REDPOINT
GLOBAL

Integrate Data and Gain Insights with RedPoint Data Management™

In today's digital age, there are more sources of data that can help you understand and improve business processes than ever before – vast quantities of structured and unstructured data, from social media, mobile devices, and websites, on top of data from operational systems, call centers, points of sale and other more traditional sources. All this data must be captured, cleansed and integrated. Otherwise, it's just useless noise.

RedPoint Data Management empowers organizations to collect data from any source, cleanse and transform it and gain immediate insight. RedPoint's graphical user interface makes designing and executing these data management processes easy and fast. And RedPoint can automate processes once they're designed, notifying users about progress and when issues arise. In addition, developers can use the Java Software Development Kit to develop custom tools

in standard Java IDEs like NetBeans or Eclipse that link RedPoint Data Management to today's popular tools or business applications.

An important differentiator of all RedPoint Data Management functions is that they operate in Hadoop (as a pure YARN application – no MapReduce) as well as on data stored in traditional databases. This enables users to work across both traditional data and Big Data with a single data management interface.

Ranked #1

In Customer Surveys for:

- Customer or Party Data
- Processing Speed
- Match Quality
- Ease of Use

Key Features of RedPoint Data Management

BROAD FUNCTION ETL

- Read from and write to relational databases (SQL Server, Oracle, Netezza, DB2, Greenplum, etc.), fixed or delimited text files, XML, JSON, COBOL, and other file formats commonly used in Hadoop such as Avro and Parquet or Hadoop-based NoSQL stores such as HBase and Hive.
- Extensive data transformation capabilities; high performance sorting and filtering.
- Remove fields; split and merge records; create and manipulate data fields.
- Predictive modelling based on machine learning.

DATA QUALITY AND HYGIENE

- Address standardization and correction for US, Canada, and over 200 other countries.
- Use name parsing to separate dual names, match on nicknames, and perform gender coding.
- Probabilistic and heuristic "fuzzy-matching" techniques easily identify, match, link and de-duplicate files.
- Geocoding, spatial analysis and transformations.
- Parsing using regular expressions, and employing Excel-like functions with an expression library of over 350 built-in functions.

MASTER DATA MANAGEMENT

- RedPoint MDM works in conjunction with RedPoint Data Management to create master records for customers, products, devices, and other business entities.
- Easy operation with RedPoint Data Management via DM tools to feed master records into MDM, update MDM records, and extract MDM for processing and export.
- Pre-built APIs, RESTful web services for viewing and controlling master data directly in other applications.
- MongoDB Master Store provides performance and flexible data models for master data, and includes versioned storage of master records in a comprehensive data store.
- Complete view of changes to data lineage provides versioned, dated, and user-tagged view of changes to the customer master data, supporting auditability, accountability, and improved metrics.
- Change and approval workflows using a browser-based UI and business processes let data stewards and business users oversee changes to master data, allowing control of changes and resulting profiles.

PROCESS AUTOMATION

- Build complex workflows (automations) that combine various data-flow projects.
- Use success/failure logic for error handling and send notifications to operators via email.
- Automatically support checkpoint and restart; only failed steps are restarted.

MASTER KEY MANAGEMENT

- Easily manage persistent keys that are consistent over time.
- Handle the complexities of constant key persistence, relationships and householding.
- Assign persistent keys at the group and source level, allowing users to track performance at these levels.

CUSTOMER DATA INTEGRATION

- Full suite of tools to manage customer data and provide an integrated 360 degree view.
- Cross-match data from multiple sources that share common entities but that do not have shared keys.
- Group account-level data at the person/household/group or business level to create "rollups" or common keys.

OPERATIONAL CONTROLS

- Version control for data projects that includes tracking users, project last modification date and time, comments, and notes.
- Multi-server job distribution runs in a centrally controlled environment with numerous processing nodes executing jobs.
- Takes advantage of YARN load balancing as a native YARN application.
- All jobs can be monitored by administrators and operators to determine both overall progress and the actions of specific job steps.
- Command-line execution and web-service interfaces integrate into other operational control systems.

JAVA SOFTWARE DEVELOPMENT KIT

- A Java SDK is available to extend the platform and create connectors to other business applications or data environments.

What Makes RedPoint Different?

Graphical user interface and re-usable macros and procedures make doing work quick and easy	→ Top-rated by users for match quality, ease of use and speed
Full set of data quality and data integration functions in one product	→ Works on data in traditional databases and Hadoop

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