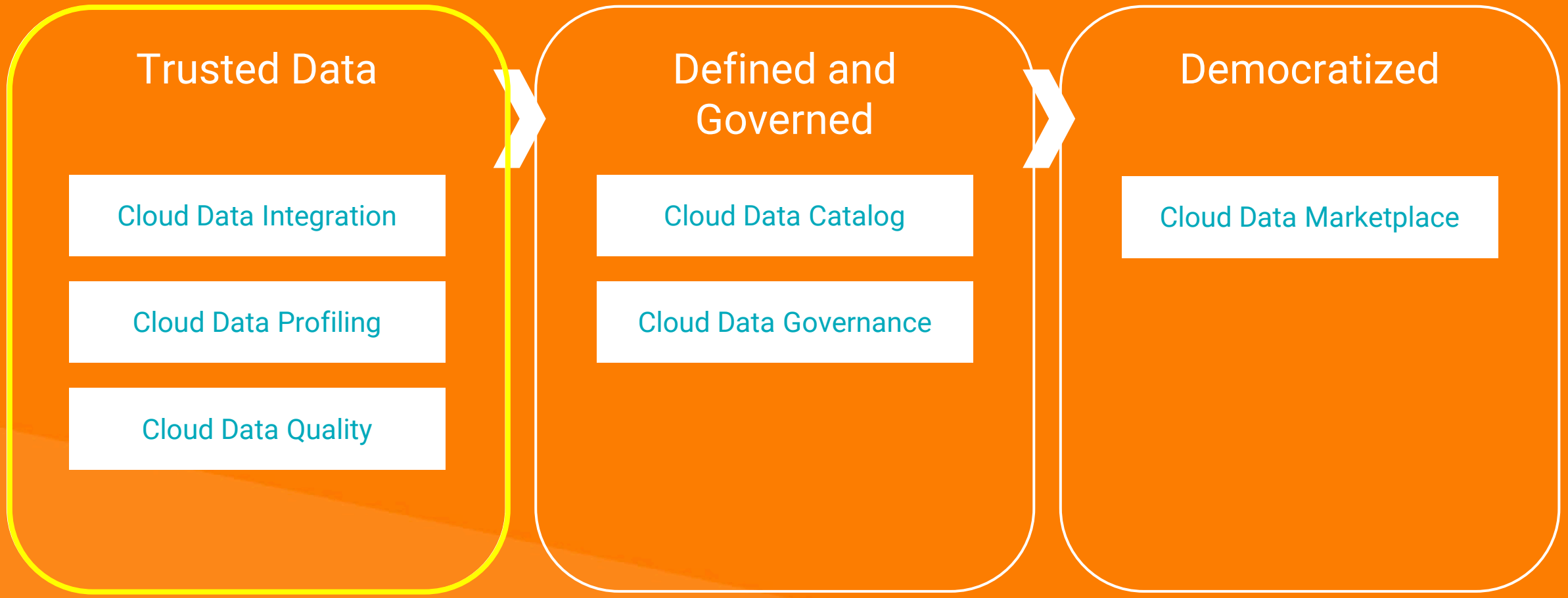
Cloud Services to Enable Quality, Governance, Self Service

Products to Support Use Case Journey



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Optimize Time to Insights

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Why Optimizing Time to Insights is Critical

Organizational pressures to deliver quickly, efficiently, consistently, accurately

- Reduce project cycles
- DQ and DG efforts are aligned with standardized rule definitions and quality thresholds
- Reduce cost through re-use of centrally managed DQ rules
- Empowers business to lead DQ initiatives to free up IT to focus on strategic projects
- Consistent application of DQ rule across enterprise reduces rework and increases trust in data
- DQ improvements and ROI can be tracked over time
- Streamline the resolution of data quality issues
- Leverage out of box AI to reduce development cycles

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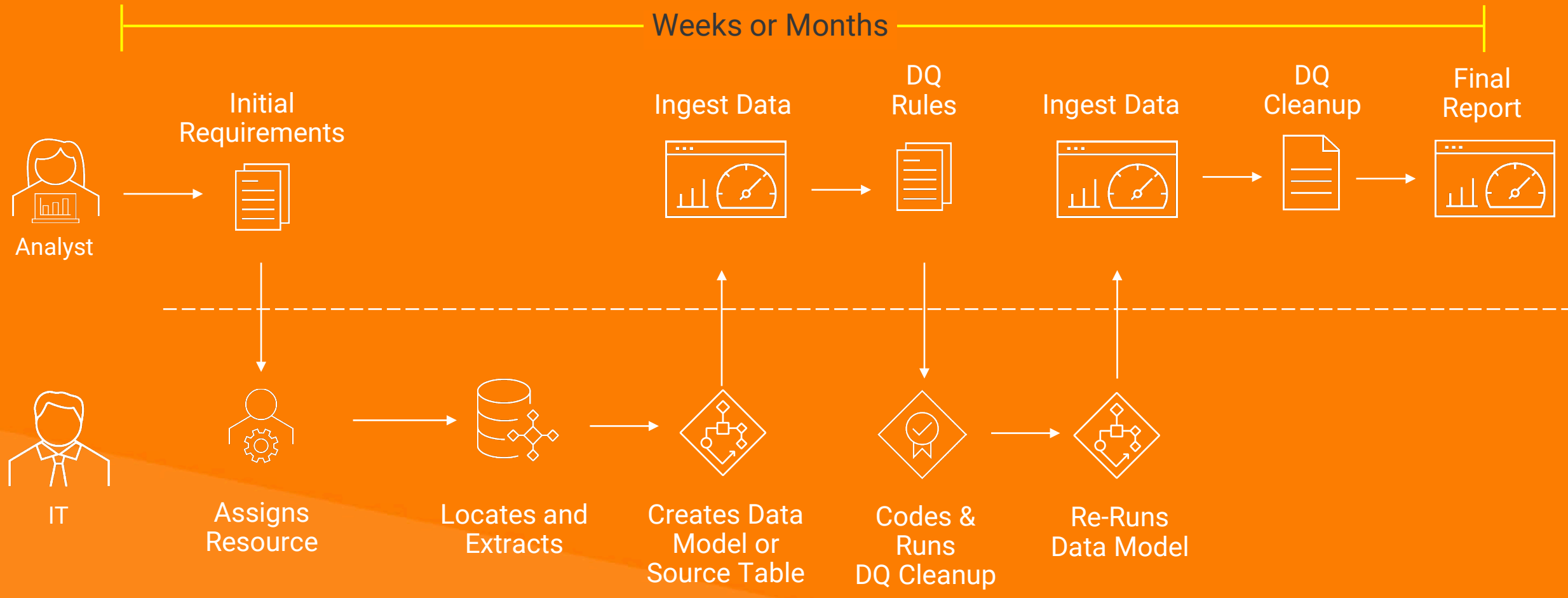
Traditional Route for BI Analytics

