

# ORACLE DATA WATCH AND REPAIR FOR MASTER DATA MANAGEMENT

## KEY FEATURES

- Built as edge application to avoid slowing down regular operations
- Helps data steward with day-to-day data monitoring tasks
- Imports metadata and data from MDM applications: UCM, CDH and PIM
- Discovers data meaning, structure and quality by profiling data from any table
- Allows real-time data assessment by applying data rules
- Data rules can be derived, manually created, edited and applied easily
- Data compliance and defects are immediately shown
- Correction mappings can be automatically generated to fix data defects
- Can write back corrected data to MDM application
- Correction package can be reused periodically to monitor data

*Oracle Data Watch and Repair for Master Data Management provides any organization with a quick and powerful data profiling and correction solution that helps ensure Master Data Management (MDM) success. Used by the data steward to perform ongoing data governance and data stewardship, Data Watch and Repair (DWR) complements the deduplication, cleansing and matching processes performed by Oracle's Data Quality with a day-to-day data monitoring tool.*

## OVERVIEW

DWR is a profiling and correction solution that assists data governance processes undertaken by an organization's data steward. The data steward can use DWR to regularly diagnose and maintain the system's data quality by running data profiling jobs, assessing the data compliance with existing and new data rules and correcting the data inconsistencies encountered in the process. DWR is designed to connect to Oracle's MDM applications for profiling and correction purposes

### Data Profiling

Data profiling is the first step to diagnose the data quality of a system within any organization. It is a robust and thorough data analysis method used to discover and evaluate the defects in the system's data. By doing data profiling, you can discover things about your data, including (but not limited to) a domain of valid zip codes, a range of product discounts, columns that hold the pattern of an e-mail address, a one-to-many relationship between columns and anomalies and outliers within columns.

### Assessing Data Compliance

While reviewing and understanding the data profiling results, custom data rules can be created to attain more insight on specific aspects of the data. A data rule separates the compliant data from any data inconsistencies. The level of compliance is immediately populated or updated after a change. A set of data rules of common usage within CRM and MDM applications have been created. These rules are aimed at addressing some common customer requirements, as well as to serve as templates for customers to create their own data rules. Some of these MDM custom rules include,

- Contact Completeness
- Extended & International Phone Numbers

**KEY BENEFITS**

- Minimally intrusive— to avoid slowing down regular operations
- Quick and easy— seamless move from profiling into data assessment makes it perfect for day-to-day data quality maintenance
- Customizable— adapts well to each organization's unique needs

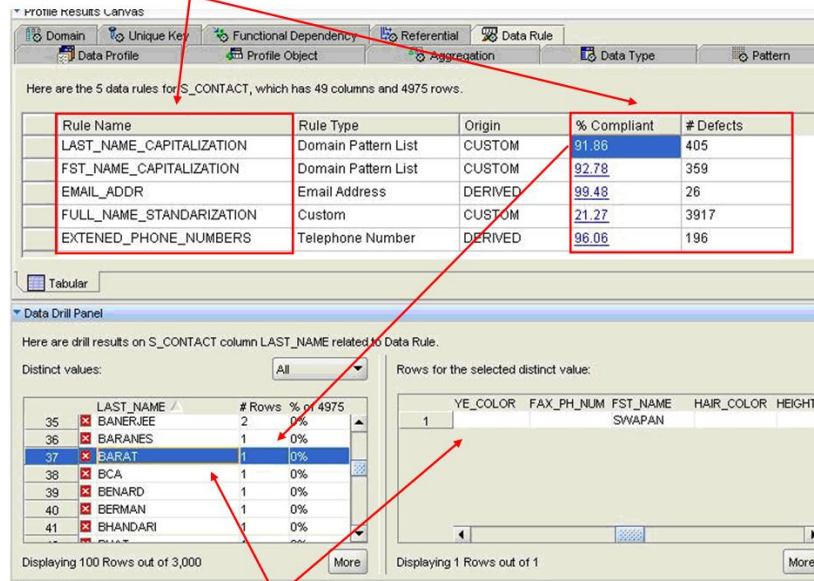
**RELATED PRODUCTS**

Data Watch and Repair performs data profiling and correction on:

- EBS Customer Data Hub (CDH)
- EBS Product Information Management (PIM)
- Siebel Universal Customer Master (UCM)
- Siebel CRM

• Name Capitalization & Full Name Standardization

Data rules applied to data profile, shows % of compliance, # defects



Compliant and non-compliant values and records are shown below

**Figure1. Applied data rules showing detail on compliance percentage and values**

**Data corrections**

After the data assessment is complete, any discovered non-compliant data can then be either reported or cleansed. To do this, DWR automatically generates correction mappings based on the data profiling results and data rules that were applied. A corrected set of data that adheres to the newly derived data rules is created and can be written back into the original MDM database. Moreover, a set of correction mappings that can be used and run repeatedly to cleanse the data thereafter is also created.

**KEY BENEFITS**

By enabling real-time data watch and dynamic correction of the identified inconsistencies in a non-intrusive manner, DWR becomes an absolute must have for any organization that wishes to maintain data quality and to combat data decay in between the more complete, slower cleansing processes that are only performed periodically.

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