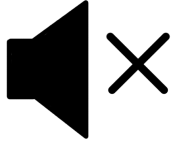


Jan 11, 2022

Profiling, Cleansing, and Enriching Your Master Data

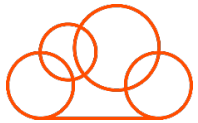
Sean O'Shea, Principal Product Manager

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.

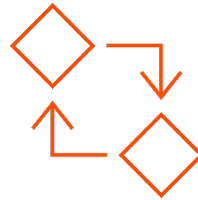
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions

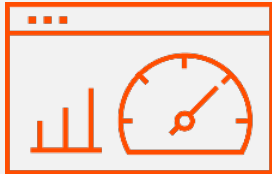


Informatica
Concierge



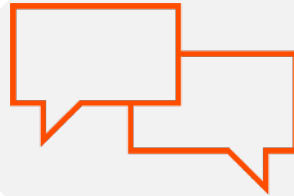
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



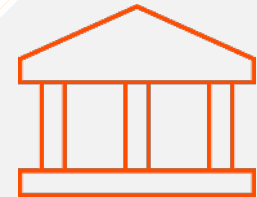
Communities & Support

<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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Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

Tech Tuesdays Webinar

Data Quality for Master Data Management



Data Quality for Master Data Management



Today's Speaker

Sean O'Shea

Cloud Data Quality Product Management



Agenda

1

Introduction

2

The Intelligent
Data Management
Cloud Overview

3

Master Data
Management
Overview

4

The role of Data
Quality in MDM

5

Demo

6

Q&A

Becoming a Data Driven Organization Has Stalled



Only
24%

would rate their organization as data-driven⁽¹⁾



Down From
38%

Prior to the pandemic⁽¹⁾



Only
32%

of companies reported being able to realize tangible and measurable value from data⁽²⁾

(1) Source: HBR – Why is it so hard to be data driven?

(2) Source: Accenture – Closing the data value gap

Empowering your teams to make data-driven decisions requires access to the right data at the right time