Mainly IT driven, multiple cycles, manual coding, resource intense



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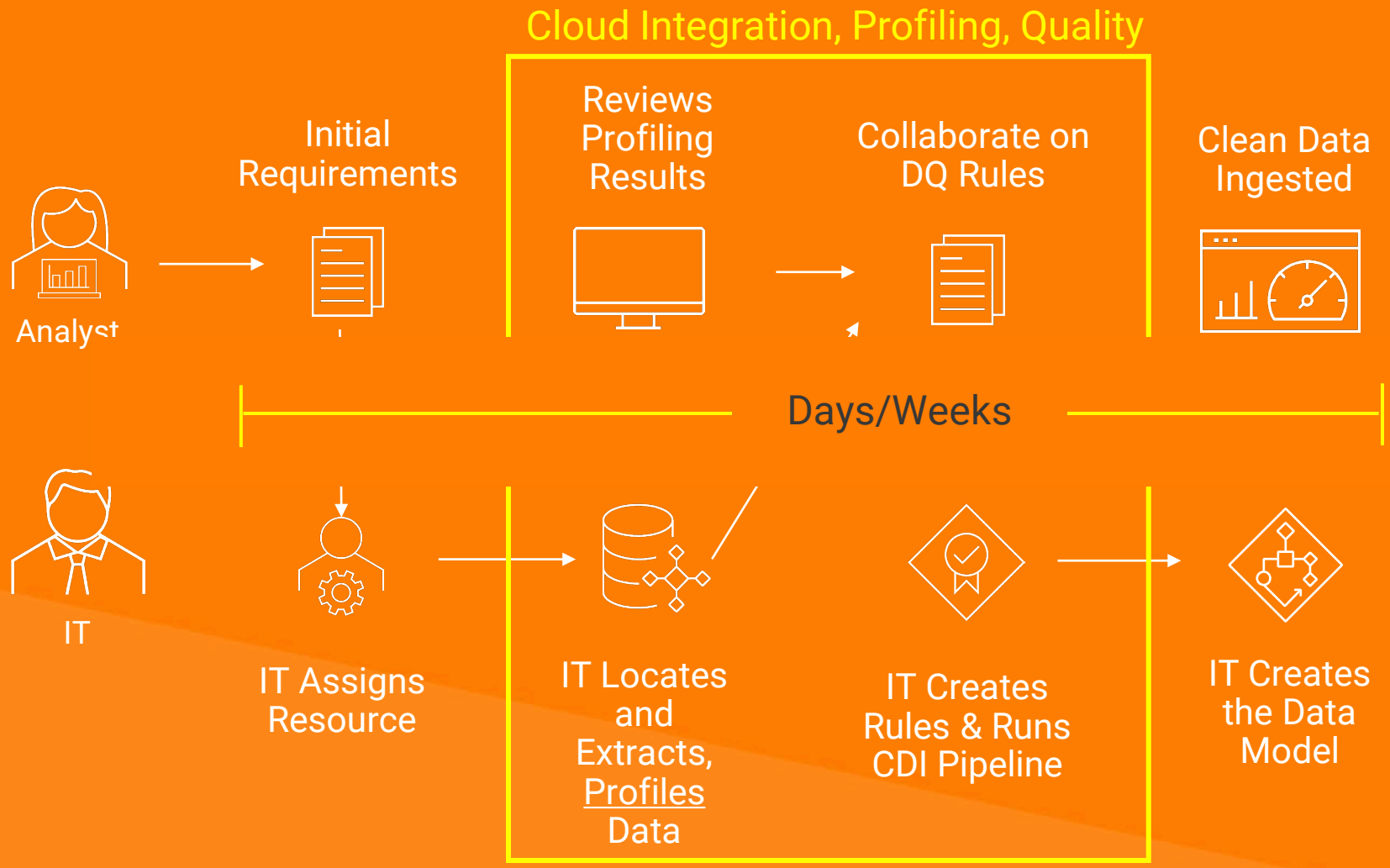
Optimizing Time to Insights

Reduced Cycles, Re-usable Rules, Cleansed Data Model ready Self-Service



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Enable Trusted Data and Analytics

