



Intelligent Search

IST DataProfiler

Turn data into knowledge.

According to a recent report more than 80% of business managers surveyed believe that their business data is acceptable. Yet 50% of their technical personnel recognize that it is of poorer quality than their executives realize... **Data Warehousing Institute**

The *DataProfiler* can analyze data to help users understand the data problems and the impact of those problems on applications and projects.

Data profiling is beneficial for:

- ▶ Business intelligence
- ▶ Data warehousing and ETL
- ▶ Master Data Management
- ▶ Data Integration
- ▶ Data quality
- ▶ Any data-intensive projects

Recognizing data problems is extremely important when designing Data Quality procedures. The Intelligent Search Technology (IST) *DataProfiler* can provide you with a better understanding of how you can apply quality data and ETL tools. Some operations that would benefit from profiling include: parsing and standardization, deduping, merge/purge, data integration, data validation and enrichment, identity searching and matching, regulatory compliance.

The *DataProfiler* application accelerates the process of learning details about your data. It is an easy-to-use, configurable solution that provides standardized data metrics without individual review of thousands or millions of records.

Key Features of the DataProfiler

Some of the Key Features of the *DataProfiler* are as follows:

- ▶ Easy-to-use Windows GUI that connects to a variety of platforms and data sources.
- ▶ Flexible Data Sampling
- ▶ Fast Processing -millions of records can be profiled in seconds.
- ▶ No limitations on the number or the size of files or database tables.

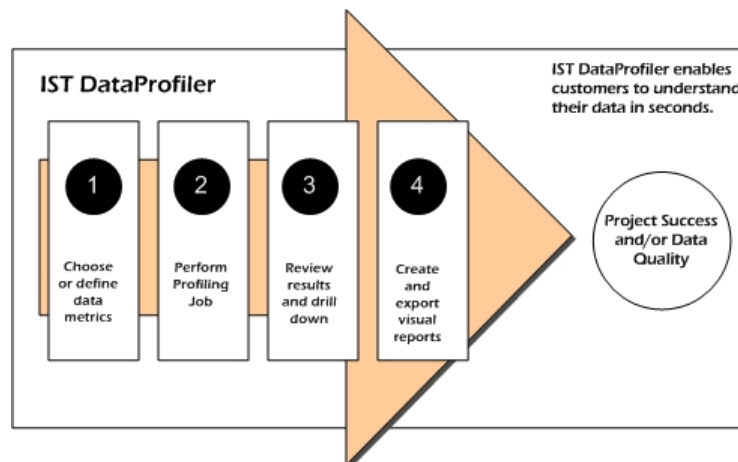
- ▶ A variety of pre-defined, standard data metrics.
- ▶ Basic statistics and counts.
- ▶ Customizable data metrics and expressions.
- ▶ A centralized repository for results and job definitions.
- ▶ Extensive profiling history.
- ▶ Extensive reporting features.
- ▶ Scalable histograms and linear graphs.
- ▶ Drill-down visualization.
- ▶ Data distribution analysis.

DataProfiler Benefits

Some of the benefits of the *DataProfiler* include:

- ▶ A quick insight into vital business data.
- ▶ An increase of your return on investment from projects and applications.
- ▶ Save on the, resources, and money spent in manual checking.
- ▶ A visualization of the data for easy business rule discovery.

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- › Identification of the data quality procedures that will be required.
- › Assistance in creating and complying with industry and enterprise standards.

The DataProfiler can profile data residing in:

- › Flat Files
- › Microsoft® SQL Server®
- › Oracle®
- › DB2®

The DataProfiler:

1. Can help to establish data quality processes within your organization.
2. Stores metadata for auditing purposes.
3. Can discover and identify data characteristics and potential data anomalies early on in the project cycle.
4. Inspects and calculates data metrics.

Eliminate Manual Checking

Users can perform complex operations in seconds. Technical resources can focus on increasing your bottom-line rather than resorting to time-consuming and error-prone calculations.

The statistical expressions included with the *DataProfiler* are compiled by industry experts after years of research. They have been tested and refined by various customers and in multiple industries and provide a standardized, effective, and quick company-wide data analysis strategy.

Minimize Risk

Data collection has redefined the way organizations conduct business. Many organizational tasks fail because of poor and inconsistent data. Data issues can be identified and corrected early on in project cycles.

Using highly-developed statistical algorithms, the *DataProfiler* identifies potential data problems and can allow you to increase the Return on your Investment from applications and business processes. You will have confidence in the quality and type of data being used with projects and in making important business decisions.

Proven Leaders in Fuzzy Searching and Matching

Intelligent Search Technology improves data quality and helps customers find and match the right information. We have developed the world's leading fuzzy searching and matching engine widely used for searching identifying information such as names, addresses, etc. Advanced fuzzy matching is essential for every successful data quality and data integration project.

About IST

Since 1993, Fortune 500 companies and government agencies entrust IST to power critical searching and matching applications that increase the value of their vital business data. IST solutions include multi-cultural identity searching and matching, data quality and integration, global watch list filtering and compliance.

Our customers include: BAE Systems, Lockheed Martin, American Express, Wells Fargo, Mass Mutual, Zurich, TransUnion, Merrill Lynch, UBS, JP Morgan, Bank of America, AT&T, Sprint, Department of Defense, Social Security Administration, US Secretary of State, NY Division of Criminal Justice, NY Attorney General, LexisNexis...

