DATA QUALITY FROM BUSINESS OBJECTS

"While lots of companies talk about the need for data quality, Business Objects is actually delivering a complete EIM solution that is tightly integrated with the rest of our Business Objects deployment. This is technology I can load in the morning and it will immediately start to improve the completeness, accuracy, and quality of our data. Also, it will give our warehouse team much needed visibility into our data and metadata."
Ed Todd, Data Warehouse Manager, Nemours

Key Features of Data Quality Software from Business Objects

- Analyzes and measures data

- Uncovers defective information

- Exposes hidden data problems

- Associates data to identify hidden relationships, and determines a single version of the truth

- Is built on accepted industry Web services standards and is WS-I compliant

- Enables custom data quality transformations, allowing you to customize processing for specific market needs

- Maintains a centralized business rule repository

- Supports all types of data

- Shares metadata, engines, runtime, and design environment with BusinessObjects Data Integrator

- Provides flexible integration points and easy tie-in to enterprise application integration, Web applications, and packaged and custom applications supporting batch and transactional processing

MAXIMIZING THE VALUE OF YOUR DATA

Regardless of an organization's current data focus – be it a business intelligence (BI) initiative, building a new data warehouse, gaining a single view of data through master data management (MDM), or simply improving the effectiveness of operational systems – data quality will always be an issue. Organizations are realizing the importance of a data quality solution and investing in a software tool to help with failed IT projects and reduce operational costs within the enterprise.

Robust and easy-to-use data quality, optionally part of the data integration process, is a critical part of enterprise information management (EIM) solutions from Business Objects, an SAP company. EIM is a set of strategies, practices, and open technologies for delivering trusted, integrated, and timely information. Inside the Business Objects EIM framework, data integration, metadata management, text analysis, and data quality technologies combine to deliver trusted information right through the information supply chain – and right up to and including the point where it's consumed by end-users.

Figure 1: The Business Objects Data Quality Software Process Starts with Data Measurement and Analysis, Proceeds to Data Cleansing and Consolidation, and Provides Reports for Project Results and Continuous Monitoring

ANALYZE AND MEASURE

Data quality assessment is the inspection, measurement, and analysis of data to help business users understand the defects in the data and the impact of those defects upon the business. Data quality assessment software from Business Objects:

- Automatically discovers business rules and relationships that might otherwise go unnoticed

- Offers flexible processing models that can process data in place (in current data warehouse or data store) or load data into the data assessment application

- Allows users to establish thresholds and set up automated alerts to notify if analysis results exceed a specific quality metric

- Offers a robust set of graphical and dashboard reports (shown in Figure 2) – such as Venn diagrams, summary profiles, frequency distributions, and referential integrity reports – to aid in the quick identification of data problems

- Provides open metadata repository, making it easy to integrate into custom applications

- Allows scheduling of analysis tasks to run any time, without operator intervention

DATA CLEANSE

The data cleansing process parses all data elements, standardizes the data to ensure a consistent format throughout all records, and corrects the data based on secondary sources. Data quality software from Business Objects:

- Identifies, standardizes, and corrects global data for over 190 countries

- Parses and standardizes product data elements such as part numbers, product codes, purchase orders, SKUs, customer identification numbers, and so on

- Customizes rules that build on dictionaries

- Provides international name (firm and person, prename, titles) data cleansing packages for numerous countries

Figure 2: Robust Graphics and Dashboard Reports Illuminate Problems

- Identifies customer information – such as email addresses, phone numbers, social security numbers, and dates – and verifies that it's properly formatted

- Handles semi-structured data and can properly parse data into appropriate fields (for example, it can identify "St." properly in the following text: Michael St. John, 123 Main St., St. Louis, MO 63141)
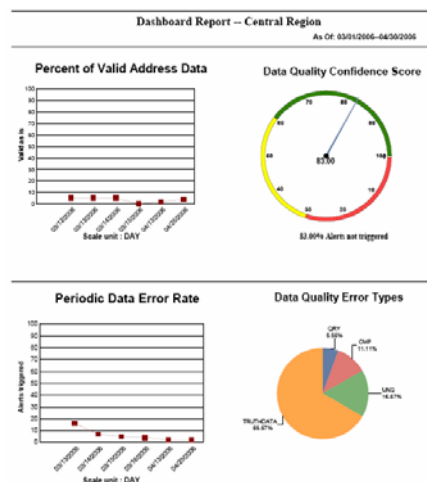
DATA ENHANCEMENT