CDOs have shared that data sharing is proving to be particularly difficult

49%

simplifying data access and consumption

54%

ensuring data and analytics compliance

39%

enable data teams with self-service access to all data

51%

managing data complexity

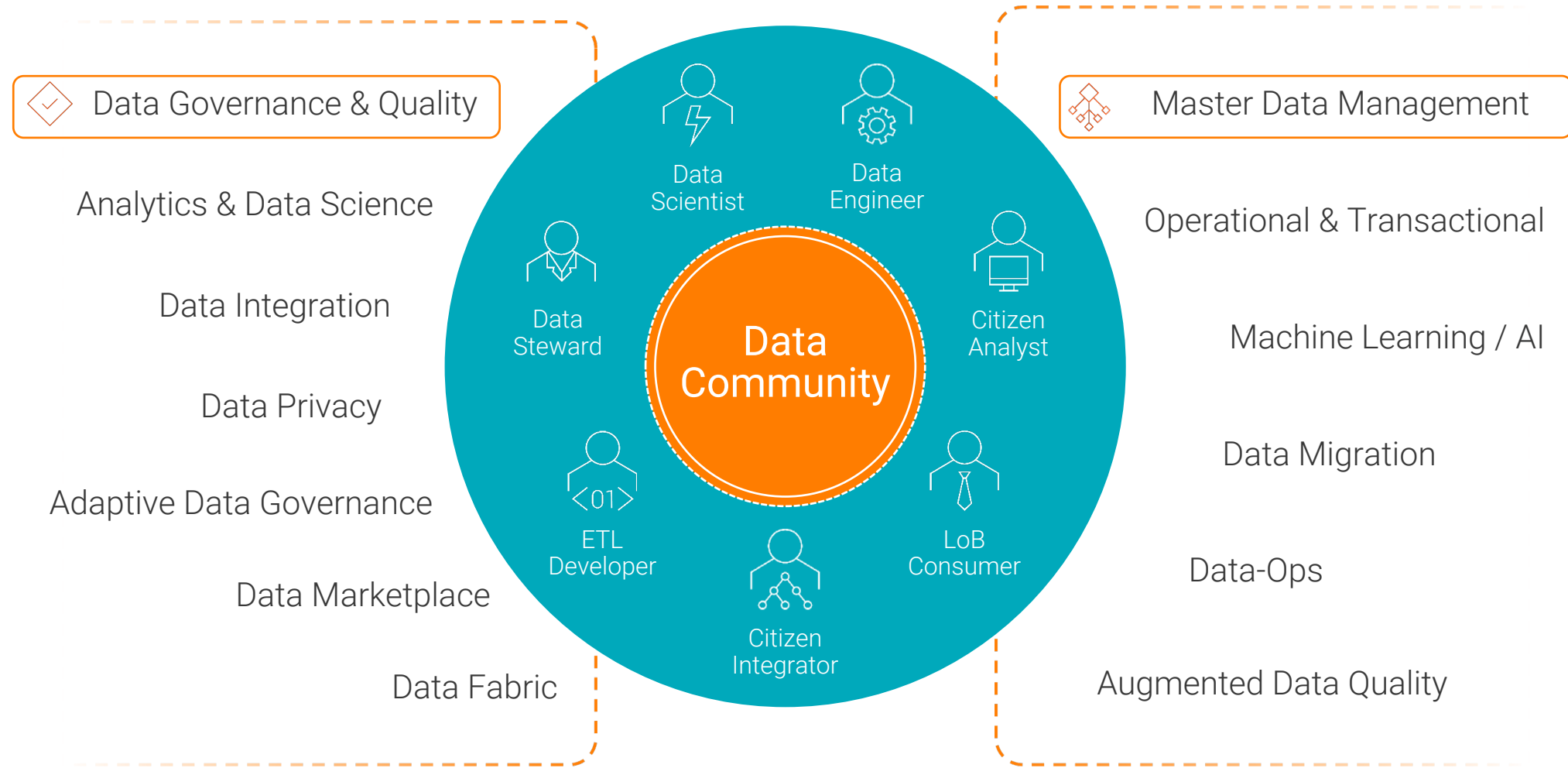
39%

have standardized data sharing and consumption functionality

Source: IDC, Global Chief Data Officer (CDO) Engagement Survey 2021 Data Readout, Sponsored by Informatica, doc #US48079321, July 2021

Drive Data Management Initiatives

Data Quality & Master Data Management



- 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

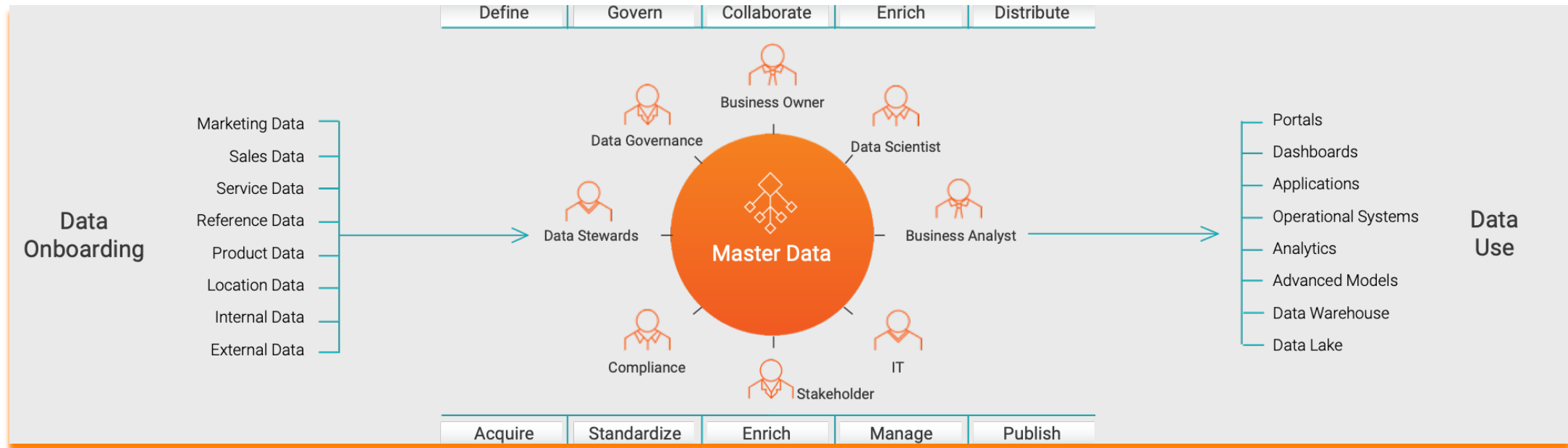
What is Master Data Management (MDM)?

