

BusinessObjects™ Data Quality Management software helps you analyze, measure, standardize, cleanse, and match all types of data to ensure information that is reliable and complete. Built on Web services, the software provides a flexible solution that you can use across your enterprise.



## DELIVERING INFORMATION YOU CAN TRUST

### A COMPREHENSIVE DATA QUALITY SOLUTION

A carefully planned data quality initiative is essential to any successful information management program – be it a business intelligence project, the creation of a single client view through your master-data management system, or a new data warehouse or data mart. Ensuring that your data is reliable and complete can also reduce operational costs within your enterprise.

A robust, end-to-end process for data quality includes the measurement, analysis, cleansing, enhancement, matching, and consolidation of data. BusinessObjects™ Data Quality Management software from Business Objects, an SAP company, provides powerful tools for such tasks. These tools, along with support for data lineage and impact analysis, provide the comprehensive support you need to deliver reliable information throughout your information supply chain.

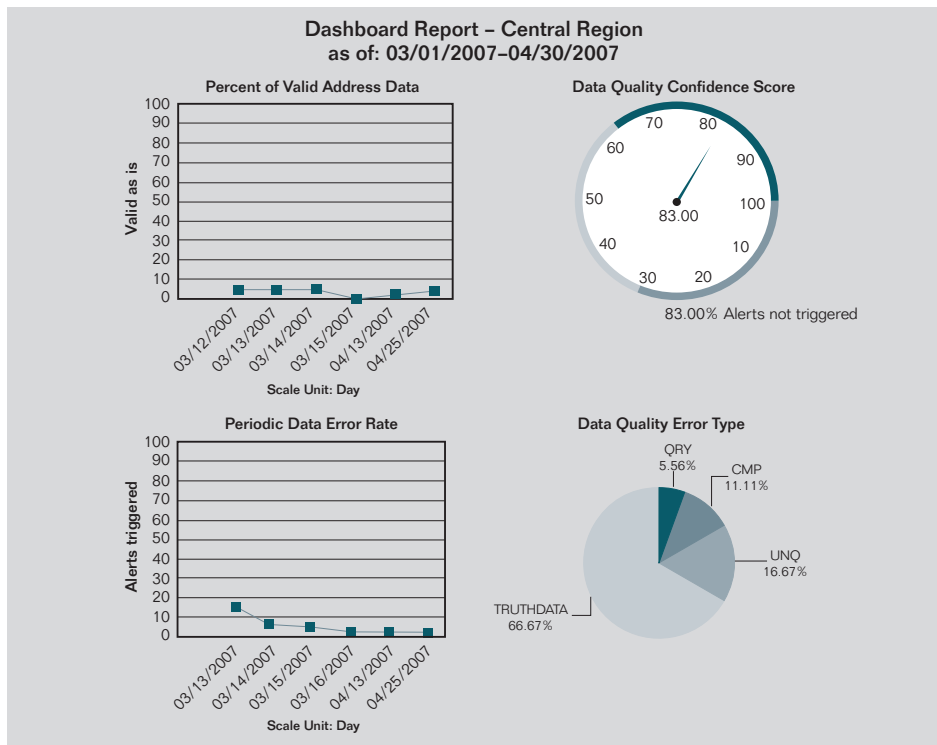
You get the help you need to maintain high levels of data quality throughout your enterprise and master-data management environment – regardless of the data source. This includes highly sophisticated functionality for standardizing data and detecting duplicate customer references. From planning and constructing a centralized master-data management solution to ensuring the

accuracy of data as it is entered, BusinessObjects Data Quality Management facilitates the highest possible levels of data integrity. You can use the software with a wide variety of applications, platforms, and databases – including SAP®, Business Objects, third-party, or proprietary solutions.

#### Data Analysis and Measurement

Data quality assessment is the inspection, measurement, and analysis of data to help business users understand data defects and the impact of those defects upon the business. Data-profiling features within BusinessObjects Data Quality Management automatically recognize business rules and data relationships (across columns or fields) that might otherwise go unnoticed. You can perform the profiling directly within a current data warehouse or data store or load the data into the software and profile your data from there.

The software lets you establish data-range parameters and create automated alerts that will notify you if the analysis results exceed a specific parameter. The software offers a robust set of graphic and dashboard reports – including Venn diagrams, summary profiles, frequency distributions, and referential integrity reports – to help you quickly identify data problems (see Figure 1).



