

Informatica Data Quality Product Family

Deliver the Right Data Quality Capabilities at the Right Time to the Right Users

Benefits

- Reduce risks by identifying, resolving, and preventing costly data problems
- Enhance IT productivity and business self-sufficiency with powerful business-IT collaboration tools
- Reduce costs
- Achieve better business outcomes and maximize the return on data

“Poor-quality information leads to bad decisions, regulatory compliance failures, competitive disadvantages and a host of other problems—Gartner.¹”

The business possibilities for leveraging information in this new era of Big Data are thrilling. But they come with a caveat that stretches back to the mainframe days: garbage in, garbage out. Bad data leads to inefficient operations, nonproductive employees, and bad decisions. Great data isn't by accident, it happens by design. With Informatica Data Quality, and the holistic data stewardship that it enables, businesses can trust their data and, as a result, the decisions they make based on that data.

Informatica Data Quality ensures data quality to all stakeholders, projects, and data domains for all projects and applications—on premise, on Hadoop or in the cloud—using a single, unified platform. Powered by Informatica's Vibe™ virtual data machine, it allows you to proactively monitor and cleanse your data in a consistent and reusable manner regardless of the underlying platform and technologies.

Trust All Your Data, All The Time

Whether you want data quality on-premise or in the cloud, have Big Data or something smaller, need to improve data governance or dive into it for the first time, Informatica's proven data quality solutions support your organization's maturity and needs.

Want to start a data quality initiative? Informatica Data Quality Standard Edition provides all the capabilities you need to discover, search, profile, standardize, build rules, deploy rules, create scorecards, manage exceptions and more. As additional projects get underway, you can reuse the same data quality rules to build and expand your company's data quality standards.

Implementing enterprise-wide data quality? Informatica Data Quality Advanced Edition gives you the scale required with enterprise grid and partitioning support. Additional enterprise-class capabilities include the ability to discover sensitive data and understand data relationships, as well as advanced matching to de-duplicate and standardize data from diverse sources. With deeper enterprise-wide visibility and insights, you can increase appreciation for the value of quality data and drive more effective business decisions.

Establishing an end-to-end data governance process? Informatica Data Governance Edition provides the application infrastructure for managing data quality as a business process and enabling compliance with data governance policies and standards. And it provides for better decision making and collaboration with data stewards to ensure trusted data.

Working with cloud applications? The more SaaS application data your business consumes, the more you need a hybrid approach to data quality that includes both on-premise and cloud-based tools. Learn more about Informatica Cloud and Cloud Data Quality.

¹Gartner, Hype Cycle for Enterprise Information Management, 2015 Published: 17 July 2015 Analyst(s): Adam M. Ronthal, Guido De Simoni (G00277490)

Informatica Data Quality for Every Enterprise

Informatica Data Quality Standard Edition

Informatica Data Quality Standard Edition supports data projects for up to 100 data analysts, with basic data profiling and the option to add on identity matching, data domain and enterprise discovery, grid computing and partitioning, data quality web services, universal record ID, proactive data quality monitoring, and data quality accelerators. Business Glossary and Metadata Manager are available as upgrades.

Informatica Data Quality Advanced Edition

Informatica Data Quality Advanced Edition operates at enterprise scale, supporting up to 100 data analysts. Advanced Edition includes advanced profiling, identity matching, data domain and enterprise discovery, data quality web services, universal record ID, and grid computing and partitioning for servers. Proactive data quality monitoring and data quality accelerators are available as add-ons. Business Glossary and Metadata Manager are available as upgrades.

Informatica Data Quality Big Data Edition

Informatica Data Quality Big Data Edition works on Hadoop, supporting up to ten data analysts. It includes basic profiling, identity matching, data domain discovery, and grid computing for Hadoop.