Master data management (MDM) is a technology-enabled discipline in which business and IT work together to ensure the uniformity, accuracy, stewardship, semantic consistency and accountability of the enterprise's official shared master data assets. Master data is the consistent and uniform set of identifiers and extended attributes that describes the core entities of the enterprise including customers, prospects, citizens, suppliers, sites, hierarchies and chart of accounts.

Source: Gartner® IT Glossary, "Master Data Management" 05 Jan 2022. [Gartner Glossary](#)

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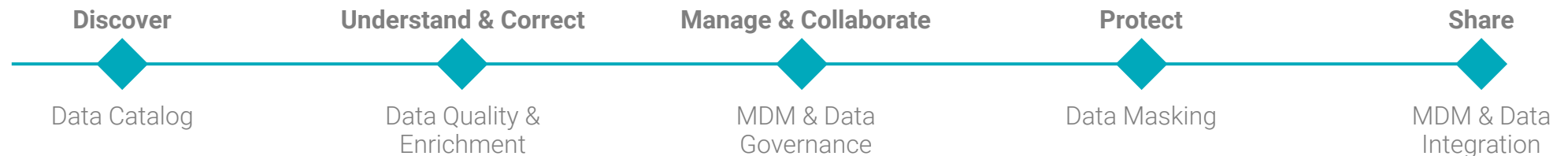
What is Master Data Management (MDM) ?



MDM is a business conversation

You need Data Quality for your MDM initiatives to create most authoritative Master Data

Business Need	Where does business critical data exist?	How complete and reliable is our data?	How consistent and trustworthy is our data?	How can we protect our data?	How can we use the data we need when we need it?
Data Challenge	Identify where critical business data exists across the many different silos, applications, regions, lines of business, etc.	Incomplete data and data inaccuracies increase the manual processes and resources needed by the business and erodes trust	Duplicate and fragmented data, with many different owners and definitions	Data that's everywhere is at risk of being exposed anywhere	Keep all business-critical data in sync across silos, applications, regions, lines of business, etc.



Informatica Intelligent MDM 360

Intelligent MDM 360



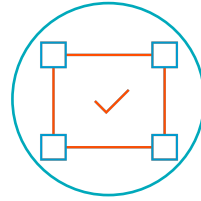
Discovery,
Profiling, &
Cataloging



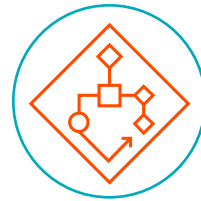
Model Master,
Reference,
Interaction, & Media



