Total Data Quality Integration Toolkit (TDQ-IT)

for Master Data Management *...powered by the Microsoft SQL Server SSIS 2005/2008*

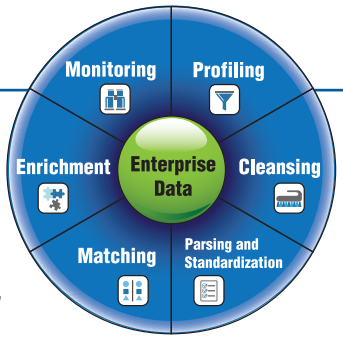
The Total Data Quality Integration Toolkit is a compelling, affordable, full-featured enterprise data integration platform and rich development environment for creating, organizing, and managing comprehensive data assets across the enterprise that can be leveraged specifically for MDM applications. TDQ-IT leverages SQL Server Integration Services (SSIS) to provide a flexible, effective solution for your organization's data quality and master data management (MDM) initiatives:

PROFILING **CLEANSING** **PARSING & STANDARDIZATION**
MATCHING **ENRICHMENT** **MONITORING**

Employ this toolkit to quickly integrate large volumes from diverse data sources with complex transformations and data cleansing for Data Quality and Master Data Management applications by:

- Providing a wide range of data transformation and cleansing functionality to manage unique identifiers, attributes, and transaction data.
- Providing a comprehensive, robust, and scalable platform and a set of development tools to create and manage large-scale data integration solutions.
- Maximizing return on investment (ROI) through the lowest total cost of ownership when compared with competitive platforms.

Using SSIS 2005/2008, an enterprise can successfully create a broad range of data integration solutions that support master business views, quickly overcome data management challenges, eliminate duplicate data, and reduce overall master data management costs. This flexibility is precisely the goal of the data quality strategy for SSIS solutions.



A compelling data integration platform... at your fingertips

- **Robust Data Quality & Enrichment** - Use proven Melissa Data quality tools to parse, validate and correct contact information including U.S. and Canadian addresses, phone numbers, email addresses, and full names.
- **Intuitive GUI** - Provides drag-and-drop functionality so you can conduct data investigations, profile enterprise data, and measure data quality gaps against business rules.
- **Leading Integration Platform** - Built using industry-leading SQL Server database technology and .Net framework for easy "any source, any target" deployment.
- **Powerful Matching** - Utilizes Melissa Data's powerful MatchUp program for exact matching, Soundex, or Phonetics matching; or the JaroWinkler n-Gram agnostic tool for fuzzy matching.

Microsoft® SQL Server™

Benefits...

- Improved data quality
- Enable adherence to best practices for data quality & MDM
- Comply with USPS® requirements & other governmental regulations
- Spatial enable data marts & data warehouse
- Fraud detection
- Enhance customer service
- Streamline operational processes
- Increase ROI & profit margins
- Reduce UAA mail & shipments

Applications...

- Master Data Management - MDM
- Business Intelligence - BI
- Database Administration - DBA
- Exact Transform Load - ETL
- Data Warehousing - DW

Features...

- Full-blown intuitive GUI
- Easy to use, minimum skills
- Everything in one toolkit
- Industry-leading integration platform
- Lowest total cost of ownership on the market today

System Requirements...

- Microsoft SQL Server 2005/2008
- .Net Framework 3.5
- Windows XP SP2, Windows Server 2003 and Vista (Business or Home) 32/64-bit

6 Key Tasks of Data Quality Strategy for Trust & Confidence in Your Data Assets

TDQ-IT is a single, unified platform that provides the full spectrum of data

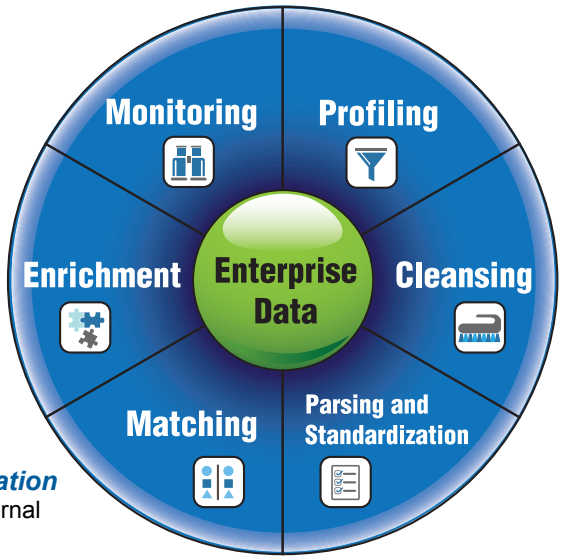
1. Profiling: *The first line of defense*
Identify data quality issues that require immediate attention and avoid unnecessarily processing unacceptable source data sets.

2. Generalized Cleansing: *Cleanse, Standardize and Normalize*
Modification of data values to meet domain restrictions, integrity constraints, or other business rules that define sufficient data quality for the organization.

3. Parsing & Standardization:
Correct, Validate and Standardize Address Data
Flexible, efficient, and intelligent techniques to parse and restructure data into a common format and validate to user-defined business values and patterns.

4. Matching: *Unique Identifiers, Attributes, Transactions and Deduplication*
Match and consolidate records. Uniquely identify an entity across different business functions, add, categorize and describe entity's relationship to other business entities. Identify, link or merge related entries within or across datasets.

5. Enrichment: *Geographic Coding; Name, Phone and Email Validation*
Identify and implement externally sourced data to increase or repair content of internal data for enhanced value.



6. Monitoring: *Profile, Value, Pattern and Validation*
Utilize automated processes to monitor conformance of source data to data quality requirements and business rules defined by the organization.

Processes Supported for Master Data Management

Identification:
Unique Identifiers, Attributes, Transactions & Deduplication
• Support unique identification of customer information across heterogeneous data sources through advanced matching and linking in via leveraging our data quality tools.

Single Customer View:
SQL Server Integration Services leading RDBMS
• Utilize Central System of Record to provide a single view or master reference file, and to provide data to existing sources resulting in accurate and consistent data across the enterprise. Deliver this view through Microsoft real time, batch, or SOA capabilities.

Data Quality Compliance:
Cleansing, Address Correction, Validation & Standardization
• Support data quality compliance through monitoring and corrective-action techniques based on our data profiling and validation data quality tools.

Central System of Record:
SQL Server Integration Services leading RDBMS
• Deliver of a Central System of Record based on our data quality tools and integrating data sources, consolidating these sources into single customer view. Leverage a range of SQL Server data and application integration capabilities to integrate with a wide variety of data sources, including legacy data sources.

• Provide integration with different latency characteristics and styles (for example, real time and batch).

• Provide integration with downstream Microsoft business intelligence (BI) and analytical features.