PRODUCTS

BusinessObjects Data Insight XI

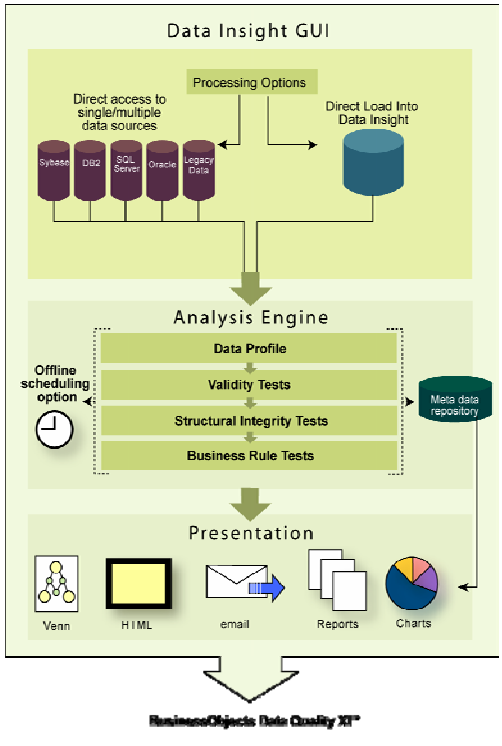
Data Quality Assessment Solution

BusinessObjects Data Insight XI helps answer critical questions about your data:

- What is the existing set of values in your data?
- Is your data complete and valid?
- Do you have redundant data across data sources?
- What is the structural integrity of your data (i.e., Are the primary keys unique; do you have orphaned records?)
- Is your data consistent with your business rules and data standards?
- How well will your data work with data movement and transformation processes to ensure clean data in your target environment?

Successful implementation of business intelligence, enterprise resource planning, and customer data integration has a common foundation: the underlying data elements. But what if those same data elements are incomplete, inaccurate, or inconsistent? Chances are your attempts to realize the full value of these applications and systems will fail to meet your goals.

Data assessment is a critical requirement of enterprise information management—a combination of strategy, practices, and open technologies for delivering trusted, integrated, and timely information. Business Objects data assessment solution, BusinessObjects™ Data Insight XI, allows you to gain visibility into your data through powerful profiling and reporting capabilities, to track ongoing data quality improvement through continuous monitoring, and to ultimately ensure the success of your critical business initiatives.



What is Data Quality Assessment?

Data quality assessment is the inspection, measurement, and analysis of data to help business users understand the defects in the data and the impact of those defects upon the business. Most importantly, it allows stakeholders to use this information about your data to make sound decisions. By measuring the level of data integrity, your organization is better equipped to make the right decisions about which data to trust and which data requires correction.

Where Bad Data Starts

Data quality problems can be attributed to many factors:

- Disparate data across multiple systems and platforms
- Data redundancy among different application systems
- Lack of corporate standards (i.e., inconsistent data-entry processing standards)

Understanding Assessment in Data Insight XI

With Data Insight XI, business users or data stewards can focus on complete discovery and in-depth business rule assessment either in a single data source, or across disparate data sources. Data Insight XI provides ongoing, automated

monitoring and trending of the quality of data. By understanding the scope of your data quality problems, you can:

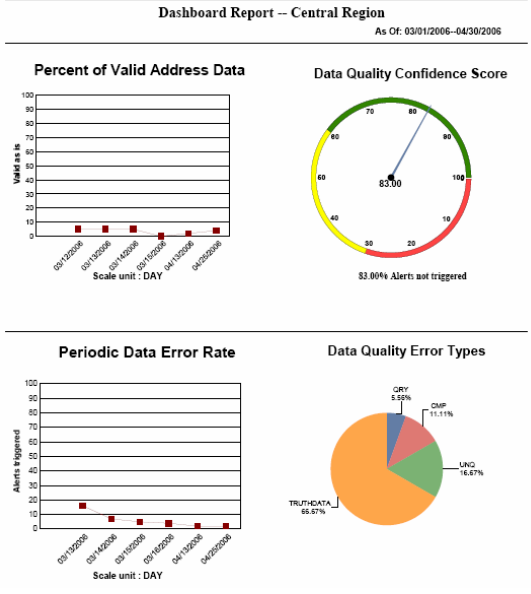
BusinessObjects Data Insight XI serves the following roles in providing the assessment:

- Cross column, cross table, cross database assessment
- Efficient and effective non-programming investigation
- Automated data assessment and referential integrity testing
- Flexible and comprehensive column validation
- Business rule auditing
- Trend analysis and continuous monitoring
- Data quality reporting using Crystal Reports®, the industry standard for enterprise reporting
- Collaboration between assessment user and cleansing user

- Quantify the number of records, specific columns, and individual records that contain data errors
- Remove the mystery of data quality problems and form strategies to deal with them—head on
- Justify to your IT and business managers the need for a data quality solution (i.e., cleansing, matching, and consolidating your critical customer and business data)

Data Insight XI Key Features and Benefits

- Saves money and time spent correcting data-related problems
- Provides information about defects to help plan for the cleansing of data stores and data warehouses
- Automatically discovers business rules and relationships that might otherwise go unnoticed
- Offers flexible processing models that can process data in place (in current data warehouse or data store) or load data into the Data Insight XI application
- Allows users to establish thresholds and set up automated alerts to notify if analysis results exceed a specific quality metric
- Offers a robust set of graphical and dashboard reports (shown in graphic to the right), such as Venn diagrams, summary profiles, frequency distributions, and referential integrity reports—to aid in the quick identification of data problems
- Measures the quality of global information



- Provides open metadata repository, making it easy to integrate into custom applications
- Allows scheduling of analysis tasks to run any time without operator intervention

Get the Most Out of Your Data

BusinessObjects Data Insight XI can help you get the most out of your critical information assets. Quickly discover how performing an upfront data analysis makes it easier to conduct critical downstream cleansing. For more information, visit our website at www.businessobjects.com.

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