Integration
APIs, &
Syndication



Data Quality,
Enrichment,
Match & Merge



Hierarchies &
Graph
Relationships



Task
Management
& Workflow



Stewardship,
Governance,
& Security



Dashboards, &
Insights

CLAIRE™

Connectivity

10K+ METADATA-AWARE CONNECTORS

What is Data Quality

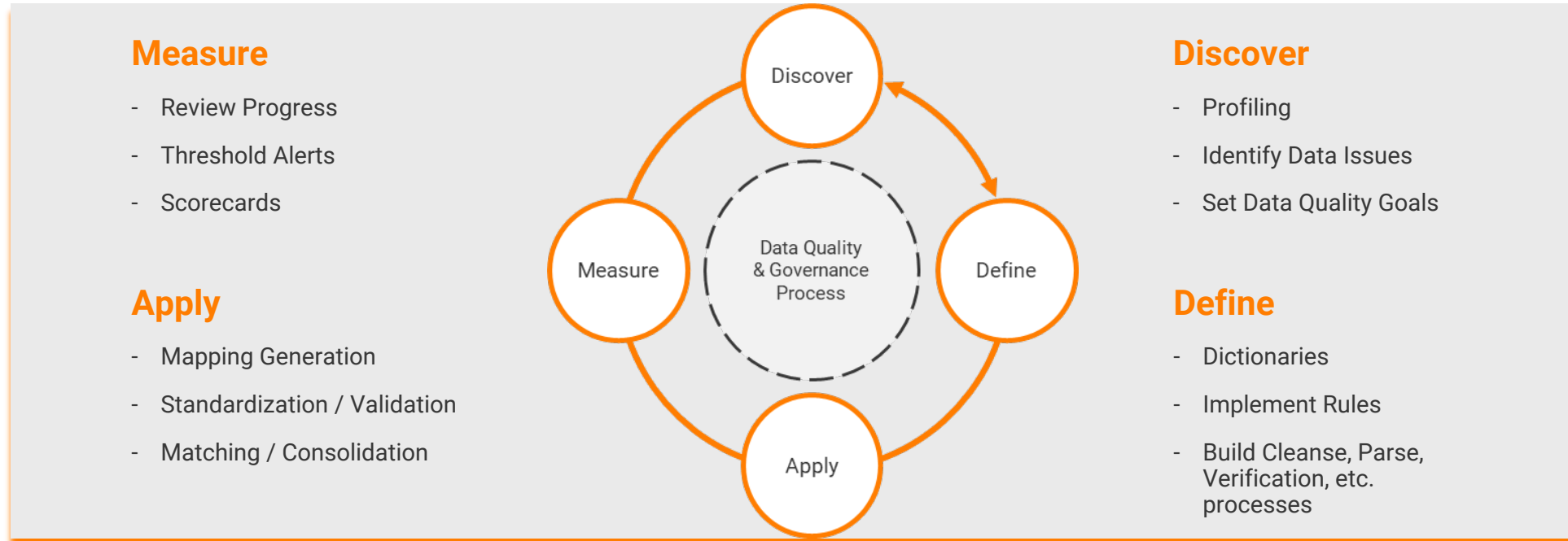
Data quality software as a service (SaaS) refers to data quality functionality (such as profiling, matching, standardization and validation) delivered using a model in which an external provider owns the infrastructure and provides the capabilities in a shared, multitenant environment used by its customers. Various offerings for data quality SaaS can be used as alternatives to in-house deployments of data quality software tools or the development of custom-coded solutions.

Source: Gartner® IT Glossary, “Data Quality” 05 Jan 2022. [Gartner Glossary](#)

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What is Data Quality (DQ) ?

Our Customers Are On A Journey That Requires Trusted, Accurate Data



Six Dimensions of Data Quality

Data quality is a measure of the condition of data based on factors such as accuracy, completeness, consistency,...

Accuracy : What data is incorrect or out of date?

Validity : What data conform to standard formats, data ranges, data types?

Completeness : What data is missing or unusable?

