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Agenda

SAP Solutions for Data Quality Management

SAP BusinessObjects Data Quality Management 4.0

  Enable Governance

  Trusted Data Everywhere

  Best-in-Class Data Quality
SAP Solutions for Data Quality Management
Data Quality Service Hub

Ensure data is correct, consistent, and complete
Create an accurate, single view across the enterprise
Enhance data with geographic location and proximity
Identify data relationships or members of same household
Reusable DQ business rules

DQM for ETL / BI
- MDM and
- Enterprise DWH

DQM for Migrations
- Legacy to new systems (DB or Apps)

DQM for applications
- Moduled for SAP ERP / CRM
SAP Solutions for Data Quality Management
Complete set of tools in support of data quality framework

### SAP BusinessObjects Data Services
- Single, easy-to-use data integration, data quality, text analytics, and profiling solution
- Web services-based providing seamless support for SOA
- Instant traceability with impact analysis and data lineage capabilities

### SAP BusinessObjects Data Quality Management
- Over 30+ years of development expertise
- Global data quality coverage with support for over 240 countries
- Support for data in any industry or data domain including customer, product, material, or supplier data

### SAP BusinessObjects Data Quality Management for Enterprise Applications
- Data quality solutions for Informatica, Oracle’s Siebel, and SAP
- Virtually undetectable presence within the application – native look and feel
- Prebuilt solution enables fast deployment and utilization of data quality best practices
SAP BusinessObjects EIM 4.0
Solutions to Support All Users for Trusted Data

Single Product Suite for Developers
Our EIM suite of solutions provide the key elements that enable governance and improve trust in the data infrastructure. From data quality to profiling to business metadata, SAP BusinessObjects EIM 4.0 brings key capabilities in service of governance initiatives. This single product suite reduces costs, accelerates product proficiency, and simplifies IT infrastructure for the lowest Total Cost of Ownership (TCO).

Business User Focus
It takes various perspectives to understand and analyze the trustworthiness of data. SAP BusinessObjects Information Steward 4.0 provides “one place” for data stewards and business analysts to collaborate with IT and govern data assets.

Streamlined Administration
SAP BusinessObjects EIM 4.0 is an integrated suite based on a common platform with deep integration across business and BI applications. SAP BusinessObjects EIM 4.0 now offers shared services with SAP BusinessObjects BI platform for scheduling, security, and user administration. It also offers centralized monitoring through SAP Solution Manager.
SAP BusinessObjects EIM 4.0
Continued Portfolio Consolidation and Integration

Solution

Metadata Management
Data Profiling
Data Quality Management
Data Integration
Text Analytics

SAP BusinessObjects EIM 3.x

Metadata Management
Data Insight
Data Services
Text Analytics

SAP BusinessObjects EIM 4.0

SAP BusinessObjects Information Steward
SAP BusinessObjects Data Services

BI platform Shared Services

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SAP BusinessObjects Data Services & SAP BusinessObjects Information Steward

Data Steward / Data Analyst

IT / Developer

SAP BusinessObjects Data Services

Information Platform Services

SAP BusinessObjects BI platform

Data Profiling
Data Quality
Metadata Management
Data Integration ETL
Text Analytics

IT / Administrator

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SAP BusinessObjects Data Quality Management 4.0
SAP BusinessObjects Data Quality Management 4.0

What’s New

Enable Governance
- New multi-user role and workspace application for data profiling and assessment
- Easily create custom cleansing solutions for material, product, or party data
- Enhanced data quality dashboards

Trusted Data Everywhere
- Direct integration (in process) of data quality functions into any application
- Provide instant traceability with impact analysis and data lineage capabilities
- Support new versions of DQM for Informatica, Oracle’s Siebel, and SAP applications

Best-in-Class Data Quality
- New address cleansing updates and partnerships
- Support for new languages for name/title/firm parsing
- Geocoding updates for new and existing countries at parcel level support

Share Data Quality Metrics
Data Quality Delivery Options
End-to-end data governance
Most Complete Data Quality Content & Transforms

Support for any Data Domain

Trusted Data Everywhere

Enable Governance

Data Transparency

End-to-end data governance

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SAP BusinessObjects Data Quality Management 4.0

Enable Governance
SAP BusinessObjects Information Steward

Product Overview

Empower data stewards with a single environment to discover, assess, define, monitor, and improve the quality of their enterprise data assets

Discover

Discover & understand enterprise data
(Data profiling, Metadata management)

Catalog data assets

Define

Define business terms, validation rules, cleansing rules, models

Define data ownership: Assign data ownership, accountability, and roles

Monitor & Remediate

Monitor data quality

Surface data quality score in business user applications

Workflows to resolve data quality issues

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Business and IT collaboration through visualizing information governance metrics

Business users can easily see how their information measures up against information governance rules and standards.

