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Data Quality 10 Deep Dive

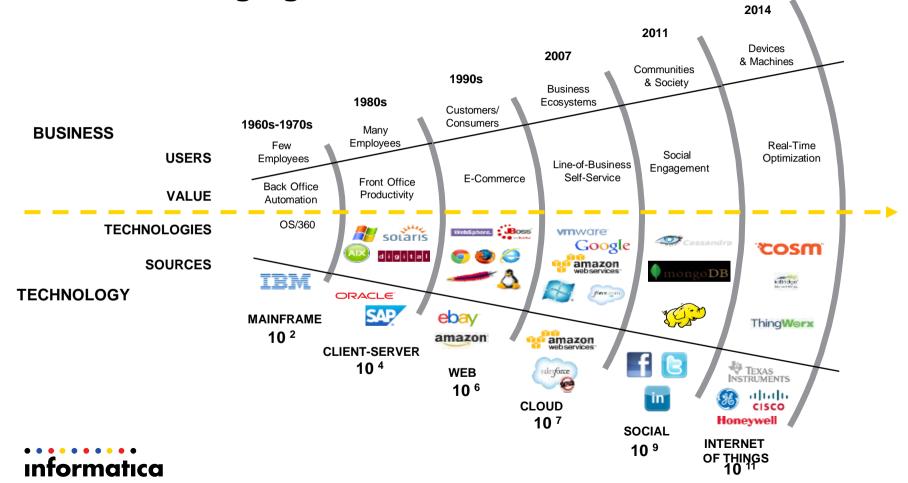
Dominic Sartorio VP Product Management November 19, 2015





The World's Best Data **Integration and Data Quality Solution Just Got Better**

The Ever Changing World of Data



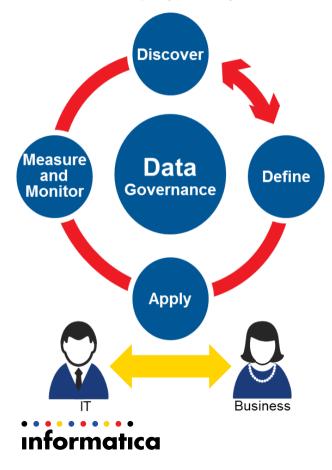
The Ever Changing World of Data



5

Quick Recap: Data Quality 9.6

Built to Simplify a Day in the Life of a Data Steward



Value Proposition:

Holistic Data Stewardship: The ability to engage with Business stakeholders throughout the data lifecycle.

Core Release 9.6 includes;

- NEW Holistic Data Stewardship Console.
- NEW Discovery Search.
- NEW Enterprise Discovery for Analysts.
- NEW Business Glossary.
- NEW Rule Builder for Analysts.
- NEW Business User Self-Service Videos.
- NEW & Improved Report Schemas & Templates.

Since its January 2014 release, tremendous adoption with majority of DQ customers having upgraded / gone live on 9.6.x.



You Spoke, We Listened...

Need richer business workflow & collaboration

Need better
developer
productivity as # of
data sources
increases

Glossary, rule builder can be further simplified and integrated

Performance and visualization of technical metadata (lineage and data catalog)

Too hard to manage non-traditional data types (unstructured etc)

Need better
visualization for
less-technical
business
stakeholders

Performance as data volumes increase

Improved versioning and auditability

Better support for hybrid / cloud deployments (Amazon etc)

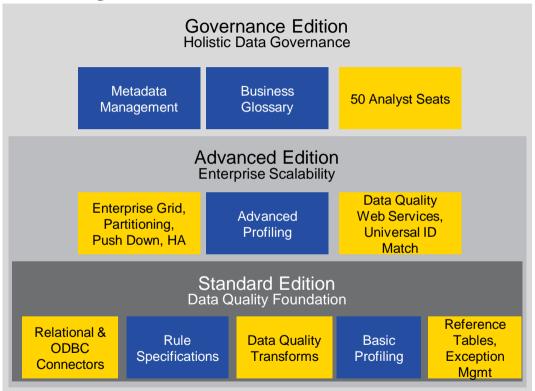


What's New in Data Quality v10.0?

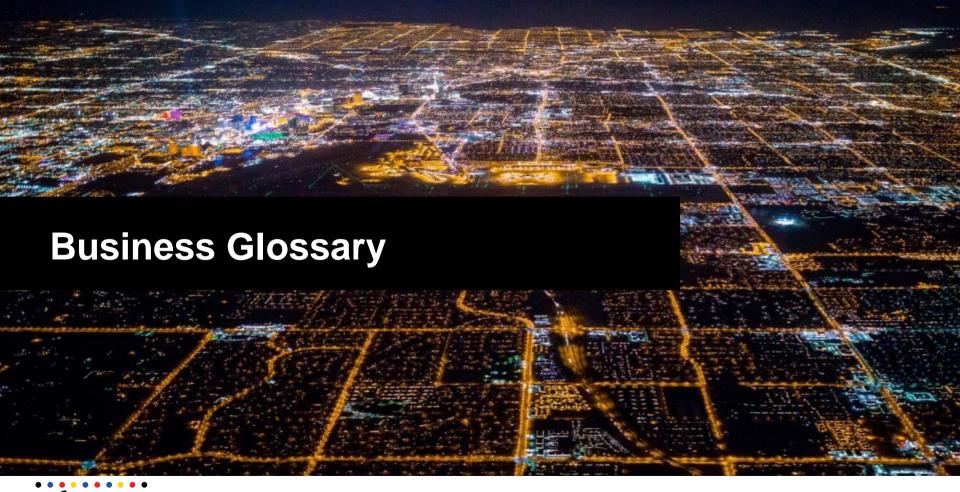
Improved data stewardship and enterprise scalability

WHAT'S NEW?

- New data profiling visualization for deep business insight
- New Approval workflow and voting for business terms
- Enhanced Business Rule Builder
- Native partitioning, versioning, parameterization
- Increased matching flexibility with Universal ID enhancements
- Improved monitoring (bird's-eye view) of system usage
- Metadata Management scalability