**Figure 1: Graphical and Dashboard Reports**

### Data Cleansing

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.

BusinessObjects Data Quality Management can identify, standardize, and correct global data from more than 190 countries. It offers specific packages for Arabic, French, Portuguese, Spanish, Dutch, Italian, and German that provide cleansing for an individual's name, title, and firm.

You can identify customer information such as e-mail addresses, phone numbers, and Social Security numbers and verify that this information is properly formatted. The software can also parse and standardize product-data elements such as part numbers, product codes,

purchase orders, SKUs, and customer identification numbers. It can handle semistructured data and properly parse data into appropriate fields. This assures, for example, the proper identification of "St." for Michael St. John, 123 Main St., St. Louis, MO 63141.

### Data Enhancement

BusinessObjects Data Quality Management offers a variety of data enhancement options to help you more effectively target customers and prospects, take advantage of cross-selling opportunities, and fulfill your data quality strategy. These options include:

- Geocoding for marketing initiatives that are geographically or demographically based
- Geospatial assignment of customer addresses for tax jurisdictions, insurance-rating territories, and insurance hazards

- Appending a name, address, or phone number in telephone records
- Delivery-point validation, move update, and interfaces with USPS LACSLink and USPS ANKLink

### Data Matching and Consolidation

No matter how diverse the data within your enterprise, a sophisticated matching process in BusinessObjects Data Quality Management helps you identify multiple occurrences of a customer or even a unique field within a record. Once you have defined what your business considers a match, you can consolidate information to create and maintain data relationships.

The software can match any writing script that is supported by the Unicode standard and offers advanced matching functionality for data in the Japanese, Chinese, Taiwanese, or Korean writing systems. A match wizard helps you identify members of the same household or employees from a single company or department.

You can selectively choose data on a field-by-field basis to build a consolidated record based on the most up-to-date and reliable data. The software assigns a unique identification number for each record to create relationships between distinctly different sets of data. It can combine records by matching different forms of the same name or firm – such as Beth and Elizabeth or AT&T, ATT, and att.

BusinessObjects Data Quality Management recognizes matches within different sources of data to create a unified view. You can match and consolidate internal account records, as well as records that you purchase externally.

