



Customer Data Quality/Data Integration

What's New

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Managing Your Data Assets



Maintain Your Data



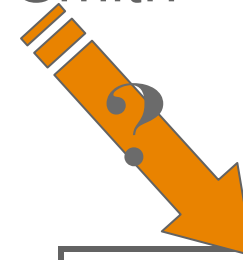


Data Cleansing

- Clean the data at input
 - **Remove Duplicates**
 - Format fields
 - Check the content
 - Parse components

Your data must be Fit for Use

James Smith



...
Jean Smith
Jim Smith
John Smith
...



Data Maintenance

Input of clean data is not enough

- Your data will go stale over time. People move, change email addresses, phone numbers, relationships, etc.
- You need to have a regular maintenance program that ensures your data is kept up to date.



Use Your Data





Data Assets

*Data can only have value if you **use** it*

- To deliver a return on your data assets the data needs to be incorporated into your business processes
- But integration is richer than you think...



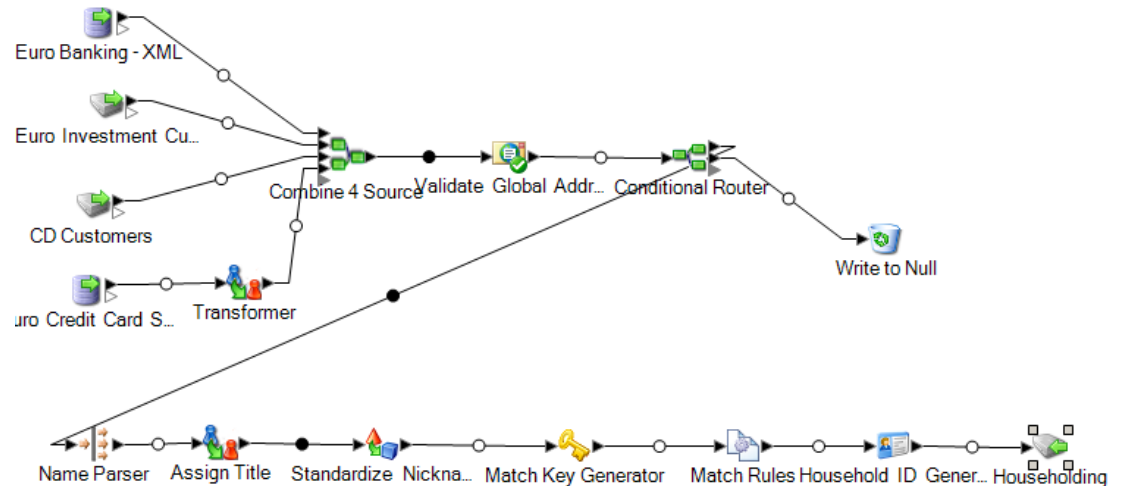
Business Logic

The difficult issue in integration is the business logic

With web services and rich API's it is (relatively) easy to add new functionality to an existing process

But the business logic specific to your organization has to be repeated in each process

Need to publish your business rules in a manner that can be easily consumed in your enterprise – SOA



Sharing Information

Your systems need to share information

- Share at the data level – Data Federation or ETL
- Share in the processes – make sure that the business can access whatever data it needs
- Share the status and administration – one point to check the health of the system





Protecting Data Assets

Data is a unique asset of your organization, so it must be protected

- There are external threats – malicious entities that want to access or steal your data
- There are internal threats of the same kind – these are actually more common. One key to reducing internal threats is a central point of authorization.