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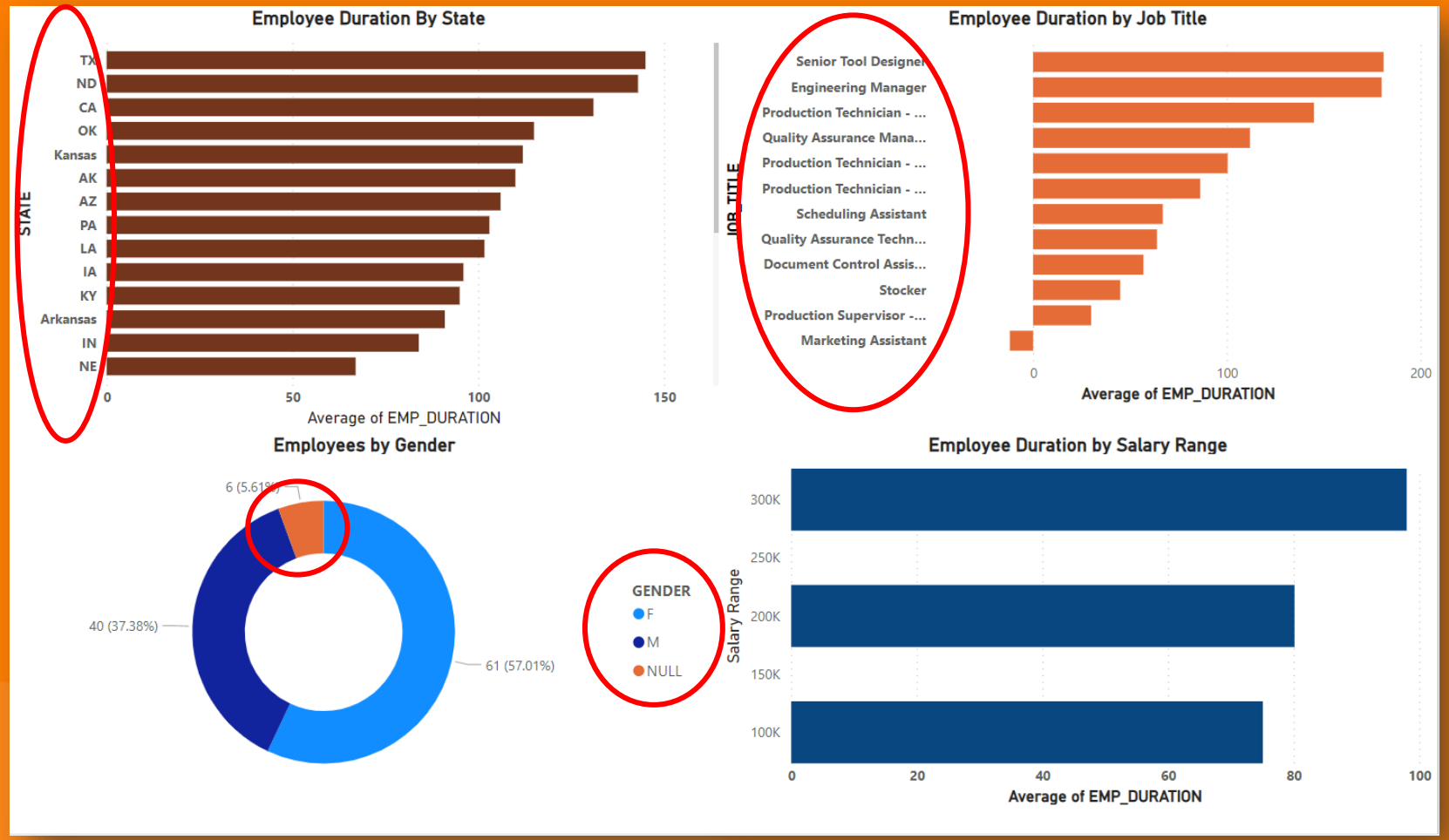
Analytics without Data Profiling and Data Quality



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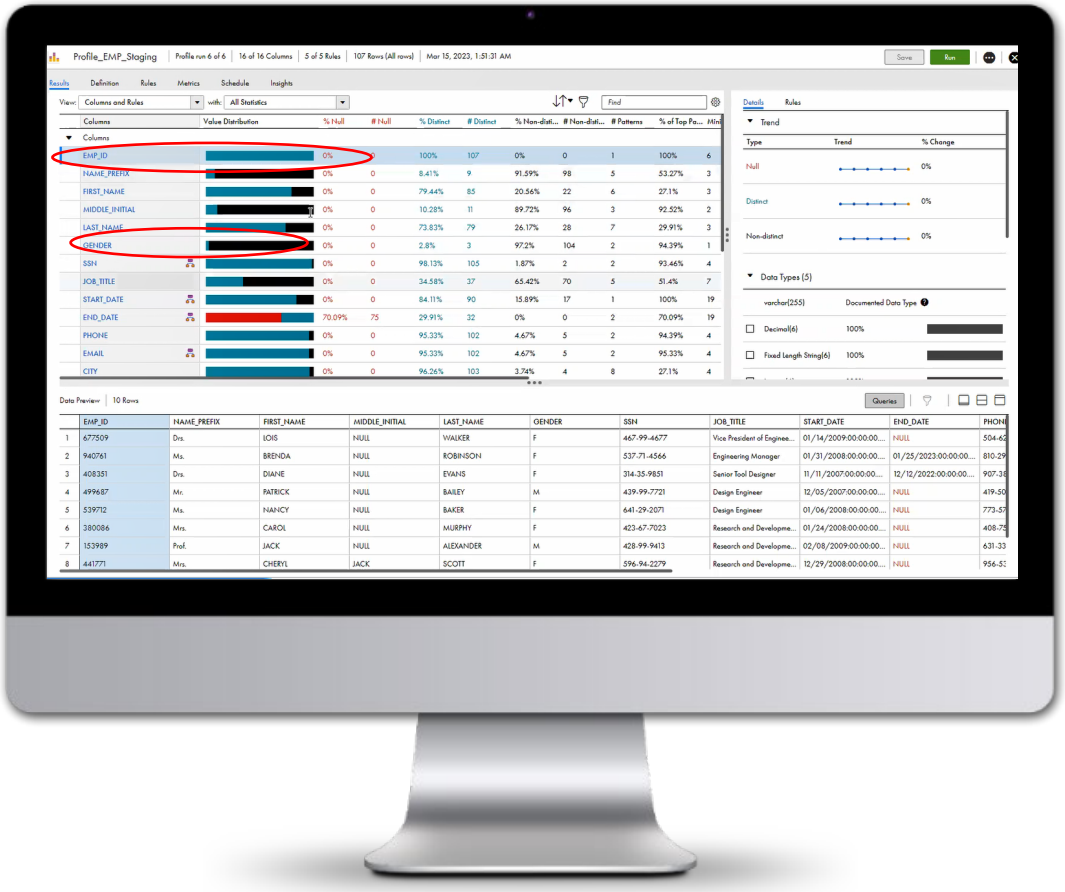
1 Data Profiling