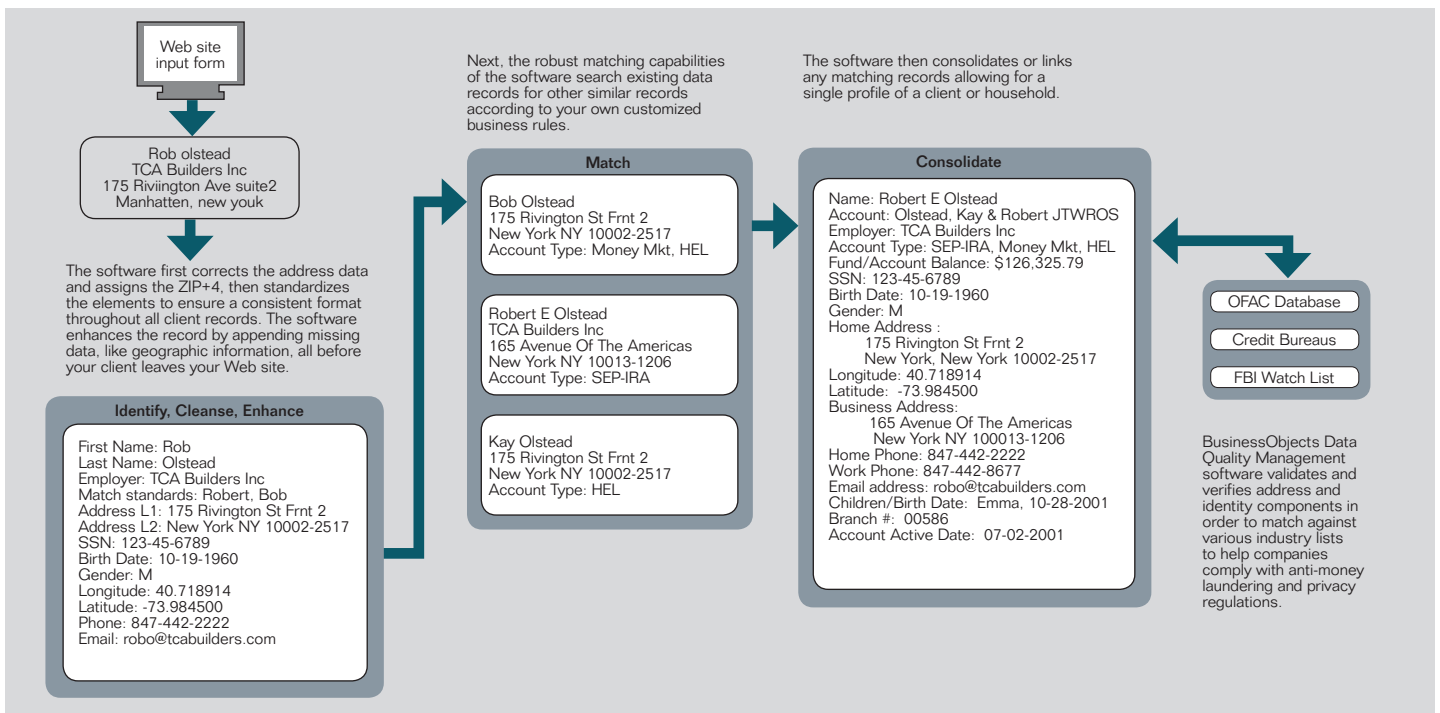


Figure 2: How BusinessObjects™ Data Quality Management Improves Information Quality

The software offers thousands of pre-defined business-rule templates that you can easily modify for fast deployment. It can process multiple sets of business rules to uncover hidden relationships in your data.

### The Data Quality Process in Action

Figure 2 shows how BusinessObjects Data Quality Management first corrects data and then standardizes the elements to ensure a consistent format for all your records. The software then enhances a record by appending missing data, such as geographic information, at the point of entry.

Next, robust matching functionality within the software searches existing data records for similar records according to your own business rules. It then links any matching records to provide a single profile of each client or household.

### Building an Effective Information Network

Today's information workers are challenged by huge data volumes and disparate data sources. These problems keep mounting as organizations grow organically or through mergers and acquisition. CIOs must decide how best to use their limited resources, which are already strained by complex tools that require special training.

With BusinessObjects Data Quality Management, information workers can see and react to data changes from their source to the final reports that the changes affect. Employees can provide reliable information with standard data quality business rules across an enterprise that guarantees adherence to those rules.

The software also helps integrate disparate customer, product, and other data into a single view that supports data warehousing, customer data integration, and master-data initiatives. In addition, executives and management gain the confidence that the data they provide in compliance reports for government regulations is both accurate and timely.

### Maximize the Value of Your Data

BusinessObjects Data Quality Management provides the most advanced data quality support on the market. With this support, you can deliver the highly accurate and complete information that your business requires. To learn more about the many ways that BusinessObjects Data Quality can help you maximize the value of your data, visit our Web site at [www.businessobjects.com/products/dataquality/default.asp](http://www.businessobjects.com/products/dataquality/default.asp).

---

## Summary

BusinessObjects™ Data Quality Management software helps you analyze, measure, standardize, cleanse, and match all types of data – from products or customers – to ensure that your information is reliable, complete, and timely. The software is built on Web services to provide a flexible solution that you can use within a wide variety of applications, platforms, and databases – including SAP®, Business Objects, third-party, or proprietary software.

---

## Challenges

- Providing data that is reliable and complete throughout the information supply chain
- Ensuring regulatory compliance
- Reducing operational costs

---

## Supported Business Processes and Software Functions

- **Data analysis and measurement** – Understand data defects and the impact of those defects on your business
- **Data cleansing** – Parse all data elements, standardize the data to ensure a consistent format throughout all records, and correct the data based on secondary sources
- **Data enhancement** – Target customers and prospects more effectively and take advantage of cross-selling opportunities
- **Data matching and consolidation** – Identify multiple occurrences of a customer or a unique field within a record and consolidate the information to create and maintain data relationships

---

## Business Benefits

- Efficient management of massive data volumes from disparate sources
- Effective use of limited IT resources
- Quick reaction to data changes
- Standardized business rules for data quality
- Improved decision making
- Enhanced regulatory compliance

---

## For More Information

Call your SAP representative or visit us online at [www.businessobjects.com/products/dataquality/default.asp](http://www.businessobjects.com/products/dataquality/default.asp).

50 088 991 (08/03)

©2008 by SAP AG.

All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.