Govern Your Data



Data Governance

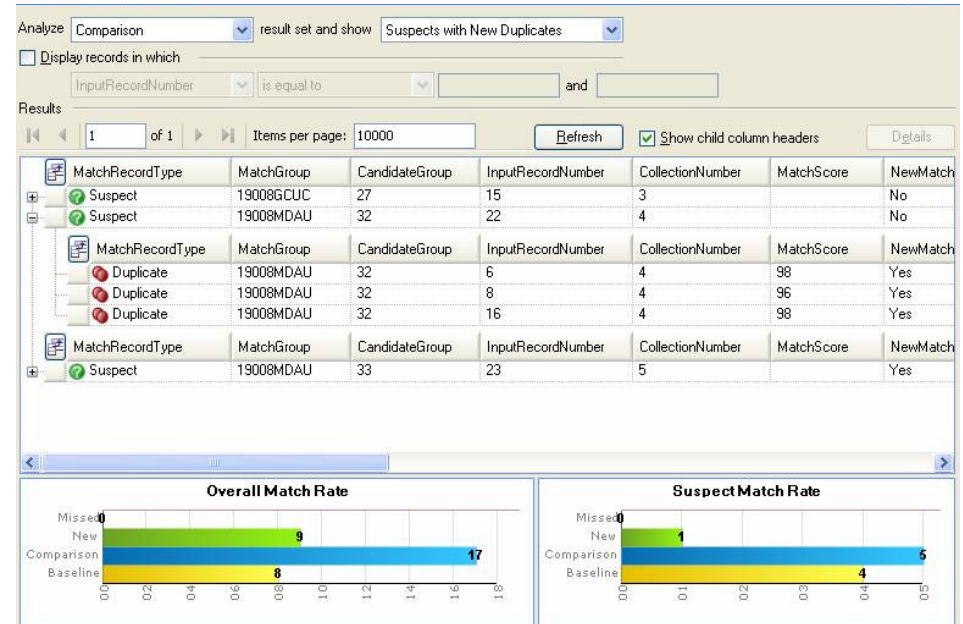
- Data Governance is the key to healthy data in your organization
- Best practices today around data management demand a data governance practice within your organization. The practice can take many different forms, but you need to have organizational standards that are well-understood, and people responsible for enforcing those standards.



Data Stewards

Someone in your organization needs to be watching out for your data integrity

The data steward is a new role in today's organizations. Data stewards ensure that data is used appropriately and that dodgy practices or processes are not undermining the organization's asset quality. Data stewards also resolve data issues and help business users understand for which activities the data is fit to use.





Driving Revenue

- Quality data improves your *customer engagement*
- We all have horror stories about poor customer service, about receiving multiple copies of the same catalog or receiving an offer to become a new customer from a business we already work with. All of these affect customer engagement, and your ability to grow your organization. Knowing your customer increases your ability to give them the goods and services they need.