IT can easily share data quality metrics to business users and involve them in owning the data problem.
Data Services Is Your One-stop Solution
Data Integration, Data Quality, Information Stewardship, and Text Analytics

Data Services 4.0 provides access to all critical business data (regardless of data source, type, or domain) enabling greater business insights and operational effectiveness

SAP BusinessObjects Data Services 4.0

- **Business UI (Information Steward)**
- **Technical UI (Data Services)**

**Unified Metadata**

- One Runtime Architecture & Services
- ETL
- Data Quality
- Profiling
- Text Analytics

**One Administration Environment**
(Scheduling, Security, User Management)

**One Set of Source/Target Connectors**
Enable Data Quality within Applications Via Data Quality Management SDK

- Enable data quality functions such as global address validation, data cleansing, matching, and geocoding, through an API allowing organizations to increase the value of any application quickly.
  - Quickly implement and enforce data quality business rules that don’t require end-user training or ongoing administration
  - Ability to maintain the user interface (UI) of choice
  - Flexibility to choose only the specific data quality functionality you need to integrate for the project

Example:
Data Quality Processing embedded directly in third party application
Data Quality Management SDK
General Solution Overview

Integrate APIs into Customer’s Application Code

Specify Data Quality Rules Via XML/API

Install Data Quality Management SDK

Data Quality Processing embedded directly in application
Data Quality Management SDK
Cleansing Capabilities

U.S. Regulatory Address Cleanse
- CASS™ Certified
- Delivery Point Validation (DPV®)
- LACSLink®
- SuiteLink®
- NCOALink®
- ANKLink®
- RDI™
- eLOT®
- Suggestion Lists

Global Address Cleanse
- Address validation for over 240 countries
- Canadian Postal Certification (SERP)
- Australian Postal Certification (AMAS)
- New Zealand Postal Certification (SendRight)
- Suggestion Lists

Geocoder
- Many countries supported
- Lat/Long Append
- Reverse Lookup (Lat/Long-Addresses)
- Points of Interest
- Population Class
- Side of street
- U.S.A – MCD & Census blocks

Data Cleanse
- Parsing/Standardization
- Name
- Title
- Firm
- Phone
- E-mail
- NOTE: Party Data ONLY

Matching
- Duplicate Identification
- Consumer Householding
- Corporate Householding

These trademarks are owned by the United States Postal Service®: CASS™, DPV®, LACSLink®, SuiteLink®, NCOALink®, ANKLink®, RDI™, eLOT®, and SERP.
SAP BusinessObjects Data Quality Management 4.0

Best-in-Class Data Quality
ADDRESS CLEANSE
Global Country Coverage – China added

Statistics

- Enhanced Address Cleansing: 36 country-specific Address Directories, Address Line Validation
- Basic Address Cleansing: All-World Directory includes Last Line Validation and Address Line Parsing and Standardization

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Native Chinese Address Cleanse

Cleanse also understands and corrects common misspellings

### “Sound-alike” Misspellings

<table>
<thead>
<tr>
<th>Correct</th>
<th>上海 = S H A N G H A I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misspelling</td>
<td>尚海 = S H A N G H A I</td>
</tr>
</tbody>
</table>

### “Look-alike” Misspellings

<table>
<thead>
<tr>
<th>Example1</th>
<th>赢</th>
<th>赢</th>
<th>赢</th>
<th>赢</th>
<th>赢</th>
<th>赢</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example2</td>
<td>洗</td>
<td>冼</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Initial support offered within the Data Services 4.0 release.
Address Cleansing Certification
Proven and Trusted Solutions
What is the Value of Certified Addressing Solutions?

Our customers save money through..

Reduced shipping costs from the USPS, Canada Post, Australia Post, New Zealand Post,…
- If they preprocess mail through SAP’s solutions
- Postal discount rates based on volume, saturation in a given area, and software processing used

Reduced production costs
- Eliminate undeliverable addresses
- Remove duplicate records
- Ship to households vs. individuals
- Process against do-not-contact lists

Increased customer satisfaction
- Packages, letters, bills, promotions, coupons get to their intended recipients even if they move
- Only contact when desired
USPS: How do we reduce postal costs for our customers?

Reduce postal costs from the single piece rate (Letters) of 44 cents to 18.2 cents per mail piece.

