

Oracle Data Integration & Governance Workshop

ROI Of Data Governance

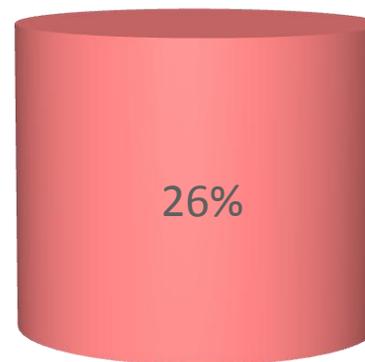
Milomir Vojvodic
Director Business Development - Data Integration EMEA

Highest Friction Point To DG&DI Adoption

■ Getting Budget Approval



■ Developer Resistance



Source : Info-Tech Group "Friction Points To DI Adoption"

**Data Integration Competency
Center**

And

Total Economical Impact

Integration Competency Center

Data Integration

- Reflects the convergence of Enterprise Application Integration (EAI), Data Integration (DI) and Extract, Transform, load (ETL) vendors.
- Encompasses data consolidation, federation, propagation and access.
- Is gaining momentum as enterprises move from hand-coding to tools.
- Prevents silos of information and enables an enterprise-wide view of data.

Process Integration

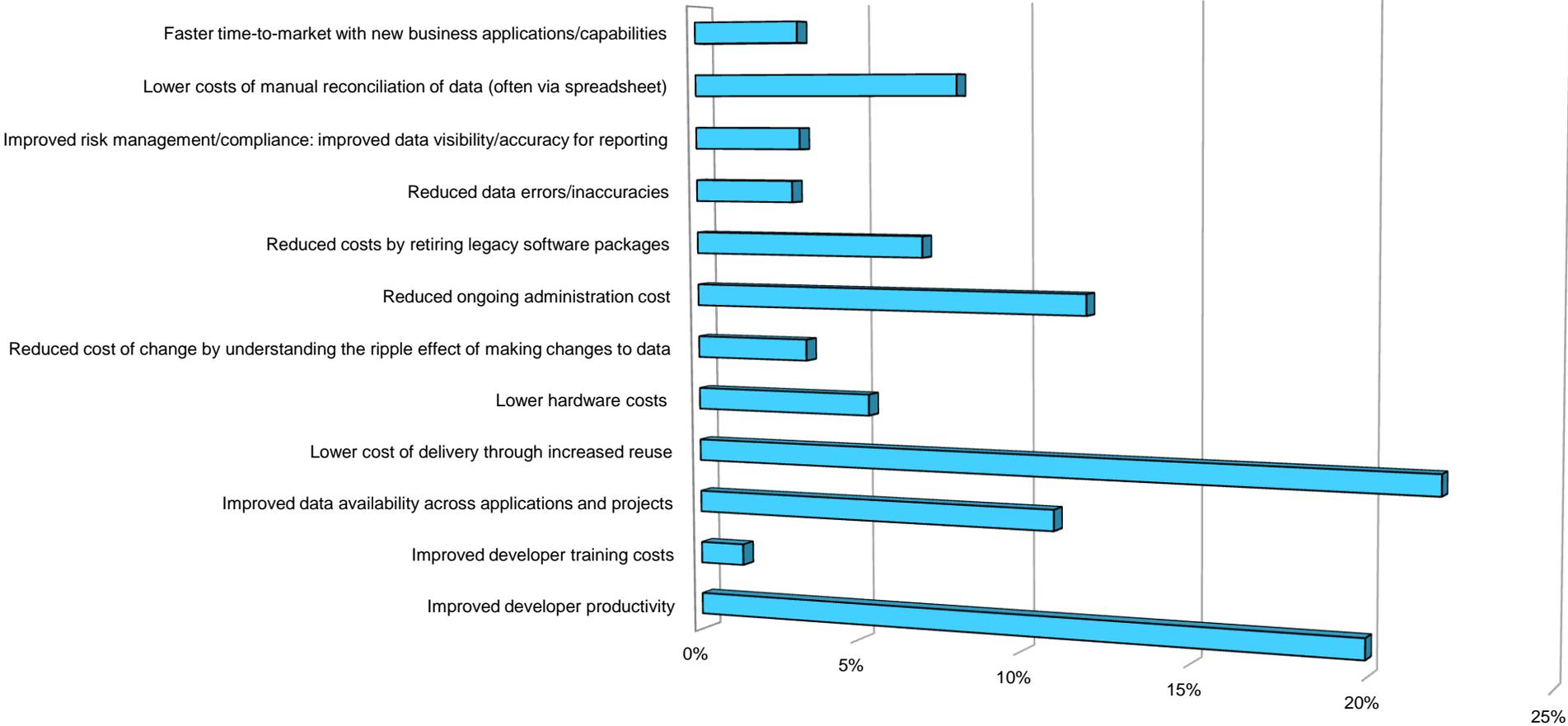
- Is workflow automation for processes, e.g. online ordering.
- Emphasizes a top-down process design approach to a greater extent than the other two, starting from a process model.
- Allows organizations to streamline process and creates opportunity for coordinated escalation

SOA & Middleware

- Is used to connect enterprise apps without transforming the data.
- Creates access to data in distributed architectures.
- Requires advanced architecture to achieve success.

Distribution Of Savings In 5 Years

from 100% of ICC benefits in 5 years

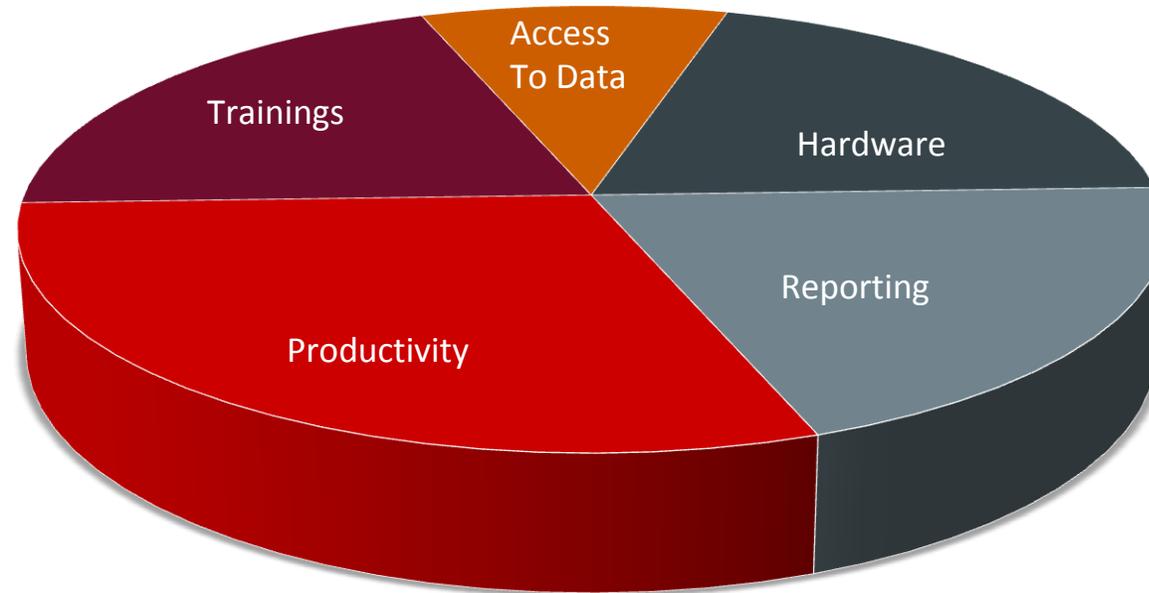


Source : INFA



Distribution Of Savings In 5 Years

from 100% of Data Integration
CC benefits in 3 years



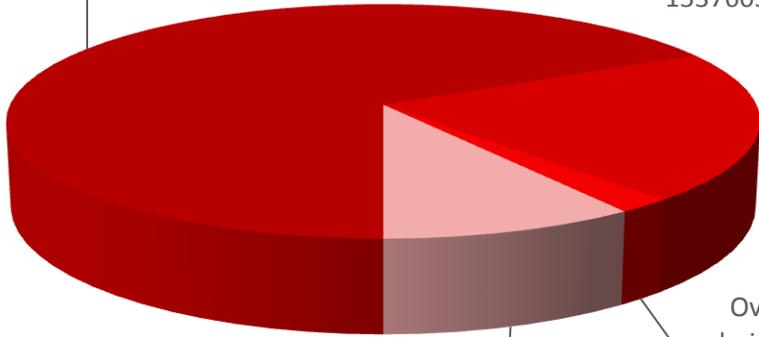
Source : Analysis Of Oracle Customer
References

ICC Life Cycle

Improvement in project completion, 4972797, 67%

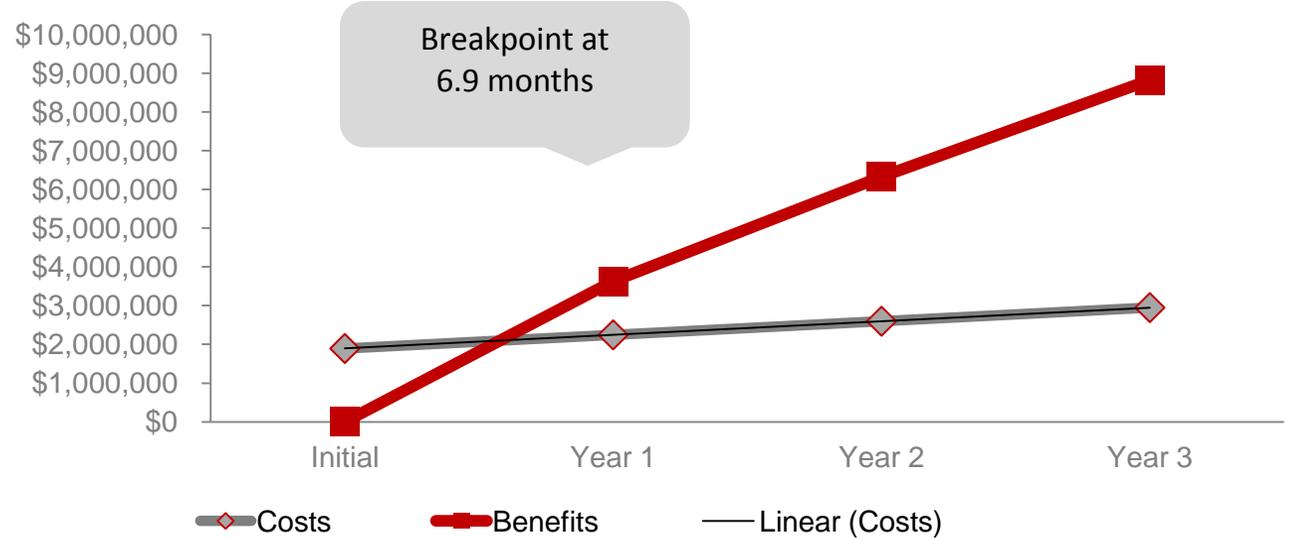
Benefits

Shorter reporting cycle, 1537605, 21%

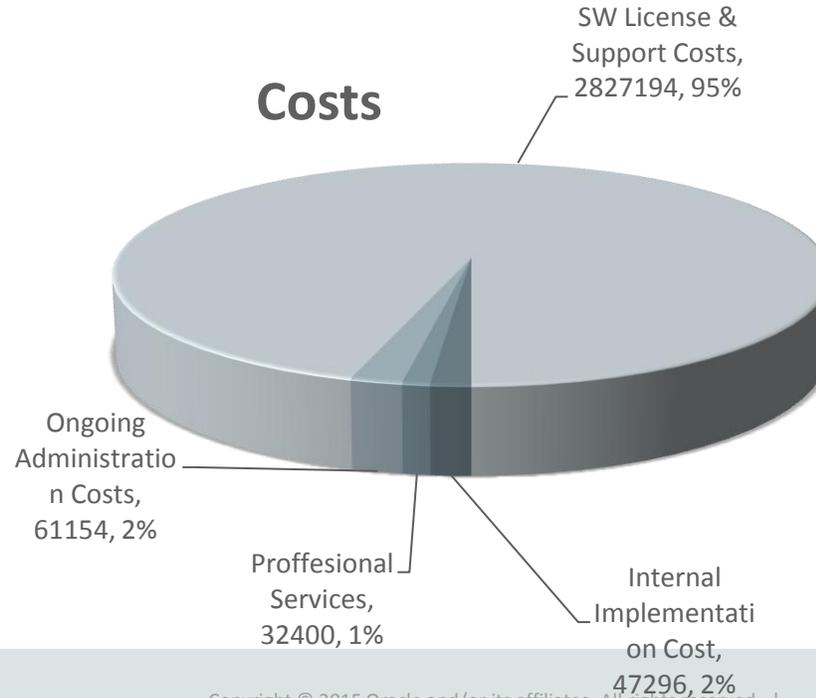


Prolonging hardware usage, 713298, 10%

Overall administrative and training cost savings, 151428, 2%



Costs



Analytical & Operational Data Integration

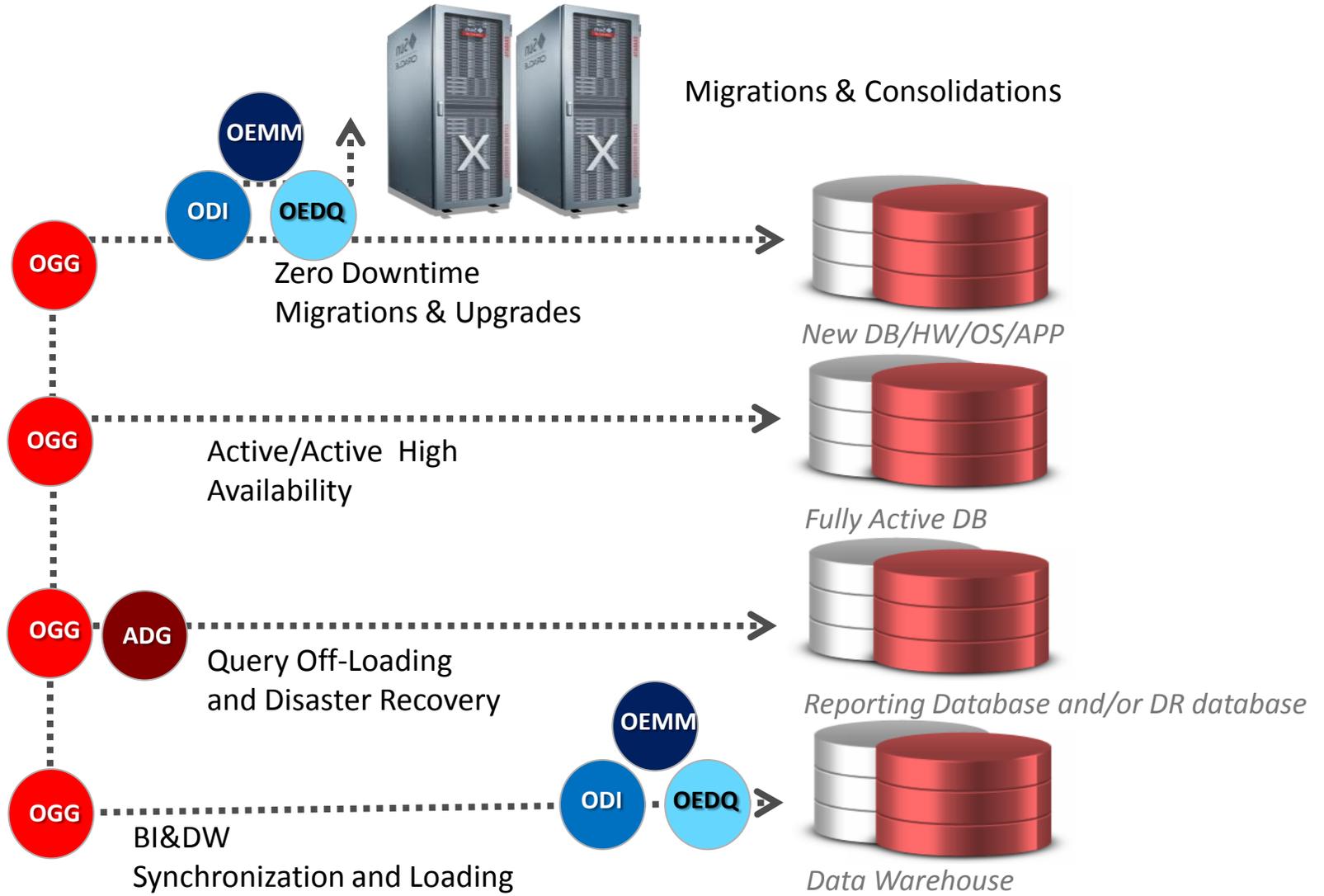
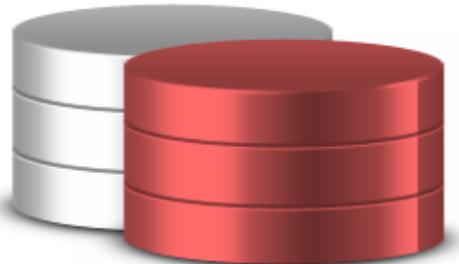
Oracle GoldenGate
Real Time Replica Between Any Databases

Active Data Guard
Disaster Recovery Of Oracle DB EE

Oracle Data Integrator
ETL Platform

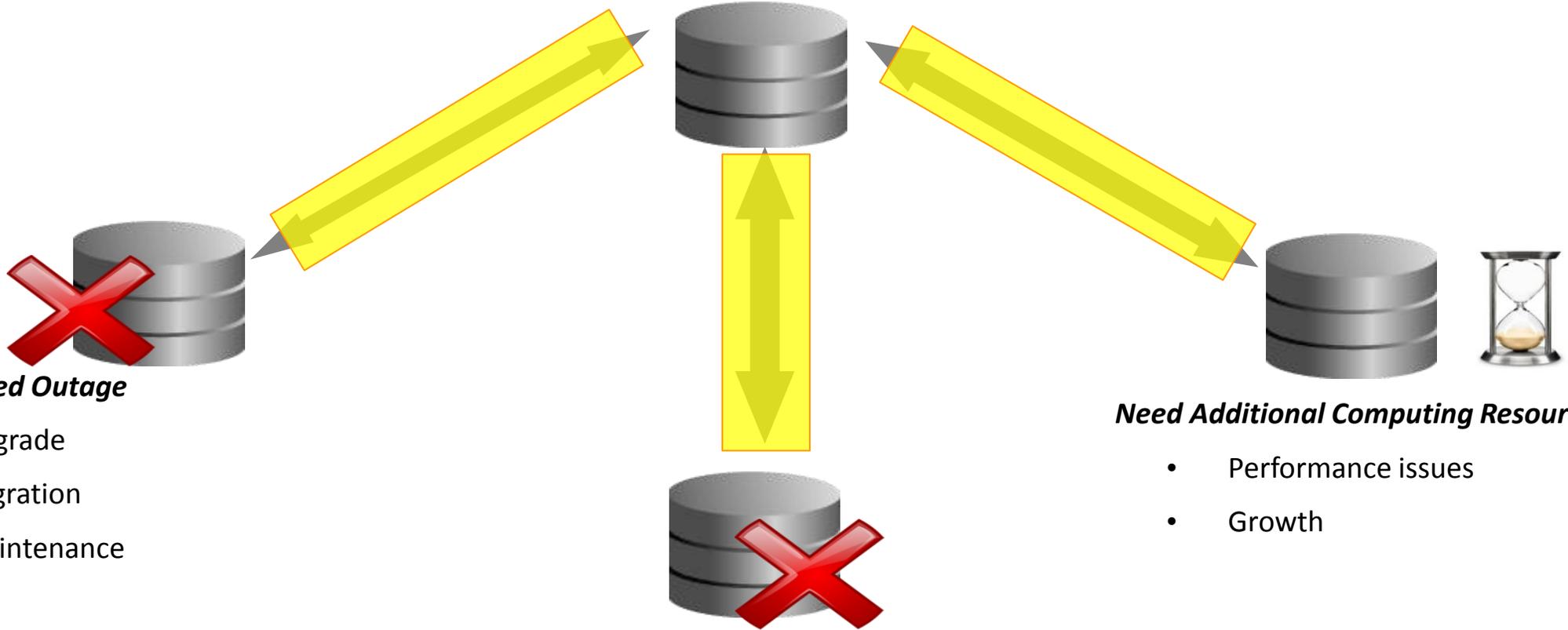
Enterprise Data Quality
Data Quality Platform

Enterprise Metadata Manager
Data Quality Platform



Reusability Of DIS Licenses

Product Needs To Be Available – No Issues



Need Planned Outage

- Upgrade
- Migration
- Maintenance

Need Additional Computing Resources

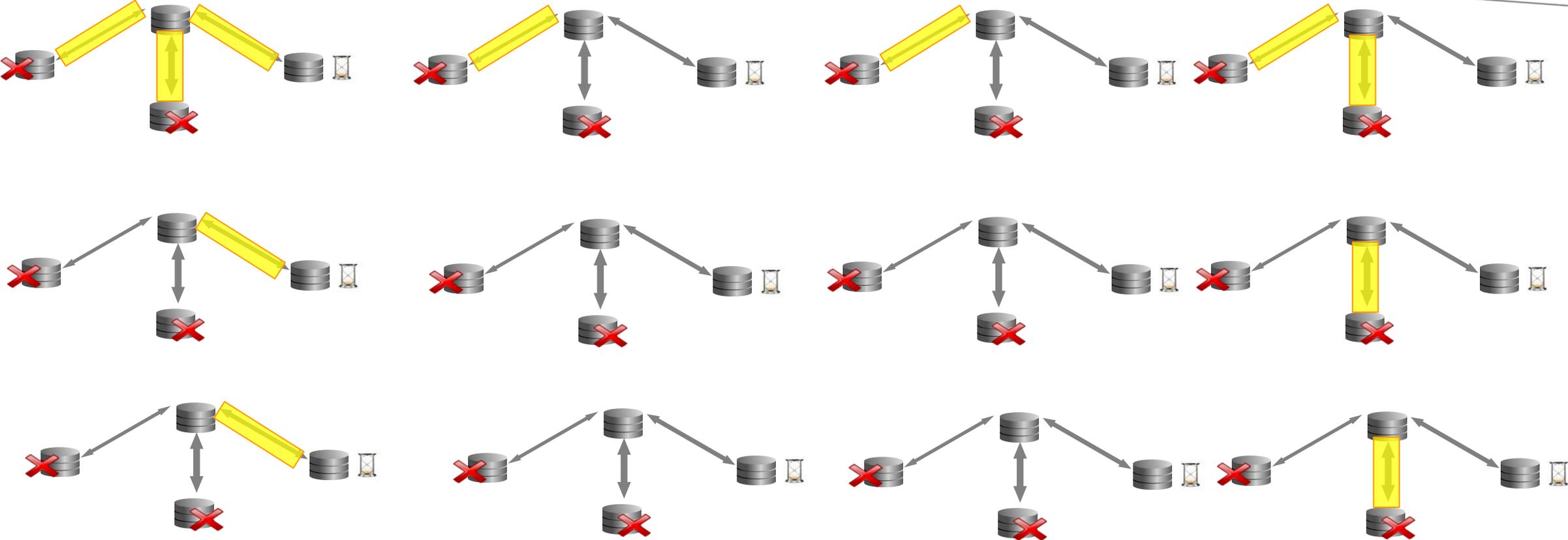
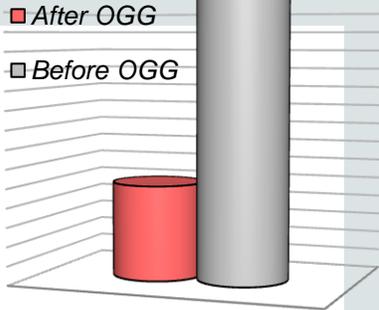
- Performance issues
- Growth

