Informatica Data Quality for Higher Education

Accelerate Your Digital Transformation With Trusted Data

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Informatica Data Quality for Higher Education

Accelerate Your Digital Transformation With Trusted Data

Key Benefits

- Improve student recruitment and retention and alumni outreach with accurate data

- Provide trusted data to analytics and data science projects

- Monitor and cleanse data on-premises and in the cloud

- Enhance IT productivity and self-sufficiency

- Empower data governance practitioners with data quality visualizations

- Build a profile view that captures the full lifecycle of a student

Universities need good data now more than ever. The ability to trust data, across multiple systems, is critical for proper oversight and communication. Universities also rely on access to high-quality data to accurately direct outreach efforts to alumni, who are vital for funding and future recruitment efforts. In addition, research universities now need to comply with the Grant Reporting Efficiency and Agreements Transparency (GREAT) Act, which became law as of January 2020 and stipulates the ability to discover, catalog, govern and report grant-related data accurately.

All of this means trusted data has become a critical component to address these challenges in higher education. However, many universities have not adequately invested in modernizing and strengthening their data management capabilities. As a result, low-quality, decentralized data has driven up operating costs, damaging the student and alumni experience, and ultimately threatening the institution's growth. Many universities have no ability to create a golden record of truly trusted data.

Moving to the cloud is another data quality factor. Migrating to a new data ecosystem or management platform can cause failures, if done improperly. Adoption suffers when users cannot quickly find the data they need or if they do not trust the data.

Modern, AI-driven automation tools for data quality bring robust profiling capabilities to universities that will be essential moving forward as more data is moved to the cloud. Data is cleansed and standardized automatically, without the need to write a single line of code. The result is an implicit trust in the data, and a significant increase in adoption rates of the new cloud ecosystem. In addition, a golden record could be created providing a true depiction of a constituent. Universities should not ignore data quality and lineage when integrating to new systems.

Informatica® Data Quality empowers you to take a holistic approach to managing data quality across your entire organization. With Informatica Data Quality, you are able to ensure the success of your data-driven digital transformation initiatives and projects across users, types, and scale, while also automating mission-critical tasks.

The Right User Experience for the Right Individual
Informatica Data Quality is designed to provide the best user experience for each member of the team and is flexible enough to handle the different levels of capabilities, skill sets, and interests across your organization.

The Right Scale for the Right Workloads
Informatica Data Quality ensures that your teams, across university departments, campuses, and IT, can easily deploy data quality for all workloads, including real-time and batch data.

The Right Deployment Model for the Right Use Case
No matter what type of initiative your university is working on, with Informatica Data Quality, you can easily deploy data quality for use cases such as:
• Data governance
• Master data management
• Achieving a 360-degree view of students, faculty, and alumni with a golden record
• Analytics and machine learning
• Risk management
• Enterprise cloud data warehouses and data lakes
• Application modernization and data migration

The Right Automation for Greater Productivity
Informatica Data Quality, powered by the CLAIRE® engine, enables your team members to automate the most critical tasks, such as data discovery, throughout your entire organization to increase productivity, efficiency, and effectiveness.
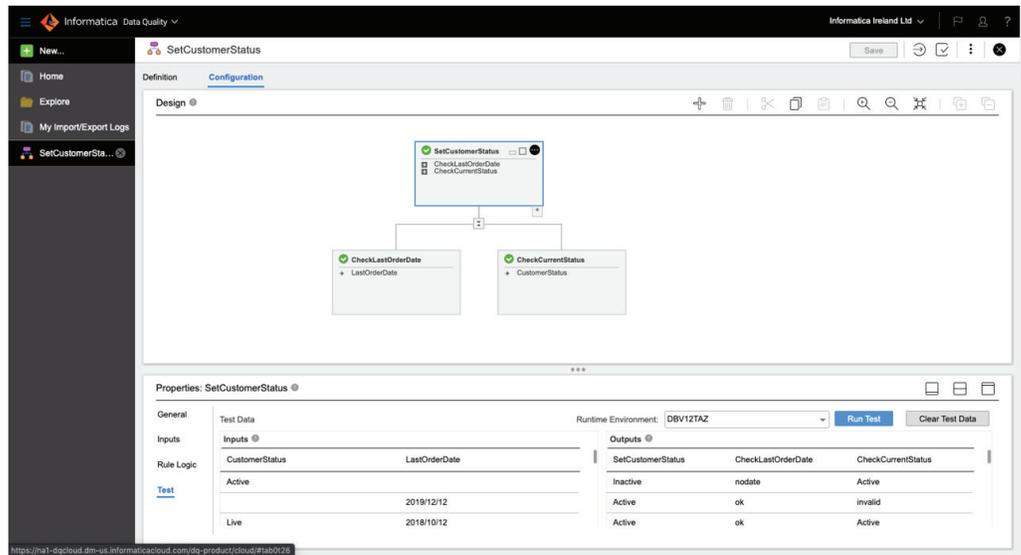
Key Features

