

Redpoint for Data Quality Assurance

A Programmatic Approach to Data Quality & Hygiene

Managing data quality is one of the most challenging issues facing IT organizations today. At every step of the data lifecycle – entering, storing, associating and managing data – you run the risk of introducing errors. Most organizations have a pervasive data quality problem characterized by data redundancy (duplicate records), incomplete or missing data, out-of-date data, lack of data standards and the improper parsing of record fields from disparate systems. That creates a significant productivity issue, because highly skilled data analysts can be forced to spend as much as 80 percent of their time simply cleaning and preparing data prior to analysis.

Given the major investments made in data management, mining and analytics, data quality is key to achieving a meaningful and measurable return. That's why comprehensive, ongoing data hygiene is a major focus for forward-thinking organizations. Inaccurate data can undermine business initiatives and decrease productivity across the organization – not just in IT. If data quality issues are not addressed head-on, your analysts and executives will be unable to generate accurate and revealing insights. Regardless of whether bad data causes your organization to lose revenue, damages your brand, reduces your competitive edge, or hampers strategic decision-making, the costs are significant.

Redpoint's data quality assurance solution provides data profiling to discover data inconsistencies and anomalies. Redpoint cleanses data with advanced master key management, contextual matching, standardization, normalization, identity/entity resolution, merging/purging, householding, parsing, geocoding, address standardization/correction (in the U.S., Canada and more than 200 other countries), de-duplication, validation, migration and enrichment. This quickly and dramatically improves data quality. Redpoint also provides extensive data transformation capabilities for high-performance sorting and filtering.

By implementing Redpoint's data quality solutions, organizations can quickly identify and correct data issues. Customers can increase the value of data by making better-informed and more timely decisions.

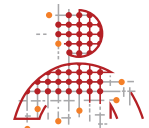
INTUITIVE USER INTERFACE



FASTEST PROCESSING



HIGHEST MATCH QUALITY



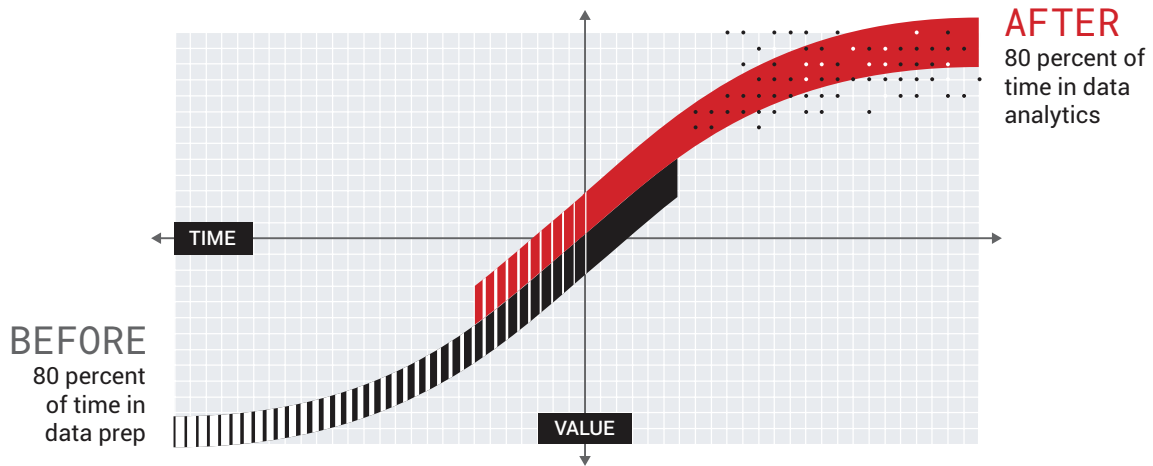
With Redpoint you can:

- Use a single data-cleansing tool. Redpoint reads data across any source of data, including CRM, ERP, all major databases, e-commerce systems, web, IoT and analytics tools all systems and databases.
- Deliver more than 350 data-quality and data-integration functions.
- Work with structured, semi-structured and unstructured data sets of any size.
- Eliminate the need for IT support or advanced programming skills to build ETL/ELT flows and process automation. Redpoint's intuitive drag-and-drop interface requires no coding.
- Work in Hadoop environments. Redpoint Data Management is a pure YARN application, and all processing runs in Hadoop (zero footprint).
- Work right within a Hadoop cluster. There's no need to export or migrate data to clean data and then reimport it.
- Enjoy fast performance. Redpoint can process billions of records with address validation and matching in just minutes.

“With a unique and innovative approach to data management, Redpoint integrates MDM and data quality directly into the data pipeline. They create a complete end-to-end data pipeline that I like to think of as the “smart data pipeline.”

- DAVE WELLS, Senior Research Consultant, Eckerson Group

Data Analytics – Flipping the 80/20 rule



Data scientists spend 80 percent of their time on preparing and managing data for analysis.

- Forbes

About Redpoint Global

With Redpoint's software platform, innovative companies are transforming their customer experiences across the enterprise and driving higher revenue. Redpoint's solutions provide a remarkably unified, single point of control where all customer data is connected and every customer touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions and tangible ROI—this is how leading marketers lead markets. To learn more, visit [redpointglobal.com](https://www.redpointglobal.com).



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