

# Trillium DQ Overview

## Overview

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Your business success depends on accurate data. But often, critical business information is trapped in separate silos, recorded in unstandardized formats, and is inaccessible to those who need it most. Inaccurate, incomplete data diminishes the quality of your customer experiences, hinders operational efficiency, and threatens regulatory compliance, ultimately exposing your organization to unnecessary risk instead of giving you the information you need to drive revenue growth.

Trillium DQ rapidly transforms your tangled data into trusted business information to support data-driven initiatives across your organization. It is a versatile, single solution that provides flexible deployment options, high scalability including native support for Big Data, and real-time quality data that support rapidly changing business needs, data sources, and enterprise infrastructures. Intuitive self-service capabilities easily extend data quality management to data stewards, business analysts, and other experts who know your business information best.

Built on over two decades of data quality expertise, Trillium DQ delivers the full power of an enterprise data quality solution in as few as 30 days, so your organization can quickly gain more value from your business information and improve the productivity of your business and IT teams.

**“Our data analysts can deliver more accurate analyses more quickly and that supports faster and better strategic and operational decisions. More relevant marketing communications are helping optimize response rates, and by understanding our relationship with each customer we can improve customer service.”**

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Paul Shade, Head of Business Intelligence

**BRITISH AIRWAYS** 

# Why Trillium DQ?

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- Flexible, rapid deployment on-premise or in the cloud
- Intuitive interface and self-service capabilities
- Worldwide coverage for over 240 countries, regions and territories
- Native deployment and execution for distributed architectures including Hadoop and Spark, and any hybrid environment
- Expert advisory, technical and support services
- Easy integration with SAP, Microsoft Dynamics, and Collibra DGC.

## A Full Suite of Enterprise-Grade Data Quality Capabilities

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Sustainable data quality requires the right people and processes – as well as technology – to turn raw data into business insights. Trillium DQ is an enterprise-grade platform that automates extensive complex processing so your business and IT teams can easily incorporate data quality monitoring and management into everyday business processes.

### Discover

Access data anywhere in your organization and assess its accuracy and completeness

- Assess data sources in 3 simple steps to quickly gain insight and understanding into data sources and their viability for critical use cases
- Uncover data defects and data relationships across data sets in one or multiple sources
- Analyze metrics that compare data against standards expressed as metadata, user defined logic, or industry requirements
- Leverage broad array of data connectivity options to assess Big Data including HDFS and Hive, relational databases, text, and more!

### Organize and Learn

Apply pre-built or custom-built enterprise data cleansing, validation, linking, and enrichment processes to your global data

- Access, prepare, cleanse, and standardize disparate data sets
- Add missing postal information, latitude/longitude coordinates, and other reference data
- Deduplicate records and uncover relationships within households, businesses, and accounts
- Assemble or commonize a 360-degree entity view by linking multiple data points across multiple data files

### Deploy

Rapidly deploy real-time or batch data quality across your enterprise in as few as 30 days

- Deploy on-premise or in the cloud
- Connect Trillium DQ with custom and third-party applications via open-standards APIs
- Accelerate deployment with pre-built solutions for distributed platforms (including Cloudera and Amazon EMR), Microsoft Dynamics and SAP.
- Leverage out-of-the-box synchronized, bi-directional integration with Collibra DGC to ensure broad access to and understanding of data quality issues

### Govern

Put data quality monitoring and management in the hands of those who know your business information best

- Create and modify business rules and view data quality results from a browser-based interface
- Rapidly identify and remediate data points that don't conform to business standards
- Share pre-built reports, scorecards and dashboards to stewardship and governance teams



Business Analysts



Data Analysts



IT Professionals



Data Stewards



Reports, Scorecards, and Integrations

## Data Profiling and Discovery

HDFS, Hive, Db2, Oracle, Teradata, SQL Server, SQL Azure, ODBC, File/CSV, etc.



Party Data



Product Data



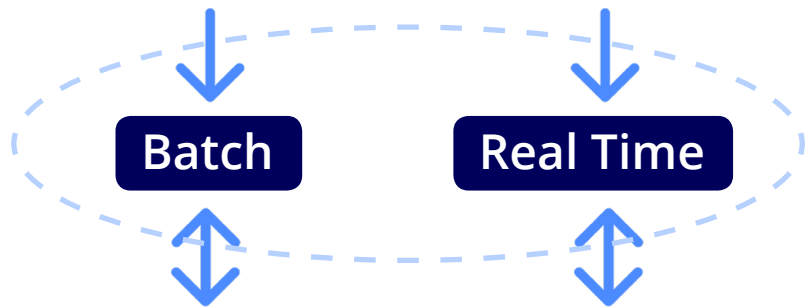
Financial Data



Location Data

### Data Quality Processes

- Data Validation
- Data Transformation
- Data Cleansing and Standardization
- Data Enrichment
- Data Matching
- Data Monitoring



ETL File MDM Web CRM ERP DW C++Java Web Service etc.

# Quality Data for Any Business Initiative

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Syncsort's data quality experts are ready to tackle your most complex data quality challenges today and in the future. We have experience with business cases across all verticals, and our global customers often rely on our support for such initiatives as:

- Data Migration, Integration and MDM
- Customer 360 View
- Data Governance
- Regulatory Compliance
- Supply Chain Management
- Business Intelligence and Analytics
- Location Intelligence
- E-commerce
- CRM
- Marketing/Customer Experience
- Fraud Detection

## Additional Features

- Native connectivity, execution, and storage for optimized speed, performance, and scalability for all supported platforms
- Comprehensive library functions for reuse of rules, processes, and workflows
- Methodology-driven, local language GUI to accelerate data quality development
- Dynamic processing of complex, mixed-country data sets
- Enrichment capabilities for demographics, firmographics, and geospatial/location data
- Support for all major languages and multiple data in encodings, including ASCII, EBCDIC, and Unicode
- Interactive summary views, charts, and graphs with API support for all major standards-REST, C, C++, C#, Java, Soap, .NET, XML
- Native Hadoop and Spark processing for all data profiling and data quality functions
- Service Oriented Architecture for enterprise wide deployment and scalable real-time throughput

“The software delivers a strong advantage over other data quality tools by providing an extensive and accurate set of international data quality rules built-in, on which you can expand. It also offered us rapid deployment, while other tools required writing quality rules from scratch, which is an extensive job.”

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Hendrik Doeringer, Customer Intelligence Manager