Protect From Unplanned Outage

- System Failure
- Data Failure

Reusability Of DIS Licenses

Communication cost savings and no need for expensive network infrastructure upgrades by 60%



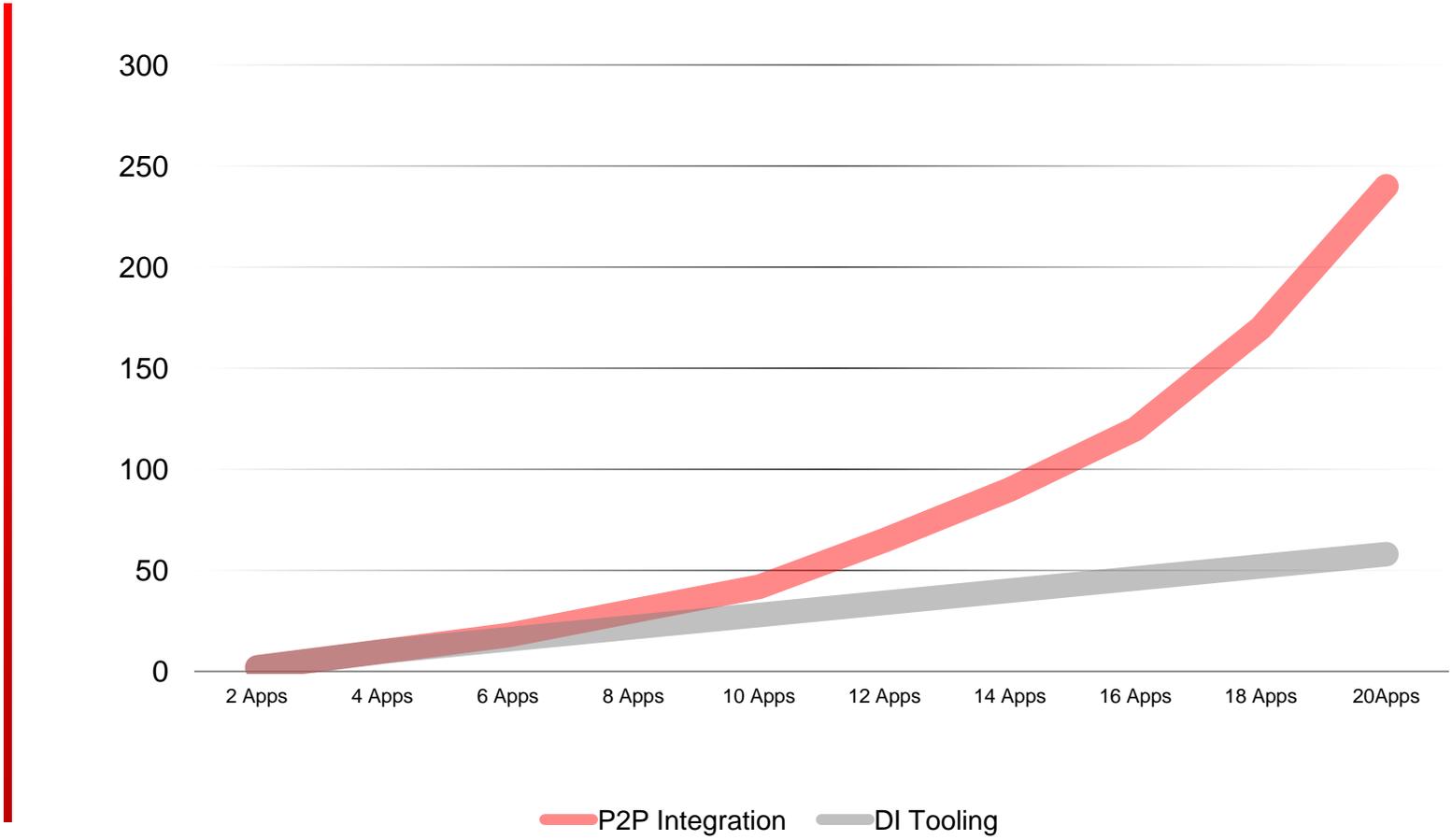
Data Integration Trends

Exponential Chaos

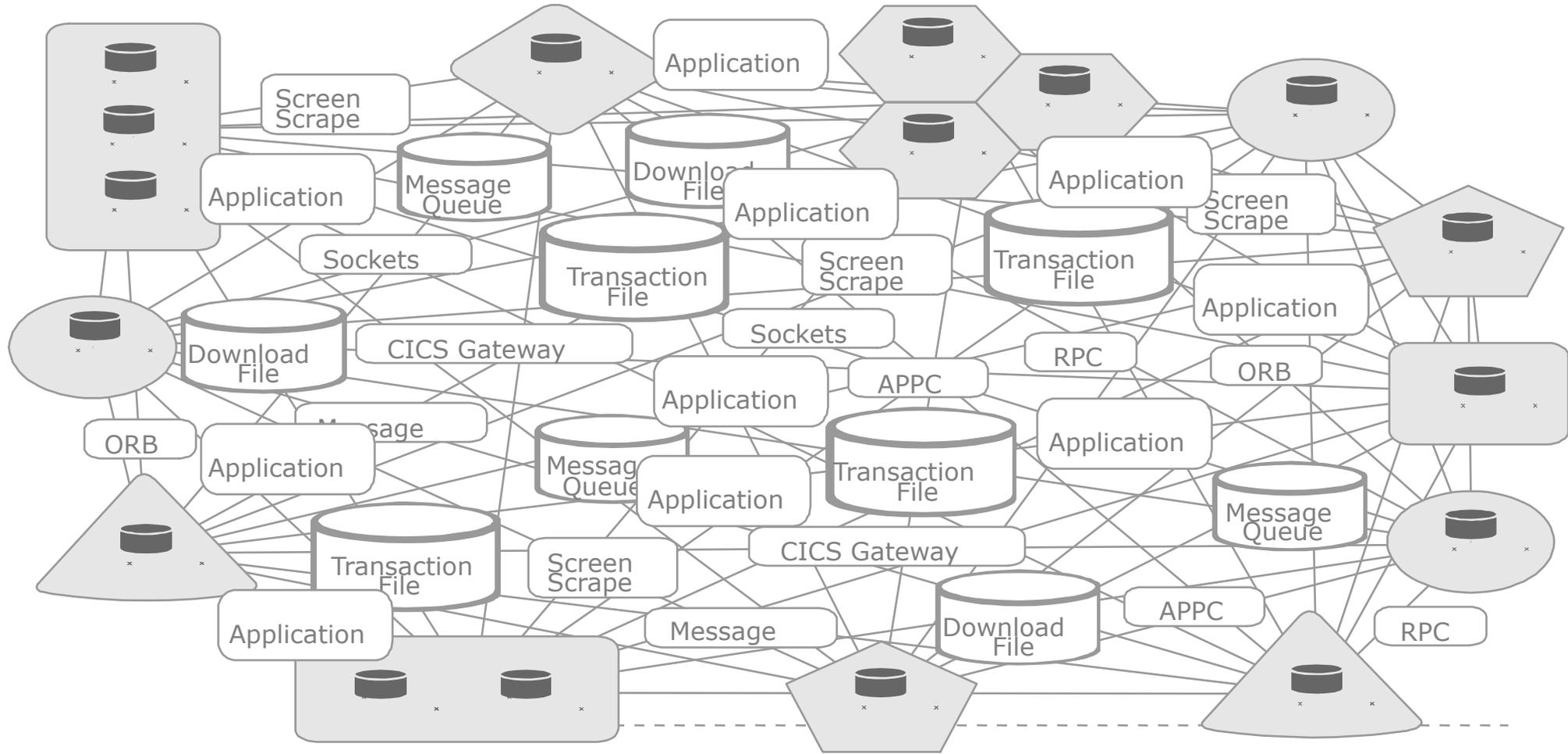
of integration scenarios

Point-to-point integration architectures cannot keep up with business growth

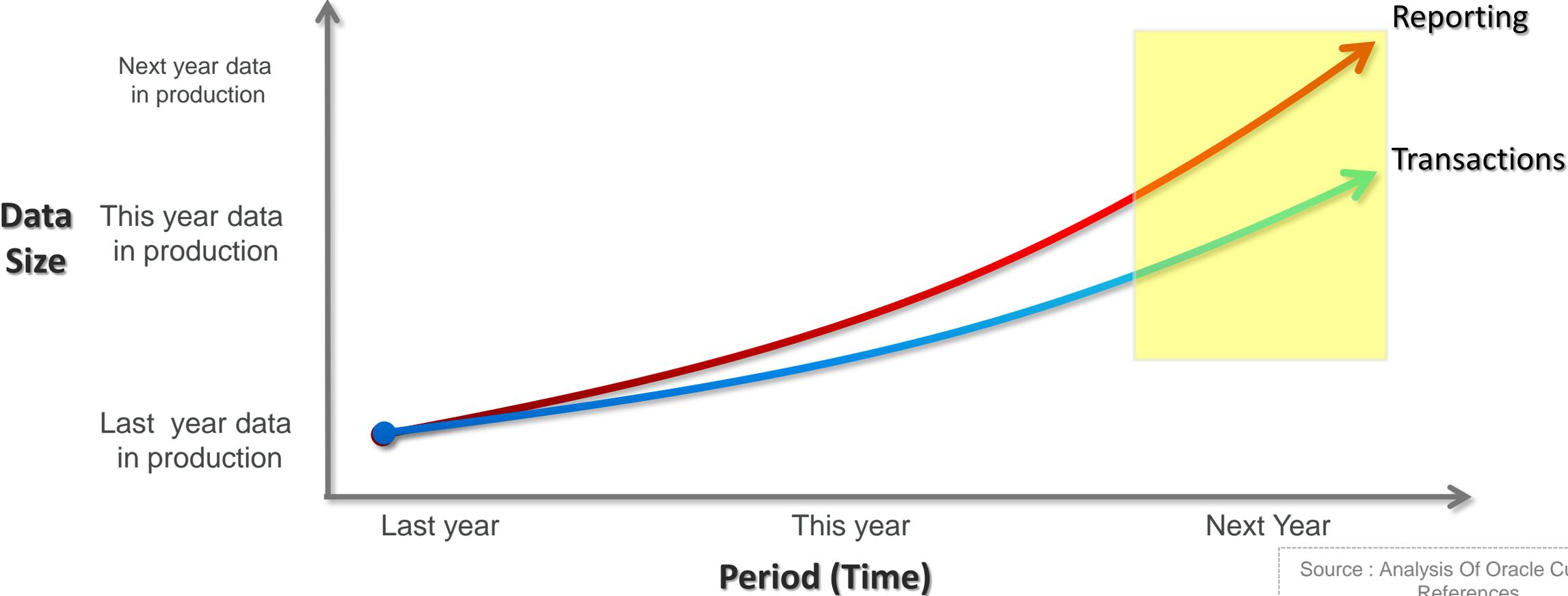
and represent weak links in mission critical integration scenarios.



Architecture



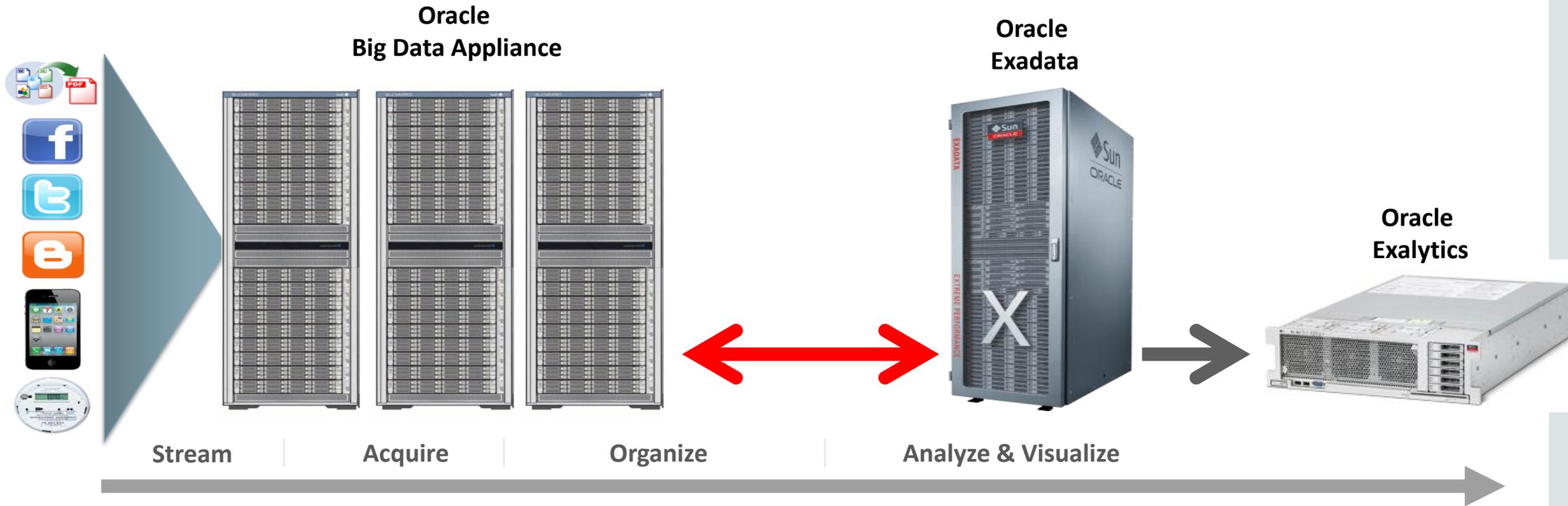
Exploding Data Volumes



Source : Analysis Of Oracle Customer References



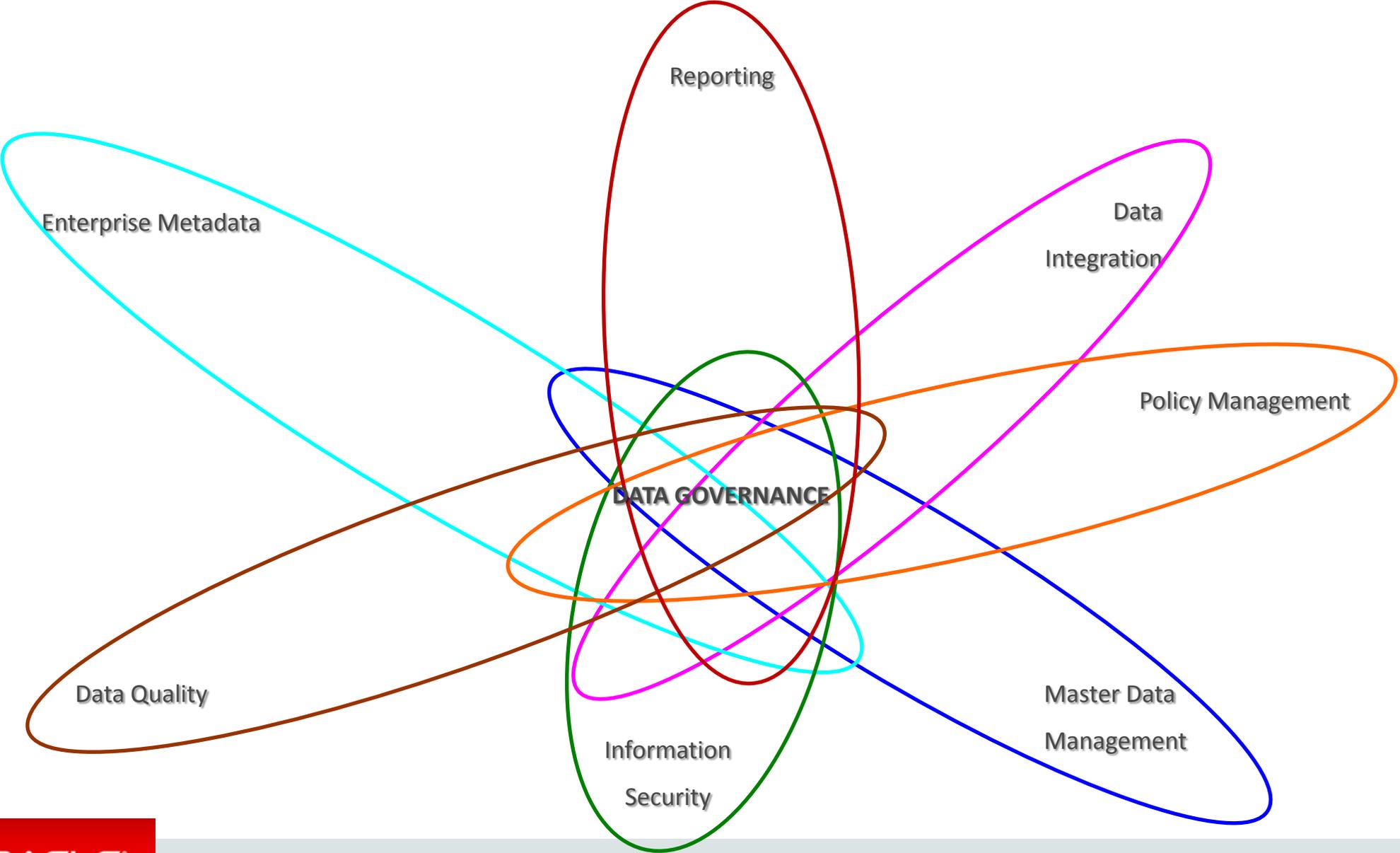
Big Data



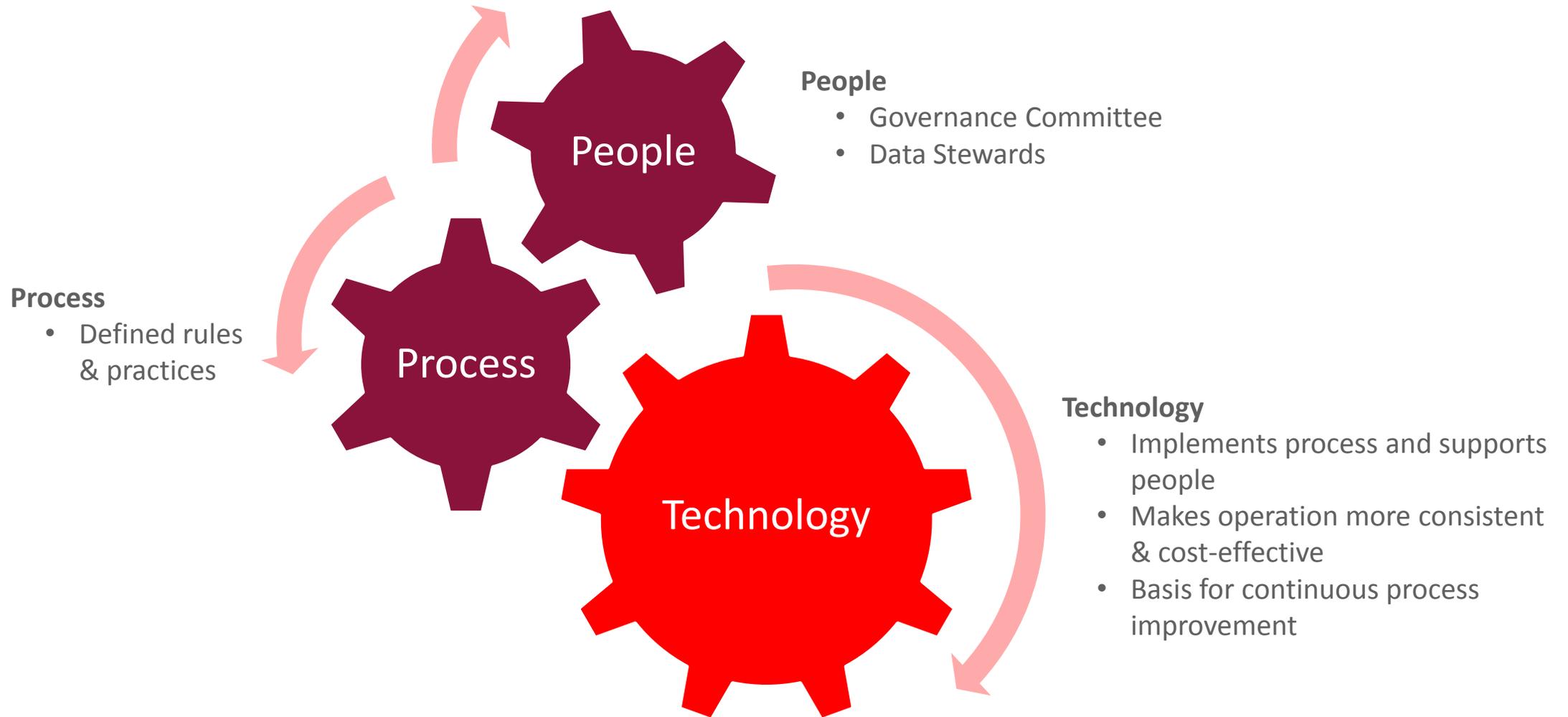
- Load from big data processing into your data warehouse for further analysis
- Access your customer information while you process through your big data in order to look for patterns

