

ORACLE DATA QUALITY FOR DATA INTEGRATOR AND ORACLE DATA PROFILING 11G

TRUSTED DATA QUALITY FOR DATA INTEGRATION

KEY FEATURES

- Global data quality support
- Name and address cleansing parsing and standardization
- Validate and enrich customer data with postal directory or third-party information
- Automatically identify and process duplicates
- Built-in extensive country-specific rules
- User-customizable rules
- Fully integrated with Oracle Data Profiling and Oracle Data Integrator

KEY BENEFITS

- All data quality projects benefit from a single tool
- Powerful built-in name and address standardization, validation, and enrichment
- Record matcher and 'commonizer' automatically detects and handles duplicates
- Fully customizable data quality process and rules to assure improved quality metrics

To ensure that information is accurate and consistent across complex systems, Oracle Data Quality for Data Integrator 11g and Oracle Data Profiling 11g provide a solution to integrate trusted data. All enterprise software projects are at risk from bad data. Worse, inaccurate and inconsistent data exists everywhere. Oracle Data Quality for Oracle Data Integrator extends the inline data quality features of Oracle Data Integrator to provide more advanced data governance capabilities. Its scalable, rule-based engine uses a fast, single-pass integration process to cleanse, standardize, enrich, match, and de-duplicate any type of global data. Oracle Data Profiling includes data investigation and quality assessment tools to help identify issues. It allows business users to get a clear picture of their data quality, and monitor, track, and govern information over time.

About Oracle Data Quality for Data Integrator 11g

Oracle Data Quality for Oracle Data Integrator 11g is a comprehensive, award-winning data quality platform that covers even the most complex data quality needs. Its powerful, rule-based engine and robust and scalable architecture place data quality and name and address cleansing at the heart of an enterprise data integration strategy. Oracle Data Quality addresses the enterprise data quality needs of all projects, including data warehousing and business intelligence, master data management, data integration, migration, service-oriented integration processes.

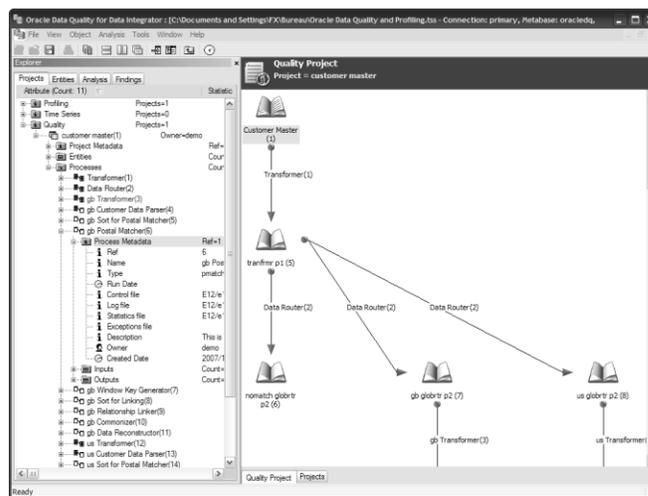


Figure1. Oracle Data Quality name and address cleansing project

About Oracle Data Profiling 11g

Oracle Data Profiling is a data investigation and quality-monitoring tool. It allows business users to assess the quality of their data through metrics, discover or infer rules based on this data, and monitor the evolution of data quality over time. Oracle Data Profiling provides a set of powerful features for investigating data quality, including

Entity Discovery and Analysis—Oracle Data Profiling collects metadata and data from the sources and analyzes it to render comprehensive information and statistics, such as attribute lengths, maximum and minimum values, value distributions, patterns, data types, and so on. It automatically applies advanced profiling techniques to identify potential problems with data fields such as nonconforming zip, customer, or product codes; misspellings; duplications; and punctuation issues.

Natural Drill-Down—The user interface provides a natural drill-down approach to browse through the analysis results and graphical views.

