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Data Integrity Suite

Data Quality

Deliver data that's accurate, consistent, and fit for purpose across operational and analytical systems

Overview

The Data Integrity Suite's Data Quality service validates, geocodes, and enriches critical data assets to ensure accuracy and completeness for downstream operations and business analytics. This guided visual design experience allows users to ensure data is accurate, consistent, and fit for purpose and provides the ability to execute in a cloud-native environment or wherever your data resides.

The Data Quality service offers a library of capabilities, including the ability to add context to your critical business data when validating and enriching it, moving you from basic insights to in-depth analysis that reveals the "who," "where," and "why" of your business operations.

Benefits

- Improved efficiency with standardized and repeatable data quality measures
- Increased confidence in decisions with accurate, trusted data
- Decreased costs by no longer storing and managing multiple copies of data
- Improved timeliness of decisions through robust software and enrichment data
- Reduced time spent on tasks to make the data ready for operations and analytics

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How it works

- **Connect** to reusable data sources, which are automatically cataloged by the system
- **Generate** or upload sample data to be used for designing the data quality processes
- **Design** your data quality process in the cloud using the intuitive designer to guide you
- **Visualize** changes in real-time with the data at the center of the design experience
- **Deploy** the rules in the pipeline for execution in one or many environments
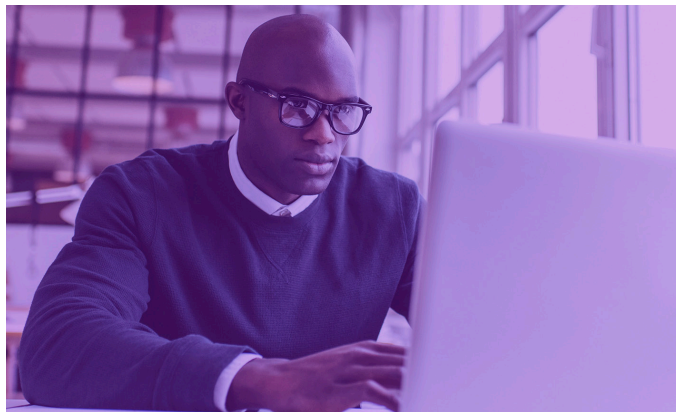
Design in the cloud, run anywhere

Data Integrity Suite
Design in the cloud
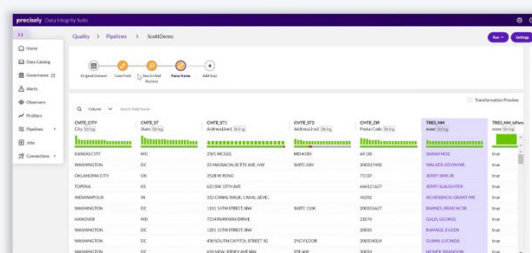
Customer Architecture
Execute where the data resides

Cloud data platform data sources

On premises & hybrid-cloud data sources

Features

- **Friendly & intuitive design interface**
  Allows users to visualize data changes as they happen to guide rules design and reduce the amount of time spent creating data quality rules.

- **Sophisticated matching capabilities**
  Minimize duplication in your data to improve customer engagement and increase revenue with intelligent machine learning-based matching and de-duplication with the option to add user-configurable rules.

- **Intelligent recommendations**
  Receive automated data quality suggestions based on the data set characteristics and formulated to achieve the highest possible quality data. Recommendations are created using intelligence that also assigns semantic tags to each field.

- **Design in the cloud, run anywhere**
  Run processes wherever the data lives to ensure a scalable and cost-effective solution. You can design rules once in the cloud and deploy them in multiple, diverse environments.

- **Cleanse, standardize, and verify data**
  Ensure contact information (person name, company name, email address, and phone), address, and other critical data are accurate and consistent for business processes and operations.

- **Validate address accuracy**
  Provides confidence and creates efficiencies in the processes that rely on accurate address data to avoid wasting resources and potentially impacting critical operations due to misdirected correspondence.

- **Geocode address data**
  Add a latitude & longitude (geocode) and a unique and persistent PreciselyID for each address, making it easy to join various datasets enabling fast data enrichment.

- **Append a unique and persistent identifier to each location**
  Streamline data management processes with a single unique identifier for an address to simplify reference data management across different systems and datasets.

- **Validate using an API**
  Extend data quality capabilities with APIs to perform quality checks on relevant fields (e.g. phone, email).

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