Enjoy Role-Specific Interfaces
Different users have different needs when working with trusted data. Administration, faculty, and research users are often focused on analyzing data, while developers and architects need tools that help them define data rules. But just as users need to collaborate, tools also need to work together to enable a team to meet its goals. The Data Quality Analyst and Data Quality Developer tools sit on a shared repository, allowing IT developers to reuse all profiling and rule specifications from business analysts and data stewards across all applications and projects.

Data Quality Analyst Tool
The browser-based Informatica Data Quality Analyst Tool provides an easy-to-use interface that allows data stewards and a range of other users across the university to take ownership of the data quality process, so that they can deliver valuable outcomes. Best of all, your teams can profile data and perform iterative data analysis, with the flexibility to filter and drill down on specific records to detect problems better.

Figure 1: The Informatica Analyst Tool has a Business Rule Specification feature, which allows data stewards and other data experts to create custom data quality rules to implement business requirements.

Users can readily monitor and share data quality metrics with scorecards and reports. Specification, validation, configuration, and testing of quality rules become a streamlined, collaborative effort between university departments and IT. For universities, this means stakeholders outside IT can participate in and provide the relevant context for improving the quality of data and providing timely access to trusted information across academic and administrative functions, schools, and departments for actionable insights and fact-based decision-making.
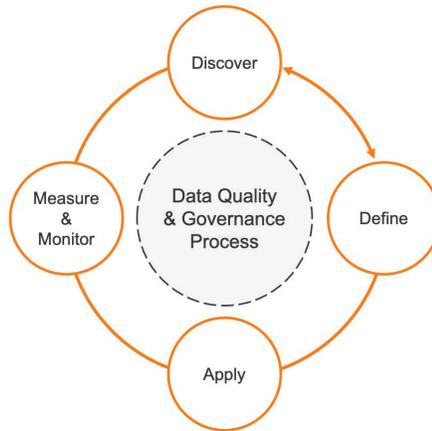
Data Quality Developer Tool
With the Informatica Data Quality Developer Tool, your data quality team's productivity will increase due to automation, interconnectivity, and an enhanced user experience. Architects and developers can quickly discover and access all data sources, regardless of source data location, to improve the process of analyzing, profiling, validating, and cleansing data. Your teams will be able to schedule a rule to run and share rules between Informatica Data Quality, Informatica Master Data Management, and more.

The Developer Tool gives you the flexibility to combine data quality rules with sophisticated data transformation logic to conduct midstream and comparative profiling. This allows you to validate and debug logic as your data quality rules are developed. Data quality services can be configured so data can be provisioned physically or virtually, at any latency.

Manage the Entire Data Quality Process

Regardless of the size or location of your university or the volumes and types of data that you work with, you can manage the entire data quality process with Informatica Data Quality. Whether your project is centered on working with student or third-party data, product or supplier data, finance data, or data from IoT devices, Informatica Data Quality will ensure that you can trust the quality of your data.

Figure 2: Informatica's Data Quality Management Process provides a comprehensive, holistic approach to dealing with data quality issues, helping organizations continuously improve data quality on-premises, in the cloud, and in a combination of both environments.

