

Data Cleansing – Data Quality instead of Data Chaos.

Data Cleansing is the Uniserv product which enables you to perform highly-efficient cleansing during batch processing. The cleansing tool can, e.g., extract data required from source systems through connectors, cleanse postal data, enrich data with supplementary information and identify duplicates (i.e. their complex consolidation). Data Cleansing means that your data stocks are cleansed precisely and according to your own rules, whereby you can also take advantage of a wide range of Best Practice settings. Data Cleansing provides the fundamental basis for optimised operating cycles and processes within your company – providing trustworthy and dependable company data in all respects. Whether for ensuring data quality in operative or analytic applications; for successful migration or for setting up master data management systems – your data is safe when put your trust in Uniserv.



FEATURES

Uniserv Data Cleansing includes all components necessary to extract data from the widest range of databanks, files and applications; and then to cleanse, match, consolidate, transform and reload it into the target system:

- **Extraction** of data from the widest range of source systems: such as databanks, files or applications
- **International address check** for validating, correcting and standardising addresses from 246 countries and territories during batch processing. Error tolerant matching of all address-specific elements with international reference data.

- **Validation and correction** of data as desired by creating an individual set of rules, e.g. by using the integrated rule editor. This means that it is no longer necessary to make new rules and changes at different locations within each individual business process.

► **Identification** of duplicate customer data using powerful similarity algorithms and country-specific knowledge bases, in the fields of both B2C and B2B. Identity Resolution gives support when you are faced with the challenge of searching and matching customer identity data. Customers, suppliers, enquirers, patients etc. can be specifically and correctly identified from the widest range of sources.

► **Aggregation and consolidation** of data for creating a Golden Record containing complete information about a duplicate group.

► **Enrichment** of company master data with important supplementary information such as geodata (i. e. x-y coordinates) and information about persons, companies, organisations, households or buildings.

► **Transformation** of data formats and dataset structures into a prescribed target format

► **Loading** cleansed, matched, consolidated and transformed data into one or more target systems (databanks, files, applications etc.) – with the focus on optimal mass data processing.

ADVANTAGES

Data Cleansing puts your data into shape – from performing small cleansing projects with limited data quantities – up to company-wide cleansing where several employees are involved, i. e. where very large data quantities have to be dealt with. The user-friendly graphic editor guides you intuitively through your cleansing processes, also enabling you to visualise, create and document complex jobs. With its Unicode capability, this Uniserv product meets the highest demands of international data quality by efficiently dealing with differing notation and country-specific character sets. Coordinated to your personal demands, the international address check can be flexibly integrated as a conventional, installed solution, or as Software as a Service (SaaS) within

your business applications. The Uniserv Hybrid Model gives you the advantages of both worlds, by allowing you to combine the on-premises solution with on-demand services, independent of data quantities and cost structures.

With Data Cleansing you can explicitly check the quality of customer data and in most cases cleanse it fully automatically, as well as performing mass cleaning of “non-customer” data. You can, for example, cleanse irregularities identified with the interactive help of the Uniserv Data Analyzer, or uncovered during automatic monitoring by data governance. The Data Quality Service Hub from Uniserv gives you the data consistency demanded by your processes and applications.

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