Oracle Data Integration & Governance

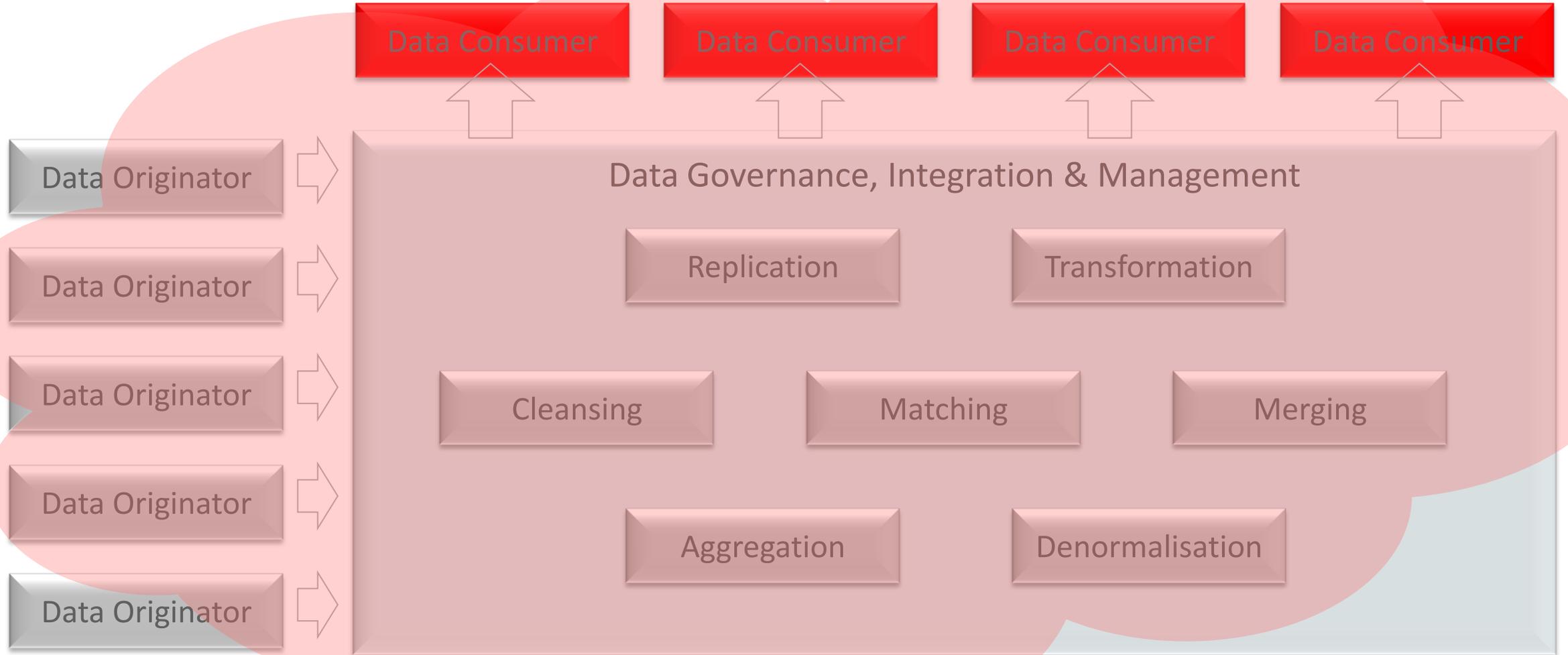
Data Governance Consolidates Strategies



Data Governance – more than just technology



Separation Between Originators and Consumers



Data Gov Economic Impact – Reduce Negatives

1-Reduce project risk **by 40%**

2-Avoid data remediation costs (manual effort, custom code) **by 80%** (Cut costs of handling duplicate data **by 95%**)

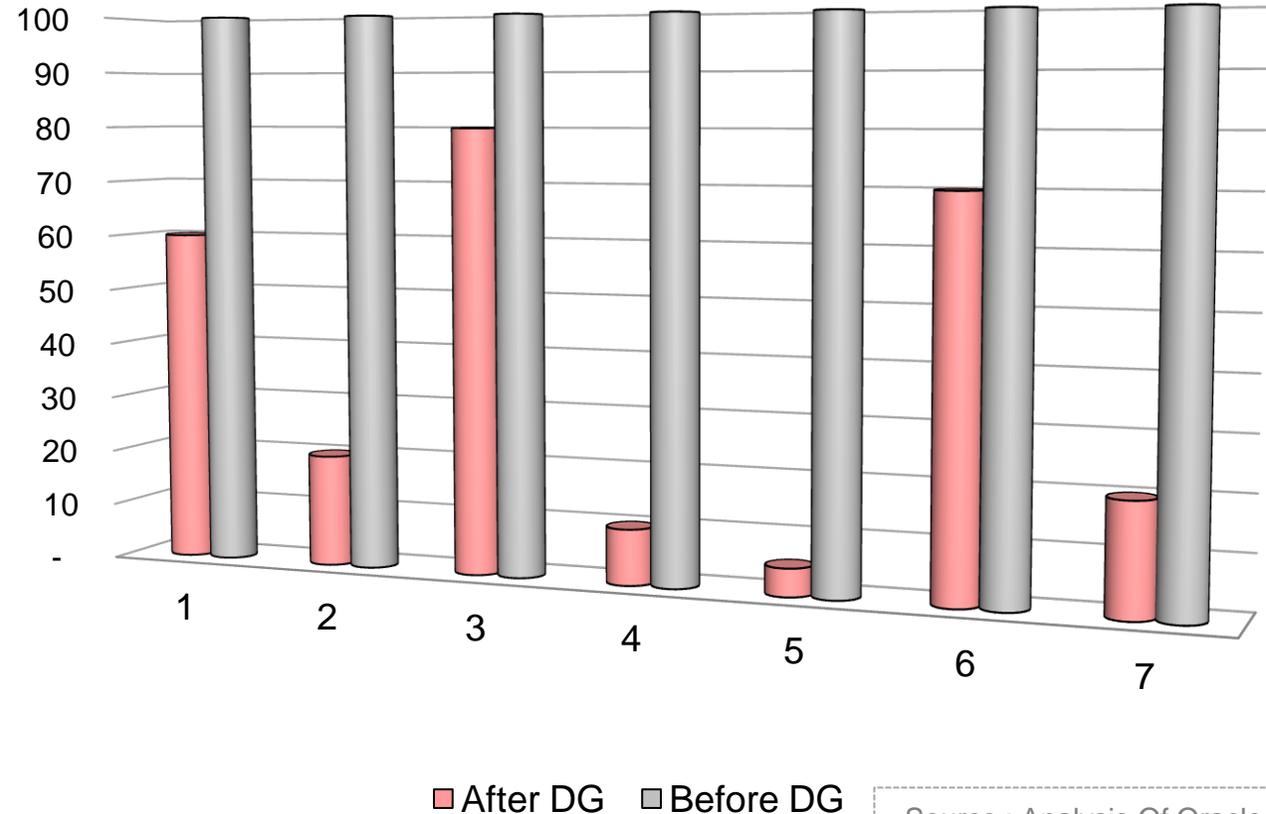
3-Avoid error costs (incorrect orders, inventory etc.) **by 20%**

4-Decrease costs of unnecessary system changes due to data quality problem **by 90%**

5- Avoid costs of un-doing work **by 95%**

6- Reduce analytical project costs **by 30%** (not anymore ..post remediation costs, unnecessary mistakes)

7 - Reduce data maintenance costs **by 80%** (not anymore.. hard to change, long to find)



Source : Analysis Of Oracle Customer References

Data Gov Economic Impact – Improve Positives

8-Speed up other systems, integration & processes **by 10%** (outputs and inputs in communication are correct and accurate data)

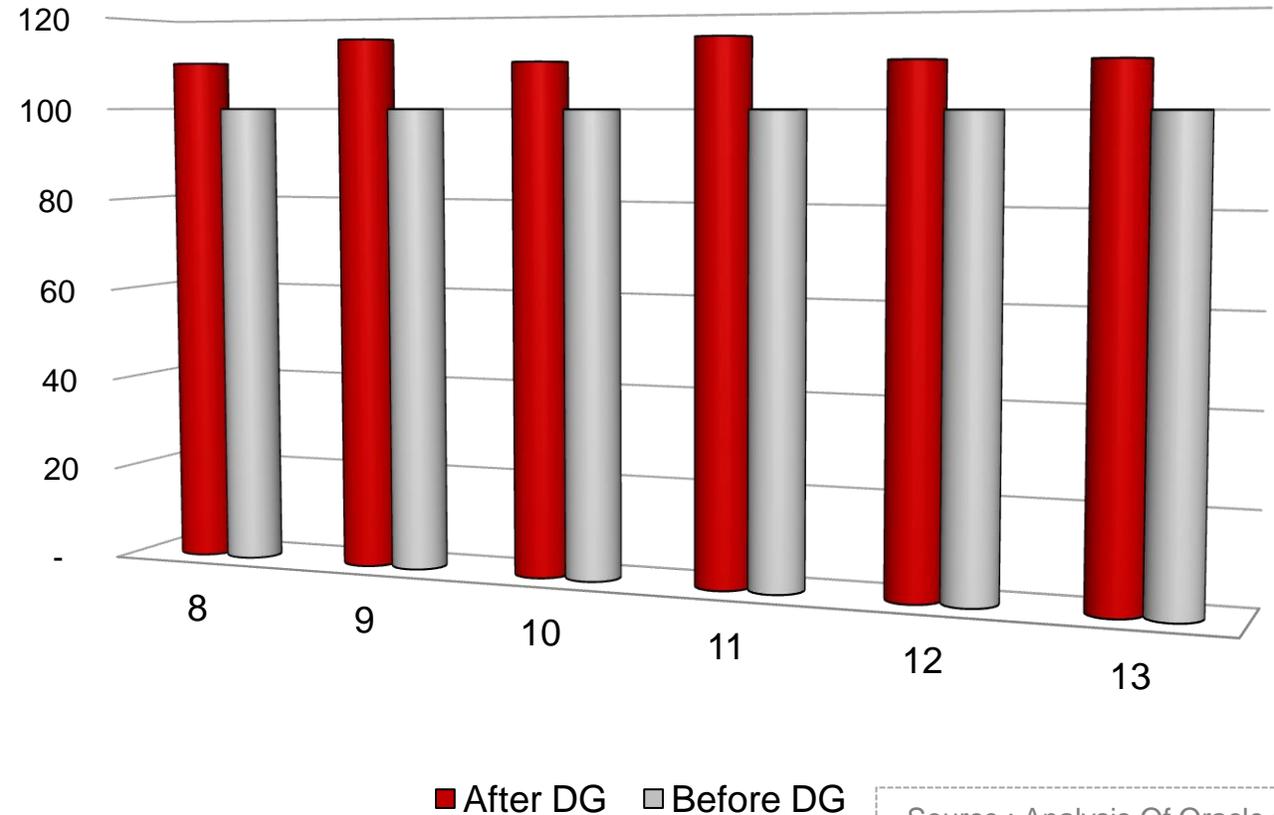
9-Increase BI, DW, CRM, Apps ROI **by 15%**

10-Gain **by 10%** more revenue due to agility to quickly reacting on ongoing market opportunities

11- Increase internal productivity and efficiency due to correct data **by 15%**

12- Increase revenue **by 10%** from gaining new customers and customer satisfaction
Increase scalability

13- Improve the value of the company to those who would acquire it **by 10%**



Source : Analysis Of Oracle Customer References

DG Economic Impact

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2-Avoid data remediation costs (manual effort, custom code) **by 80%** (Cut costs of handling duplicate data **by 95%**)

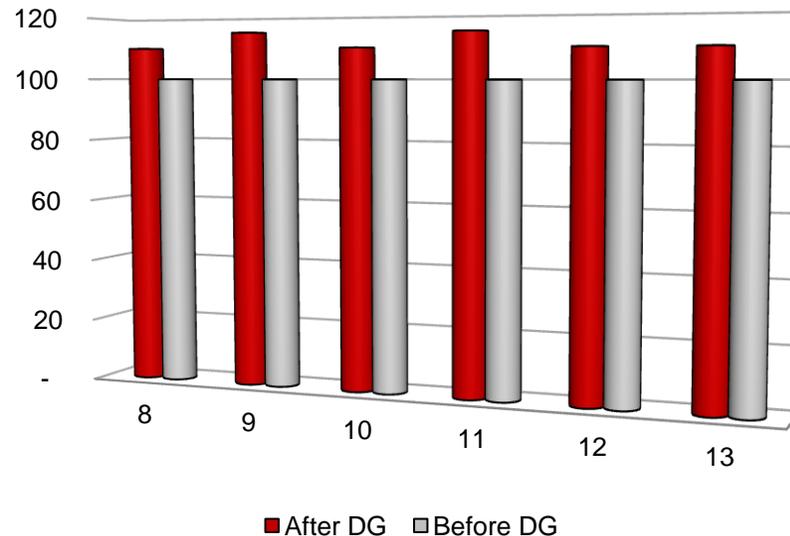
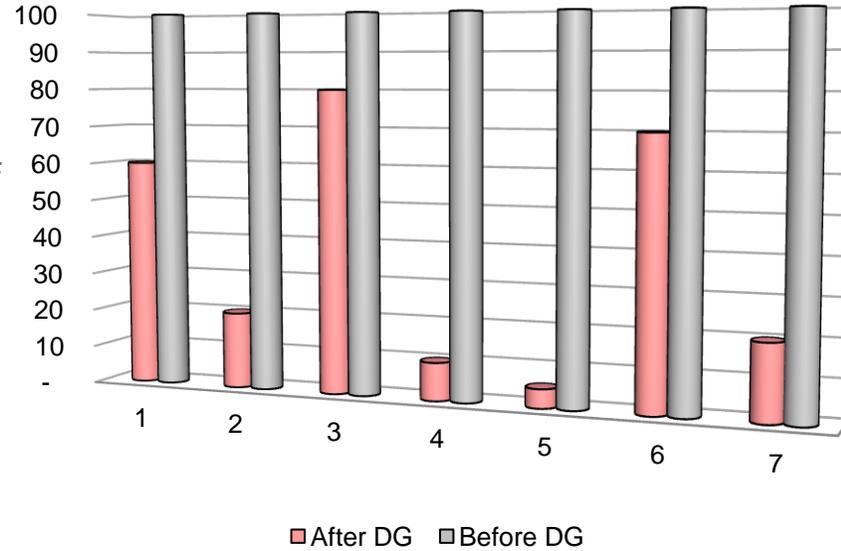
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ROI – 5 Areas To Demonstrate Value

- (1) Program**
- Strategy & Direction
- Structure
- Scope
- Prioritization
- Policy
- Roles & Responsibilities
- Authority & Accountability
- Issue Resolution
- Business Alignment
- Power To Question
- Transparency
- Weight & Balances
- CoE
- Agility To Respond

- (2) Data Management Operations**
- Data Quality
- Data Modeling
- Metadata Management
- Data Integration
- Data Lineage
- Security & Privacy
- Data Standards
- Business Rules
- Business Process
- Stewardship
- Monitoring&Metrics
- Reporting
- Workflow Management

- (3) Projects**
- MDM
- BI
- CRM
- CDI
- DW
- EDW
- DM
- ERP
- 360 View
- Data Migration
- Data Integration

- (4) Business Operations**
- Sales & Marketing
- Customer Service
- Risk & Compliance
- Order To Cash
- Supply Chain
- Taxes & Fees
- Social & Human Services
- Mail & Transport
- Asset Management
- Business Analytics & Research

- (5) Organization Strategy & Policy**
- Customer Definition
- Merger & Acquisition
- Planning & Budget
- Business Partner Integration
- Data Enrichment
- Security & Privacy



Oracle Data Governance ROI

Increase revenue / value of assets

- Improve the value of the company to those who would acquire it
- Utilize information assets to make new sales, Better understand customers, Better understand product (and other) hierarchies

Reduce costs

- Reduce duplicate data management processes (example: costs of data modeling, data administration, data quality)
- Reduce errors and associated costs (in software development, report development, information interpretation) due to lack of understanding of data or poor quality data

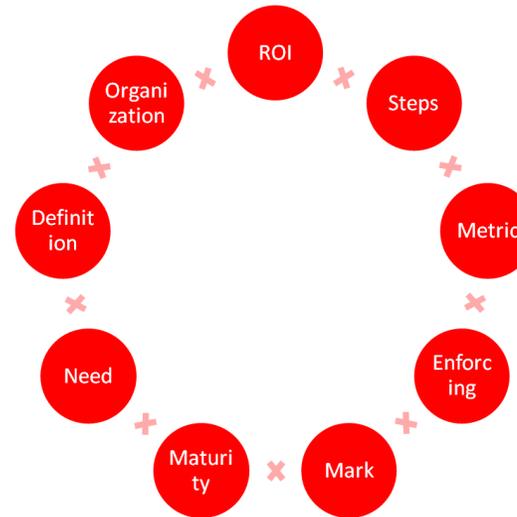
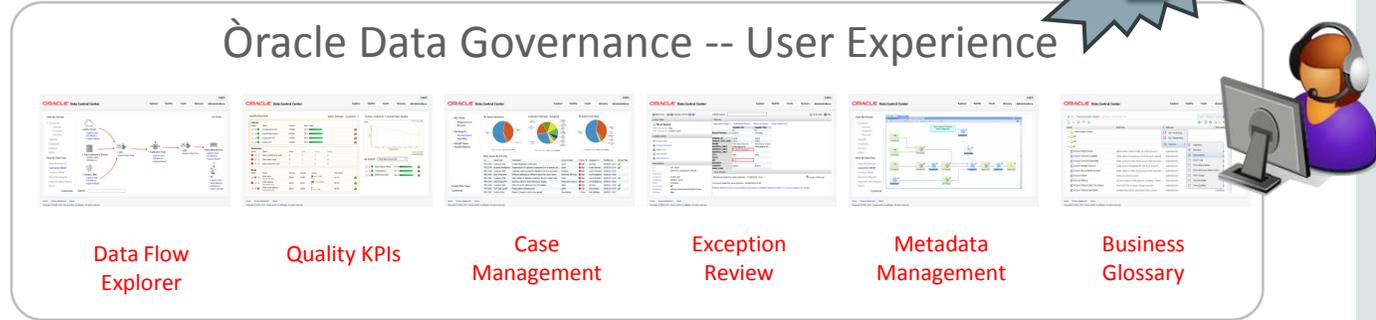
Support Compliance While Reducing Costs

- Avoid audit fees due to lack of confidence in “authoritative data”
- Reduce costs of pre-audit testing

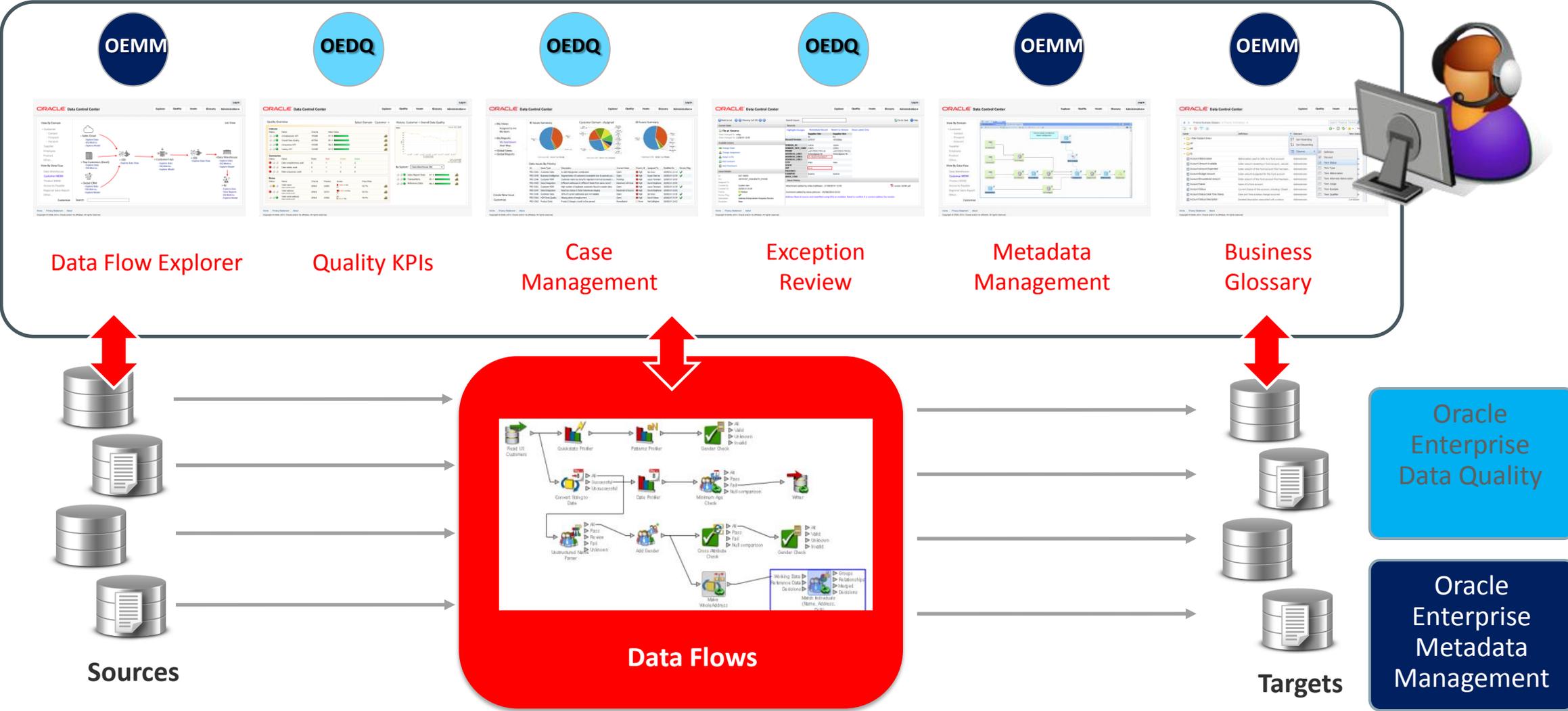
Support Impact Analysis

- Provide a capability to assess cross-functional impacts of data-related decisions, to do useful impact analysis (by providing authoritative business rules, system of record information, and data lineage metadata)
- Avoid “undoing” work or rendering controls invalid