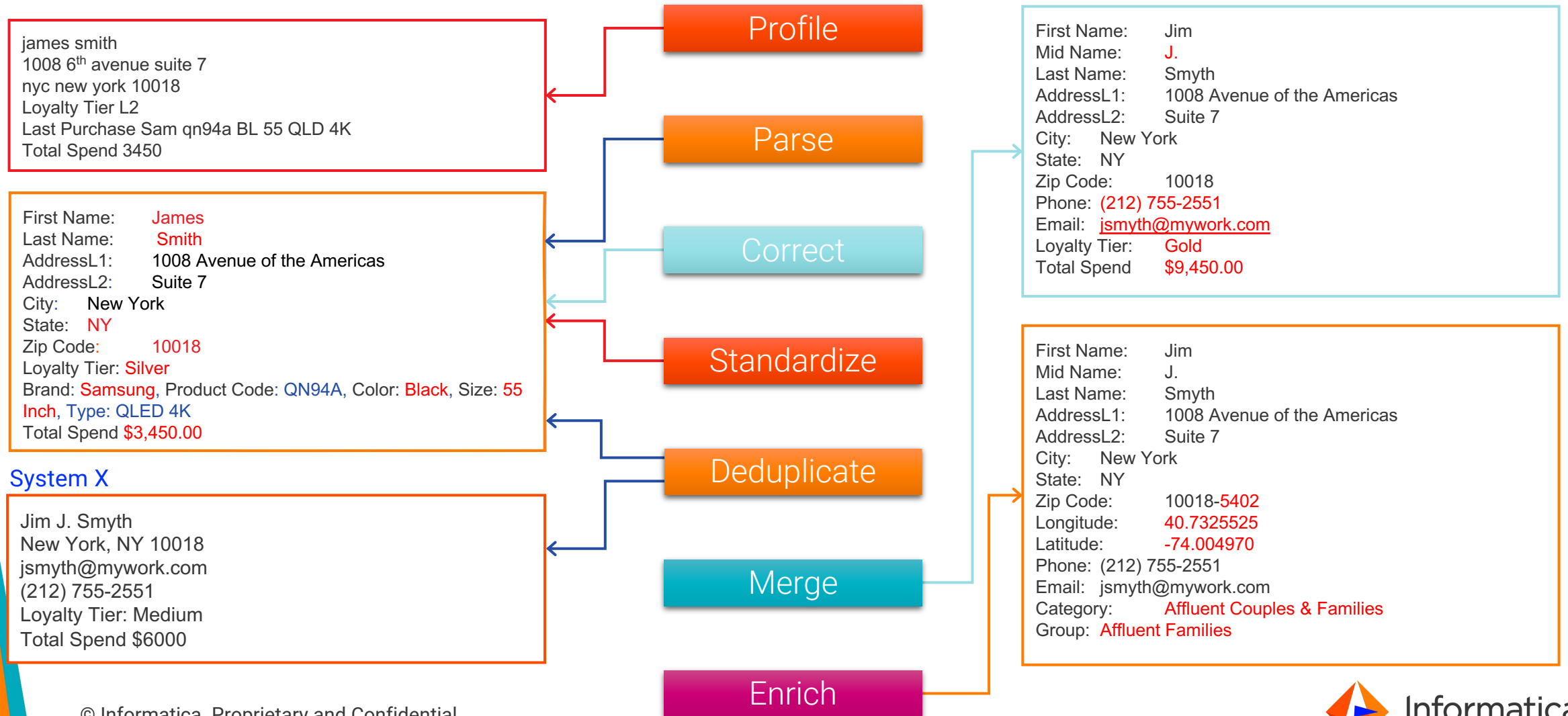
Consistency : What data values provide conflicting data?

Uniqueness : What data records are duplicates?

Timeliness : Does the age of the data meet the users requirements ?

Data Quality Functions

Profile, cleanse, standardize, verify, deduplicate, parse



Informatica Data Quality and Master Data Management Integrated

DQ

Core Function and Responsibility

- **Profile and Scorecard** source and master data to assess and track over time
- **Business Rule Application** to ensure organization standards are met
- **Parse, Standardize and Cleanse** multi token fields into correct, standard master values
- **Enrich** data from industry best sources

MDM

Core Function and Responsibility

- **Assemble and Manage** the best, most complete view from multiple sources and elements
- **Identify** relationships within and across data elements and sources
- **Provide** clean, consumable master data for consumption across the organization

Demo















Data Quality for MDM on Intelligent Data Management Cloud

The screenshot displays the Informatica Intelligent Cloud Services dashboard. At the top left is the Informatica logo and the text "Informatica Intelligent Cloud Services". At the top right is a "Log Out" link. Below the header is a "My Services" section containing a grid of service tiles. Each tile consists of an orange square icon on the left and a white rectangular box on the right containing the service name. The services shown are: Business 360 Console, Customer 360, Data Governance and Catalog, Data Integration, Data Marketplace, Data Profiling, Data Quality, Integration Hub, Mass Ingestion, Reference 360, Administrator, and Monitor. The "Data Quality" and "Data Profiling" tiles are highlighted with a blue border. At the bottom left of the dashboard is a link that says "Show all services".