Alex will use use Profiling up front for

- Early detection into issues
- Information as to what effort and what rules will be needed to clean up the data
- CLAIRE Insights to automate rule creation
- Output of bad records to a separate table for resolution or exclusion from analysis
- Monitoring for continuous improvement as records are cleansed and added back



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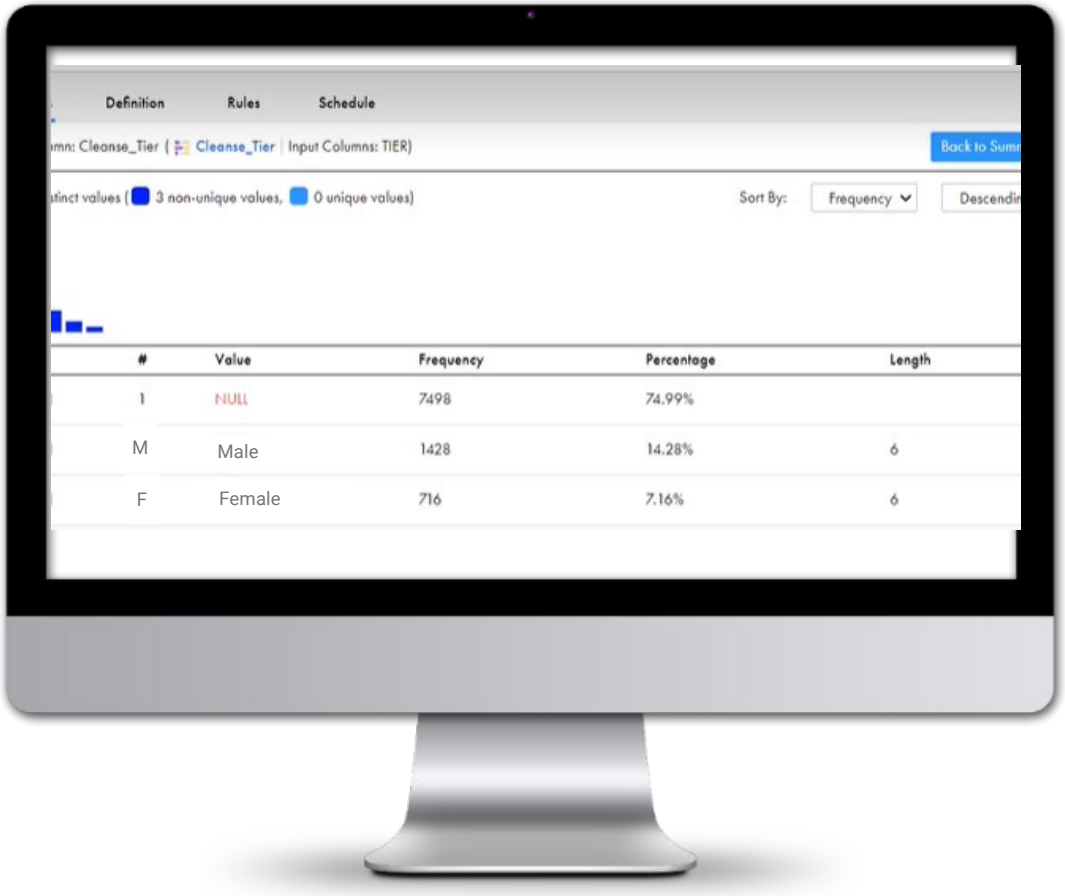
2 Cleansing

Alex will initiate cleansing rules to

- Standardize the form and content
- Improve data consistency
  - ✓ Convert case
  - ✓ Remove / replace values
  - ✓ Remove spaces
- Fix errors
- Prepare for downstream consumption
- Merge data with accuracy



