MDO DATA INTELLIGENCE WORKBENCH (DIW) FOR **DATA CLEANSING**

Your business insights and analyses are only as good as your data. The term GIGO (Garbage In = Garbage Out) may well describe this scenario perfectly. Generating new and valuable business insights from your data requires good quality and complete master data.

MDO DIW takes data stewardship to a whole new level. It allows businesses to take up ownership and collaborate on data quality, assisted by intelligence with an intuitive user experience.

MDO DIW has the capabilities to prepare, cleanse, enrich, and migrate data as well as providing a data quality assurance framework. Whether your organization is embarking on a transformation project or needing to incorporate data governance in day-to-day processes, MDO DIW caters for all these requirements.

"By 2022, 60% of organizations will leverage machine-learning-enabled data quality technology for suggestions to reduce manual tasks for data quality improvement" – Source: Gartner

Data Cleansing and Enrichment

MDO DIW provides a workbench with pre-defined data models to validate, cleanse, and enrich data, with minimal human intervention.

The data cleansing stage primarily deals with detection and correction of data errors during project mode or as an ongoing data cleansing activity leveraging analytics and insights.

- Definition
  - Identification and prioritization of data objects.
  - Validation of existing rules and definition of new data quality rules.
  - Data definition scoping to streamline prioritization of data.

- Data Assessment
  - Establishment of rules definition.
  - Import and merging of data through executing schemas.
  - Identification of additional rules and schema refinement.
  - Set-up of rebuild and enrichment scope.

- Rebuild
  - Identification and remediation of missing data with validation rules based on reference and transactional data.
  - Data integrity checks between master and conditional data.
  - Transformation rules applied based on target design.

- Standardize
  - Standardization through automation rules, e.g., telephone numbers, street addresses, or any naming conventions.

- De-duplicate
  - Once rebuild has completed, de-duplication results are reviewed for further action, e.g., deactivation.

- Data export
  - Upon approval, data is exported via files or integrated into target systems.
  - Integration is only recommended for Passive Governance.

Key Differentiators of MDO DIW

Easy to Deploy and Get Started

- An easy solution to deploy and get started in a matter of days — cost effective and scalable according to your needs.

Out-of-the-box Integration Models

- Out-of-the-box bi-directional integration with leading enterprise systems — reduced technical complexities.

Machine Learning and AI-enabled

- Its ML and AI capabilities provide for a predictive and intelligent rule-based approach to cleanse and enrich data.

One Solution for Data Governance and Data Quality

- Can be extended to trigger master data governance requests and utilize MDO MDM for master data creation and maintenance.

Low Cost of Ownership

- Easy and fuss-free maintenance, can be handled by Business Users and Data Stewards without total dependence on IT.

Data Stewardship for Both Business and Systems

- Support both business functions and data within IT systems, ensuring streamlining of operations. This includes a collaborative framework with both external and internal stakeholders for data quality.

Benefits to Your Organization

- Reduce operational risks and costs.
- Fulfil compliance requirements with confidence.
- Provide your leaders quality data they can trust and analyze.
- Reduce risks on digital transformation projects like IoT.
- Easy onboarding and empowerment of users.
- Allow collaboration, helping to capture better data with accountability of information.
- No disruption or change in your current process.