Address Quality (CASS)  Move Update (NCOA Link™)  Walk Sequencing (DSF²TM)

Reduced Mailing Costs

2) NCOA Link gets you to this table within the standard mail section of the USPS Price list.

3) DSF2 helps upgrade you to the Carrier Route section and qualify you for a specific column based on the distribution of addresses in your mailing.

1) CASS certified software gets you to the automation section of the table and enables you to upgrade to Carrier Route by adding DSF2.
Other Address Cleanse Highlights

Easier access to reference data (directory) information via logs

Global Address Cleanse

- Enhanced suggestion list support for all countries (except CJK)
- Support Company Organization names for Japan
- Support half-width / full-width characters normalization
- Support more local Address Standards
- Additional discrete Input/Output fields

U.S. Regulatory Address Cleanse

- MultiSource reporting – separate reports per „source“ in 1 transform
- CASS self-certification
- Performance Improvements
- Added DSF2 Augment functionality
- New DSF2 Sequence Functionality transform
- Provide DSF2 Reports
  - New delivery sequence invoice
  - Delivery sequencing summary – matches the ACE job summary
  - DSF2 log files in the repository that can be exported via the management console
# Data Quality Management – Content Availability

## Worldwide Address Coverage

<table>
<thead>
<tr>
<th>City Validation</th>
<th>Street and House Level Validation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALL WORLD</strong></td>
<td></td>
</tr>
<tr>
<td>Universal Postal Union Countries &amp; territories (&gt;240)</td>
<td>All countries and territories listed below</td>
</tr>
</tbody>
</table>

### City Validation
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Italy
- Japan
- Latvia

### Street and House Level Validation
- Lithuania
- Luxemburg
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Russia
- Singapore
- Spain
- Sweden
- Slovakia
- Switzerland
- Turkey
- United Kingdom
- United States

### Address Certifications & Other Capabilities
- **United States – CASS™**
  - Delivery Point Validation (DPV®)
  - LACSLink®
  - SuiteLink®
  - NCOAlink®
  - ANKlink®
  - RDI™
  - DSF2®
  - eLOT®

- **Canada – SERP**
- **Australia – AMAS**
- **New Zealand – SendRight**

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*New in DS 4.0*

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Data Cleanse and Cleansing Package Builder
Why do we need Data Cleanse?
Customized cleansing for non-address data

Parsed Output

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>8 ½ x 11 in.</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>Office Max</td>
</tr>
<tr>
<td>Type</td>
<td>Multipurpose</td>
</tr>
<tr>
<td>Weight</td>
<td>20 lb.</td>
</tr>
<tr>
<td>Brightness</td>
<td>96 BR</td>
</tr>
<tr>
<td>Packaging</td>
<td>2500 Sheets</td>
</tr>
<tr>
<td>Standard Description</td>
<td>OM44011 - Office Max weight: 30 lb. Multipurpose 8 ½ x 11 in. 96 BR. 2500 Sheets</td>
</tr>
</tbody>
</table>

Input Data
Office Max multipurpose paper 96 bright 20 lb paper 2500 sheets 8 ½” x 11” OM44011
What does Cleansing Package Builder do for me?

Empowers the Data Steward / Subject Matter Expert to drive their own data cleansing solution!

Allows the business user to easily and quickly:

- Develop new cleansing solutions for data domains that SAP does not provide out-of-the-box
  - Example: Product data such as used in Manufacturing or Financial industries
- Customize the name/firm cleansing packages that SAP sells today
- Provide direction on how their data should be classified on output, leveraging visual tools

Cleansing Package Builder automatically creates the data dictionary, rules, and patterns that make up a cleansing package

A Cleansing Package is *used by* the Data Services’ Data Cleanse transform during processing
Introducing Cleansing Package Builder

Empowers data stewards/domain experts to develop custom data cleansing solutions for any data domain

Cleansing Package Builder is available within Information Steward

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Data Cleanse Workflow for Product Data Leveraging Cleansing Package Builder

The CPB workflow includes these steps:

1. Log into Information Steward
2. Choose Cleansing Package Builder tab
3. Set up Cleansing Package (CP)
4. Publish CP
5. Set up Data Cleanse job in Data Services utilizing new CP
6. Run Data Services Data Cleanse project
7. Review Standardized Output
8. Develop, Test, Deploy and Maintain CPs
   a) Test machine
   b) Push to production
   c) Continually tweak and update CP

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Data Quality Management – Content Availability