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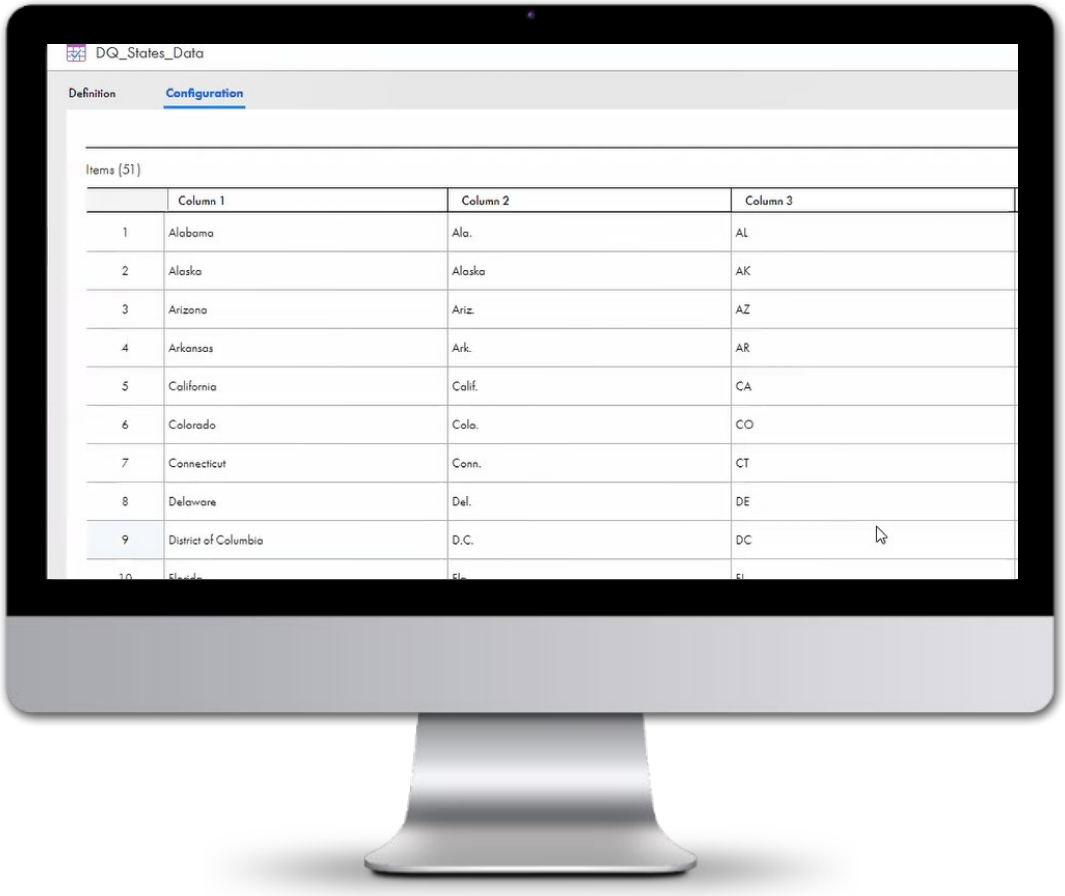
3 Standardize Values

- The Dictionary assets is a reference data set that you can create and use to apply

Alex will use this feature to

- Verify the data values on the State field are accurate and correctly formatted
- Automatically make a correction where a match to the Dictionary is found



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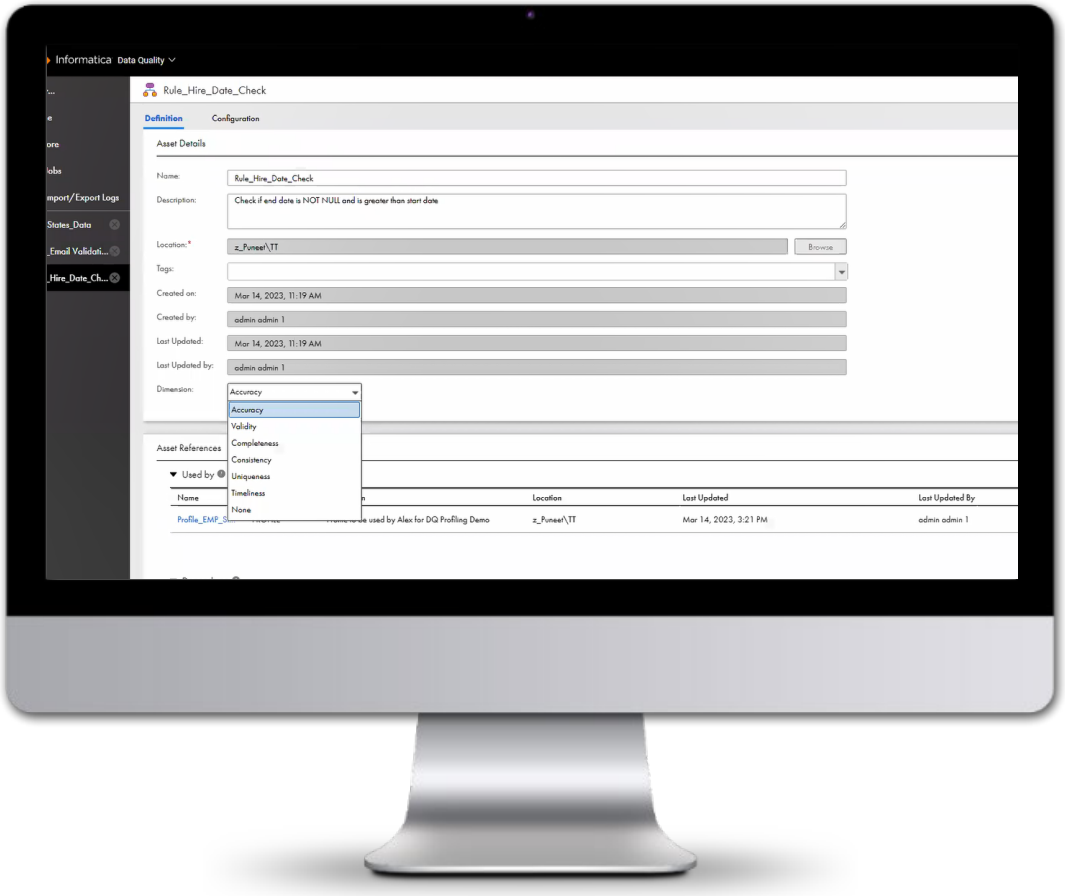
4 Quality Rules