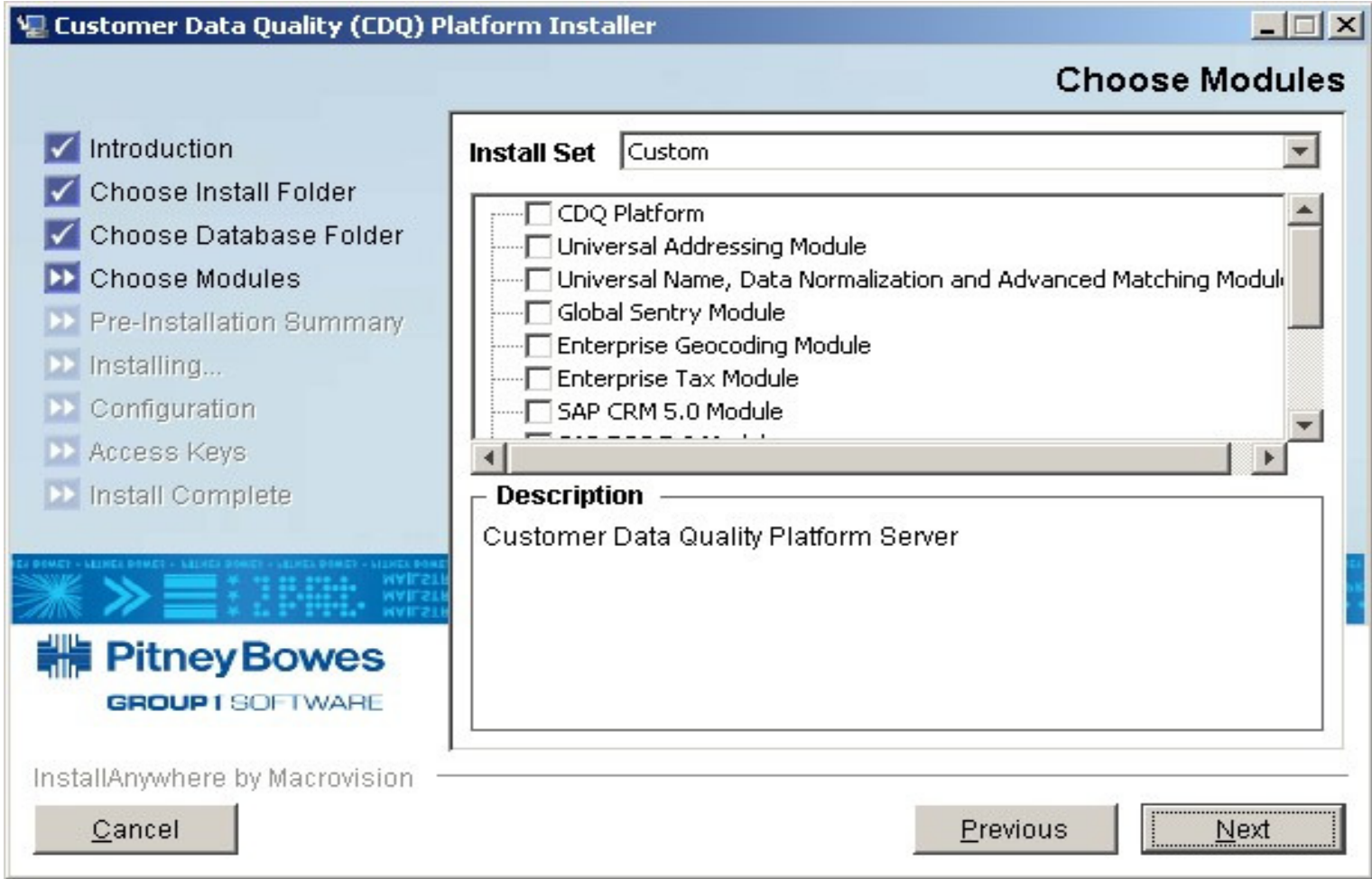




CDQP 5.5



Enhanced Customer Experience





More Sessions on CDQP

- Today
 - The Customer Data Quality Platform 5.5
 - 10:50 – 12:00
 - Hands-On: Customer Data Quality Platform – New Release 5.5 Templates
 - 1:30 – 2:40
 - Customer Data Quality Customer Stories
 - 2:50 – 4:00
 - Customer Data Quality Solutions
 - 4:30 – 5:40
- Thursday
 - Customer Data Quality Platform – Ask the Experts
 - 3:00 – 4:10
- Friday
 - Gaining a clear Picture of “LI” and What It Means for My Business
 - 9:00 – 10:00
 - Customer Data Quality and Data Flow – the Roadmap
 - 11:30 – 12:30





Data Flow 6.5



Overview of 6.5 Improvements

- User Interface Changes
- Usability Improvements
- Data Connectivity Improvements
- Scalability and Manageability Improvements
- Platform Support





Data Connectivity Improvements

- DB Cluster Support
- AltiBase Support
- Locale Settings in Text File Sources
- Improved Consistency of Data Type Handling
- Documentation of Data Type Handling for All Databases



Scalability and Manageability Improvements

- Key Lookup Cache
- SARUN – Ability to set DB connect parameters at runtime.
- Automatic Documentation
- Support for Upgrades from 5.0 or higher





Platform Support

- Unicode Support
- X64 Windows Support
- Windows Itanium Support



More Sessions on Data Flow

- Today
 - Data Integration (Data Flow 6.5)
 - 1:30 – 2:40
- Thursday
 - Data Flow: From the Field – What Works
 - 9:15 – 10:25
 - Data Flow Customer Stories
 - 10:50 – 12:00
 - Hands-On: DOC1 Data Flow
 - 3:00 – 4:10
 - Data Flow – ask the Experts
 - 4:30 – 5:40
- Friday
 - Hands-On: Performance Optimization – Data Flow Sorting and Data Flow Service
 - 9:00 – 10:00
 - Introduction to Aura
 - 10:10 – 11:10
 - Customer Data Quality and Data Flow – The Roadmap
 - 11:30 – 12:30



Questions?