Worldwide Cleansing Packages

<table>
<thead>
<tr>
<th>Cleansing Packages</th>
<th>Content for Name, Title, and Firm Parsing and Standardization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Languages supported for countries around the globe</strong></td>
<td><strong>Singapore / Malaysia</strong></td>
</tr>
<tr>
<td>Arabic</td>
<td>Indonesia</td>
</tr>
<tr>
<td>English (US/CAN/UK/Ireland/AUS/ NZ)</td>
<td>Romanian</td>
</tr>
<tr>
<td>German (Germany/Austria)</td>
<td>Czech Republic / Slovakia</td>
</tr>
<tr>
<td>Benelux</td>
<td>Norwegian</td>
</tr>
<tr>
<td>Danish</td>
<td>Finland</td>
</tr>
</tbody>
</table>
| Dutch | China/Hong Kong/Taiwan (4.0+)
| French | **NOTE**: Items in red are available with 4.0+ |
| Italian | **NOTE**: Items in red are available with 4.0+ |
| Japanese | **NOTE**: Items in red are available with 4.0+ |
| Portuguese | **NOTE**: Items in red are available with 4.0+ |
| Spanish | **NOTE**: Items in red are available with 4.0+ |
| Swiss | **NOTE**: Items in red are available with 4.0+ |
| Swedish | **NOTE**: Items in red are available with 4.0+ |
| Poland | **NOTE**: Items in red are available with 4.0+ |
| Hungarian | **NOTE**: Items in red are available with 4.0+ |
| Russian | **NOTE**: Items in red are available with 4.0+ |
| India (Latin) | **NOTE**: Items in red are available with 4.0+ |
Match
Matching & Consolidation Example

### Input Record
- **Ms. Margaret Smith-Kline Ph.D.**
  - Business Objects
  - 101 Avenue of the Americas
  - New York, NY 10013-1933
  - maggie.kline@sap.com

### Input Record
- **Maggie Smith**
  - Business Objects, an SAP Company
  - 101 6th Ave.
  - Manhattan, NY 10012
  - maggie.kline@sap.com
  - 001-12-4367

### Input Record
- **Ms. Peg Kline**
  - Bus. Obj.
  - 101 6th Ave.
  - New York, NY 10013
  - 001-12-4367
  - (222) 922-9922

<table>
<thead>
<tr>
<th>Name</th>
<th>Ms. Margaret Smith-Kline Ph.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm Name</td>
<td>Business Objects, Inc.</td>
</tr>
<tr>
<td>SSN</td>
<td>001-12-4367</td>
</tr>
<tr>
<td>Address</td>
<td>101 Avenue of the Americas</td>
</tr>
<tr>
<td>City, State, ZIP</td>
<td>New York, NY 10013-1933</td>
</tr>
<tr>
<td>Latitude</td>
<td>40.722970</td>
</tr>
<tr>
<td>Longitude</td>
<td>74.005035</td>
</tr>
<tr>
<td>Fed code</td>
<td>36061</td>
</tr>
<tr>
<td>Phone</td>
<td>(222) 922-9922</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:maggie.kline@sap.com">maggie.kline@sap.com</a></td>
</tr>
</tbody>
</table>
Proximity Matching

What is Proximity Matching?
Ability to match records based on their proximity (instead of comparing string representation of data)

- Geographical proximity
  - Find duplicate records based on geographic proximity, using latitude and longitude information.

- Numeric proximity – Find duplicates based on numerical closeness of data

- Date proximity – Find duplicate based on date ranges.
Geographical Proximity Matching

Spatial search of objects around a location within a radial range or the closest location

- Finding the closest store to a specific customer

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Geocode</th>
<th>Store #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret Roberts</td>
<td>1429 W Elizabeth St Fort Collins CO 80522</td>
<td>(40.575874, -105.101652)</td>
<td>1544</td>
</tr>
<tr>
<td>Neil Nevue</td>
<td>942 California Ave Salt Lake City UT 84115</td>
<td>(40.74043, -111.935701)</td>
<td>4403</td>
</tr>
</tbody>
</table>

- Finding all stores within a given radius
Numerical and Date Proximity Matching

Find duplicates based on:

- Numerical Values – matching +/- 3mm results…

<table>
<thead>
<tr>
<th>Description</th>
<th>Type</th>
<th>Length</th>
<th>Diameter</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS Rod 25188</td>
<td>SS</td>
<td>25</td>
<td>1.88</td>
<td>Duplicate</td>
</tr>
<tr>
<td>SS Rod 25181</td>
<td>SS</td>
<td>25</td>
<td>1.81</td>
<td>Not Duplicate</td>
</tr>
<tr>
<td>SS Rod 25191</td>
<td>SS</td>
<td>25</td>
<td>1.91</td>
<td>Duplicate</td>
</tr>
</tbody>
</table>