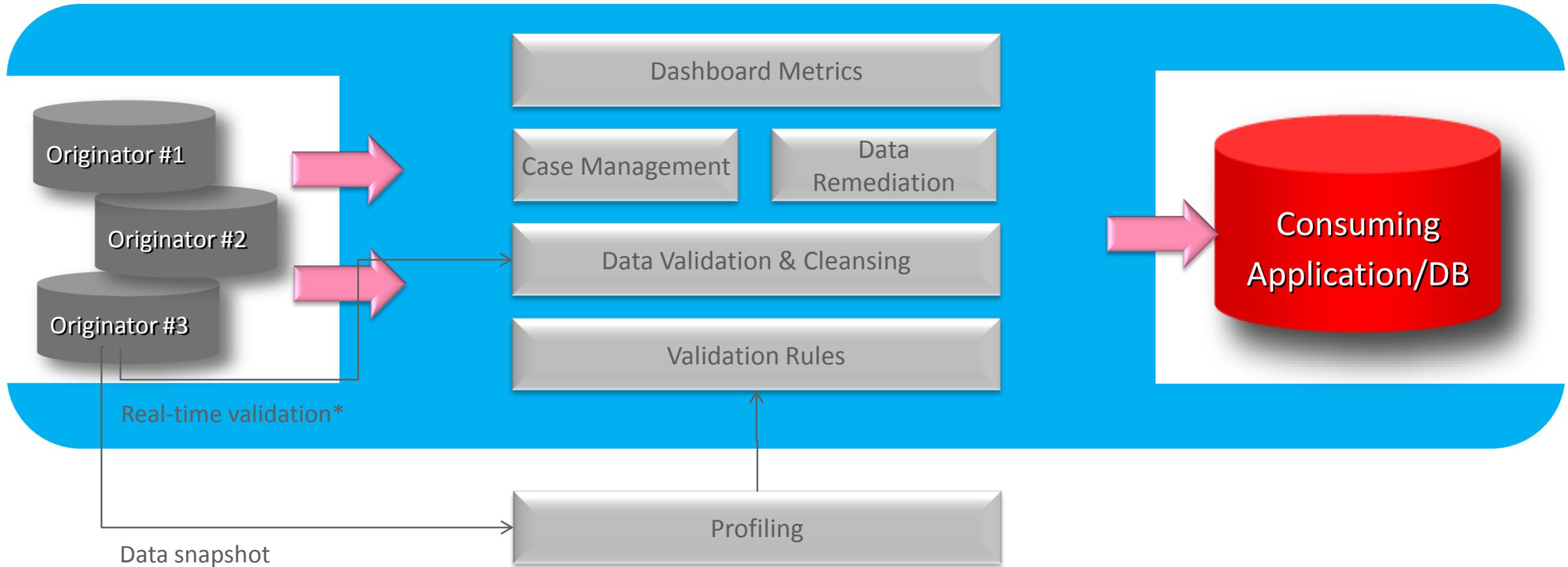
Oracle Data Governance -- User Experience



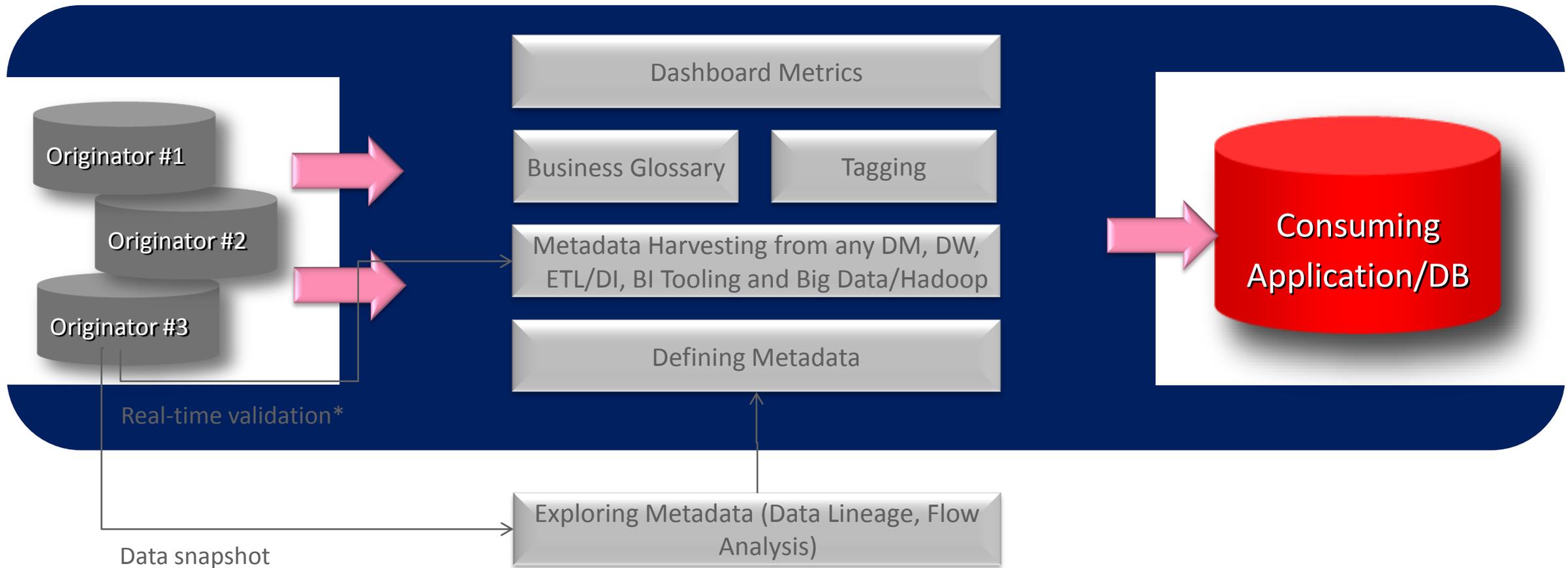
User Experience In Data Governance



A First Step Of User Experience

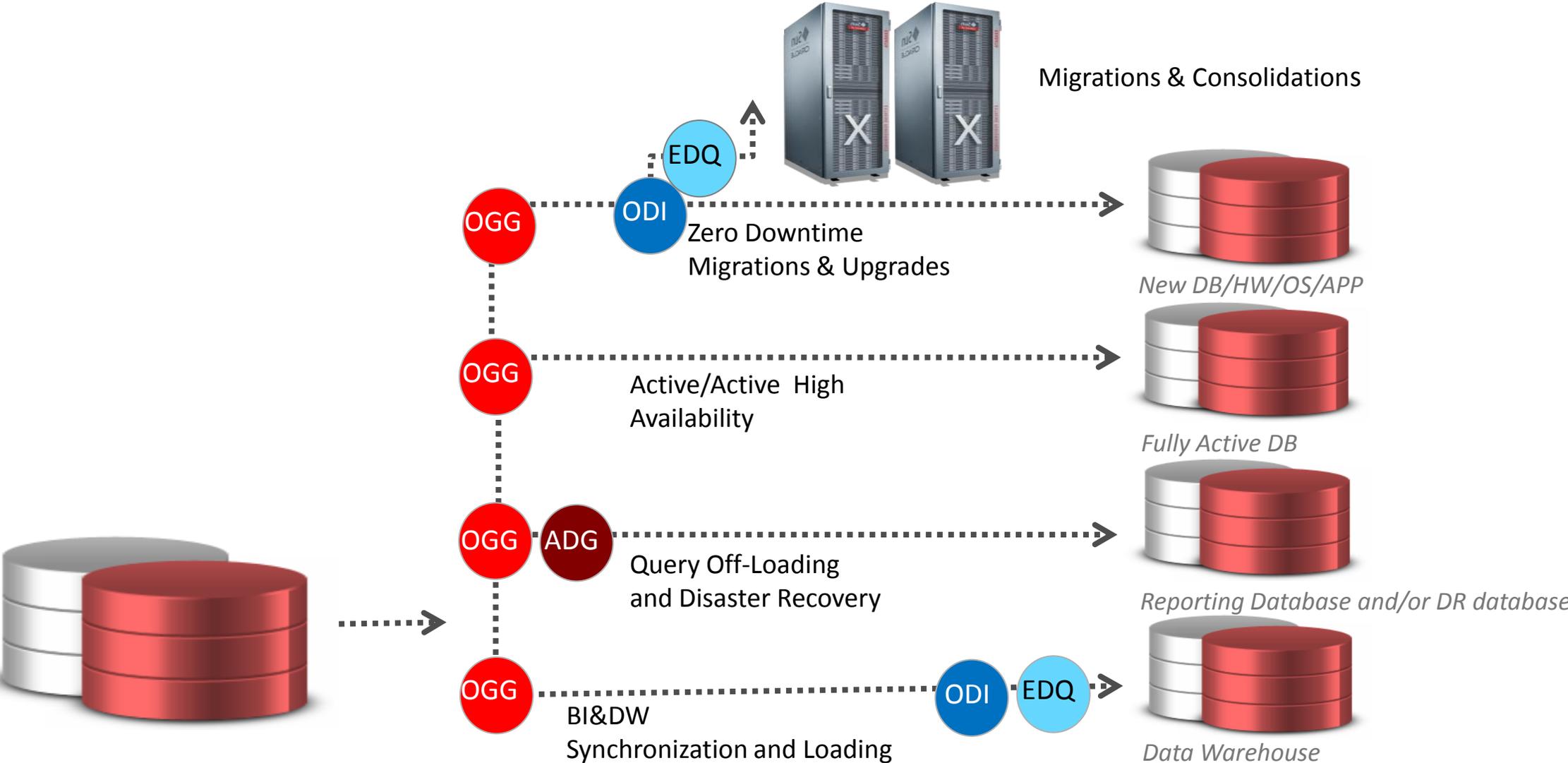


A Second Step Of User Experience



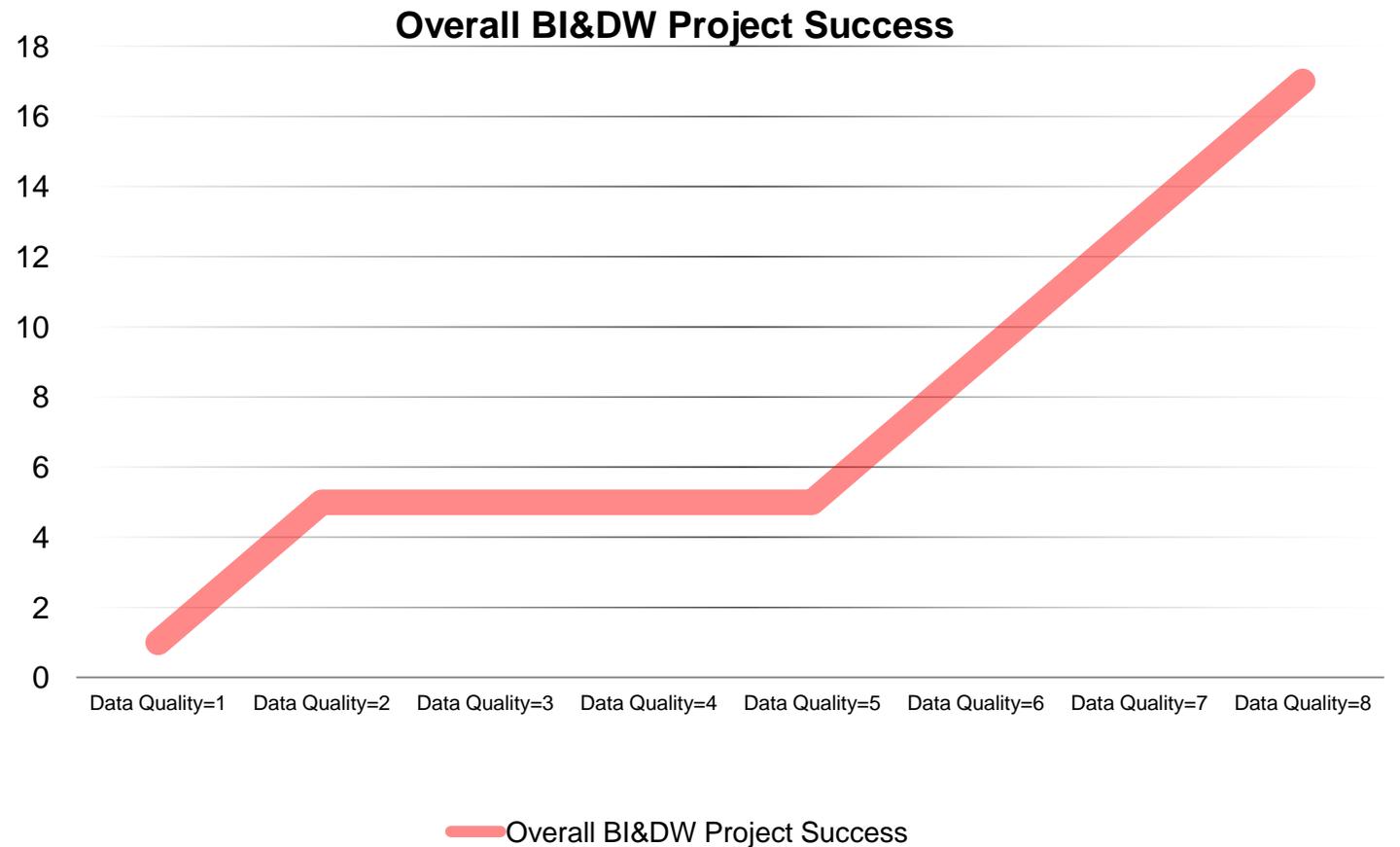
Data Quality As Data Governance Foundation

Use Cases Of EDQ



Failed BI&DW Projects

BI success is directly related to the quality of the underlying data from HC investment.



Why EDQ?

Inconsistent formats

Abbreviations
(often ambiguous)

Attributes non-standard, missing
or invalid

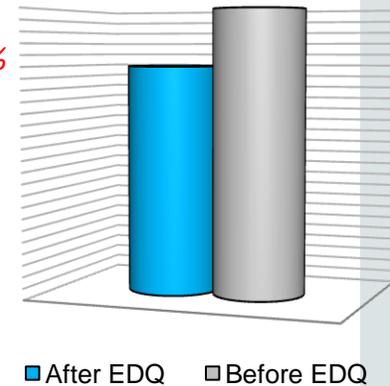
Customer ID	Customer Name	Address 1	Address 2	City	State	Zip	Country	Birth Date	Gender
AD23298	Mr Peter Mayhew	9407 Main St		Fairfax	VA	22031-4001	USA	02/23/61	M
VS38611	Dr Ellen Van Der Heijde 1	144 E Grove St		Kingston	PA	18704	US	07/12/57	
DC18223	Jalila Abdul-Alim (Do Not Call) 2	4548 Pennsylvania Ave	Apt 205	Kansas City	MO	64111-3349	USA	02/23/63	F
CO9387A	Tayside Computers Inc. 3	4912 E 41st N		Idaho Falls	ID	83401	USA	31/03/2007 7	
TZ35019	Mr Zachary P Jahn	98-1731 Ipuala Loop	Aiea	Hawaii	96701 5		United States	06/12/86	Male
CB27843	Mrs Edith Y Baba Junior	Baba Real Est. Corp. 3	209 Stony Point Trl	Webster	NY		USA	11/17/1971	M 6
OX80306	Andrew & Mary Baxter 4	14 Oxbridge Way		Milfrod 6	NH	03055-4614	US	05/28/67	F
JP70210	Mr RJ & Mrs FB MacDonald 4	57 Hadleigh Close	Westlea	Swindon SN5 9BZ	MA	-	6	-	Y
RD48107	Mr Andy Baxter	14 Oxbridge Wy		Milford	NH	3056	USA	01/01/01 8	M

Widespread
duplication
(often hard
to spot)

- 1** Compound Names
- 2** Embedded Additional Information
- 3** Mixed Business & Personal Names
- 4** Multiple Names

- 5** Mis-Fielded Data
- 6** Erroneous Data
- 7** International Date Formats
- 8** Default or Dummy Data

Avoid error costs (incorrect orders, inventory etc.) by 20%



Companies

In one hour...

- 240 businesses will change addresses
- 150 business telephone numbers will change or be disconnected
- 112 directorship (CEO, CFO, etc.) changes will occur
- 20 corporations will fail
- 12 new businesses will open their doors
- 4 companies will change their name

Individuals

In one hour...

- 5,769 individuals in the US will change jobs
- 2,748 individuals will change address
- 515 individuals will get married
- 263 individuals will get divorced
- 186 individuals will declare a personal bankruptcy

Products

In one year...

- On average 20% duplicates in product data
- 90% product introductions fail
- Retailers lost 40 billion or 3.5% of total sales lost each year due to item info inefficiencies
- 60% error rate for all invoices generated
- Global Data Sync will realize 30% lower IT costs

Master data changes at rate of 2% per month

Compounded, 2% monthly change is 27% per year, 61% in two years, 104% in three years!!!

Source: D&B, US Census Bureau, US Department of Health and Human Services, Administrative Office of the US Courts, Bureau of Labor Statistics, Gartner, A.T Kearney, GMA Invoice Accuracy Study

Why EDQ?

Variation or Error	Example
Sequence errors	<ul style="list-style-type: none"> Mark Douglas or Douglas Mark
Involuntary corrections	<ul style="list-style-type: none"> Browne - Brown
Concatenated names	<ul style="list-style-type: none"> Mary Anne, Maryanne
Nicknames and aliases	<ul style="list-style-type: none"> Chris - Christine, Christopher, Tina
Noise	<ul style="list-style-type: none"> Full stops, dashes, slashes, titles, apostrophes
Abbreviations	<ul style="list-style-type: none"> Wlm/William, Mfg/Manufacturing
Truncations	<ul style="list-style-type: none"> Credit Suisse First Bost
Prefix/suffix errors	<ul style="list-style-type: none"> MacDonald/McDonald/Donald
Spelling & typing errors	<ul style="list-style-type: none"> P0rter, Beht

Variation or Error	Example
Transcription mistakes	<ul style="list-style-type: none"> Hannah, Hamah
Missing or extra tokens	<ul style="list-style-type: none"> George W Smith, George Smith, Smith
Foreign sourced data	<ul style="list-style-type: none"> Khader AL Ghamdi, Khadir A. AlGamdey
Unpredictable use of initials	<ul style="list-style-type: none"> John Alan Smith, J A Smith
Transposed characters	<ul style="list-style-type: none"> Johnson, Jhonson
Localization	<ul style="list-style-type: none"> Stanislav Milosovich - Stan Milo
Inaccurate dates	<ul style="list-style-type: none"> 12/10/1915, 21/10/1951, 10121951, 00001951
Transliteration differences	<ul style="list-style-type: none"> Gang, Kang, Kwang
Phonetic errors	<ul style="list-style-type: none"> Graeme - Graham



You have no issues

Project Browser

localhost (dnadmin)

Name Filter

Tool Palette

Overview

Login to localhost

ORACLE
Oracle Enterprise Data Quality

Username: dnadmin

Password:

OK Cancel

Results Browser

No processor selected, please click a connected processor to view results.

Tasks - No Tasks



Project Browser

- localhost (dnadmin)
 - Projects
 - CDEP Processors on canvas
 - Compass Data Quality
 - Customer data demo - US
 - Demo
 - Data Stores
 - DemoData
 - Staged Data
 - US Customers
 - Views
 - Processes
 - Exploring US Customers
 - Reference Data
 - Results Books
 - External Tasks
 - Jobs
 - Exports
 - Web Services
 - Notes
 - Web Service demo
 - Reference Data
 - Data Stores
 - Published Processors

Exploring US Customers

```

    graph LR
      A[Read US Customers] --> B[Quickstats Profiler]
  
```

Process

Tool Palette - Profiling

You have no issues

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- 123 Number Profiler
- aN Patterns Profiler
- Quickstats Profiler**
- Record Completeness Profiler
- Record Duplication Profiler
- aN [a-z] RegEx Patterns Profiler

Search

Overview

Name Filter

Tasks - No Tasks

Results Browser

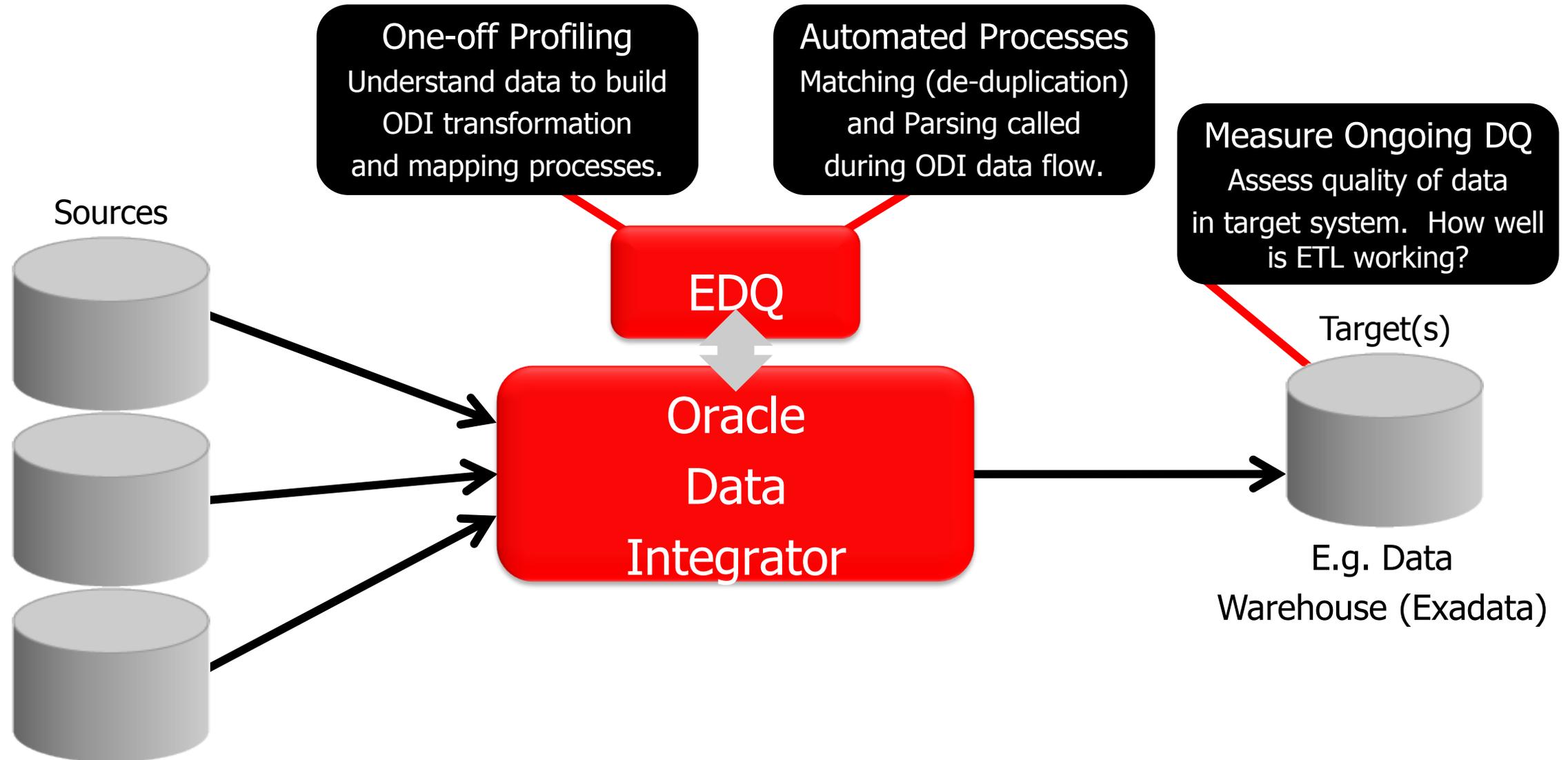
Job: Exploring US Customers Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