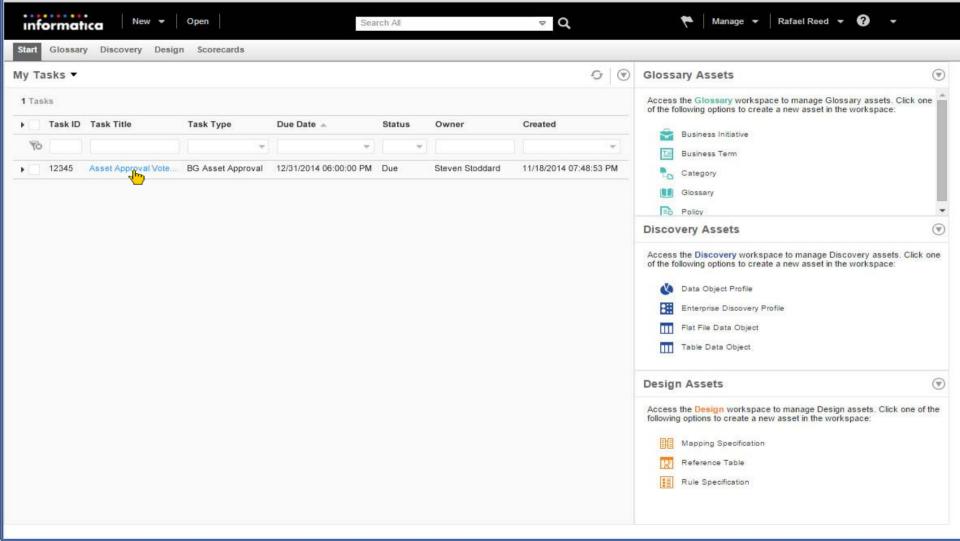


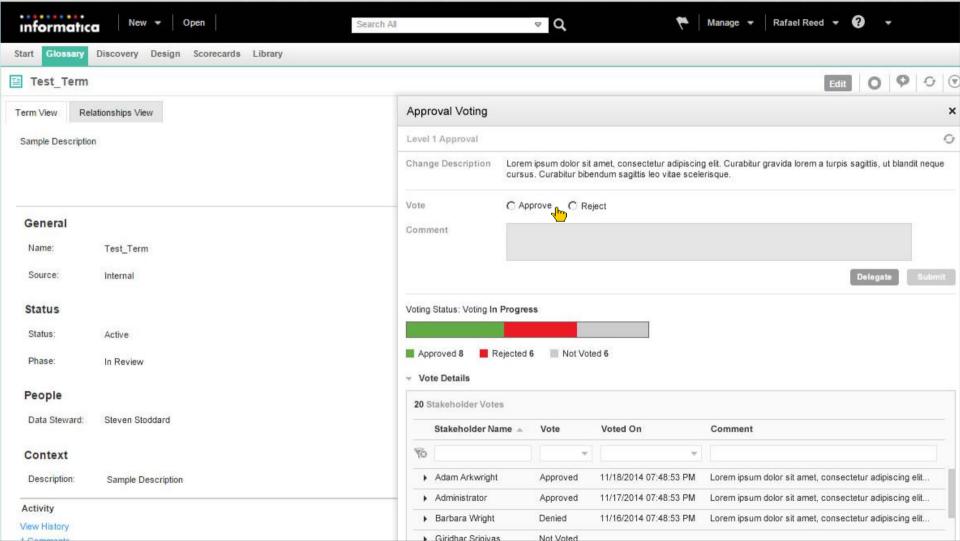


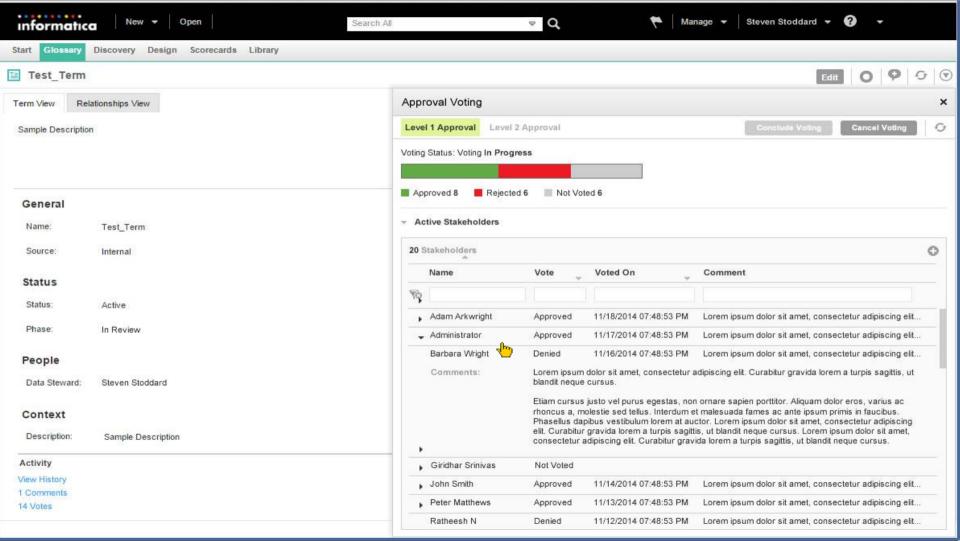


Approval Workflow And Voting For Business Terms



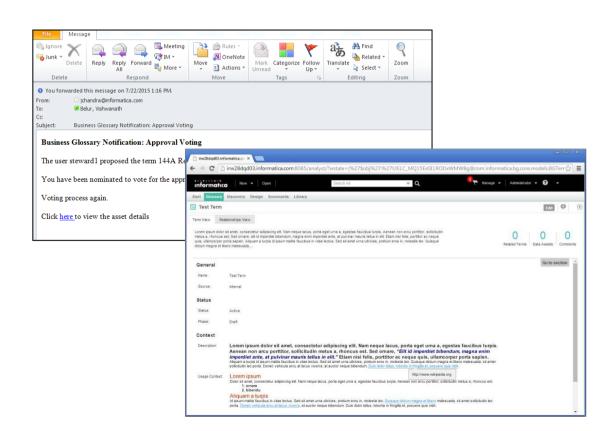




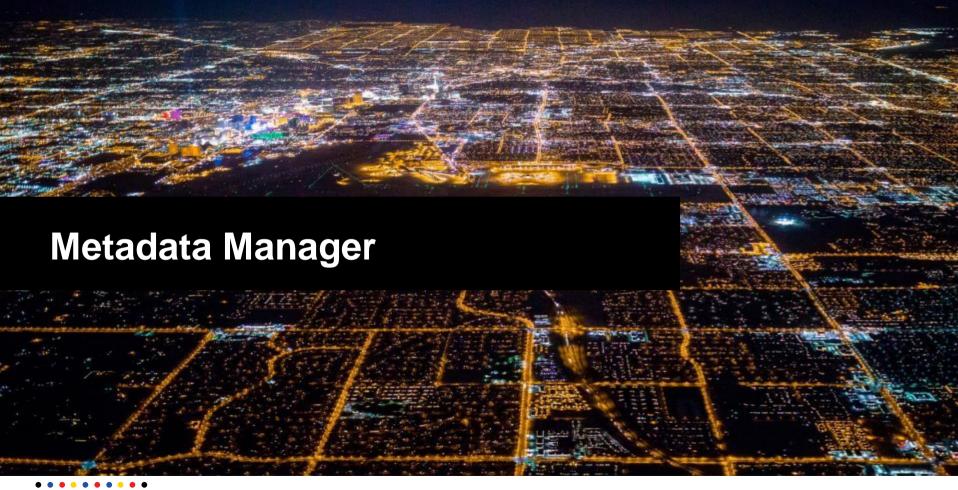


Other Business Glossary Improvements

- E-mail notification for glossary changes
- Enrich the text in the glossary asset and attach documents to glossary assets for better expressibility
- Better import/export experience







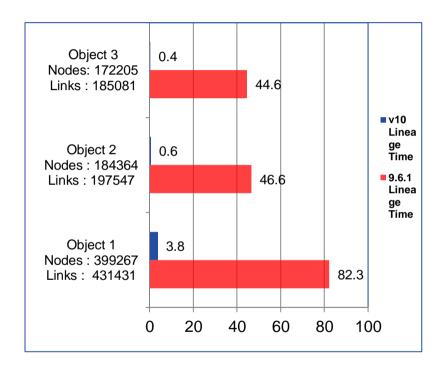
Metadata Manager

Up to 50X data lineage rendering performance (graph database)