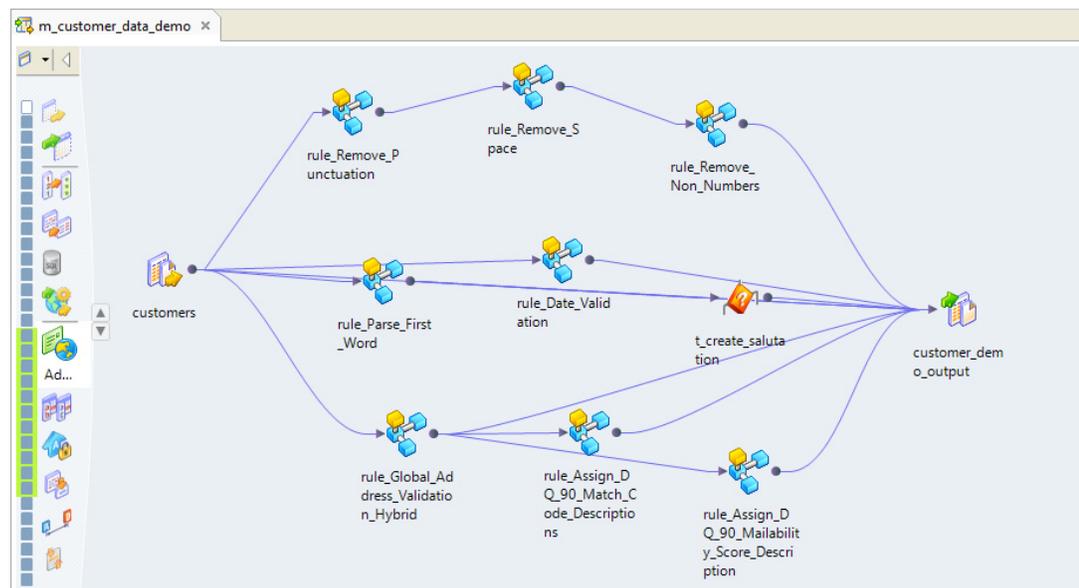
Data quality web services, universal record ID, proactive data quality monitoring, and data quality accelerators are available as add-ons. Business Glossary and Metadata Manager are available as upgrades.

Informatica Data Quality Governance Edition

Designed for enterprise data governance practice, Informatica Data Quality Governance Edition supports up to 150 data analysts. It includes advanced data profiling, identity matching, data domain and enterprise discovery, data quality web services, universal record ID, and grid computing and partitioning for servers, as well as built-in Business Glossary, Metadata Manager, and data quality accelerators. Proactive data quality monitoring is available as an add-on.

Informatica Cloud Data Quality

Informatica Cloud delivers a set of focused cloud services that address the primary cloud data quality and master data management (MDM) challenges: automated CRM data cleansing, validation, and consolidation; automated postal and email address validation; and prepackaged templates for building data quality rules into cloud integration processes.



As part of the Informatica Data Quality feature set, all of the basic capabilities are provided out-of-the-box for each edition, including data quality transformations

Compare these Informatica Data Quality editions to select the one that best fits your business data quality initiatives

	Data Quality Standard Edition (Data Projects)	Data Quality Advanced Edition (Enterprise Scale)	Data Quality Governance Edition (Governance Practice)
Data Analyst (users)	100	100	150
Enterprise Discovery	●	●	●
Discovery Search	●	●	●
Data Profiling	Basic	Advanced	Advanced
Business Rule Builder	●	●	●
Data Quality Transformations	●	●	●
Exception Management	●	●	●
Reference Table Management	●	●	●
Data Quality Workflow	●	●	●
Team Based Development	Add-on	●	●
Identity Match Option	Add-on	●	●
Data Domain and Enterprise Discovery	Add-on	●	●
Grid Computing and Partitioning	Add-on	●	Server
Data Quality Web Services	Add-on	●	●
Universal Record ID	Add-on	●	●
Business Glossary	Upgrade	Upgrade	●
Metadata Manager	Upgrade	Upgrade	●
Proactive Monitoring for Data Quality	Add-on	Add-on	●
Data Quality Accelerators	Add-on	Add-on	Add-on

Key Features

Understand and Manage Data Quality Enterprise-Wide

Informatica Data Quality is designed to deliver the right data quality capabilities at the right time to the right users. Even without technical know-how, business analysts and data stewards can easily and continually understand and manage the level of their data quality within the context of their evolving data ecosystem.