Informatica Intelligent Cloud Services Log Out

My Services

 Business 360 Console	 Customer 360	 Data Governance and Catalog
 Data Integration	 Data Marketplace	 Data Profiling
 Data Quality	 Integration Hub	 Mass Ingestion
 Reference 360	 Administrator	 Monitor

[Show all services](#)

Demo

Configure & enable a CDQ Rule within the Customer360 application

- **The business user has observed the customer dataset is not ideal** a high degree of null values are present.
- **Request the designer to validate the observation**
 - The designer will **using Cloud Profile capability + then create a CDQ rule**
 - **deploy this CDQ rule to apply new standard for the data** for the “city” data element
- The designer will then **configure the Business360** application enabling the rule to validate data input against the city field on data input.
- The **business user**, then **validate the new data standard** designed to eliminate/reduce null values within the customer data set.

Customer Data Set

Eliminate Nulls for City field [*ensure valid using DQ Major Cities dictionary*]

Meta_id	First Name	Last Name	Designation	Gender	Alternate Names	Address Address Line 1	Address City	Address County	Address Country	Address State	Address Postal Code	Phone Number
6099981e43214045ba699341	Sean	O'Shea	Product	Male		1419 Lakeside Drive	Pittsburgh	Pennsylvania	USA	Pennsylvania	15101	
606b7cfbe48c5846a0ec8999	Warde	Borg	Doctor	Male	Warde Borg	25 E 75th St #69	Los Angeles	Los Angeles	United States	California	90034	481-6120
60745c65f05ace4021ab70f8	Rony	Jacob		Male								
607463833f0f2841a7747c2d	Deependra	Bundela										
...

Properties: CityCompleteness

General Rule logic definition + Add Rule Statement

Inputs	Operator	Condition	Action
if CityInput	is not within	Dictionary(major_cities_entries_info)	then "City Not Found. Enter a Valid City"
or if	No rule statement is valid		then "City Valid"

Test

Informatica Cloud Data Quality

Deliver fit-for-purpose data throughout the data mastering 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



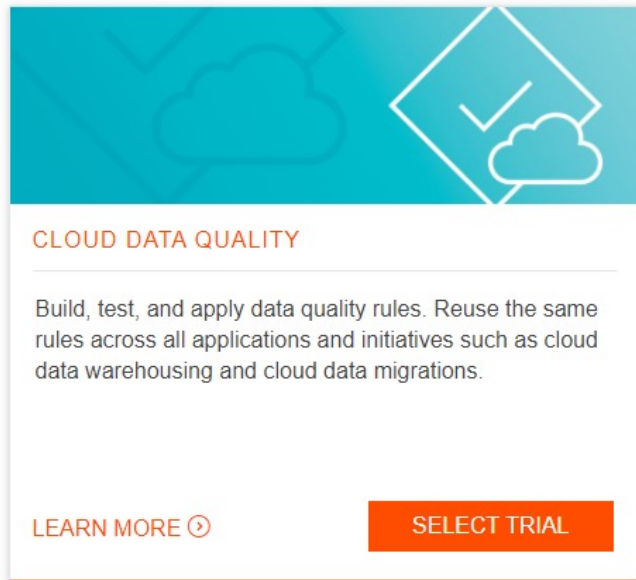
Cloud First, Cloud Native Data Management at Enterprise Scale

Leader



Gartner Magic Quadrant Leader for both Master Data Management & Data Quality Solutions

