

ORACLE DATA QUALITY FOR ORACLE DATA INTEGRATOR

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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
- Support for all data quality projects
- Fully integrated with Oracle Data Profiling and Oracle Data Integrator

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 deduplicate any type of global data.

Overview

Oracle Data Quality for Oracle Data Integrator 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.

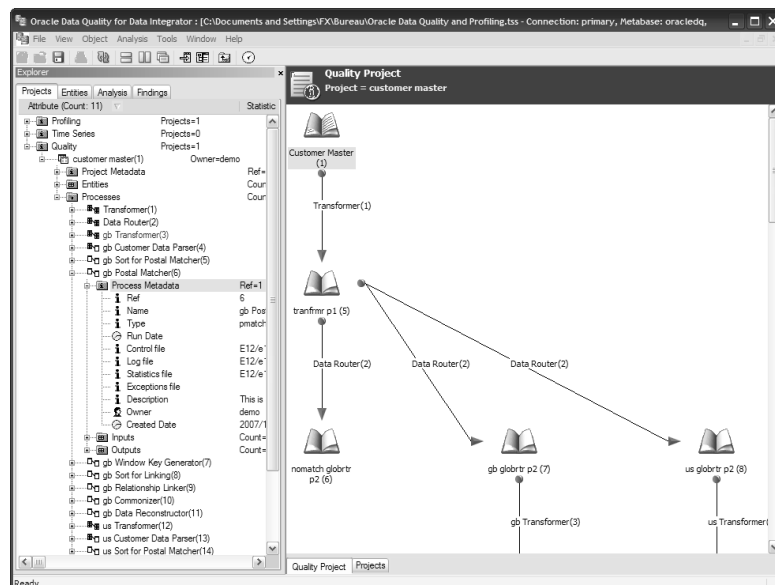


Figure1. Oracle Data Quality name and address cleansing project

Oracle Data Quality has the best international language support and built-in sets of rules for different languages and countries. It also natively supports unicode and double-byte data for data quality rules and working data.

**ORACLE DATA QUALITY
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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

**RELATED PRODUCTS
AND SERVICES**

- Oracle Data Integrator
- Oracle Data Profiling

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.

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 entry 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 commonizing 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.

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.

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