Viewing all 17 records

Input Field	Record Total	With Data	Without Data	Singleton	Duplicates	Distinct Values	Comment
ID	5438	5438	0	5438	0	5438	Complete; Possible key
Name	5438	5438	0	5327	111	5380	Complete; Potentially damaged key; Investigate duplicates
Street	5438	5438	0	5319	119	5376	Complete; Potentially damaged key; Investigate duplicates
City	5438	5438	0	396	5042	1232	Complete
State	5438	5438	0	12	5426	65	Complete
ZIP	5438	5436	2	400	4048	1823	Investigate blanks

Summary statistics view | Data

ODI&EDQ



unit2016.oracleads.com - Remote Desktop Connection

[ODI DSS Demonstration] Oracle Data Integrator 11g : ODI for EDQ

File Edit View Search ODI Tools Window Help

Designer x Topology x Operator x

customers_file x ODI for EDQ x

Projects

- Metadata Knowledge Modules
- ODI for Data Warehousing
- ODI for EDQ
 - ODI for EDQ
 - Packages
 - ODI for EDQ
 - Interfaces
 - Procedures
 - Variables
 - Sequences
 - User Functions
 - Knowledge Modules
 - Markers
- ODI for Essbase

Models

- Data Warehousing Scenario
- EDQ Source Files
 - EDQ Source Files
 - Used in
 - Diagrams
 - Hierarchy
 - customers_file (Customers.csv)
 - Hidden Datastores
 - Oracle Applications Scenario
 - TRG - ORCL - ODI DEMO APPS

Load Plans and Scenarios

Others

Toolbox

- All
- EnterpriseDataQuality
- OS Command
- Changed Data Capture
- Event Detection
- Files
- Internet
- Metadata
- Oracle Data Integrator Objects
- Plugins
- SAP
- Utilities

Properties

Select an element in the diagram to display its properties

Overview Diagram

Property Inspector x Messages - Log x

Find

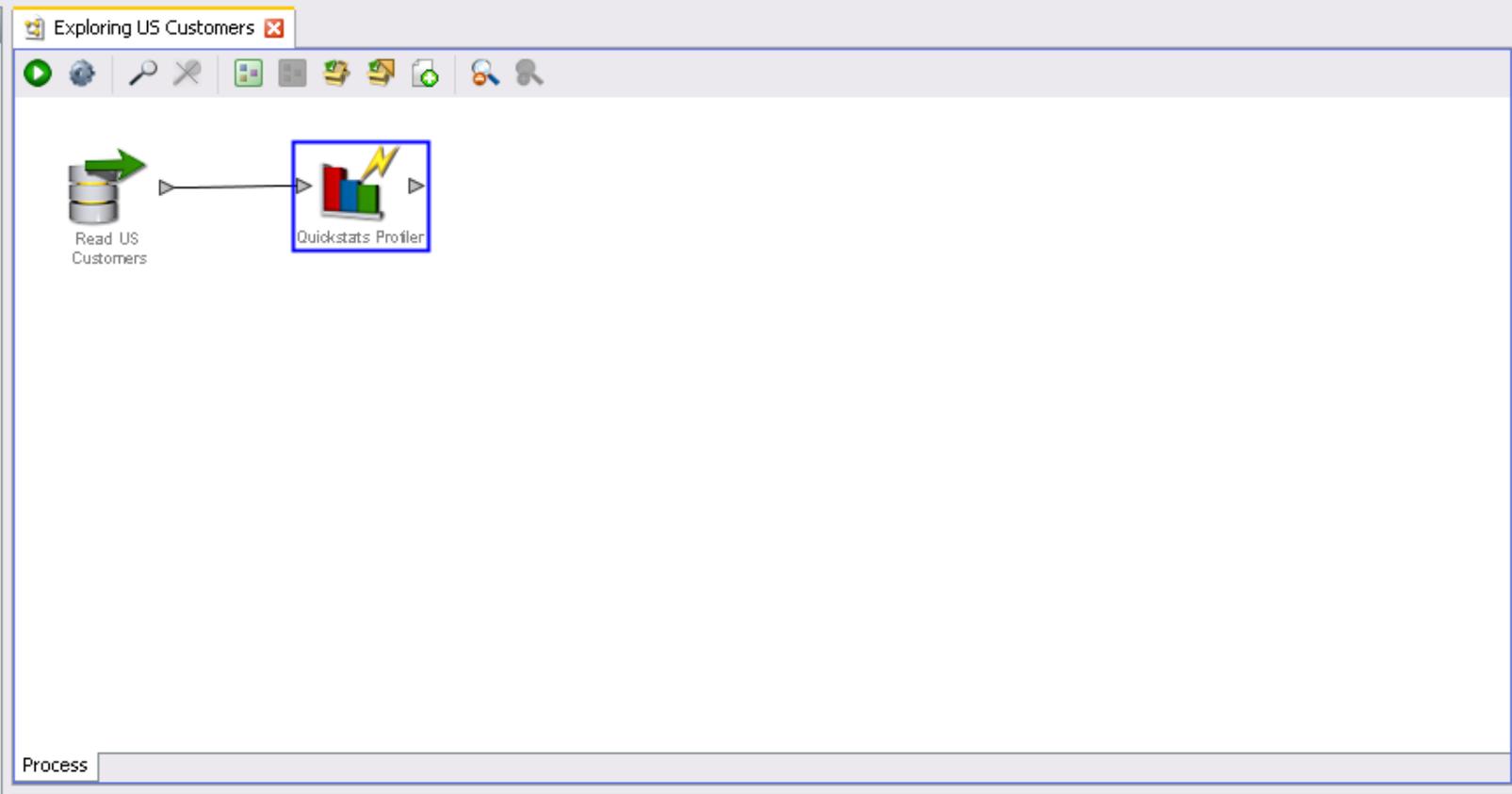


```
graph LR; A[Load Agreement D...] -- ok --> B[Load Customer Data]; B -- ok --> C[Invoke EDQ Job]
```



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Name Filter:

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State	5438	5438	0	12	5426	65	Complete
ZIP	5438	5436	2	490	4948	1823	Investigate blanks
Country	5438	3641	1797	1	5437	10	
Phone	5438	5422	16	5214	224	5247	Potentially damaged key; Investigate blanks ; Investigate duplic
Cell	5438	2350	3088	2346	3092	2349	
Work	5438	1156	4282	1154	4284	1156	
eMail	5438	2531	2907	2325	3113	2430	
DoB	5438	5326	112	3336	2102	4220	Investigate blanks
Gender	5438	4380	1058	0	5438	4	
Active	5438	5124	314	0	5438	5	
CreditLimit	5438	5438	0	0	5438	329	Complete
StartDate	5438	3865	1573	0	5438	38	

Summary statistics view | Data

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- Record Completeness Profiler
- Record Duplication Profiler
- aN [a-z] RegEx Patterns Profiler

Search

Overview

Name Filter

Tasks - No Tasks

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

Viewing all 17 records

Input Field	Record Total	With Data	Without Data	Singleton	Duplicates	Distinct Values	Comment
ID	5438	5438	0	5438	0	5438	Complete; Possible key
Name	5438	5438	0	5327	111	5380	Complete; Potentially damaged key; Investigate duplicates
Street	5438	5438	0	5319	119	5376	Complete; Potentially damaged key; Investigate duplicates
City	5438	5438	0	396	5042	1232	Complete
State	5438	5438	0	12	5426	65	Complete
ZIP	5438	5436	2	490	4948	1823	Investigate blanks

Summary statistics view | Data

Overview



Project Browser

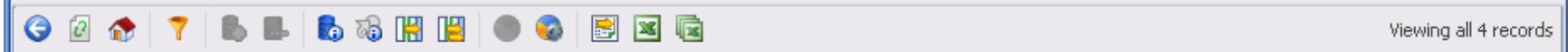
- localhost (dnadmin)
- Projects
 - CDEP Processors on canvas
 - Results Browser - Exploring US Customers - Quickstats Profiler

Exploring US Customers



Results Browser - Exploring US Customers - Quickstats Profiler

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:12:02 - 15:12:17



Viewing all 4 records

Gender	Count	%
M	2192	40.3%
F	2153	39.6%
	1058	19.5%
U	35	0.6%

Tool Palette - Profiling

- Date Profiler
 - Equal Attributes Profiler
 - Frequency Profiler
 - Length Profiler
 - Max/Min Profiler
 - 123 Number Profiler
 - aN Patterns Profiler
 - Quickstats Profiler**
 - Record Completeness Profiler
 - Record Duplication Profiler
 - aN [a-z] RegEx Patterns Profiler
- Search

Overview

Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

Viewing all 17 records

Summary statistics view Data

Street	5438	5438	0	5319	119	5376	Complete; Potentially damaged key; Investigate duplicates
City	5438	5438	0	396	5042	1232	Complete
State	5438	5438	0	12	5426	65	Complete
ZIP	5438	5436	2	400	4048	1823	Investigate blanks

Name Filter

Tasks - No Tasks

Summary statistics view Data



Project Browser

- localhost (dnadmin)
 - Projects
 - CDEP Processors on canvas

Exploring US Customers

You have no issues

Results Browser - Exploring US Customers - Quickstats Profiler

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

Viewing all 35 records

Gender	ID	Name	Street	City	State	ZIP	Country	Phone
U	MBH421308	John Mitchell	380 Beinoris Drive	WOOD DALE	IL	60191	USA	(140) 2
U	PUW442949	Irma Bailey	2101 New Beaver Avenue	PITTSBURGH	PA	15233	USA	(121) 8
U	VRL714090	Gregory Smith	3932 Ridgeoak Way	FARMERS BRANCH	TX	75234		(144) 2
U	JEH471585	Marion Chan	Old River Road	MARCY	NY	13403		(901) 3
U	YJU651180	Amanda Brown	4205 Jasper Court	ROWLETT	TX	75088	USA	(561) 8
U	BX5475882	Cecilia Ong & Charles Archer	1854 East Broadway	ALTON	IL	62002	USA	(421) 6
U	DRC711036	Victor Mccoy	9300 East Smith Road	DENVER	CO	80207-1757		(753) 1
U	KBS609457	Eileen Person	3015 S Valley Avenue	MARION	IN	46953		(773) 5
U	BSC590670	Rosalind Decker	179 Darnell Lane	DRESDEN	TN	38225		(165) 3
U	PBQ406254	Dr. Jessica Frailey	Route 120 and Wilson Road	ROUND LAKE	IL	60073	U.S.A	(629) 5
U	FLA554976	Alan Hammond Associates	889 West Johnson Avenue	TERRE HAUTE	IN	47802	USA	(447) 3
U	PHF441856	Dr Jeannette Sather	1935 Motor Street	DALLAS	TX	75235		(294) 5
U	HJG532356	Ayesha Holmes	729 Navco Drive	LAFAYETTE	IN	47905	USA	(367) 6
U	MZK411179	Mary Collins	1901 N. Fountain Green Road	BEL AIR	MD	21015-1411		(561) 2
U	RSM597707	Tamara Pearson	1 Mirror Lake Drive	LAKE PLACID	NY	12946	USA	770-29
U	NYN525227	Joyce Perry	710 South 9th Street	GUNNISON	CO	81230	USA	(878) 3
U	WQG6650768	Kenneth Thomas	9009 W Shawnee Mission Parkway	MERRIAM	KS	66202	USA	(153) 3
U	QSN402369	Lessie Sanchez	26673 Lawrence	CENTER LINE	MI	48015	USA	(909) 3
U	LAZ660348	Kevin Britt	12814 W Denton Avenue	LITCHFIELD PARK	AZ	85340	USA	(651) 3
U	HEJ720083	Mr Amado Faison & Ms Pat Butcher	845 Larch Avenue	ELMHURST	IL	60126		(638) 8
U	ANJ609945	Ryan Arter & Emily May	4128 Rockford Road	Reno	NV	89501	USA	901-79
U	AQM457231	Ira Dudley	3348 Honeysuckle Lane	Vancouver	WA	98686		443-29

Tool Palette - Profiling

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- 123 Number Profiler
- aN Patterns Profiler
- Quickstats Profiler**
- Record Completeness Profiler
- Record Duplication Profiler
- aN RegEx Patterns Profiler

Search

Overview

Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

Viewing all 17 records

Street	5438	5438	0	5319	119	5376	Complete; Potentially damaged key; Investigate duplicates
City	5438	5438	0	396	5042	1232	Complete
State	5438	5438	0	12	5426	65	Complete
710	5438	5436	2	400	4048	1823	Investigate blank

Summary statistics view Data

Name Filter

Tasks - No Tasks

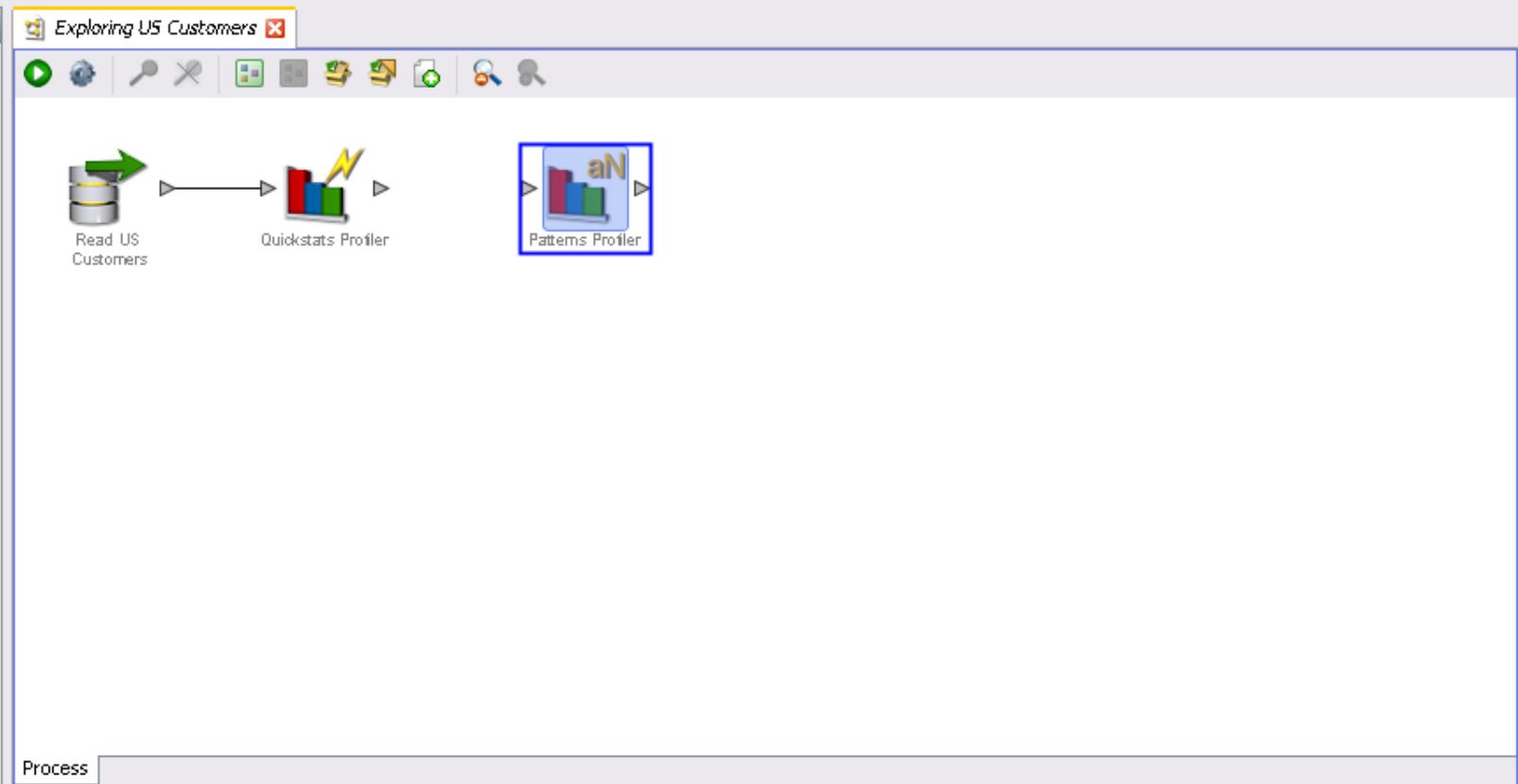


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 - Web Service demo
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 - Data Stores
 - Published Processors

Name Filter

Tasks - No Tasks



Tool Palette - Profiling

You have no issues

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- 123 Number Profiler
- aN Patterns Profiler**
- Quickstats Profiler
- Record Completeness Profiler
- Record Duplication Profiler
- RegEx Patterns Profiler

Search

Overview

F - K

Results Browser

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

This processor did not exist when the process was run.



Project Browser

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 - Published Processors

Name Filter

Tasks - No Tasks

Exploring US Customers

Patterns Profiler

Attributes Options Dashboard Notes Icon & Family

Available Attributes:

- Data
 - ID (string)
 - Name (string)
 - Street (string)
 - City (string)
 - State (string)
 - ZIP (string)
 - Country (string)
 - Phone (string)
 - Cell (string)
 - Work (string)
 - eMail (string)
 - DoB (string)
 - Gender (string)
 - Active (string)
 - CreditLimit (string)
 - StartDate (string)
 - EndDate (string)
- Added
- Flags

Selected Attributes:

- ZIP
- Phone
- Cell
- Work

Output Attributes:

- Added (0)
- Flags (4)

Search

All Processors

OK Cancel

Tool Palette - Profiling

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- Number Profiler
- aN Patterns Profiler**
- Quickstats Profiler
- Record Completeness Profiler
- Record Duplication Profiler
- RegEx Patterns Profiler

Search

Overview

Latest Run: 20-Aug-2011 15:12:02 - 15:12:17

This processor did not exist when the process was run.



Project Browser

- localhost (dnadmin)
 - Projects
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 - Results Browser - Exploring US Customers - Patterns Profiler

Exploring US Customers

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 8 records

Pattern	Length	Count	%
NNNNN	5	5172	95.1%
NNNNN-NNNN	10	190	3.5%
aNa_NaN	7	50	0.9%
NNNN	4	16	0.3%
aNaNaN	6	4	<0.1%
aaN_Naa	7	3	<0.1%
	0	2	<0.1%
aNa-NaN	7	1	<0.1%

ZIP Phone Cell Work Data

Tool Palette - Profiling

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- 123 Number Profiler
- aN Patterns Profiler**
- Quickstats Profiler
- Record Completeness Profiler
- Record Duplication Profiler
- RegEx Patterns Profiler

Search

Overview

Name Filter

Tasks - No Tasks

Exploring US Customers

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 8 records

Pattern	Length	Count	%
NNNNN	5	5172	95.1%
NNNNN-NNNN	10	190	3.5%
aNa_NaN	7	50	0.9%
NNNN	4	16	0.3%
aNaNaN	6	4	<0.1%
aaN_Naa	7	3	<0.1%

ZIP Phone Cell Work Data

Overview



Project Browser

- localhost (dnadmin)
 - Projects
 - CDEP Processors on canvas

Exploring US Customers

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 50 records

ZIP	Phone	Cell	Work	ID	Name	Street	City	Sta
V0R 2W0	(138) 347 3124	(313)	(735)	PSN568898	Mr Dorian Davenport	2783 GREGORY RD RR1	SHAWNIGAN LAKE	BC
A1C 5X3	(525) 813 7072	(740)	(282)	PYC446898	Mr Reilly Shaw	34 Glencoe Drive	St. John's	NL
R2G 4E9	(518) 861 6975	(590)	(390)	PXA422898	Mr Braxton Nuyeng	1795 Henderson Hwy	Winnipeg	MB
N2H 6M3	(697) 636 6472	535 4714	358 7537	PSU592898	Ms Makaila Sevigne	640 TRILLIUM DRIVE	KITCHENER	ON
P1B 8K1	(122) 125 2385	286 3351		PTZ458898	Mrs Juliette Garrett	710 MCKEOWN AVE	NORTH BAY	ON
V8W 9V1	(852) 288 7982	139 8768	803 2263	PTL676898	Mr Jordan Sturgess	4000 SEYMOUR PLACE	VICTORIA	BC
X0A 1H0	(213) 907 8837	(361) 546 5849	(603)	PVC625898	Mr Cortez Herchy	APT # 302 PAUNA PLACE	IQALUIT	NT
K8V 5R5	(634) 511 8366	(222) 314 5047	(810)	PTV412898	Mrs Cassidy Queener	9 RIVERSIDE DRIVE	TRENTON	ON
M4K 3Z3	(831) 707 7808			PVD717898	Mrs Janessa Van Deventer	1032 Pape Ave	Toronto	ON
N8S 4V1	(750) 207 5990	(209)		PVQ413898	Mr Colby Roberto	5745 WYANDOTTE ST E	WINDSOR	ON
V9R 5N3	(411) 780 3073			PYB574898	Mr Alec Kiddley	6250 HAMMOND BAY ROAD	NANAIMO	BC
M5K 1J5	(444) 189 2936	(129)		PUE649898	Mrs Angelina Merlo	222 Bay St. TD Centre	Toronto	ON
V8W 9W6	(446) 834 2038	679 7717		PSW682898	Mr Maximus Balmin	2975 Jutland Road, 2nd Floor	Victoria	BC
L4R 4K6	(314) 903 3727	(693)	(510)	PXM602898	Ms Sarah Shieh	250 Second Street	Midland	ON
H4N 3J1	(609) 594 6485	478 8445		PYH478898	Mrs Aleah Sankaranarayanan	237 COTE-VERTU	SAINT-LAURENT	QC
M6P 1P9	(182) 572 6590	(725) 214 7761		PWG452898	Mr Jakob Brandie	7053 Longwoods Road	London	ON

ZIP Phone Cell Work Data

Tool Palette - Profiling

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- 123 Number Profiler
- aN Patterns Profiler**
- Quickstats Profiler
- Record Completeness Profiler
- Record Duplication Profiler
- RegEx Patterns Profiler

Search

Overview

Viewing all 8 records

Tasks - No Tasks

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 8 records

Pattern	Length	Count	%
NNNNN	5	5172	95.1%
NNNNN-NNNN	10	190	3.5%
aNa_NaN	7	50	0.9%
NNNN	4	16	0.3%
aNaNaN	6	4	<0.1%
NaN NaN	7	3	<0.1%

ZIP Phone Cell Work Data



Project Browser

- localhost (dnadmin)
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 - CDEP Processors on canvas
 - Results Browser - Exploring US Customers - Patterns Profiler