- Faster rendering for current environment
- Capable of scaling to much larger environments

Data Lineage

- Provides end-to-end diagram of data flows and transformations
- Essential for change management



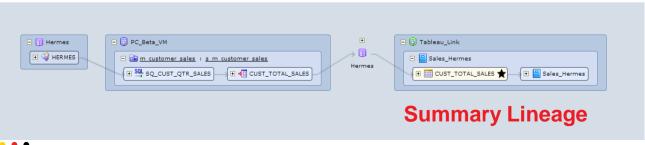


Metadata Manager

Summary Lineage

- Easy to understand, end-point level summary lineage
- Switch between Summary and Detailed lineage seamlessly

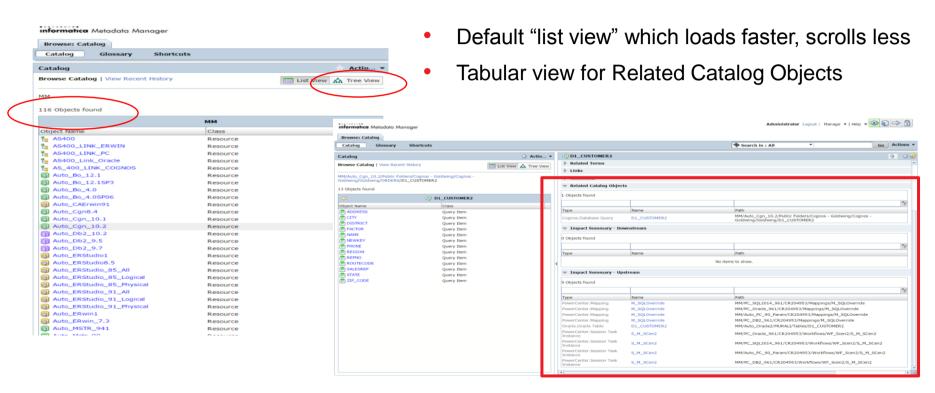






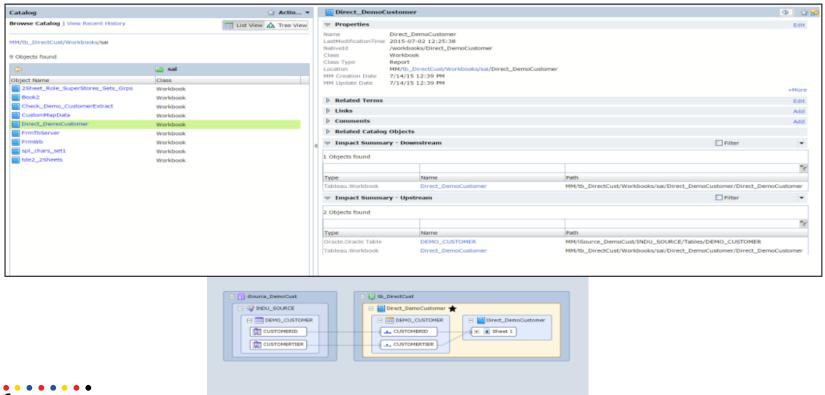
Metadata Manager

Improved Catalog Performance

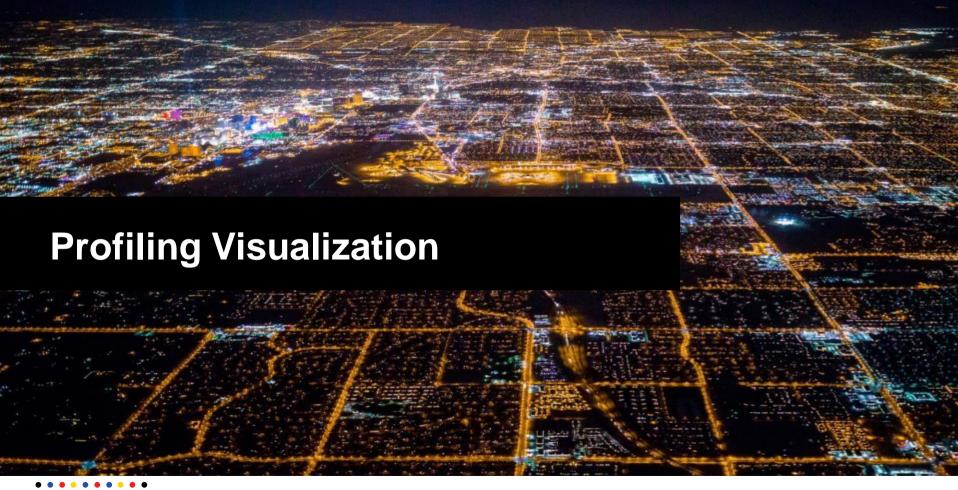




Metadata Manager Tableau Server X-Connect

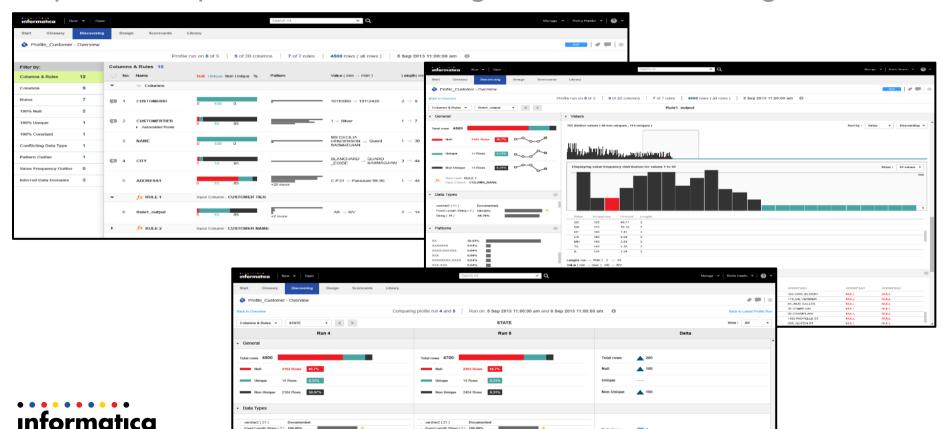




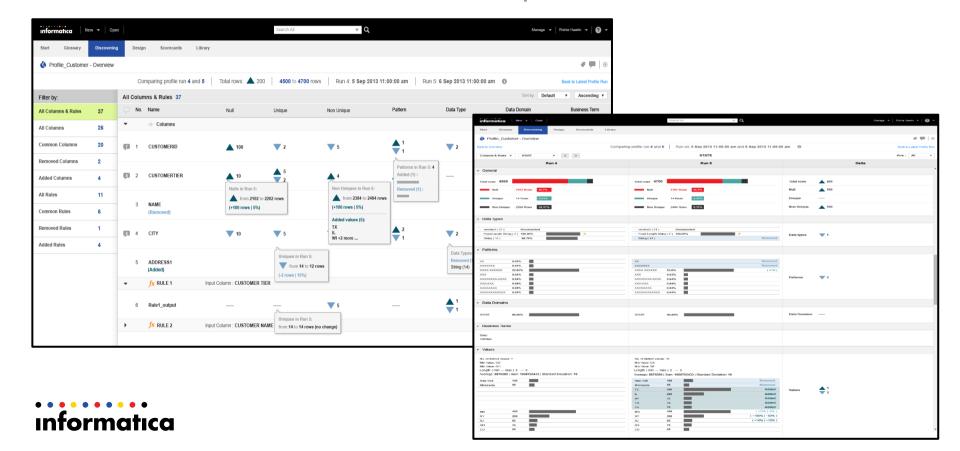


Profile and Understand Your Data

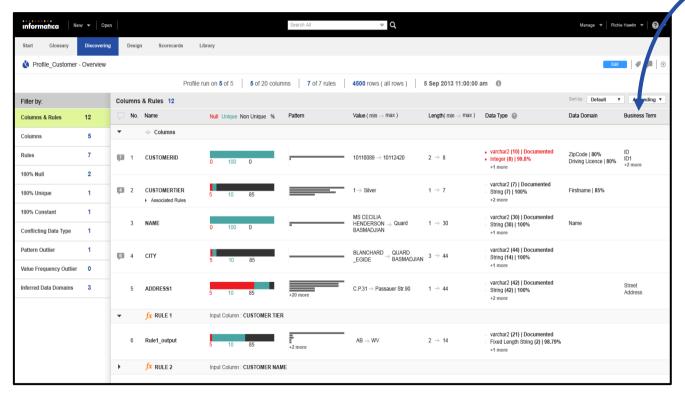
