

Data Protection – Sustainable Data Quality.

Once the desired level of data quality has been reached by analysis and cleansing, it is then a matter of maintaining the same quality level in the future. The most efficient and cost-effective way of ensuring data quality is to restrict the data accepted by only allowing data into the system which is suitable for the intended use. The principle of "First Time Right" reduces the time and means necessary for subsequent corrective measures to a minimum. Implementation of a DQ firewall is the best approach.



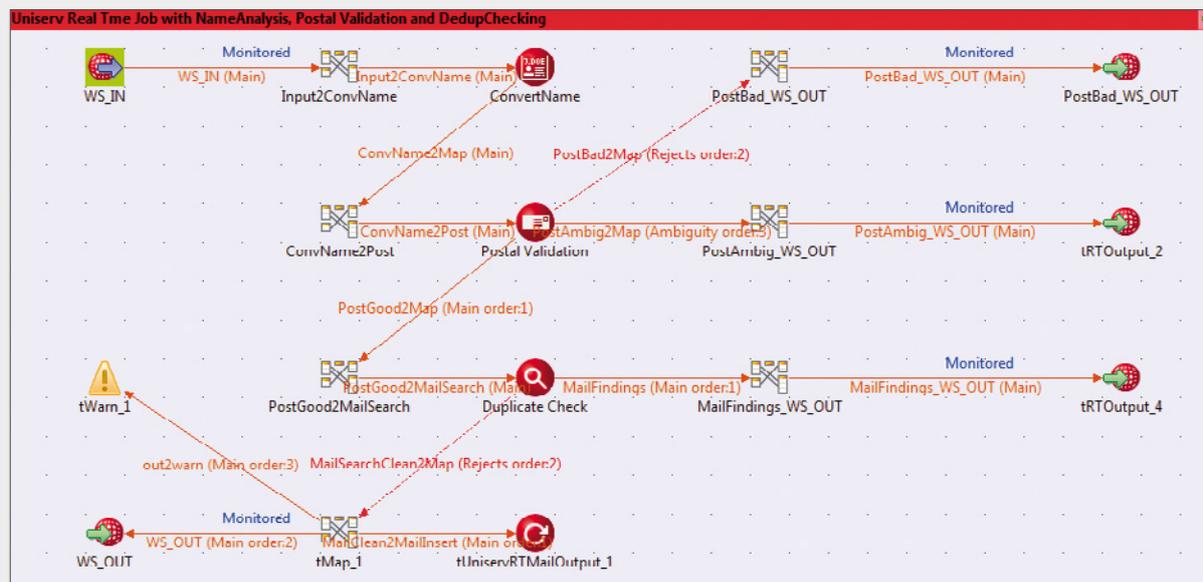
FEATURES

Data Protection makes all DQ-relevant checks whilst a new record is being created and entered in your system, or when an existing master dataset is altered. You can create your tailor made firewall with all Uniserv DQ functionality by using the graphic workflow editor, thereby saving the need to program thousands of lines of source code. With the graphic interface you can create interactive workflows simply and easily in just a few steps by Drag & Drop.

With a couple of clicks you can make your DQ firewall available to the entire company as a web service, easily combinable into all applications. The graphic interface also provides connectors for effortlessly integrating DQ functions – such as identity resolution or address checks – into your DQ firewall

and thereby also into your company applications. Errors such as listening, reading and/or typing mistakes are immediately identified and corrected during the actual address input into CRM and ERP systems. Similar or matching datasets are found despite varying notation. Any critical points found within the workflow by the integrated DQ checks, such as apparent ambiguities, problems with address input, or records in an embargo list, are then passed to the user as intermediate results. The user can then decide immediately upon further action and thereby steer the further progress of the workflow. This means that your systems are professionally protected and according to your requirements against renewed data contamination during daily business.

Application Scenario



Graphic DQ workflow with name analysis, salutation generation, postal correction and identity matching.

ADVANTAGES

- ▶ 10 to 20-times increase in productivity by creating complex, interactive processes
- ▶ Fast, uncomplicated creation and availability of interactive DQ processes
- ▶ International address check for 246 countries
- ▶ Identity Resolution Engine optimises real-time applications for consumer and business addresses
- ▶ Tailor-made user model for international address checks independent of data quantity and cost structure; as a traditional installation, or as software as a service (SaaS), or as part of the Uniserv Hybrid Model
- ▶ Cost reduction for creation, maintenance, care and expansion
- ▶ Problem-free integration into widely varying systems and applications
- ▶ Simple maintenance with change-friendly workflow view instead of tiresome source code
- ▶ Load-spreading and failover functionality*

With Data Protection and based upon an analysis with the Data Analyzer and cleaning with Data Cleansing, you create the foundations for comprehensive DQ management. The Data Quality Service Hub from Uniserv gives you the data consistency demanded by your processes and applications.

* not available in all editions

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