



DATA QUALITY

Improved data quality is a common measure of success for a data management program. In order to drive this improvement, business stakeholder ownership and accountability is key, as is the ability to track and measure progress over time.

Data Quality Rules allow you to proactively find and correct data quality issues.

When we meet with organizations planning for MDM, “better data quality” is the most commonly cited goal for their data management program. While value is ultimately derived by what you actually do with better quality data, nobody argues that improving the quality of data isn’t necessary to support their strategic data initiatives.

Data quality is a journey. As one data quality issue is identified and resolved, new issues are identified. The goal is improvement versus perfection. With Profisee, data quality rules can be quickly created and maintained by those that truly know the data, business users. As rules are modified, the Profisee Platform automatically captures metrics and trending information, allowing the business to understand the impact of new rules, and how they’re improving over time.

This ability to measure and trend data quality helps prove the value of the data management program, and show demonstrable results to others in the organization.

Key Features

Define

- Simple configuration
- Business user friendly

Evaluate

- Every data update
- Every time rules change

Correct

- Easy to find
- Easy to fix

Measure

- What’s my current status
- How are we trending?