Improved Experience for Viewing Results & Detecting Outliers



Profile and Understand Your Data Historical Profile Results and Comparisons



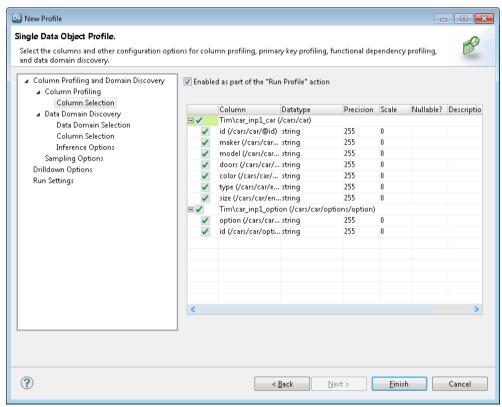
Business Term Linking
Provide Business Context to Profile Columns



Users can attach **Business terms** to profile columns to provide relevant inplace business context.

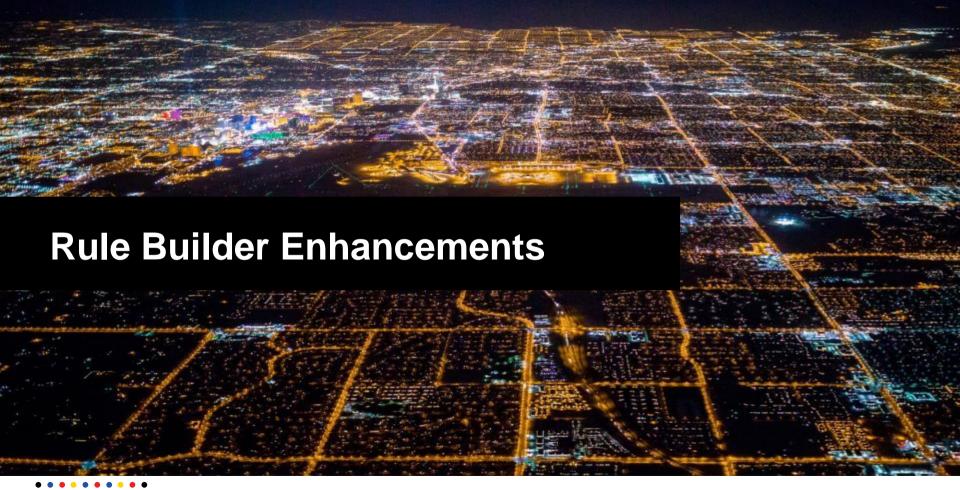


Profile XML/JSON



User can select entire groups to profile or specific elements within the structure.

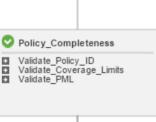


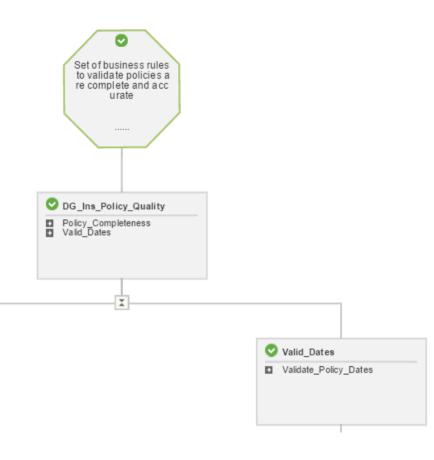


Rule Builder

- Write business rules using simple English like Syntax
- Intuitive user interface
- Generate run-time rules

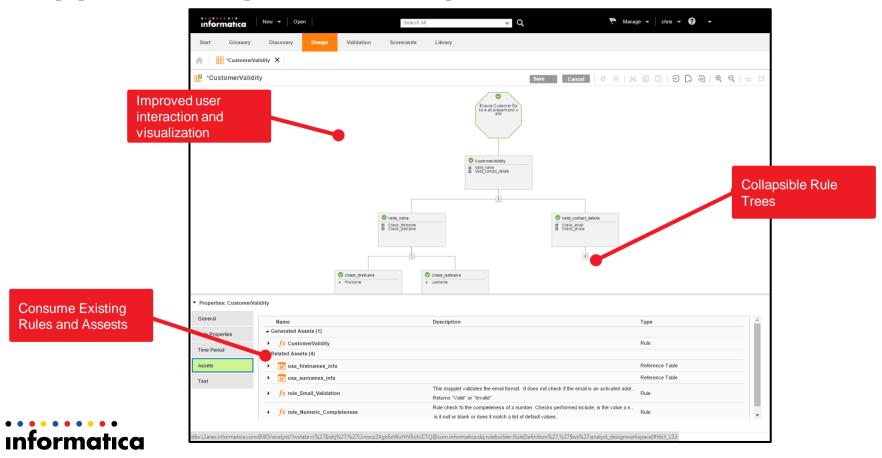
 Significantly reduce design to deployment time