Alex wants to apply her own rules specific to meet her business needs

- Conditions the data must meet, such as
  - Null Checks
  - Validity Check for Employee start/end dates
- Actions to take when the data either meets the conditions or fails to meet the conditions



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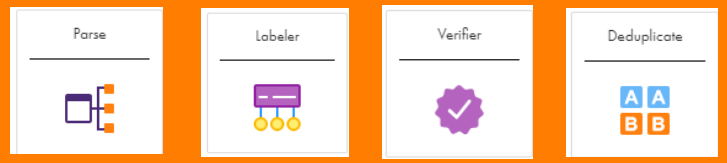
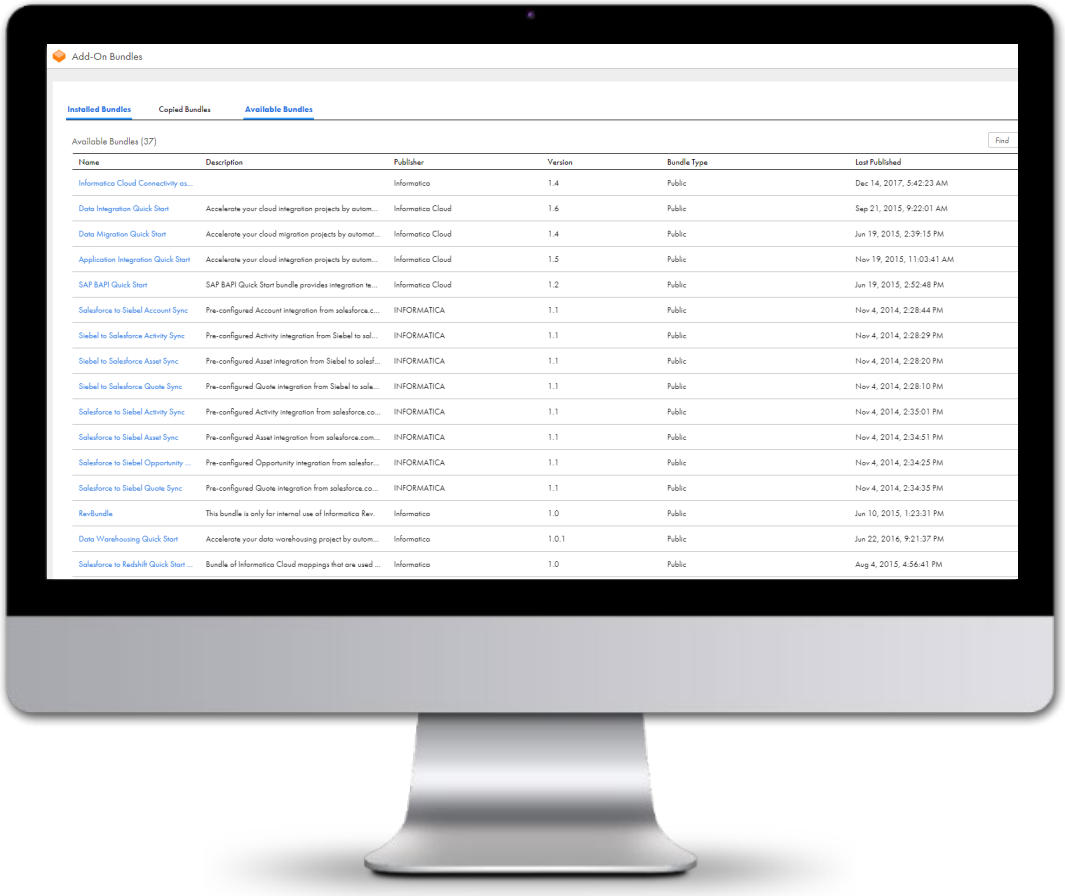
5 Other



- Parse Rules
- Labeler
- Verifier
- De-Duplicate
- Add-On Bundles for pre-configure data quality assets