Exploring US Customers

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 29 records

Pattern	Length	Count	%
(NNN)_NNN_NNNN	14	5006	92.1%
NNN_NNN_NNNN	12	226	4.2%
aa_aaa_aaaa	11	68	1.3%
NNN	3	43	0.8%
aa_aaaaa	8	25	0.5%
.	0	16	0.3%
	1	12	0.2%
a	1	8	0.1%
NNN_NNN_NNNN	12	6	0.1%
+N_NNN_NNN_NNNN	15	4	<0.1%
(NNN)_NNN_NNN	13	3	<0.1%
NNNN_NNN_NNNN	13	2	<0.1%
(NNN)_NNN_NNNN	14	2	<0.1%
NNNNNN_NNNN	11	2	<0.1%
+N_NNN)_NNN_NNNN	16	1	<0.1%
(NNN)_NNNNNNN	13	1	<0.1%
NN_NNNN_NNN_NNN	15	1	<0.1%

ZIP Phone Cell Work Data

Tool Palette - Profiling

- Date Profiler
- Equal Attributes Profiler
- Frequency Profiler
- Length Profiler
- Max/Min Profiler
- 123 Number Profiler
- aN Patterns Profiler**
- Quickstats Profiler
- Record Completeness Profiler
- Record Duplication Profiler
- RegEx Patterns Profiler

Search

Overview

Name Filter

Tasks - No Tasks

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 8 records

Pattern	Length	Count	%
NNNNN	5	5172	95.1%
NNNNN_NNNN	10	190	3.5%
aNa_NaN	7	50	0.9%
NNNN	4	16	0.3%
aNaNaN	6	4	<0.1%
aaN Naa	7	3	<0.1%

ZIP Phone Cell Work Data

Overview



Project Browser

- localhost (dnadmin)
 - Projects
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Exploring US Customers



Results Browser - Exploring US Customers - Patterns Profiler

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Viewing all 68 records

Phone	ZIP	Cell	Work	ID	Name	Street	City	State
do not call	46208			TDZ630563	Mrs Stacey Ocampo	1000 W 42nd Street	INDIANAPOLIS	IN
do not call	15108			HMW727725	Mrs Rebecca Koon	100 Airside Drive	MOON TOWNSHIP	PA
do not call	79720			YUQ599956	Mrs Lisa Baker	1001 N Birdwell Lane	BIG SPRING	TX
do not call	65708			QMX547701	Mrs Karen Salas	10 Dairy Street	MONETT	MO
do not call	38305			PSE620551	Mr Blake Owens	1008 Old Hickory Boulevard	JACKSON	TN
do not call	35811			MHF413435	Mr Paul Robinson	1008 Oakwood Avenue	HUNTSVILLE	AL
do not call	21030			XFV448872	Mrs Ruth Reese	10 North Park Drive	HUNT VALLEY	MD
do not call	15239			LFY468588	Mrs Helen Mills	1001 Millers Lane	PITTSBURGH	PA
do not call	64060			YKQ546540	Mr John Prater	1000 West 92 Highway	KEARNEY	MO
do not call	33025			UMM550083	Mr David Harrison	1000 SW 84 Avenue	PEMBROKE PINES	FL
do not call	12701			WEH463268	Mr Marvin Pacheco	100 North Street	MONTICELLO	NY
do not call	76177			HPA565680	Mrs Brenda Anderson	1005 Railhead Drive	FORT WORTH	TX
do not call	60030			QDB690101	Mr Stuart Foster	100 Library Lane	GRAYSLAKE	IL
do not call	22812			TJZ731131	Mrs Temeka Halcomb	100 Quality Street	BRIDGEWATER	VA
do not call	48043			LFR715958	Mr Tristan Chambers	10 North Main	MOUNT CLEMENS	MI
do not call	66048			GXM679114	Ms Sarah Reinke	100 N 5th Street	FAIRMONT	KS

ZIP Phone Cell Work Data

Tool Palette - Profiling

- Date Profiler
 - Equal Attributes Profiler
 - Frequency Profiler
 - Length Profiler
 - Max/Min Profiler
 - 123 Number Profiler
 - aN Patterns Profiler**
 - Quickstats Profiler
 - Record Completeness Profiler
 - Record Duplication Profiler
 - RegEx Patterns Profiler
- Search

Overview

Name Filter

Tasks - No Tasks

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:19:55 - 15:19:57



Viewing all 8 records

Pattern	Length	Count	%
NNNNN	5	5172	95.1%
NNNNN-NNNN	10	190	3.5%
aNa_NaN	7	50	0.9%
NNNN	4	16	0.3%
aNaNaN	6	4	<0.1%
NaN NaN	7	3	<0.1%

ZIP Phone Cell Work Data

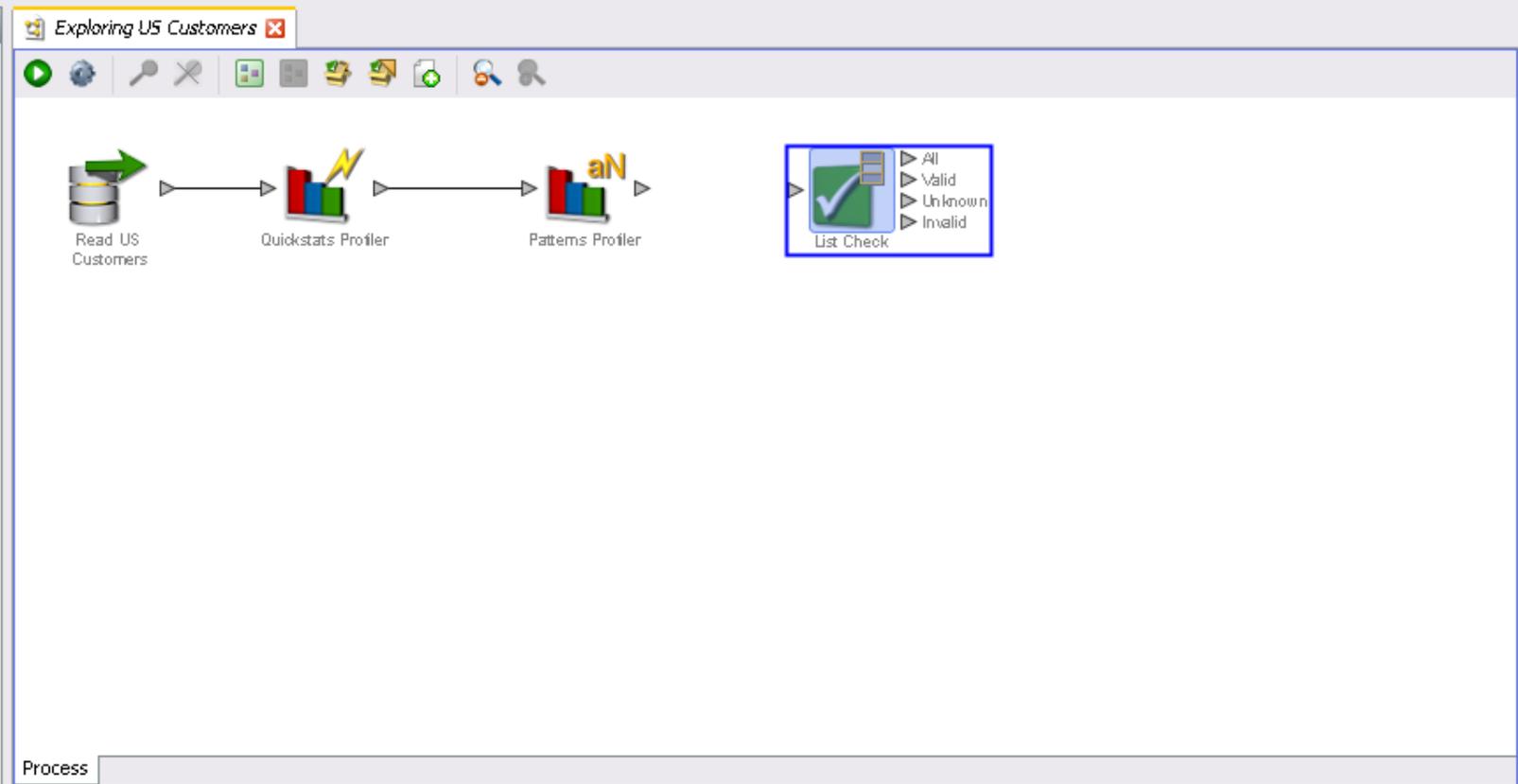


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Name Filter

Tasks - No Tasks



Tool Palette - Audit

- Business Rules Check
- Cross Attribute Check
- Data Type Check
- Duplicate Check
- Email Check
- GBR Postcode Format Check
- Invalid Character Check
- Length Check
- List Check
- Logic Check
- Lookup Check

Search

Overview

Job: Exploring US Customers

Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

Results Browser

Job: Exploring US Customers

Latest Run: 20-Aug-2011 15:19:55 - 15:19:57

This processor did not exist when the process was run.

You have no issues

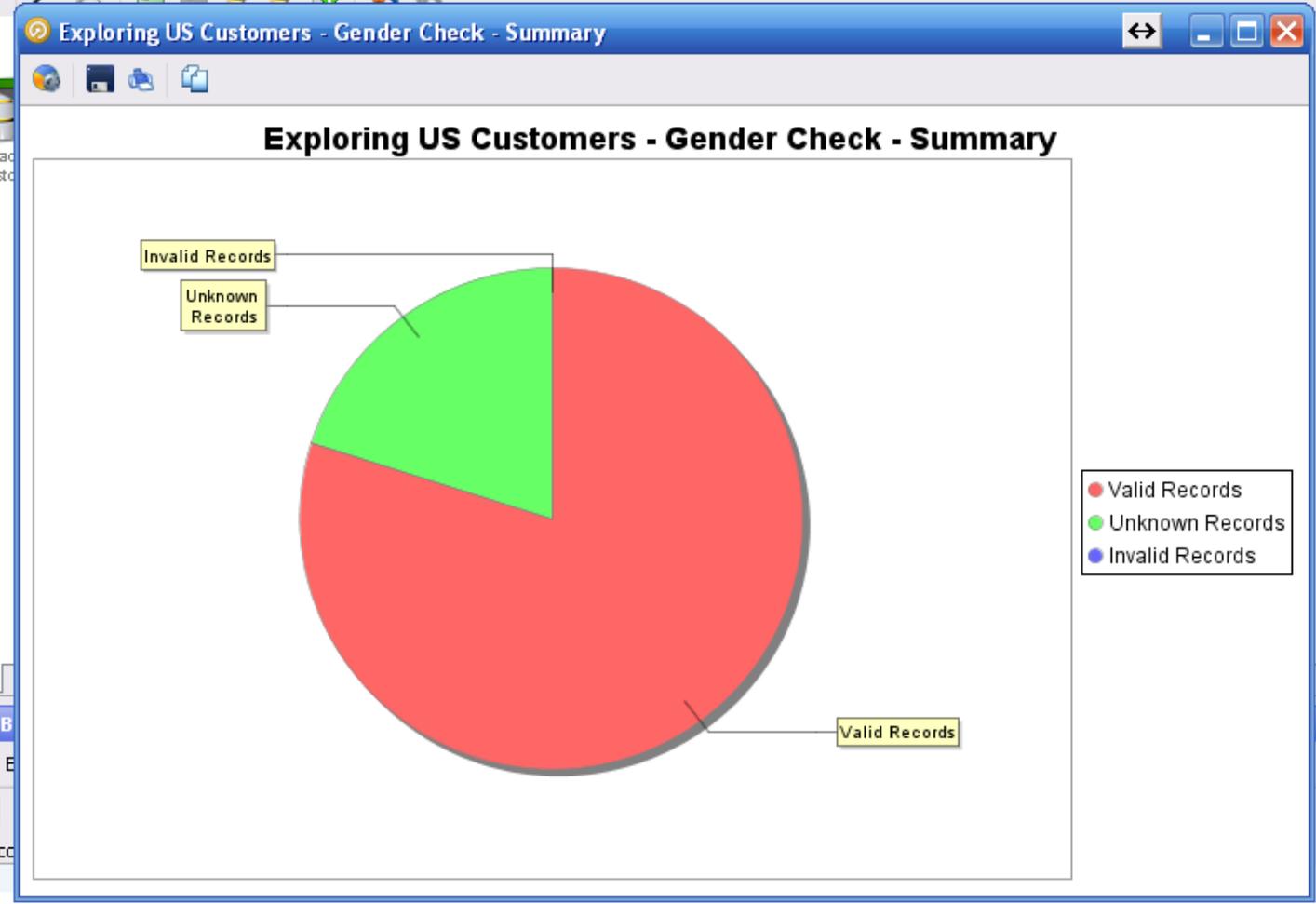
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 - Published Processors

Name Filter

Tasks - No Tasks

Exploring US Customers



Process

Results B

Job: E

Valid Rec

4345

Summary

Data

Tool Palette - Audit

- Business Rules Check
- Cross Attribute Check
- Data Type Check
- Duplicate Check
- Email Check
- GBR Postcode Format Check
- Invalid Character Check
- Length Check
- List Check
- Logic Check
- Lookup Check

Search

Overview

Progress bar and status indicators

Latest Run: 20-Aug-2011 15:25:20 - 15:25:21

Viewing all 1 records



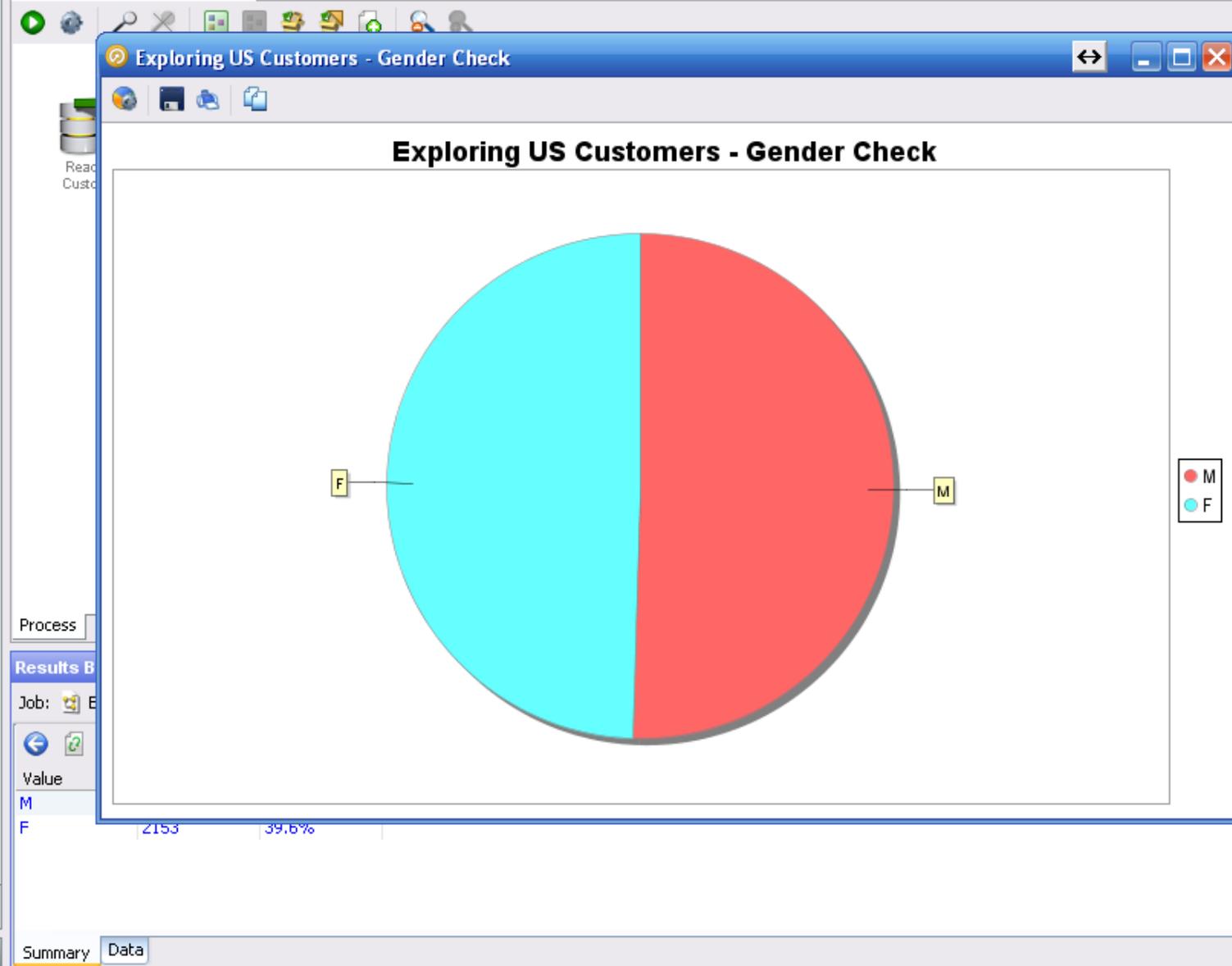
Project Browser

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 - Exports
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 - Notes
 - Web Service demo
 - Reference Data
 - Data Stores
 - Published Processors

Name Filter

Tasks - No Tasks

Exploring US Customers



Tool Palette - Audit

- Business Rules Check
- Cross Attribute Check
- Data Type Check
- Duplicate Check
- Email Check
- GBR Postcode Format Check
- Invalid Character Check
- Length Check
- List Check
- Logic Check
- Lookup Check

Search

Overview

Latest Run: 20-Aug-2011 15:25:20 - 15:25:21

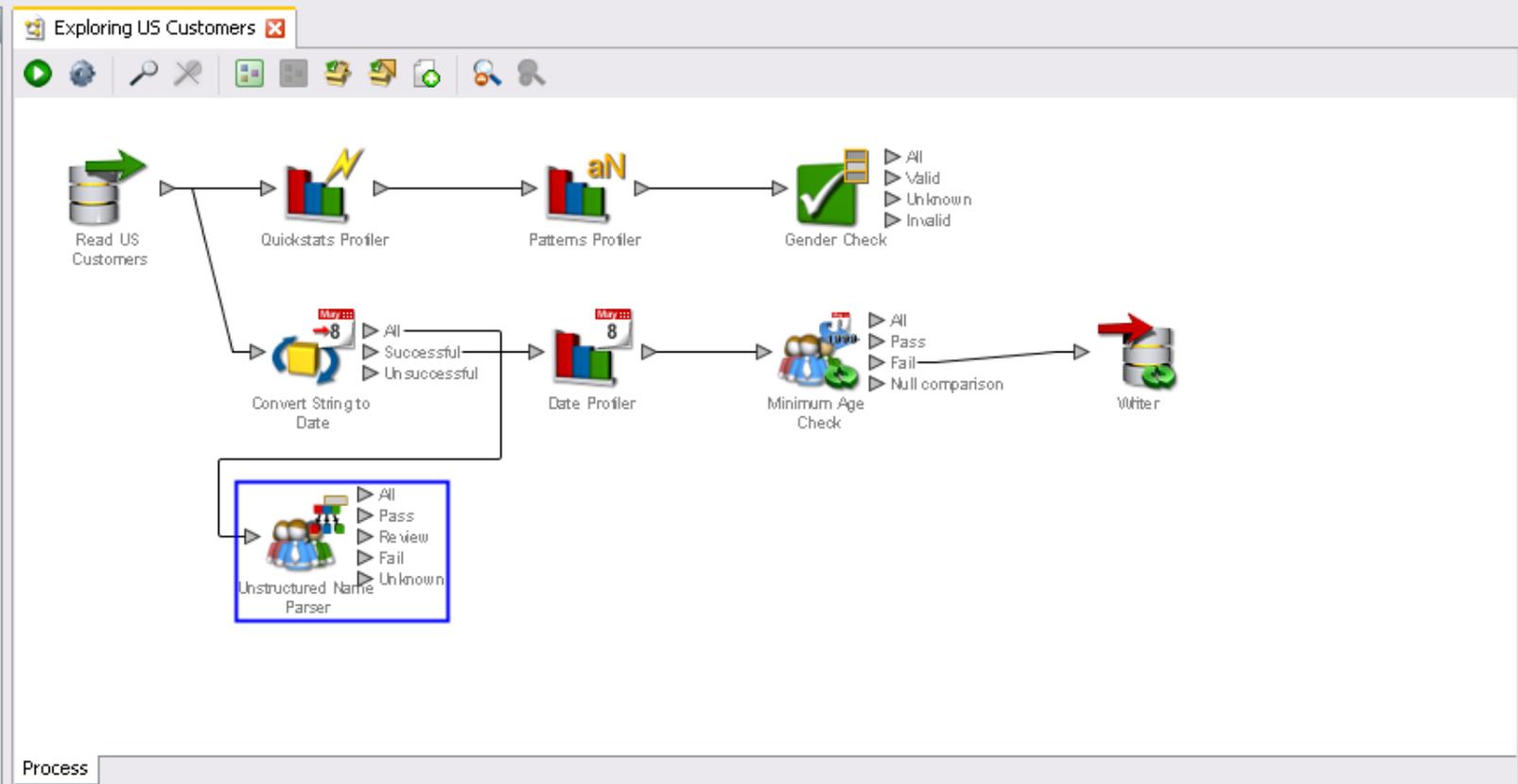
Viewing all 2 records

You have no issues



Project Browser

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 - Web Service demo
 - Reference Data
 - Data Stores
 - Published Processors



Tool Palette - Customer Data

- GeoNames Country Codes from City
- Get Year from Date
- Match Entities
- Match Households
- Match Individuals (Name, Address, DoB)
- Match Individuals (Name, Address)
- Profile Entity Names
- Standardize Country Names
- Standardize Entity Names
- Structured Name Parser

Search

Overview

Results Browser

Job: Exploring US Customers Latest Run: 20-Aug-2011 15:52:11 - 15:52:45

Viewing 100 records of 5,438

Name	UnclassifiedData	P1_Prefix	P1_First	P1_Middle	P1_Last	P1_Suffix	A1_Prefix	A1_First	A1_Middle	A1_Last
Mr Everett Hughes & Miss Jane Young	&	Mr	Everett	Hughes	Young					
Mr Edward Yates & Mrs Evangelina Yates	&	Mr	Edward	Yates	Yates					
Mrs Maria Verdin and Dr John Roberts	and	Mrs	Maria	Verdin	Roberts					
Ryan Arter & Emily May	&		Ryan		Arter					
Mr Amadeo Eisner & Mr Dak Butcher	&	Mr	Amadeo	Eisner	Butcher					