- Data analysis through a self-service interface gives business analysts and data stewards easy access to all the tools they need to manage the entire data quality lifecycle.
- Enterprise discovery accelerates understanding of data quality by revealing what data you have, where it resides, how to access it, and how much of it requires extra security.
- Discovery search makes it easy to find data assets, business terms, defined rules, profiles, and the relationships between them—wherever they are in the enterprise.
- Data profiling reveals the structure, completeness, and relevance of business data so you can ensure consistency enterprise-wide while identifying and remediating bad data.
- The data quality rule builder simplifies creation of policy-driven rules.
- The business glossary provides a common business vocabulary to facilitate collaboration and data governance.
- Informatica Metadata Manager captures and visualizes metadata for more effective data governance practices.
- All basic data quality transformations—quality standardization, matching, formatting, duplication, de-duplication, parsing, validation, enrichment, consolidation, address confirmation, and more—are all provided out-of-the-box.
- Optional Data Quality Accelerator packages address specific data quality needs for greater productivity and faster time-to-value.

Map Once. Deploy Anywhere.

Informatica Data Quality is powered by Informatica's Vibe™ virtual data machine to abstract data quality development from the deployment. This enables you to build your data quality rules once, then deploy them to run directly on the Informatica Platform, on Hadoop, in the Cloud, or even embedded in your applications. As your underlying information architecture changes, you don't have to rewrite your data quality business rules. Informatica Vibe™ future-proofs your investment, allowing you to retain your data quality processes in your changing environment.

Informatica Data as a Service

Validate and Enrich your Customer Data with Integrated DaaS Capabilities

With Informatica Data as a Service (DaaS), you can quickly and easily validate and enrich your customer data. Confidently connect with your customers knowing that you have the most accurate and up-to-date contact and profile data for each and every customer throughout the world.

Address Verification

Leverage the industry leading address verification service from Informatica DaaS. Transliterate, parse, validate, correct, and format every address in your database so that your team can reach your customers in more than 240 countries and territories. Informatica Address Verification is the only address tool in the world to have received every postal certification available, which is the official sign of quality in the address verification space. With over forty different character sets and seven different writing systems integrated into the service, you'll never have to worry about a package, mailing, or invoice not making it to your customer ever again.

Email Verification

Enable your team to connect with your customer via email, the most common communication method used today, by verifying the accuracy of every email address in your database. Our Email Verification plus Hygiene service marries validation and hygiene into one service so you will know not only if an email address is accurate but also whether it's safe to send to. Email Verification plus Hygiene verifies the accuracy of email address in real time, at a mailbox level directly with the domain, so you'll know that the email address is accurate at that moment in time. Informatica also identifies malicious threats that might be in your email database, such as spamtraps, to help prevent the threat of landing on a blacklist.

Phone Validation

Never hear, "I'm sorry—you have the wrong number" again. With the Informatica Phone Validation service, you can easily validate the accuracy of a telephone number in more than 240 countries and territories. Additionally, you can identify the phone type, such as mobile or landline, the provider, and even the time zone that the phone is most frequently used in. Combined with our Email Verification and Address Verification services, you'll have the complete Contact Record Verification service to ensure that every critical piece of a customer's contact record is accurate and ready to use.

To learn more about our Contact Record Verification services, please visit our [website](#).

Data Enrichment

Finally, you can learn more about your customers than you every thought possible with our Business Data Enrichment service. Simply integrate our Business Data Enrichment offering, powered by Dun & Bradstreet mapplets into your instance of Informatica Data Quality, and you'll have the DUNs Number and a Detailed Company Profile for every one of your business clients. Properly segment your database, target your ideal segments, and personalize your messaging to every customer in your database.

To learn more about our Business Data Enrichment services, please visit the [Informatica Marketplace](#).

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.



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