Support Complex Rule Specifications

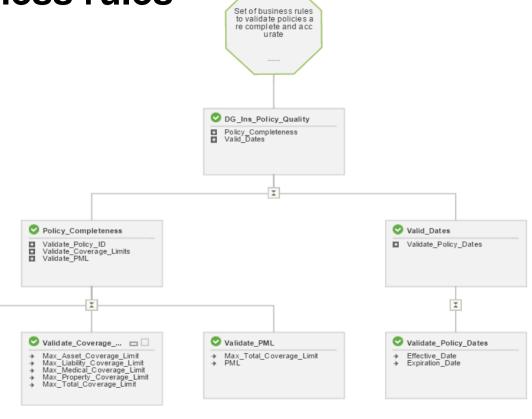


Build complex business rules

Validate Policy ID

→ Policy ID

 40% faster to create and test the background rule in 10.0 vs. 9.6.1



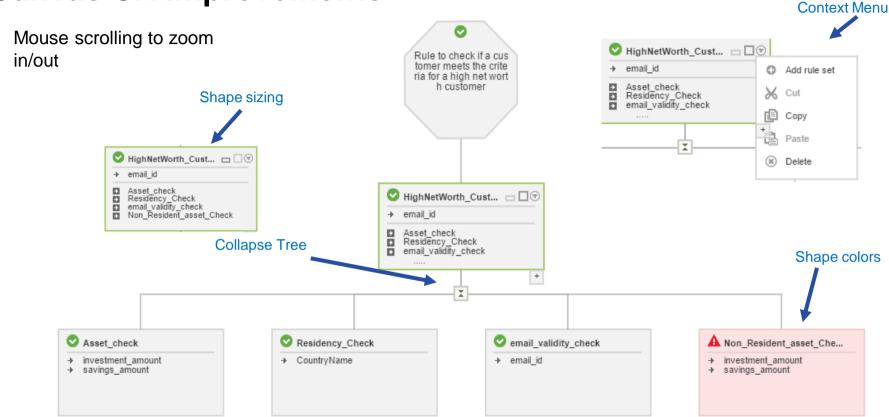


UX improvements

Multiple tab support

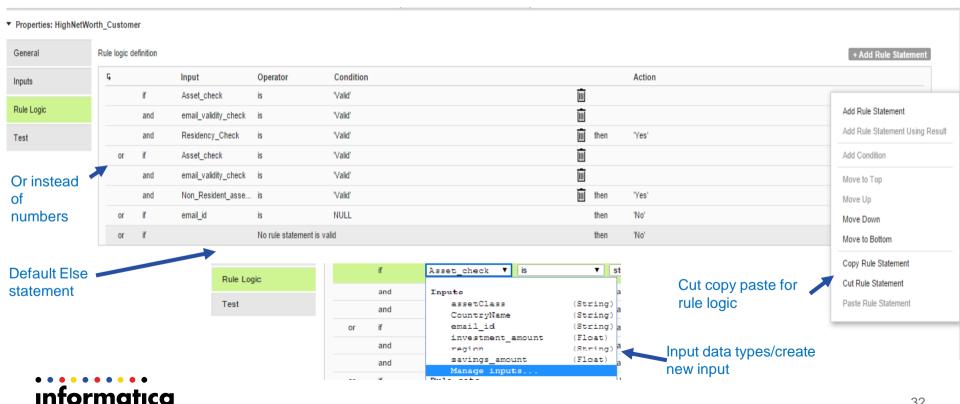
Edit/Checkin/checkout Read Only View options Contract_Validation HighNetWorth_Custo... X HighNetWorth Customer Save and Continue Save and Finish Changes to save Rule to check if a cus options on edit tomer meets the crite ria for a high net wort h customer HighNetWorth_Customer Asset_check
Residency_Check
email_validity_check
Non_Resident_asset_Check Asset_check Residency_Check email_validity_check Non_Resident_asset_Che... → investment_amount → savings_amount → CountryName → investment_amount
→ savings_amount → email id

Canvas UX Improvements



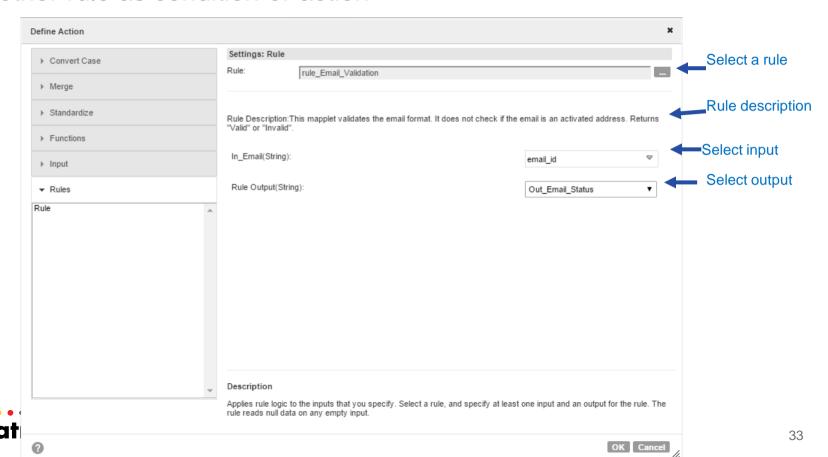


Rule Logic UX improvements



Rule Logic functional additions

Use another rule as condition or action



Rule Logic functional additions

Contains operator

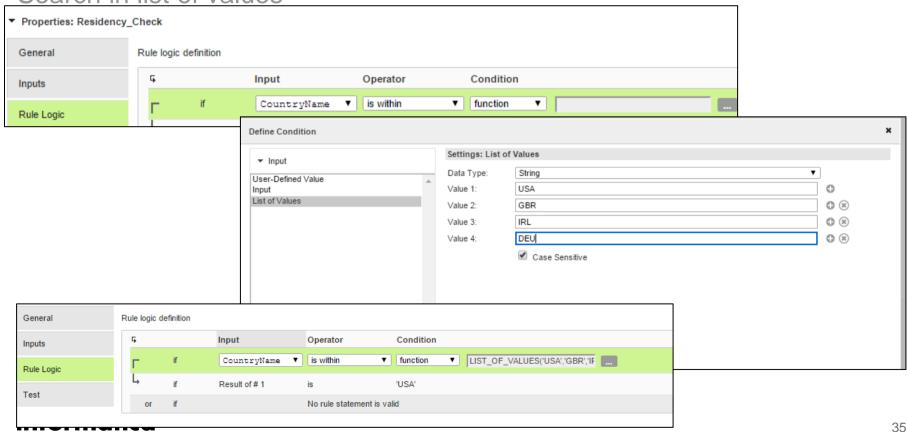


Define Condition			×
▶ Input	Settings: Contains		
▶ Rules	Input:	.com	∇
▶ Reference Table	Scope:	○ Anywhere ○ Start ● End	
▼ Search	Case Sensi	tive	
Contains			