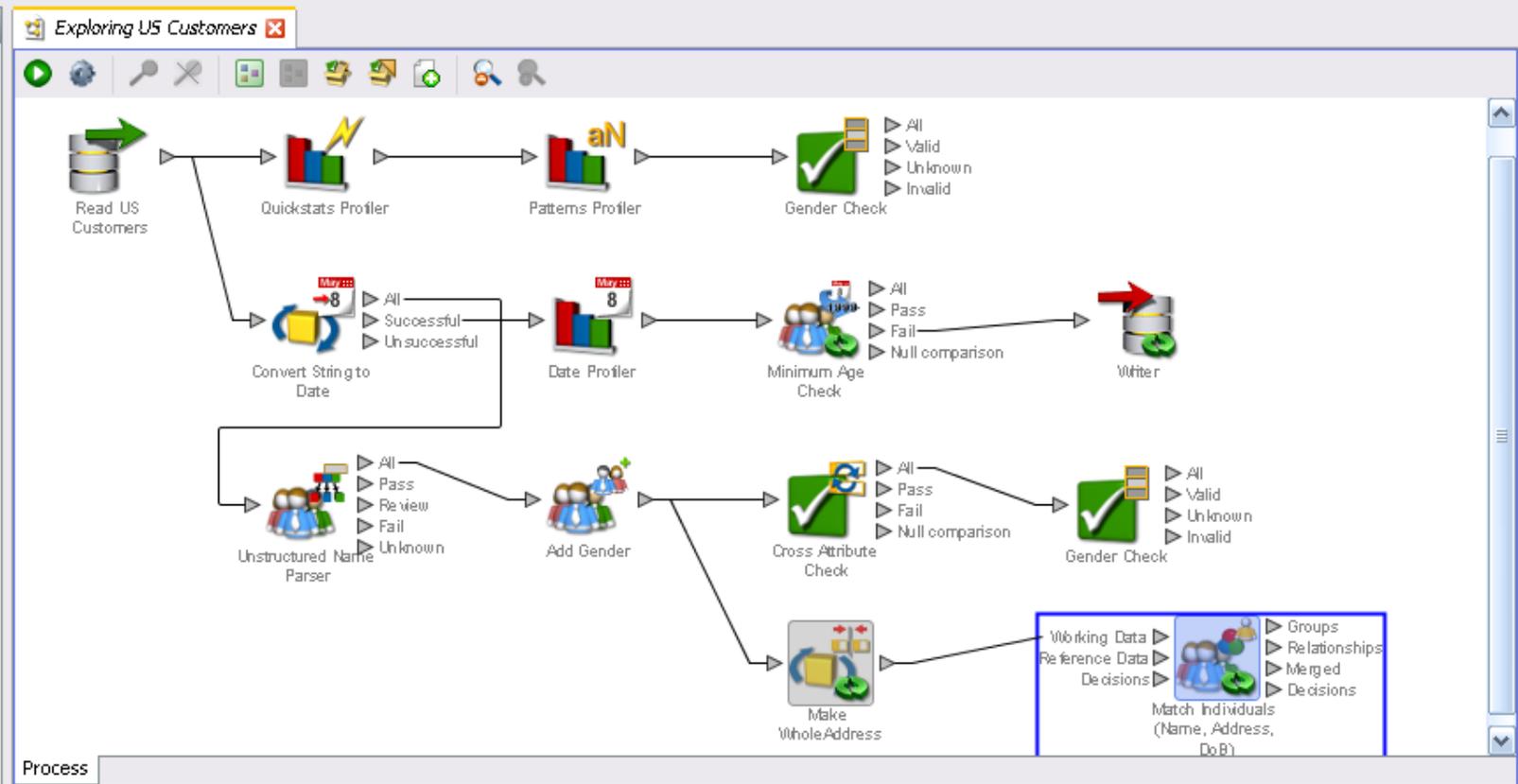
You have no issues

Project Browser

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 - Notes
 - Web Service demo
 - Reference Data
 - Data Stores
 - Published Processors

Name Filter

Tasks - No Tasks



Tool Palette - Customer Data

- Match Entities
- Match Households
- Match Individuals (Name, Address, DoB)
- Match Individuals (Name, Address)
- Profile Entity Names
- Standardize Country Names
- Standardize Entity Names
- Structured Name Parser
- Unstructured Name Parser
- URL Check

Search

Overview

Results Browser

Job: Exploring US Customers

Latest Run: 20-Aug-2011 16:02:34 - 16:02:50

This processor did not exist when the process was run.



Project Browser

- localhost (dnadmin)
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 - Demo
 - Data Stores
 - DemoData
 - Staged Data
 - Underage Customers
 - US Customers
 - Views
 - Processes
 - Exploring US Customers
 - Reference Data
 - Valid Genders
 - Results Books
 - Gender improvement
 - External Tasks
 - Jobs
 - Exports
 - Web Services
 - Notes
 - Web Service demo
 - Reference Data
 - Data Stores
 - Published Processors

Name Filter

Tasks - No Tasks

Exploring US Customers

Match Individuals (Name, Address, DoB)

Advanced Options | Assign Relationship Review
 Review Results | Assign Merged Review
 Configure Bulk Review Rules | View Match Statistics
 Delete Realtime Review Results | Delete Manual Decisions

Input Identify Cluster **Match** Merge

Rule	Priority	Decision
<input checked="" type="checkbox"/> DOB exact, Name, Address	0	MATCH
<input checked="" type="checkbox"/> DOB no data, Name, Address	0	MATCH
<input checked="" type="checkbox"/> DOB exact, Name, Postcode	0	MATCH
<input checked="" type="checkbox"/> DOB transposed, Name, Address	0	MATCH
<input checked="" type="checkbox"/> DOB close, Name, Address	0	MATCH
<input checked="" type="checkbox"/> YOB, Name, Address	0	MATCH
<input checked="" type="checkbox"/> DOR exact. Name Invns. Address	0	MATCH

Show Summary

Process Match Individuals (Name, Address, DoB) X

Tool Palette - Customer Data

- GeoNames Country Codes from City
- Get Year from Date
- Match Entities
- Match Households
- Match Individuals (Name, Address, DoB)**
- Match Individuals (Name, Address)
- Profile Entity Names
- Standardize Country Names
- Standardize Entity Names
- Structured Name Parser
- Unstructured Name Parser
- URL Check

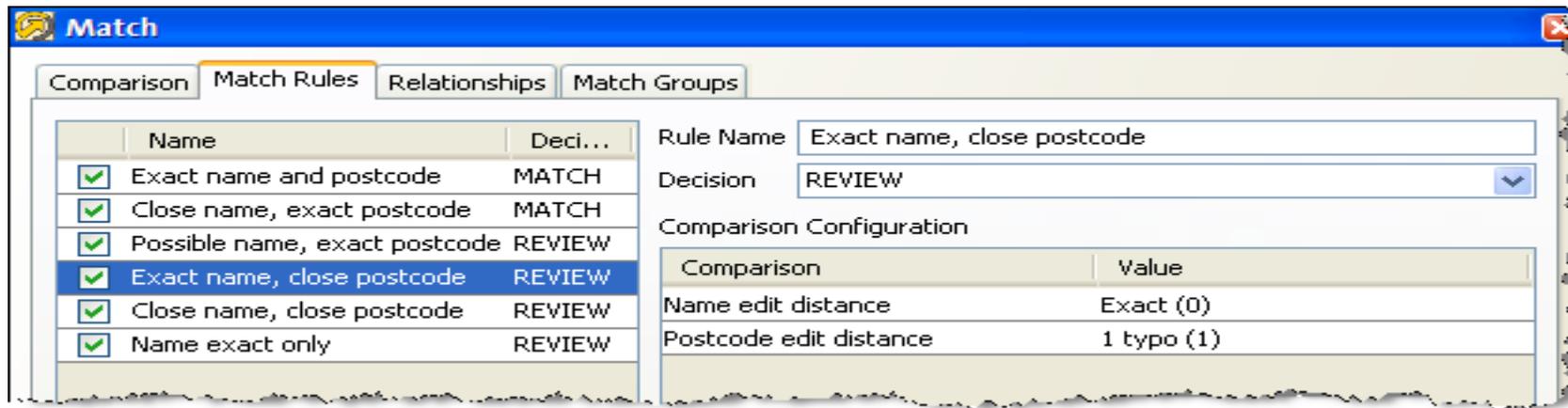
Search

Overview

Results Browser

Job: Exploring US Customers Latest Run: 20-Aug-2011 16:02:34 - 16:02:50

This processor did not exist when the process was run.



- A Match Rule is simply the combination of comparison results
- Rules are evaluated in order and if one hits, we stop
- Rules can be 'negative' to eliminate pairs that are too different with a 'No Match' rule
- Rules can easily be turned on & off during the tuning process



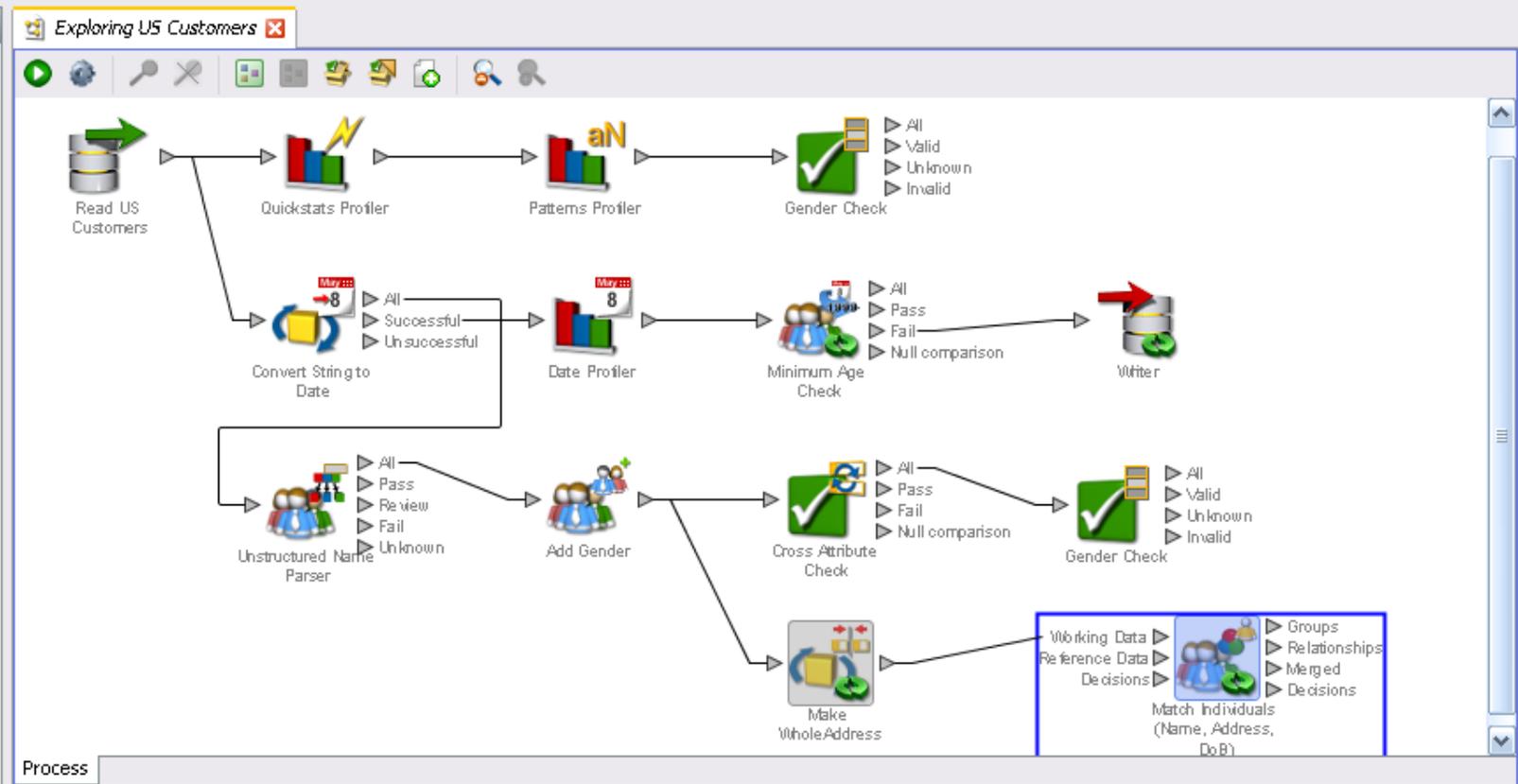
You have no issues

Project Browser

- localhost (dnadmin)
 - Projects
 - CDEP Processors on canvas
 - Compass Data Quality
 - Customer data demo - US
 - Demo
 - Data Stores
 - DemoData
 - Staged Data
 - Underage Customers
 - US Customers
 - Views
 - Processes
 - Exploring US Customers
 - Reference Data
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Name Filter

Tasks - No Tasks



Tool Palette - Customer Data

- Match Entities
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Search

Overview

Results Browser

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Project Browser

- localhost (dnadmin)
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 - Reference Data
 - Valid Genders
 - Results Books
 - Gender improvement
 - External Tasks
 - Jobs
 - Exports
 - Web Services
 - Notes
 - Web Service demo
 - Reference Data
 - Data Stores
 - Published Processors

Matching Records Review - Demo\Exploring US Customers\Match Individuals (Name, Address, DoB)

Viewing group 1 of 8 Additional groups are available for loading Review merged output

Review Review Merged Output

Filter Groups

Look For Search In Find Use OR logic Case Sensitive Exact Match

Review status = Awaiting Review - + Clear

Records Highlight Differences

	Internal ID	Match Group	Data Stream	Title	Given Names	Family Name	Full Name	DOB	YOB	Address1
R1	44	62	US Customers	Ms	Sheila	Gibson	Ms. Sheila Gibson	14-Nov-1959 00:00:00		11001 West 120th Avenue
R2	1242	1242	US Customers	Ms	Sheila	Gibson	Ms. Sheila Gibson	14-Nov-1959 00:00:00		111 Emerson Street

Relationships Auto select relationships based on search

Record 1	Group 1	Record 2	Group 2	Match Rule	Review Status	Decision	User	Date
R1	62	R2	1242	* DOB exact, Name	Awaiting Review	Possible Match		

Name Filter

Tasks - No Tasks

Tool Palette - Customer Data

You have no issues

- GeoNames Country Codes from City
- Get Year from Date
- Match Entities
- Match Households
- Match Individuals (Name, Address, DoB)**
- Match Individuals (Name, Address)
- Profile Entity Names
- Standardize Country Names
- Standardize Entity Names
- Structured Name Parser
- Unstructured Name Parser
- URL Check

Search

Overview

Latest Run: 20-Aug-2011 16:10:55 - 16:11:29

Viewing all 27 records

Matching Rules

Review Merged Output

Viewing group 1 of 8 Additional groups are available for loading

Review merged output

Review Review Merged Output

Filter Groups

Look For Search In

Match rule name = DOB exact, Name, Address (8)

Use OR logic
 Case Sensitive
 Exact Match

Records

	Internal ID	Match Group	Data Stream	Title	Given Names	Family Name	Full Name	DOB	YOB	Address1	Postcode	WholeAddress	Email
R1	82	1	US Customers	Mrs	Christine	Hunt	Mrs Christine Hunt	06-May-1985 00:00:00		11197 Leadbetter Road	23005	11197 Leadbetter Road ASHLAND VA 23005	Christine.G.Hunt@excite.co
R2	5417	1	US Customers	Mrs	Chris	Hunt	Mrs Chris Hunt	06-May-1985 00:00:00		11197 Leadbetter Rd	23005	11197 Leadbetter Rd ASHLAND VA 23005	Christine.G.Hunt@excite.co

Relationships Auto select relationships based on search

Record 1	Group 1	Record 2	Group 2	Match Rule	Review Status	Decision	User	Date
R1	1	R2	1	* DOB exact, Name, Address	No Review Required	Match		

Why EDQ?

- Let's try the 'brute force' approach to **de-duplicating 10 million records**:
- Start at record 1 and compare it with:
 - Record 2, Record 3, ... , Record 10 million
- Now move onto record 2 and compare it with:
 - Record 3, Record 4, ... , Record 10 million
- This could take some time...
- The number of comparisons is about
 - Half of 10 million x 10 million, which is
 - 50,000,000,000,000!
- If a **server can do 100,000 per second** it will take
 - 500,000,000 seconds OR
 - 138889 hours OR
 - **15.85 years**
- Which is rather too long to wait!
- So we need to work a bit smarter...

EDQ Benchmark

Profile, Audit, Standardize, and Match 20m customer records in less than 7 hours on a single 6 core (3 pricing processor) server*

Benchmark Test	Time	Rate
Data Capture	9min	35,563 records/second
Profiling	1 hr, 30 min	3,536 records/second
Audit & Dashboard	7min	45,977 records/second
Cleanse	20min	16,474 records/second
Address Verification	5 hrs, 15min	1,059 records/second
Match	4 hrs, 27min	1,176 records/second
Siebel Batch Match	6 hrs, 59min	796 records/second

- 20million records (20 files of 1million records each)
- 6 core Intel/Windows box (3 processors for licensing purposes)



Dashboard

Welcome, you are logged in as dndadmin.

[Administration](#) | [Customise](#) | [Logout](#) | [Help](#)

My Dashboard

Summaries

Status	Name	Rules	Red	Amber	Green
	Customer Name	4	0	1	3
	Marketability	4	1	0	3
	Mailing Address	6	5	1	0
	Demographic Data	5	0	0	5
	Compass Data Quality/Customer Name	6	3	2	1

8.1.6(630)

Dashboard

Welcome, you are logged in as dnadmin.

[Administration](#) | [Customise](#) | [Logout](#) | [Help](#)

[My Dashboard](#) > [Compass Data Quality](#)/Customer Name

Rules						
Status	Name	Checks	Passes	Issues	Pass Rate	
	Last Name Check	100	48	48 (48%) 4 (4%)	48%	
	Title Check	100	81	17 (17%) 2 (2%)	81%	
	Salutation Check	100	85	10 (10%) 5 (5%)	85%	
	Multiple Names Check	100	91	9 (9%) 0	91%	
	Given Names Check	100	93	7 (7%) 0	93%	
	Business Name Check	100	94	4 (4%) 2 (2%)	94%	

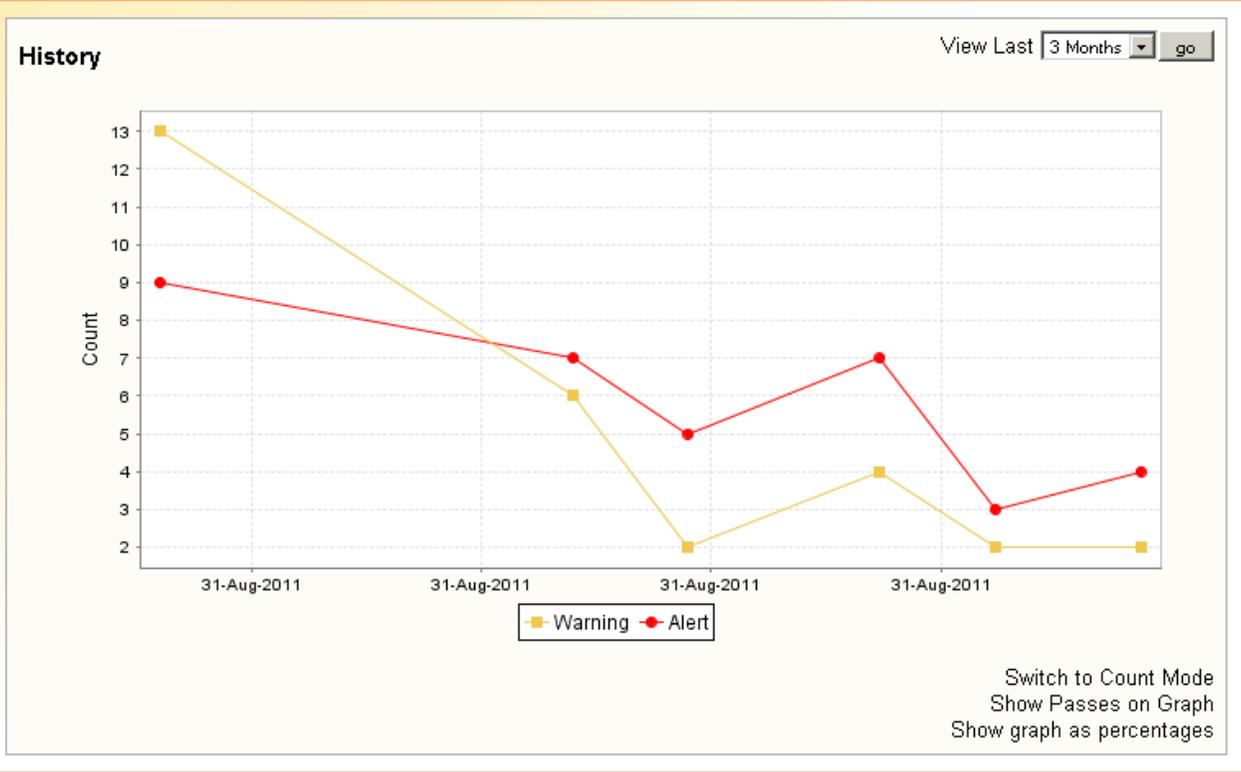
8.1.6(630)

Dashboard

Welcome, you are logged in as dnadmin.