Keys, Functional Dependencies, and Joins Discovery and Analysis—Oracle Data Profiling detects and presents potential keys, along with their degree of uniqueness, while identifying duplicates and other inconsistencies. It also detects functional dependencies between attributes within a given entity (a shipped order should have an invoice number, for example), as well as relationships between entities (joins). Quality analysts can also create these

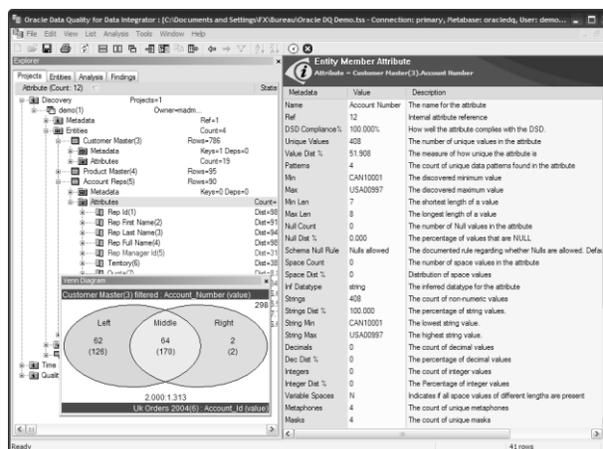


Figure2. Oracle Data Profiling

What's New for 11g?

Oracle Data Quality already has the best international language support and built-in sets of rules for different languages and countries. Oracle Data Quality for Data Integrator 11g and Oracle Data Profiling 11g provides enhanced international support with multi-lingual client and tuning facilities for single and double byte, as well as improved address verification across geographies.

Standardize and Cleanse Names, Addresses, and Other Complex Data

Oracle Data Quality provides optimized parsing and matching capabilities for name and address cleansing. The built-in country-rules (based on keywords and pattern detection) can be customized to match specific data issues. Oracle Data Quality provides powerful features for all types of data, including product data, brand data, financial data, and other types of non-customer party data.

TRUSTED DATA QUALITY FOR DATA INTEGRATION

RELATED PRODUCTS

- Oracle Data Integrator
- Oracle GoldenGate
- Oracle Data Quality for Data Integrator
- Oracle Data Profiling
- Oracle Exadata
- Oracle Business Intelligence
- Oracle SOA Suite
- Oracle Database
- Oracle Data Warehousing
- Oracle Master Data Management

RELATED SERVICES

The following services are available from Oracle Support Services:

- Update Subscription Services
- Product Support Services

Validate, Repair, and Enrich Your Data

Name and address information can be optionally validated and enriched using a postal directory. Additional sources can be used to enrich address data with geographic information (longitude, latitude, and the like) or custom enrichment rules that your data quality stewards provide.

Identify and Process Duplicates

Oracle Data Quality can identify and link matching records or duplicates (such as multiple entries for the same business, person, household, or product). It allows for the automatic creation of a best record from matching records. Country-specific predefined rules are provided for name and address cleansing projects. Matching rules, as well as standardized rules, can be entirely customized.

Fully Customizable Data Quality Process

The Oracle Data Quality user interface enables the creation of data quality projects with predefined templates and for total customization of all steps of the process, business rules, and quality rules. By customizing the built-in rules, more quality issues can be handled by the process and the quality metrics improve over time.

Reporting, Monitoring, and Emergency Handling

Oracle Data Profiling allows data quality specialists to document and annotate their findings, define business rules, and create data quality reports or metadata and data exports for third-party tools. The Time Series feature of Oracle Data Profiling allows users to evaluate data quality over time by performing regular assessments of the data quality. The state of the data is preserved with all analysis findings. Oracle Data Profiling also uses e-mail notifications to warn business users when certain service-level requirements are not met (such as when threshold values are exceeded, business rules are violated, and so on).

Quality at the Center of Data Integration Initiatives

Oracle Data Quality is tightly integrated with Oracle Data Profiling and shares the same user interface. Oracle Data Quality projects can use profiling results as a strong foundation. Oracle Data Integrator has prebuilt interfaces for Oracle Data Quality and is linked to other Oracle products (such as Oracle BPEL Process Manager) for manual or automated processing of data quality events. Projects created in Oracle Data Quality can be easily placed as steps in data integration or business process flows, thereby putting data quality at the center of all enterprise information initiatives.

Contact Us

For more information about [insert product name], visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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