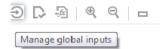


Rule Logic functional additions

Search in list of values



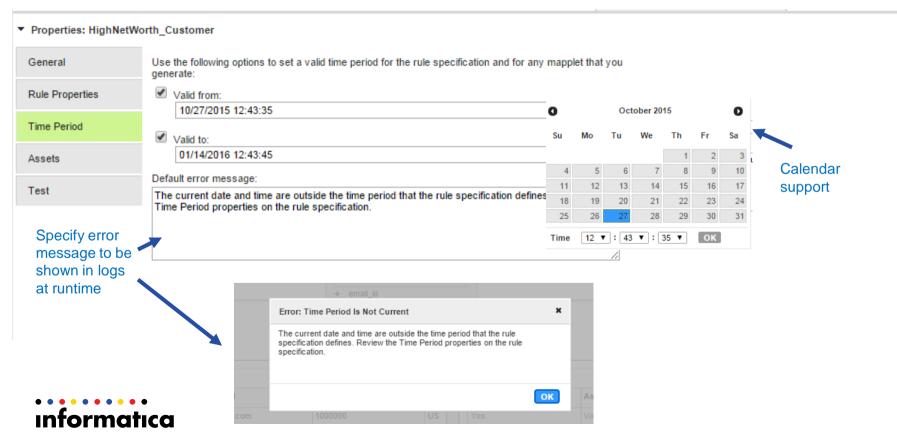
Centralized Input Management







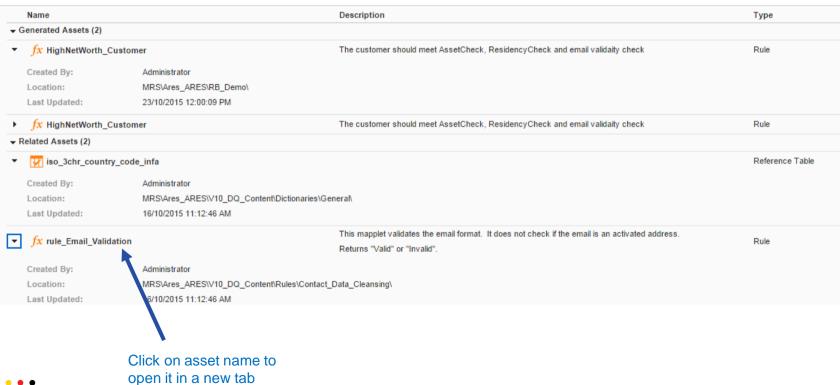
Rule spec validity period



Related Assets View

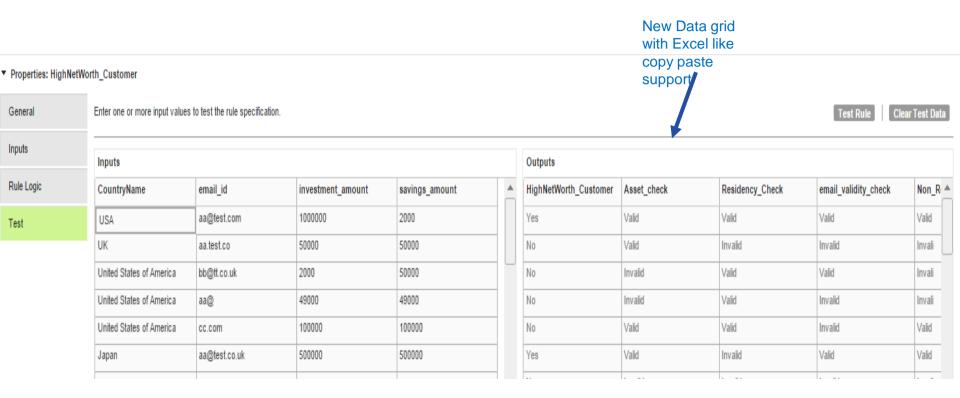
▼ Properties: HighNetWorth_Customer

General
Rule Properties
Time Period
Assets
Test





Test Grid UX improvements

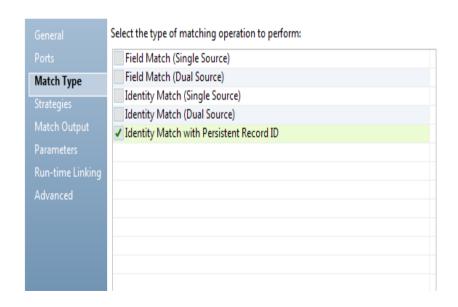






Universal ID

- Reuse identity keys generated once for repeat matches
- Increases the repeat match performance multi-fold
- Enables real-time match use cases



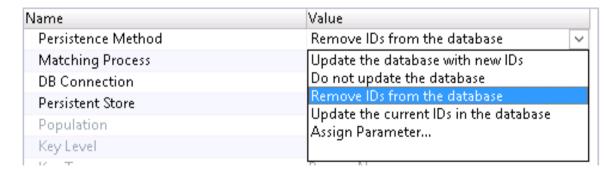


Universal ID user experience

Wizard for store creation



- Auto-config for existing store
- Two new store policies (update, remove) to enable full CRUD
- Policy Parameterization
- Disable/Enable Match

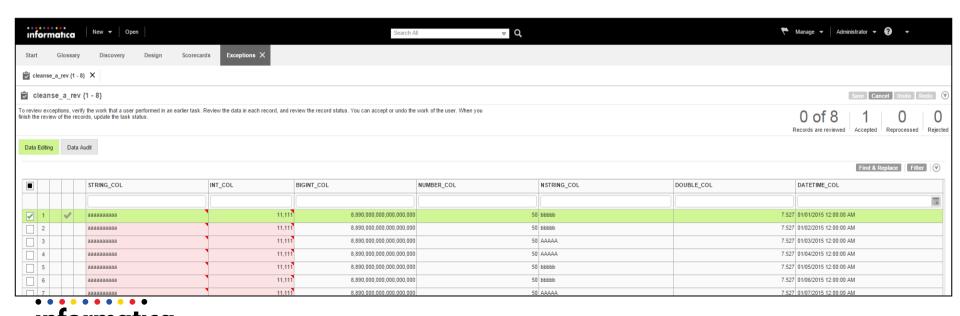






Exception Management

- Refreshed new user interface
 - Better filter capabilities
 - Additional progress metrics (e.g. number of exceptions in task)



Task Inbox changes

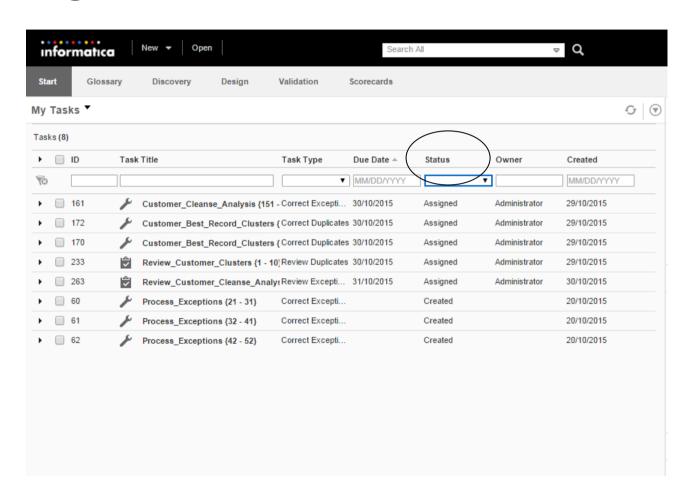
Status Field:

Old values:

- On schedule
- Overdue

New Values

- Assigned
- Created

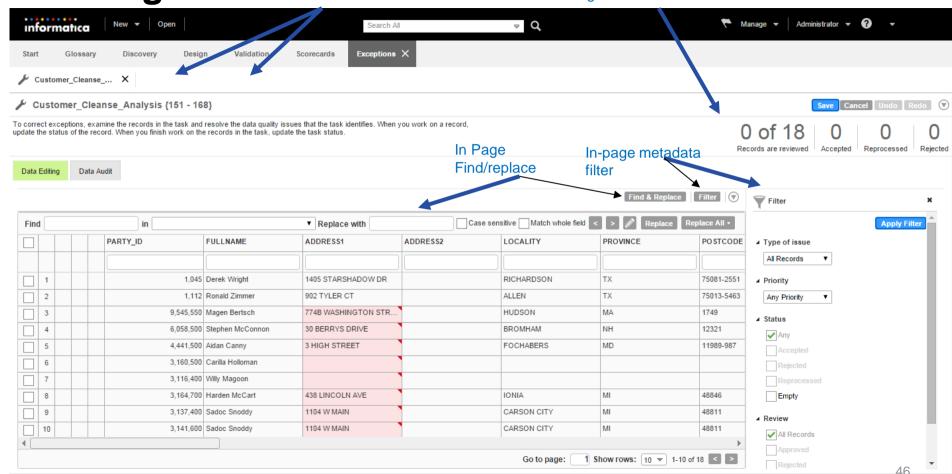




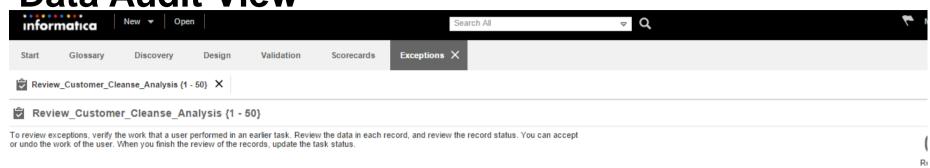
UX changes

Multiple tasks tabs

Progress Statistics



Data Audit View



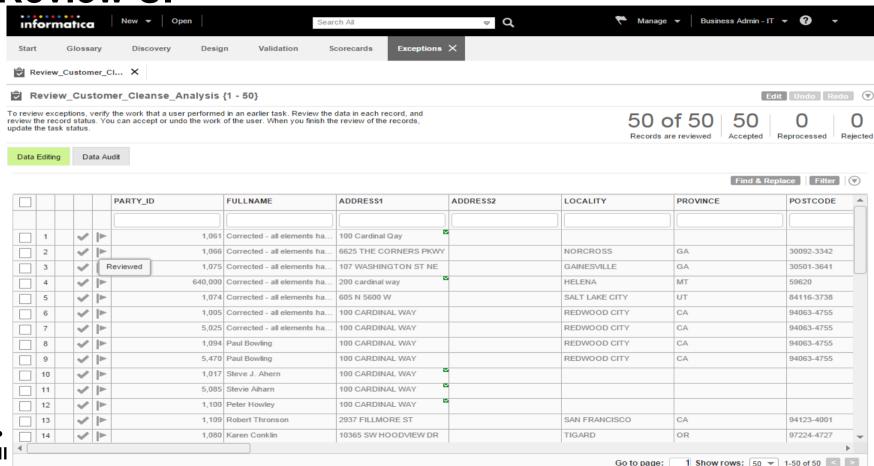
Data Editing

Data Audit

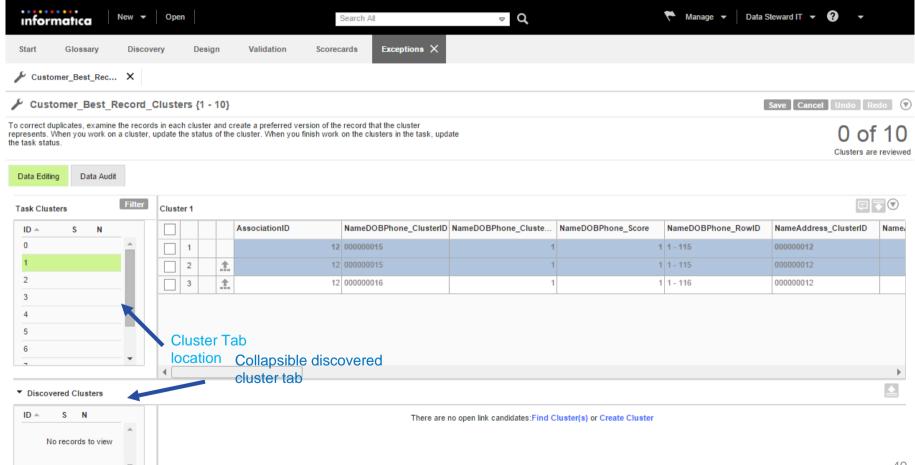
Updated by	Updated		PARTY_ID	FULLNAME	ADDRESS1	ADDRESS2	LOCALITY	PROVINCE	POSTCODE
Data Steward IT	29/10/2015 0		1061	Corrected - all elements ha	100 Cardinal Qay	2			
Data Steward IT	29/10/2015 0		640000	Corrected - all elements ha	200 cardinal way		HELENA	MT	59620
Data Steward IT	29/10/2015 0		1017	Steve J. Ahern	100 CARDINAL WAY				
Data Steward IT	29/10/2015 0		5085	Stevie Aiharn	100 CARDINAL WAY				
Data Steward IT	29/10/2015 0		1100	Peter Howley	100 CARDINAL WAY				
Data Steward IT	29/10/2015 0		660000	Paul Somogye	31-30 BRDWAY STREET		KANSAS CITY	MO	64111
Data Steward IT	29/10/2015 0		1089	Kay Dillon	100 CARDINAL WAY				
Data Steward IT	29/10/2015 0		2759400	Pauletta Carole Smtih	100 CARDINAL WAY	1			
Data Steward IT	29/10/2015 0		1125	Tom Still	100 CARDINAL WAY				
Data Steward IT	29/10/2015 0		3574200	Minica Saxby	54 RUSSELL STREET		WALTHAM	MA	2453