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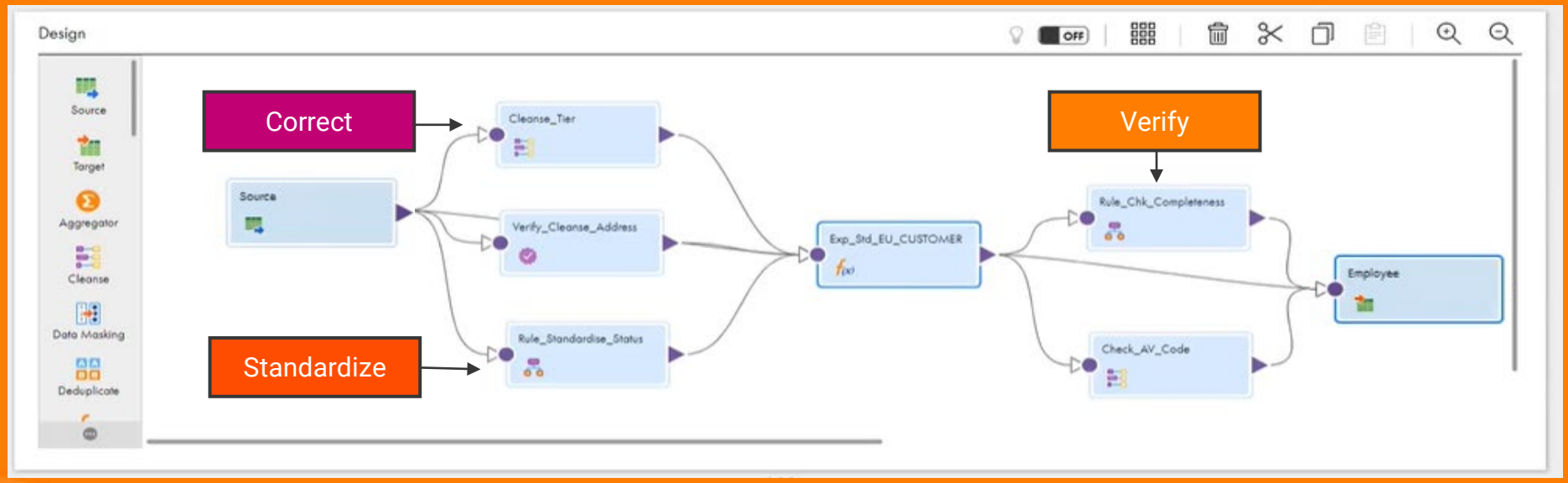
Data Quality in the Data Integration Pipeline

Now we have a good picture of how the DQ assets are being applied as the data is ingested.

This is now saved as a re-usable job and will generate the Data Quality Dashboard for Alex to review.

Data Pipeline: Integration & Data Quality



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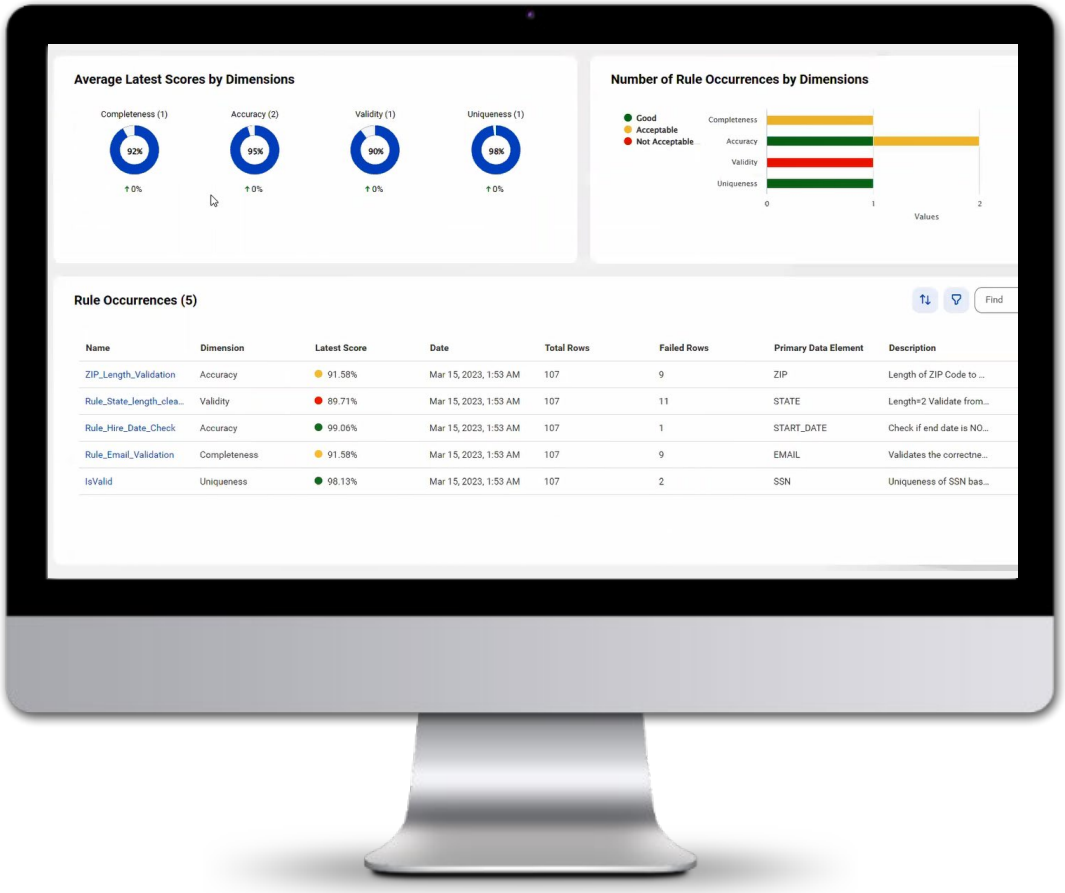
5 Continuous Monitoring

Alex can keep an eye on this Dataset with the Cloud Data Governance service

- As data is remediated and pushed through the integration pipeline, quality results are reported
- Alerts to issues can be quickly detected



