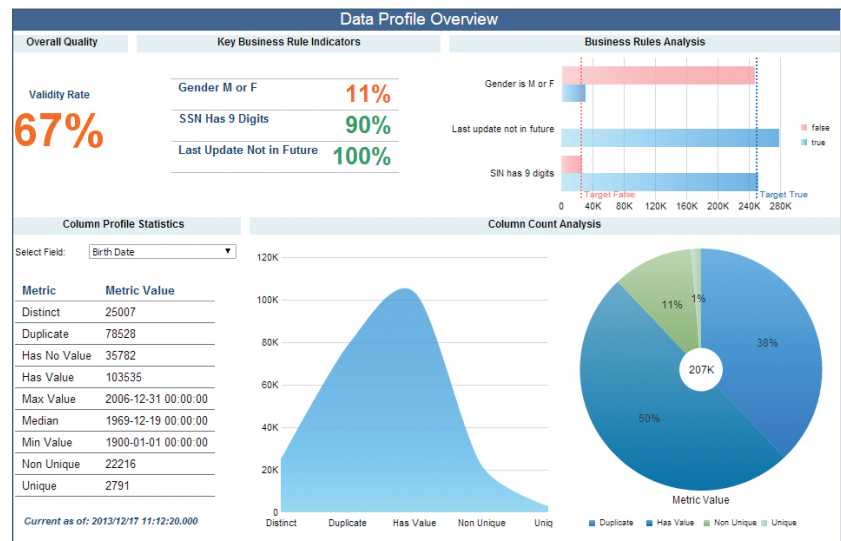**Information Builders**

Information Builders helps organizations transform data into business value. Our business intelligence, integration, and data integrity solutions enable smarter decision-making, strengthen customer relationships, improve performance, and drive growth.

What's the Integrity Behind Your Intelligence?

Uncover Your Organization's Bad Data With Our Data Quality Challenge

Having clean, error-free data is key to driving growth and enhancing critical business processes. For most organizations, however, this remains an elusive goal.

What Is the State of Your Data?
The growing volume and variety of information that results from increasingly complex business transactions, third-party sources, and social media channels has created bad data that lives deep within legacy systems.

You can gain keen insight into the state of your data by completing an iterative profiling process, thereby avoiding unmitigated risk, bleeding costs, and lost revenue.

Why You Need to Care About Data Quality
- **Stay in business** – Repeatedly wrong strategic business decisions lead to declining market share
- **Stay out of jail** – Publishing wrong numbers in the annual report is a serious offense
- **Stay competitive** – You can bet your competition is working on improving its data management competency
- **Stay confident** – Having information you can trust decreases friction within the organization

Find Out More

To find out how we can help your company succeed, talk to your local Information Builders representative today. Visit us at **informationbuilders.com**, or in the U.S. and Canada, call **(800) 969-4636**. To improve your skills with our solutions, visit **education.ibi.com**.

The Data Quality Challenge

Send us an extract of your data via our secure FTP site or we will come on-site to profile your data. We'll assess and report on its integrity using our powerful data profiling and data management suite.

When the analysis is complete, an Information Builders representative will review an in-depth report with you, providing accurate statistics about the quality of the data. You will gain valuable understanding into the credibility of the information you rely on to drive organizational performance.

Submitting Your Data

- Send between 1,000 and 100,000 records as an Excel or CSV file
- Records should include transactional or detail data, with no aggregations or summary formulas
- Files should contain at least 15 business-relevant columns

The Data Quality Suite

The iWay Data Quality Suite is a comprehensive, unified toolset designed to profile, cleanse, and enrich data to drive better planning and decision-making by ensuring the consistency, accuracy, and completeness of enterprise information.

This state-of-the-art solution is designed to optimize information integrity throughout its lifecycle. It leverages comprehensive, fully customizable business rules and a portfolio of localized dictionaries, as well as advanced unification, validation, cleansing, and enrichment techniques, to not only identify and correct bad data, but also to proactively prevent it from entering the environment in the first place.

Key Features

- Data profiling
- Data steward portal
- Data and application integration

- Real-time data quality management
- Scheduled or event-driven cleansing
- Mobile device-enabled remediation alerts

Assess Your Data Using Data Profiler Dashboard

The first step in any data quality initiative is data profiling, which enables users to assess and analyze basic data quality metrics. The Data Profiler dashboard provides advanced, built-in, in-depth reports and profiling information that provide quick, efficient assessment of your data and also track data quality improvements over time. Pre-built metrics and customizable business rules also help to monitor data and perform offline analytics in batch or real time.

Take the Information Builders Data Quality Challenge today – contact your local representative to get started.