545 RUSSELL STREET

Review UI

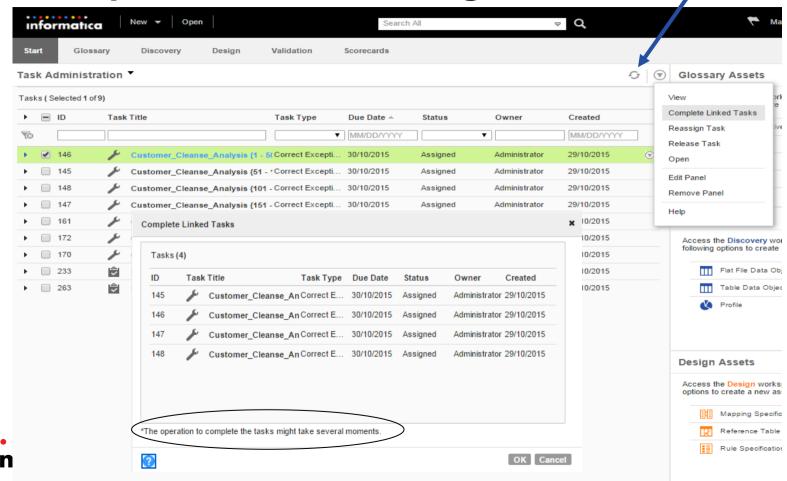


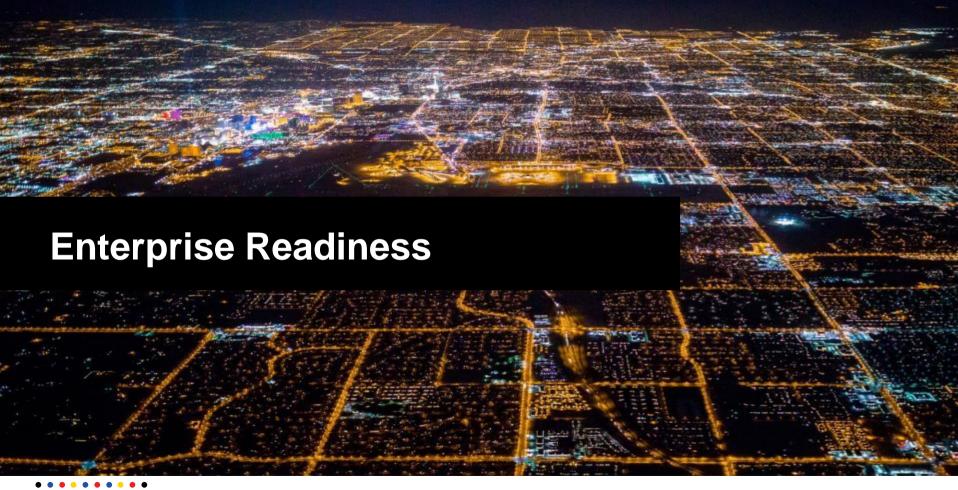
Duplicate records UI



Bulk complete behavior change

Click refresh if still see some tasks.

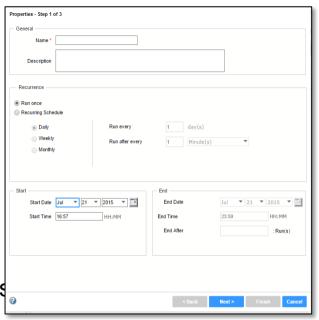




Enterprise Ready

- Scheduler
 - Schedule mapping/workflow runs at specified times in future

- Team based development
 - Versioning with Industry standard versioning tools
 - Check-in / Check-out / Restore objects
 - Locking for non-versioned objects



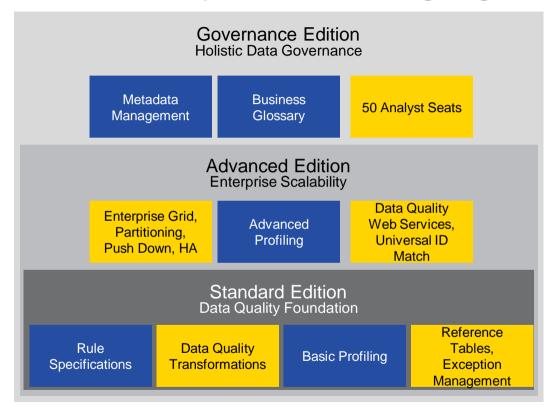








Data Quality V10 Packaging



Governance Bundles

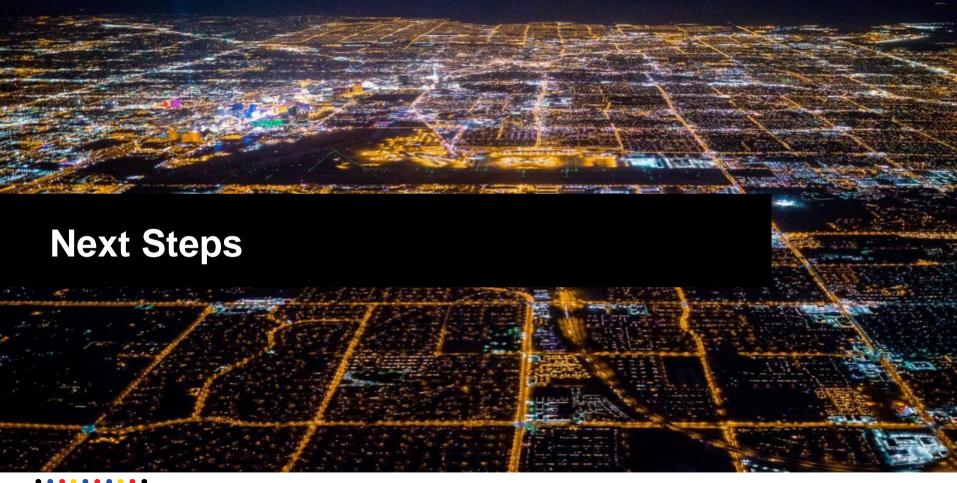
Informatica Platform Governance Edition

Master Data Management Governance Edition

Persistent Data Masking Governance Edition

Complete, consistent, compliant, secure master data







Contact Your Informatica Account Team

Ask for Discussion & Demonstration of V10 Functionality and Benefits for your Data Quality Projects

Informatica Professional Services' Major Release Upgrade Offerings:

- PowerCenter
- Data Quality
- Data Integration Hub





Webinars for PowerCenter v10 & Data Integration Hub v10

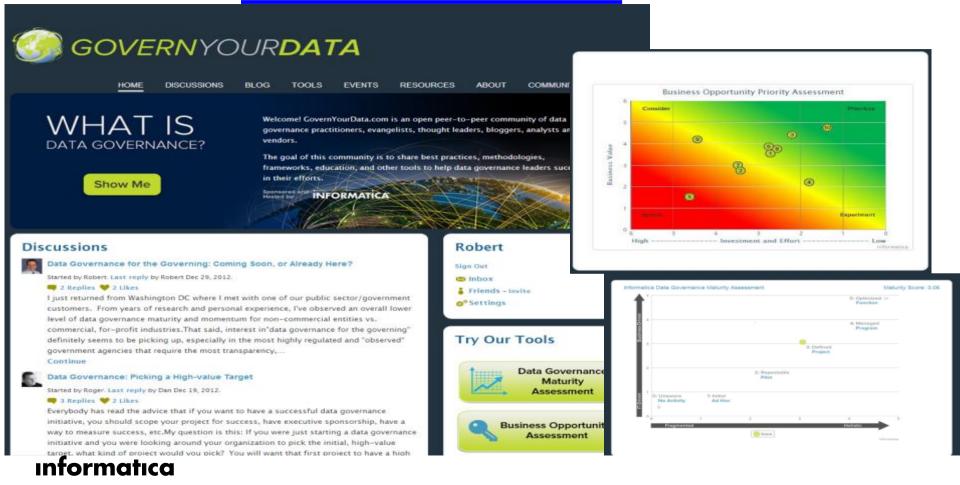
Register for webinars:

November 24: PowerCenter v10 Deep Dive & Demo Webinar http://infa.media/PowerCenterwebinar

December 1: Data Integration Hub v10 Deep Dive & Demo Webinar http://infa.media/DIHwebinar



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Informatica Leadership

10

years in a row

CONTINUES OF TOPS

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Gartner Magic Quadrant for **Data Integration** Tools, 2015

9

years in a row



Gartner Magic Quadrant for **Data Quality** Tools, 2015

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