In cases where data quality rules don't cover your requirements (e.g., missing values) or sensitive data merges, sophisticated exception management will distribute tasks throughout your team to ensure the issue is solved.

Flexibly Deploy Data Quality

Whether you're managing the quality of data on-premises or in a public cloud such as Amazon Web Services or Microsoft Azure, you'll enjoy the flexibility of rule deployment. You can reuse rules from tool to tool, saving your data stewards time and effort by not duplicating work efforts. What's more, you'll be able to reuse your processes across initiatives in master data management and data integration.

Key Benefits

Measure the Quality of Data for Governance and Compliance

Enterprise data governance programs require that your teams, whether in university departments or in IT-centric roles, collaborate toward a common goal. Each team has its own needs when it comes to technology and tools to ensure that they can excel at their job. With the automated integrations built between Informatica Axon™ Data Governance, Informatica Data Quality, and Informatica Enterprise Data Catalog, your team will be able to define, discover, measure, and monitor the success of your enterprise data governance program. This integration ensures that you can automatically report on the holistic success throughout your organization.

Trust the Results of Your Analytics

You can build the best visualizations in the world, but if the underlying data is flawed, you cannot trust the results of your entire analytics initiative. High-quality data is the essential ingredient for high-quality analytics. With Informatica Data Quality, you'll be able to profile, standardize, measure, and monitor the quality of your data, giving you data and analytics you can trust today, as well as down the road.
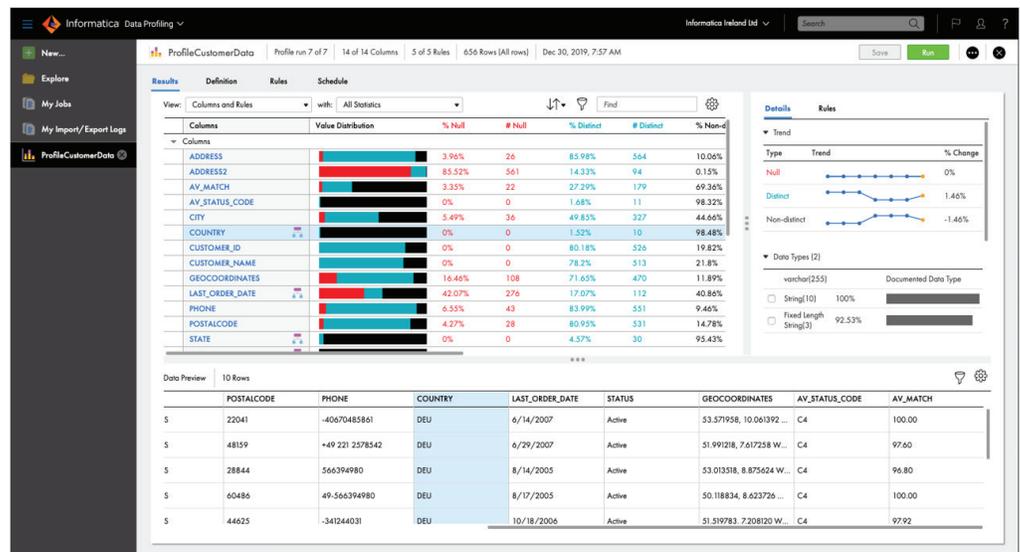

Figure 3: Informatica Data Quality provides data profiling to enable Data Stewards to analyze data patterns and values. This helps identify quality issues and build business rules for further analysis and remediation.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Personalize Admissions and Alumni Experiences With High-Quality Data

Admissions and recruiting personnel rely on trusted data to better manage and track their interactions with prospective students. With high-quality data, they can personalize and target communications for better results and match the right students to the right programs. Similarly, alumni organizations need accurate, up-to-date data to maintain alumni engagement and fuel outreach programs. With Informatica Data Quality, you'll be able to ensure that your team members throughout your university are supplying their analytics applications and master data management tools with the best quality data possible.

For more information on data management solutions for higher education, please visit our website: www.informatica.com/education.

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