- Date Values – matching +/- 35 days results in…

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Date of Birth</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret Roberts</td>
<td>1429 W Elizabeth St Fort Collins CO 80522</td>
<td>1/23/1945</td>
<td>Duplicate</td>
</tr>
<tr>
<td>Neil Nevue</td>
<td>942 California Ave Salt Lake City UT 84115</td>
<td>1/23/1945</td>
<td>Not Duplicate</td>
</tr>
<tr>
<td>M Roberts</td>
<td>1429 W Elizabeth St. Fort Collins CO 80522</td>
<td>2/23/1945</td>
<td>Duplicate</td>
</tr>
<tr>
<td>Margaret Roberts</td>
<td>1429 W Elizabeth St. Fort Collins CO 80522</td>
<td>12/23/1945</td>
<td>Not Duplicate</td>
</tr>
</tbody>
</table>
Match – Other Enhancements

Approximate Substring Matching

- Used for multiple given and family names matching (Mexico, South America, and so on.)

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Given Name1</th>
<th>Given Name2</th>
<th>Family Name1</th>
<th>Family Name2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ana Lucia Almeida Da Silva</td>
<td>Ana</td>
<td>Lucia</td>
<td>Almeida</td>
<td>Da Silva</td>
</tr>
<tr>
<td>Ana Lucia A. Da Silva</td>
<td>Ana</td>
<td>Lucia</td>
<td>A.</td>
<td>Da Silva</td>
</tr>
<tr>
<td>Ana Lucia Da Silva</td>
<td>Ana</td>
<td>Lucia</td>
<td>Da Silva</td>
<td></td>
</tr>
</tbody>
</table>

Custom Fields in Match Wizard for Non-Party data
GEOCODING
Add Location Awareness to make Better Business Decisions

Understand location factors relative to your opportunity and drive better business decisions:

- You have incomplete address location and need to determine the closest address based on an input latitude and longitude
- Identify Points of Interest around a location within a specified range or based on the closest location
- Identify similar records based on their physical proximity to each other

Location awareness feeds the analysis process by integrating the context of location to help answer critical business questions:

- Evaluate the suitability of a new business location
  - Number of customers within that area
  - Proximity of competing businesses
  - Distribution of complementary services
Data Quality Management – Content Availability

Geocoding

<table>
<thead>
<tr>
<th>Geocoding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to append Latitude/Longitude (Lat/Long)</td>
</tr>
<tr>
<td>Reverse Geocoding</td>
</tr>
<tr>
<td>- Reverse lookup of addresses from LAT/LONG</td>
</tr>
<tr>
<td>Points of Interest search</td>
</tr>
<tr>
<td>Country Coverage:</td>
</tr>
<tr>
<td>- Canada (NAVTEQ)</td>
</tr>
<tr>
<td>- France (NAVTEQ)</td>
</tr>
<tr>
<td>- Germany (NAVTEQ)</td>
</tr>
<tr>
<td>- United Kingdom (NAVTEQ)</td>
</tr>
<tr>
<td>- United States (NAVTEQ)</td>
</tr>
<tr>
<td>- United States (TeleAtlas)</td>
</tr>
<tr>
<td>- Austria (NAVTEQ) (4.0+)</td>
</tr>
<tr>
<td>- Switzerland (NAVTEQ) (4.0+)</td>
</tr>
</tbody>
</table>

NOTE: Items in green are available with 4.0 +
Enable Governance
- New multi-user role and workspace application for data profiling and assessment
- Easily create custom cleansing solutions for material, product, or party data
- Enhanced data quality dashboards

Trusted Data Everywhere
- Direct integration (in process) of data quality functions into any application
- Provide instant traceability with impact analysis and data lineage capabilities
- Support new versions of DQM for Informatica, Oracle’s Siebel, and SAP applications

Best-in-Class Data Quality
- New address cleansing updates and partnerships
- Support for new languages for name/title/firm parsing
- Geocoding updates for new and existing countries at parcel level support
Why SAP?
The Best Choice for EIM

- **Time to Value:** Fast and cost-effective integration with existing SAP and non-SAP systems

- **Proven Customer Value:** Mature offering and large install base of customers supporting critical business scenarios

- **Market Leadership:** Analyst recognition and customer implementation success

- **Comprehensive Solutions for EIM Strategy**
  One-stop for end-to-end information governance and management

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