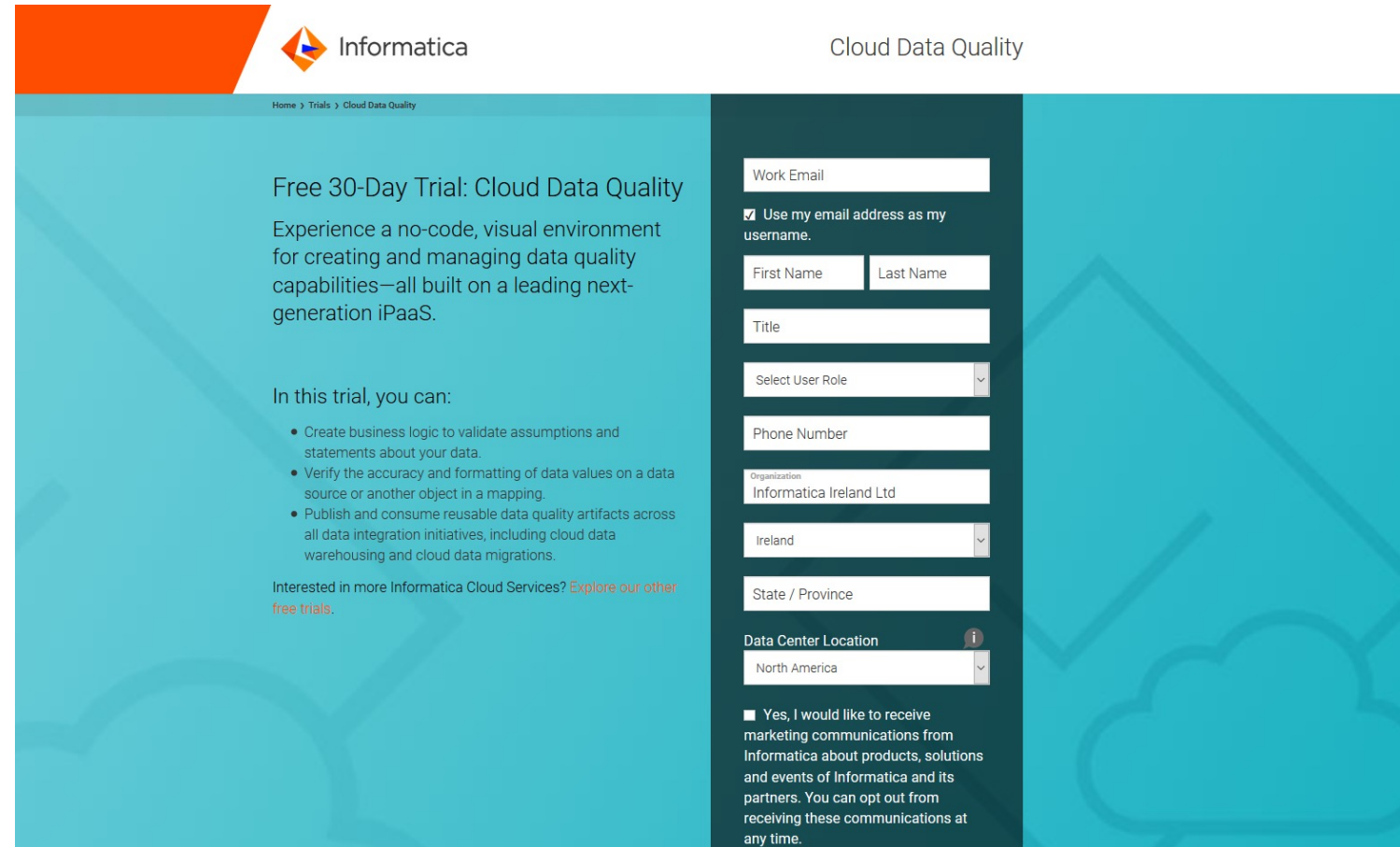
Choose Your Free Cloud Trial



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
Informatica Ireland Ltd

Ireland

State / Province

Data Center Location
North America

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>

Thank you

Q & A