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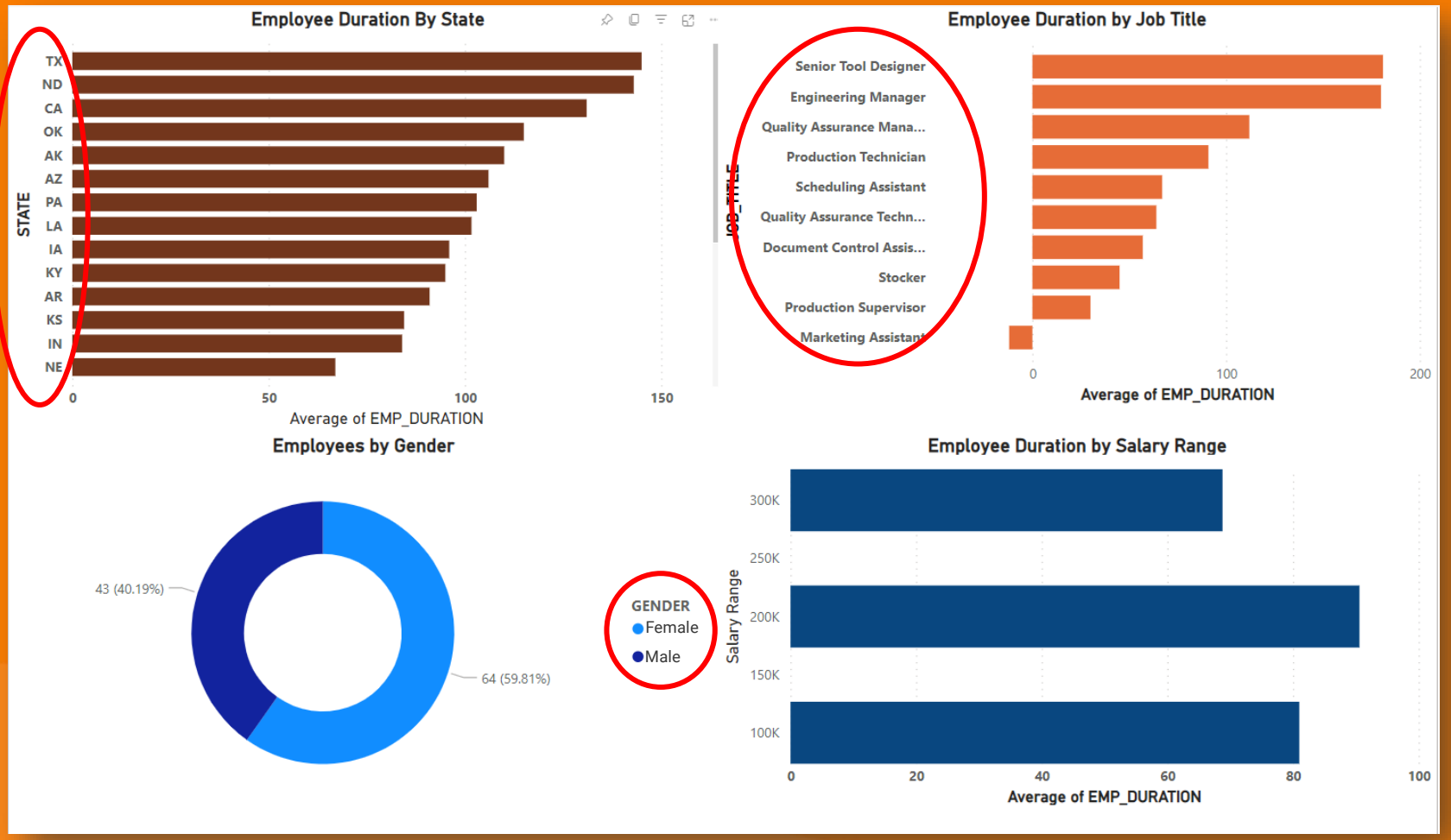
Analytics with Data Profiling and Data Quality



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Business Outcomes and Success Criteria

Best Practices to Implement Quality and Build Trust

Key Tenants for Future Analytics Project Development

Clear Goals

More Efficient Operations
Improve scalability of data processes to reduce costs and increase organization agility

Reliable Data Analytics
Increase trust with stakeholders by providing clean, trusted data

Plan to Achieve

Automate and simplify

- Enable fast data profiling at start
- Use prebuilt rules and accelerators
- Standardize data quality rules

Monitor and Report Data Quality

- Drive data observability
- Continuous quality monitoring
- Implement remediation processes

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Customer Success Stories

Real Customers, Measurable Results

one report which previously took more than 150-man hours to create, now takes a fraction of the time

created a one-stop resource where any employee across 70+ locations can access data

improved analyst productivity by making it easier for them to locate, understand and publish/share the data they need

saving 100+ hours each week in data discovery for over 11,000 employees

Reduced time to generate files for reporting from 6 months to 3 days – 95% reduction in manual effort to analyze data

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How to Track Outcomes and ROI

What can be measured? - Gather Baselines - Track Projects – Evangelize!

KPI	Project 1	Project 2	% Change	Cost Savings
Report Development Cycles	4	2	50% ⬇	Days per Cycle x Daily FTE Cost
Time Spent on Data Cleanup	120 hrs	40 hrs	70% ⬇	Hours Saved x Hourly FTE Cost
Time to Delivery	12 wks	4 wks	70% ⬇	Weeks Saved x Weekly FTE Cost
Initial Data Quality (% records excluded)	20%	5%		Estimate Value per Record
Number of Re-Usable DQ Assets *(Assume each asset saves 20 hours)*	0	10		#Assets x 20 Hour FTE Cost x # of Analyst
Number of Published Datasets *(Assume each dataset saves 80 hours)*	0	1		#Assets x 80 Hour FTE Cost x # of Analyst

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Demo

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Q&A

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Thank You

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