Business Objects offers a variety of data enhancement options to more effectively target customers and prospects, enable better cross-selling opportunities, and complement your data quality strategy. Data quality enhancement solutions from Business Objects:

- Provide geocoding capabilities for geographic and demographic marketing initiatives

- Provide geospatial assignment of customer addresses for tax jurisdictions, insurance rating territories, insurance hazards, and so on

- Complete records with directory information by appending name, address, or phone number

- Offer delivery point validation, move update, and interfaces for USPS® LACSLink™ and USPS ANKLink™

DATA MATCH AND CONSOLIDATION

Regardless of the different types of data within your enterprise, a sophisticated matching system allows you to identify multiple occurrences of a customer, or even a unique field within a record (see Figure 3). Once you've established what your business considers a match, you can consolidate information to create and maintain relationships. Data quality software from Business Objects:

- Provides support for matching any writing script that's supported by the Unicode standard

- Offers advanced matching capabilities for Japanese, Chinese, Taiwanese, and Korean writing systems

- Processes multiple sets of business rules to uncover hidden relationships in your data

- Offers a match wizard that uses householding techniques to identify members of the same household or, on the corporate level, identify employees of a single company or department

- Assigns a unique identification number for each record to create relationships between distinctly different sets of data

- Helps users selectively choose data on a field-by-field basis to build a "best" consolidated record

- Combines records by matching different forms of the same name/firm – such as Beth and Elizabeth or AT&T, ATT, and att

- Matches and consolidates internal account records, as well as external purchased customer market/segment records into a single view

- Recognizes matches within different sources of data to create a unified view

- Offers thousands of predefined business rule templates that are easily modified for quick and easy deployment
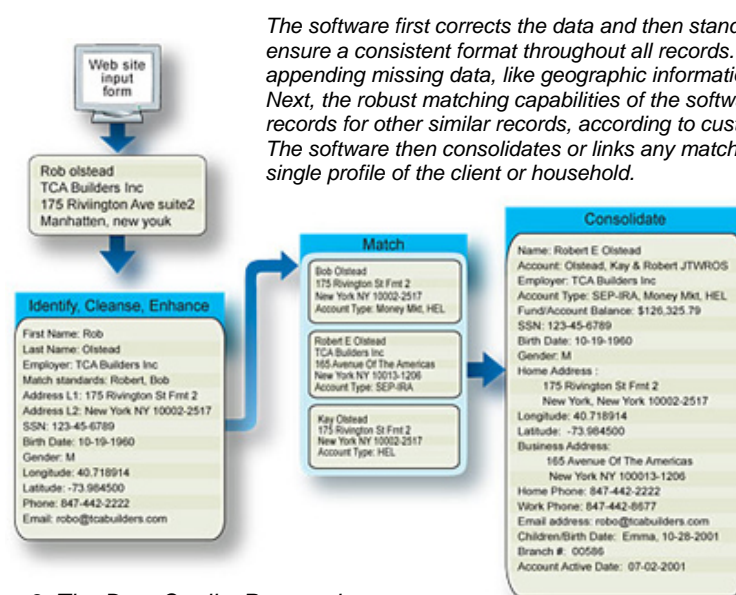
The software first corrects the data and then standardizes the elements to ensure a consistent format throughout all records. It enhances the record by appending missing data, like geographic information, at the point of entry. Next, the robust matching capabilities of the software search existing data records for other similar records, according to customized business rules. The software then consolidates or links any matching records, allowing for a single profile of the client or household.

Figure 3: The Data Quality Process in Action

DATA QUALITY: YOU OWE IT TO YOUR BUSINESS

Business Object provides the most advanced data quality platform in the market, delivering accurate and trusted information to support companies investing in BI, MDM, operational initiatives, or EIM. Business decisions are made every day with the data you collect and store, so the need for consistently assessed data quality is critical. When researching a data quality tool, look for a complete solution that not only analyzes and measures data quality problems, but also provides a data cleansing solution to help enhance the matching process. Find out how Business Objects can help you successfully identify and reach your customers today.

businessobjects.com

Business Objects
an SAP® company