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Oracle Enterprise Data Quality for Data Integrator

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A World Without Data Quality

…data quality concerns are a part of your everyday world

Q: Why is my marketing campaign conversion rate so low?

A: Data Quality

Many times large retailers maintain separate mail marketing lists which contain similar but slightly different data, without the data quality intelligence to match the duplicates.

Q: Why don't the product guys realize that garbage data in is garbage data out?

A: Data Quality

For an IT organization, the Data Quality Service can provide an automated way to do bulk cleansing of bad data – improving data quality with minimal human intervention required

- Data are of high quality "if they are fit for their intended uses in operations, decision making and planning" (J. M. Juran)
- DQ has direct and relevant impact on processes, costs for all goods and services for the final customer/user.
- Has a direct impact on DSS for all companies.
- In some application environment such as DW, custom DQ framework can represents up to 50% of DW project costs.
- Non qualified data are basically non reliable data.

What is Data Quality?

1. Degree of Excellence of the Data

2. Process of making and keeping data in a state of completeness, validity, consistency, timeliness and accuracy that makes it appropriate for a specific use.

Example of Data Quality Issues

Typical Customer Data Problems

Inconsistent formats

Abbreviations (often ambiguous)

Attributes non-standard, missing or invalid

Customer ID	Customer Name	Address 1	Address 2	City	State	Zip	Country	Birth Date	Gender
AD23298	Mr Peter Mayhew	9407 Main St		Fairfax	VA	22031-4001	USA	02/23/61	M
VS38611	Dr Ellen Van Der Heijde	144 E Grove St		Kingston	PA	18704	US	07/12/57	
DC18223	Jalila Abdul-Alim (Do Not Call)	4548 Pennsylvania Ave	Apt 205	Kansas City	MO	64111-3349	USA	02/23/63	F
CO9387A	Tayside Computers Inc	4912 E 41st N		Idaho Falls	ID	83401	USA	31/03/2007	
TZ35019	Mr Zachary P Jann	98-1731 Ipuala Loop	Aiea	Hawaii	96701	1710	United States	06/12/86	Male
CB27843	Mrs Edith X Baba Junior	Baba Real Est. Corp.	209 Stony Point Trl	Webster	NY		USA	11/17/1971	M
OX80306	Andrew & Mary Baxter	14 Oxbridge Way		Milford	NH	03055-4614	US	05/28/67	F
JP70210	Mr RJ & Mrs FB MacDonald	57 Hadleigh Close	Westlea	Swindon SN5 9BZ	MA	-	USA	-	X
RD48107	Mr Andy Baxter	14 Oxbridge Wy		Milford	NH	3056	USA	01/01/01	M

Widespread duplication (often hard to spot)

1. Compound Names
2. Embedded Additional Information
3. Mixed Business & Personal Names
4. Multiple Names
5. Mis-Fielded Data
6. Erroneous Data
7. International Date Formats
8. Default or Dummy Data

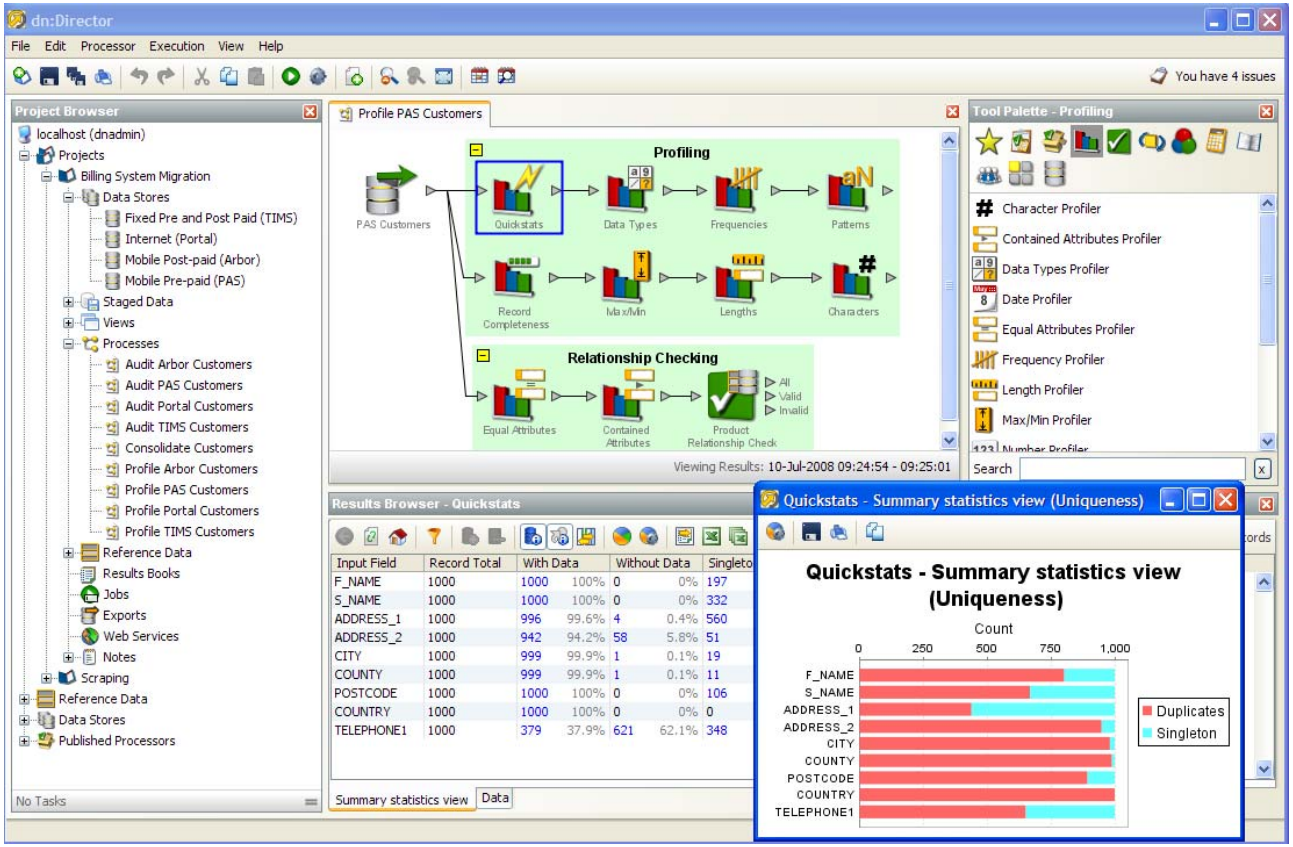
A Simple Customer Table Sample

What does Oracle Enterprise Data Quality for Data Integrator Includes?

- Profiling
  - Discover and assess data quality
    - Data Structure
    - Data Content (values, statistics, frequencies, ranges)
    - Data Relationships (dependencies, keys, joins)
- Quality
  - Integrity & Cleansing– Conform data to simple rules
  - Parsing & Standardization – Conforms data to complex rules
  - Matching – Detect, link and merge similar data
  - Enrichment – Set names and addresses to postal standards

Built for the Business User

- Short learning curve & time-to-value
- Solution for owners of the business problem
- Integrated team collaboration



For More Information

Oracle Enterprise Data Quality	

http://www.oracle.com/us/products/middleware/data-integration/enterprise-data-quality/overview/index.html

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