[Administration](#) | [Logout](#) | [Help](#)

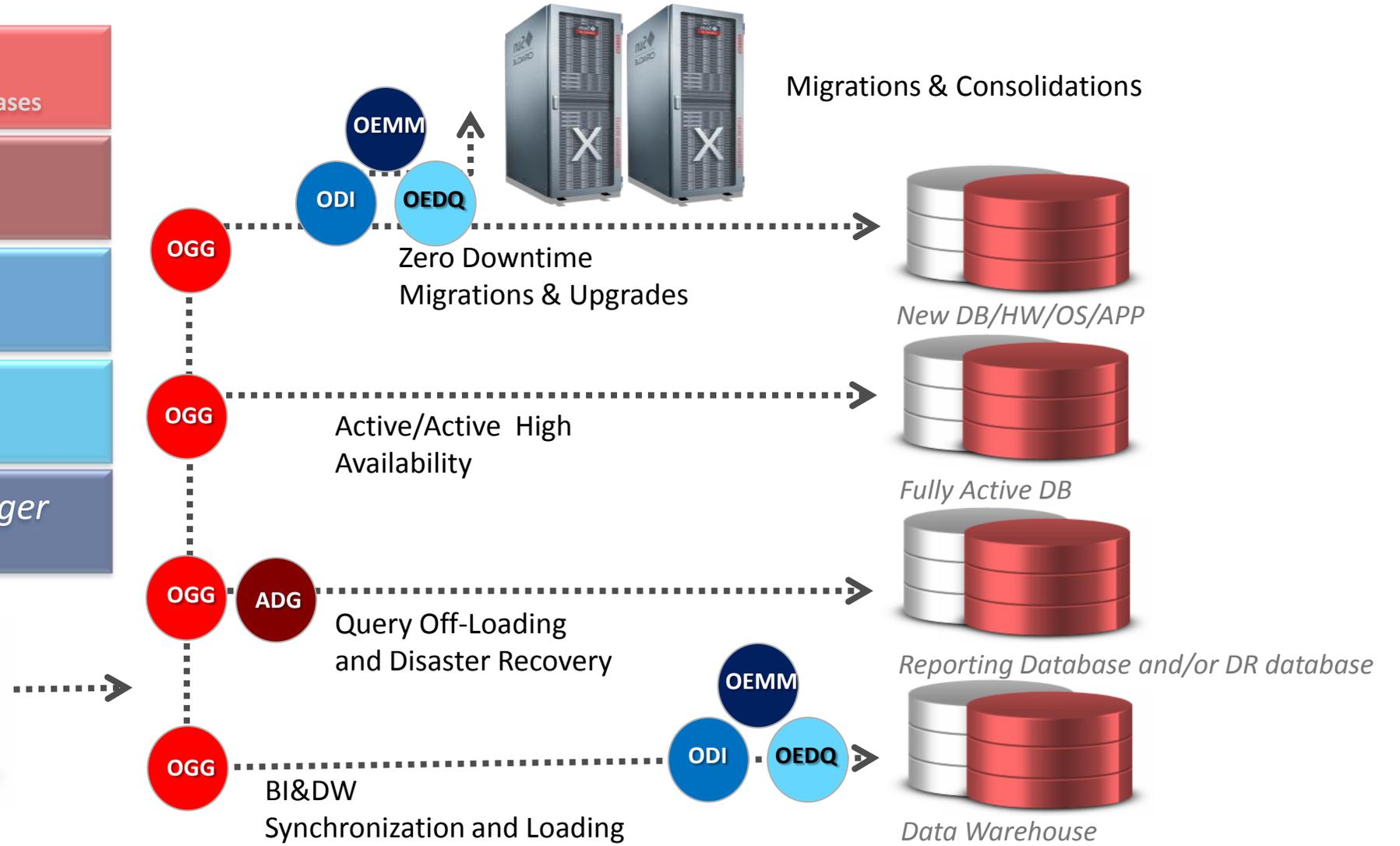
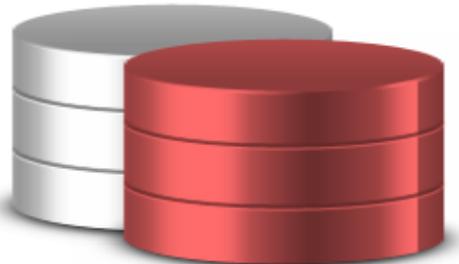
[My Dashboard](#) > [Compass Data Quality/Customer Name](#) > [Business Name Check](#)



Metadata Management As Data Governance Foundation

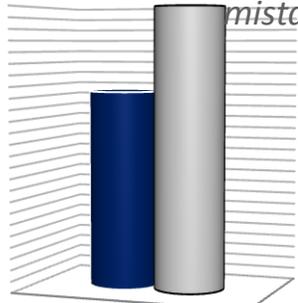
Analytical And Operational Data Integration Solutions

- Oracle GoldenGate**
Real Time Replica Between Any Databases
- Active Data Guard**
Disaster Recovery Of Oracle DB EE
- Oracle Data Integrator**
ETL Platform
- Enterprise Data Quality**
Data Quality Platform
- Enterprise Metadata Manager**
Data Quality Platform



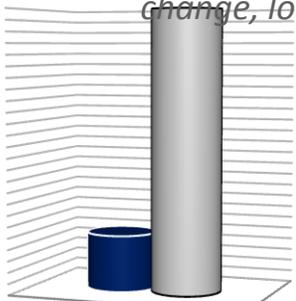
Value Of Metadata Management

CAPEX - Reduce analytical project costs by **30%** (not anymore ..post remediation costs, unnecessary mistakes)

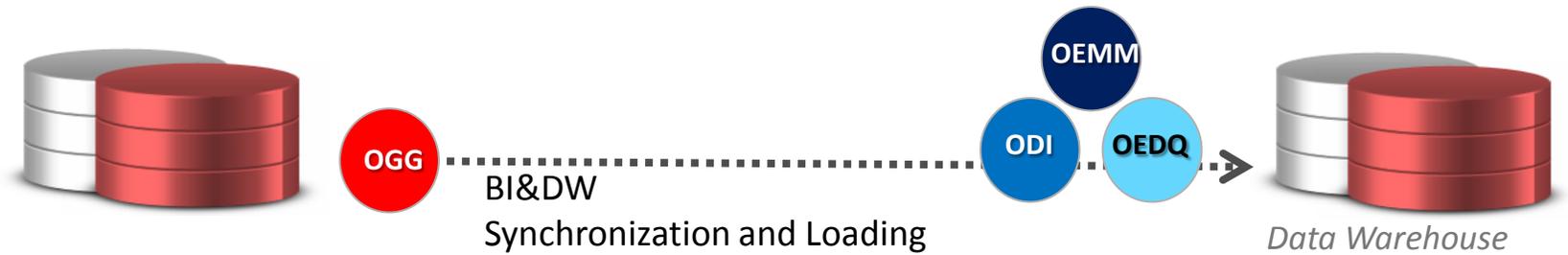
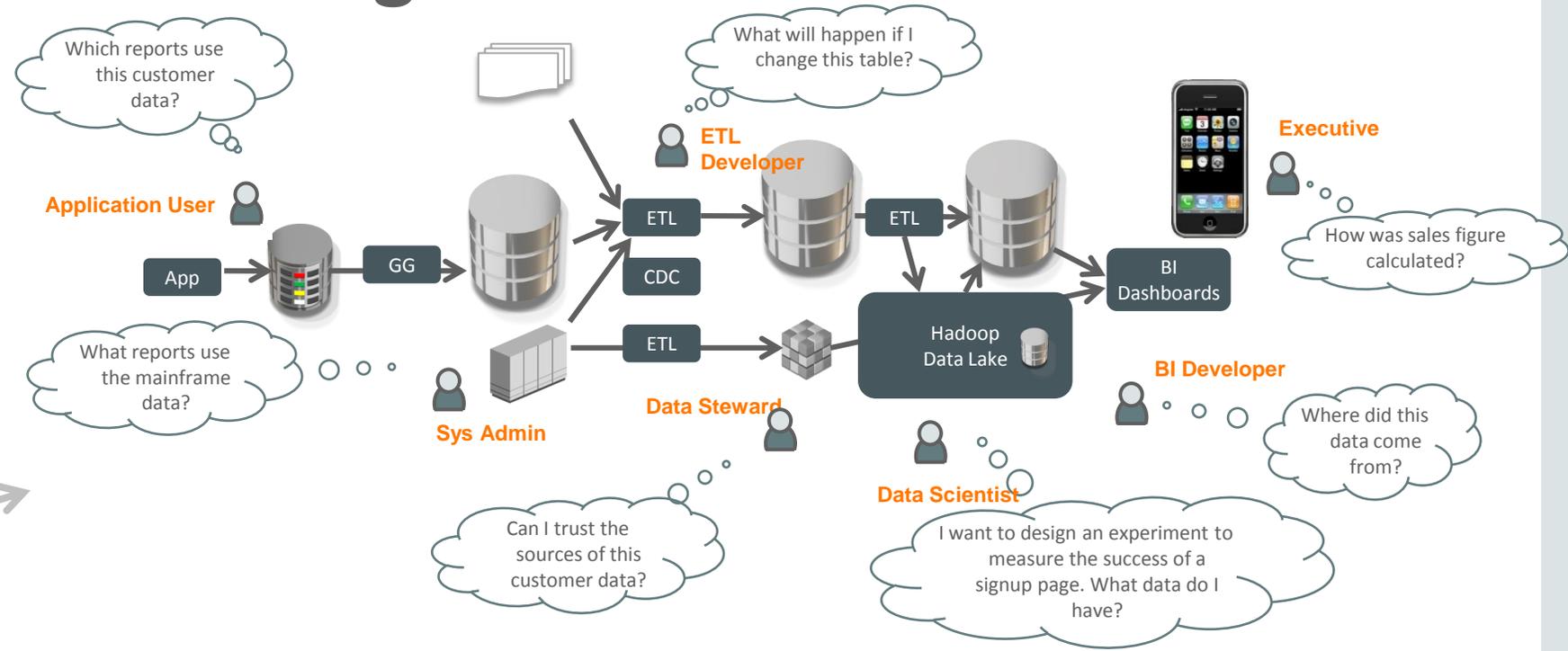


■ After OEMM
□ Before OEMM

OPEX - Reduce data maintenance costs by **80%** (not anymore.. hard to change, long to find)



■ After OEMM
□ Before OEMM



Metadata

1. Title - the title of the data object
2. Creator - the person or entity responsible for creating the data object
3. Subject - subject terms or keywords that describe the data object
4. Description - a brief description, or abstract, of the data object
5. Publisher - the entity responsible for making the data object available
6. Contributor - a person or entity who contributed to the creation of the data object
7. Date - data of creation, publication, or revision of the data object
8. Type - the type of object. For data this would typically be "dataset"
9. Format - a description of the format or file type(s) of the data object
10. Identifier - a permanent identifier used to locate and identify the data object
11. Language - the language(s) used within the data object (if applicable)
12. Source - a relational element describing the lineage of the data object
13. Relation - a relational element describing the relationship of this data object to other objects, collections, or entities
14. Coverage - describes the spatial and temporal context of the data object
15. Rights - describes any rights, restrictions, or terms of use

Entity Name: Customer

Alias Names: Account, Client

Definition: A person or an organization that purchases goods or services from the company.

Remarks: Customer entity includes regular, current, and past customers.

Source Systems: Finished Goods Orders, Maintenance Contracts, Online Sales.

Create Date: January 15, 1999

Last Update Date: January 21, 2001

Update Cycle: Weekly

Last Full Refresh Date: December 29, 2000

Full Refresh Cycle: Every six months

Data Quality Reviewed: January 25, 2001

Last Deduplication: January 10, 2001

Planned Archival: Every six months

Responsible User: Jane Brown

Figure 9-1 Metadata element for *Customer* entity.

Analytical And Operational Data Integration Solutions

Operational Integration (Movement / Transformation)

- Hadoop HBase
- Hadoop Hive/Flume
- HP Enscribe
- HP NonStop
- HP Neoview
- Hypersonic SQL
- IBM DB2 i Series
- IBM DB2 UDB
- IBM DB2 z Series
- IBM Informix
- IBM Netezza
- JMS / MQ
- Microsoft Access
- Microsoft SQLServer
- MySQL
- Pivotal Greenplum
- PostgreSQL
- Salesforce.com
- SAP BW / BI
- SAP ERP / ECC
- SAS
- SQL/MP
- SQL/MX
- Sybase ASE
- Sybase IQ
- Teradata
- Oracle Database
- Oracle Exadata
- Oracle Big Data Appliance
- Oracle TimesTen
- Oracle OLAP
- Oracle Business Intelligence
- Oracle BI Applications
- Oracle E-Business Suite
- Oracle JD Edwards Enterprise One
- Oracle JD Edwards World
- Oracle Fusion Applications
- Oracle Governance Risk and Compliance
- Oracle Fusion AIA
- Oracle Retail Applications
- Oracle Agile BI / DW
- Oracle Agile PLM for Process
- Oracle iFlex FlexCUBE
- Oracle iFlex Mantas
- Oracle Hyperion Applications
- Oracle PeopleSoft
- Oracle Siebel CRM / OnDemand
- Oracle Communications
- Oracle WebLogic Server
- Oracle Coherence Data Grid
- Oracle SOA Suite
- Oracle Enterprise Service Bus

Metadata Harvesting (Glossary, Lineage & Impact Analysis)

- Adaptive
- Altova
- Apache Hcatalog
- Apache Hive/HQL
- Borland
- CA ERwin
- Cloudera Impala
- COBOL Copybook
- DataStax
- Embarcadero
- EMC ProActivity
- GentleWare
- Google BigQuery
- Grandite
- Hadapt Hive
- Hortonworks Hive
- IBM Cognos
- IBM DB2
- IBM DataStage
- IBM Discovery
- IBM Federation Server
- IBM Lotus Notes
- IBM Netezza
- IBM Rational Rose
- IBM Rational Architect
- Informatica Metadata Mgr.
- Informatica PowerCenter
- CoSORT
- ISO SQL Standard (DDL)
- MapR Hadoop Hive
- MicroFocus
- Microsoft Access
- Microsoft Office Excel
- Microsoft Visio
- Microsoft SQL Server
- Microsoft SSIS
- Microsoft Visual Studio
- Microstrategy
- Magic Draw
- OMG CWM Standard
- OMG UML Standard
- Oracle BI Answers
- Oracle BI Enterprise Edition
- Oracle BI Server
- Oracle DAC
- Oracle Data Integrator
- Oracle Data Modeler
- Oracle Database
- Oracle Designer
- Oracle Hyperion Applications
- Oracle Hyperion Essbase
- Oracle Warehouse Builder
- Pivotal Greenplum
- PostgreSQL
- QlikView
- SAP BO Crystal Reports
- SAP BO Designer
- SAP BO Desktop Intelligence
- SAP BO Repository
- SAP BO Data Integrator
- SAP BO Data Steward
- SAP Master Data Management
- SAP Sybase PowerDesigner
- SAP Sybase ASE Database
- SAS Data Integration Studio
- SAS BI Server
- SAS Information Map
- SAS Metadata Management
- SAS OLAP Server
- Select
- Sparx Architect
- Syncsort
- Tableau
- Talend
- Teradata
- Tigris
- Visible
- W3C DTD & XSD Schema

+ open APIs and standards based meta-model



To search for	Example	Result
Any words	sales order	Any result containing the word "sales" or the word "order"
Exact phrase	"sales order"	Any result containing the exact phrase "sales order"
All words	+sales +order	Any result containing BOTH the words "sales" and "order"
Exclude words	sales -order	Any result containing the word "sales" but cannot contain the word "order"
Wild card end	sale*	Any result containing part of a word beginning with "sale"
Parent and child	sales.order	Any result where the parent is named "sales" and the child is named "order". E.g., the attribute "order" contained within the entity "sales".
Exact name	.order	Any result only containing the word "order"
Object Type	type:Column	Any result which is of type "Column"
Property Type	property:name	Any result where the search criteria matches the name

Administrator [Log out](#)

Help

Home
OBIA Configuration

Configuration
Model Manager
Architecture Diagram
Search - account

Search for: account
All Options

Search Filters

Object Types

- All
- Oracle Business Intelligence (10027)
 - Answers Report (2402)
 - Connection (337)
 - RPD Repository (7221)
 - Web Catalog (67)
 - Oracle Data Integrator (2472)
 - RDBMS Relational Database (Database) (909)

Models

- All
- DW (907)
- PSFT_HR (2)
- Odi_Psft_Hr (2472)
- OBIEE (10027)

13408 results found | Page 1 of 671

- [Account \(Presentation Table\) of Payables Invoices - Trial Balance Real Time in OBIEE](#)
(Payables End Balance Detail by Transactions)
Name - "Account"
- [Account \(Presentation Table\) of Service - CRM Activities in OBIEE](#) (Overdue Activities Detail)
Name - "Account"
- [Account \(Presentation Table\) of Service - CRM Orders in OBIEE](#) (Orders Outstanding Details)
Name - "Account"
- [Account \(Presentation Table\) of Service - CRM Assets in OBIEE](#) (Distribution Details)
Name - "Account"
- [Account \(Presentation Table\) of Service - CRM Service Requests in OBIEE](#) (Service Request Detail Table)
Name - "Account"
- [Account \(Presentation Table\) of Payables Invoices - Trial Balance Real Time in OBIEE](#)
(Payables Negative Supplier Balance Report)
Name - "Account"
- [Account \(Presentation Table\) of General Ledger - Transactional Balances Real Time in OBIEE](#)
(Accounting End Balance Detail)
Name - "Account"
- [Account \(Presentation Table\) of General Ledger - Transactional Balances Real Time in OBIEE](#)

Oracle Enterprise Metadata x

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Tools | Help

ORACLE

Repository

- Repository
 - Meta Integration Good
 - BI Report Call Back
 - Tutorials
 - Metadata Management
 - Finance System
 - a - Data Sources
 - b - Data Warehouse
 - c - Business Intelligence
 - Information Management (IM) Ser
 - Finance

Bookmarks

- Business Glossaries
- Configurations
- Data Mappings
- Data Models

Welcome to Metadata Manager

Research

- Search Metadata (metadata driven search engine)
- Report Metadata (within a model or entire repository)
- Browse Models (navigate complex metadata)
- Define Labels (metadata tagging for search)
- Use Bookmarks (quick access to previous research)

Collaborate

- Create URL Links for e-mails, blogging, etc.
- Submit Feedback Comments on new version
- Review Comments for new version

Analyze

- Visualize Data Model

Document

- Add Descriptive Comments to

Properties

Oracle Enterprise Metadata x

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Tools | Help

Home Finance BI Reporting

Configuration Model Manager Architecture Diagram Query 1 Query 1

Find in Lineage Analyz

Data Lineage for **Query 1 (Data Provider)** in Configuration Finance

```

    graph LR
      subgraph Accounts Payable
        AP_Invoice[Accounts Payable.dbo Invoice]
        AP_Invoice --> AP_InvoiceAmount[InvoiceAmount]
      end
      subgraph Staging DW
        SDW_Invoice[Staging DW.dbo Invoice]
        SDW_Invoice --> SDW_InvoiceAmount[Invoice Amount]
      end
      subgraph Dimensional DW
        DDW_POVendor[Dimensional DW.dbo PO Vendor Invoice I...]
        DDW_POVendor --> DDW_VendorInvoiceAmount[Vendor Invoice Amount]
      end
      subgraph Finance Universe
        FI_POVendor[Finance Universe PO VendorInvoiceItem]
        FI_POVendor --> FI_VendorInvoiceAmount[VendorInvoiceAmount]
        FI_CustomerPO[Finance Universe Customer PO Invoic...]
        FI_CustomerPO --> FI_InvoiceAmount[InvoiceAmount]
        FI_GLAccount[Finance Universe GLAccount]
        FI_GLAccount --> FI_AccountAmountAvailable[AccountAmountAvailable]
      end
      subgraph NetInvoiceAmounts
        NI_Query[NetInvoiceAmounts Query 1]
        NI_Query --> NI_InvoiceAmount[InvoiceAmount]
        NI_Query --> NI_VendorInvoiceAmount[VendorInvoiceAmount]
      end
      AP_InvoiceAmount --> SDW_InvoiceAmount
      SDW_InvoiceAmount --> DDW_VendorInvoiceAmount
      DDW_VendorInvoiceAmount --> FI_VendorInvoiceAmount
      FI_VendorInvoiceAmount --> NI_VendorInvoiceAmount
      FI_InvoiceAmount --> NI_InvoiceAmount
      FI_AccountAmountAvailable --> NI_InvoiceAmount
  
```

Details

Oracle Enterprise Metadata

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Tools | Help

Home | Finance | BI Reporting

Repository | Model Directory | Metadata Browser

NetInvoiceAmounts

Lineage Analyzer

Semantic and data flow analyzer for Model BI Reporting

Find in Lineage Analyz

Finance Univ...
 GLAccount
 PO VendorInvol...
 CustomerPOIn...
 Customer

Queries
 Combined Qu...
 Query 1

Variables
 Net In GL Account

Formulas
 =[InvoiceAmount]-...
 =NameOf[Invoice...
 =NameOf[VendorI...
 =Sum([VendorInv...
 Net In GL Account
 Sum:

Report 1
 Page Body

Details

The screenshot displays the Oracle Enterprise Metadata Lineage Analyzer interface. On the left, a 'Metadata Browser' pane shows a hierarchy of folders under 'Finance Univ...': 'GLAccount', 'PO VendorInvol...', 'CustomerPOIn...', and 'Customer'. Arrows indicate data flow from these folders to a 'Queries' pane containing 'Combined Qu...' and 'Query 1'. From 'Query 1', arrows point to a 'Variables' pane with 'Net In GL Account' and a 'Formulas' pane. The 'Formulas' pane contains several entries, with the formula '=Sum([VendorInv...)' highlighted in blue. This formula is linked to a 'Report 1' pane, which shows a 'Page Body' containing the rendered formula '=Sum([VendorInvoiceAmount])'.

Oracle Enterprise Metadata x

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Tools | Help

ORACLE

Repository

Home x Dimensional DW x

Metadata Browser

- Model_1 (Model)
 - Default Values
 - Domains
 - ER Diagrams
 - Relationships
 - Schemas
 - Subject Areas
 - Tables/Entities
 - Category (Table/Entity)
 - Category Group (Table/Entity)
 - Customer (Table/Entity)
 - Customer Payment Date
 - Customer PO Date (Table)
 - Customer PO Invoice Iter
 - GL Account (Table/Entity)
 - Invoice Date (Table/Entity)
 - Payment Date (Table/Entity)

Display1

Diagram Options | Find in Diagram

Diagram **Display1** in Model **Dimensional DW**

Properties

Customer PO Date

- ID
- Customer ID
- Customer Name
- Customer Description

Oracle Enterprise Metadata x

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Tools | Help

Home Finance

Configuration Model Manager Architecture Diagram

Find in Architecture D

Repository Properties

The diagram illustrates the 'Finance System Architecture Master Configuration'. It features several interconnected components:

- Operational Data Stores:** A vertical stack of data sources on the left, including 'Accounts Payable', 'Accounts Receivable', 'General Ledger', and 'Fixed Assets'.
- Data Warehouse Data Integration:** A central processing layer containing 'ETL Staging' and 'ETL Staging' components.
- Warehouse:** A core data storage and processing area with 'Staging DWH', 'Staging T4DWH', and 'Dimensional DWH' components.
- Semantic Lineage:** A top-level component with 'Semantic Lineage' and 'Semantic Lineage' sub-components, connected to the Warehouse and Big Data.
- Big Data:** A component on the left that interacts with the Semantic Lineage and Data Warehouse Data Integration.
- Other Components:** 'Data Warehouse Data Integration' also connects to 'Data Warehouse Data Integration' and 'Data Warehouse Data Integration'.

Oracle Enterprise Metadata

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Tools | Help

Home Finance BI Reporting Finance

Glossary Glossary Editor Attribute Manager

Finance > Finance Terminology > Account Amount Available > Search Account Amount

Account Amount Available

Name	Account Amount Available
Definition	Dollar amount remaining in fund account, calculated as: Account Balance Amount - Account Amount Expended - Account Encumbered Amount
Steward	Administrator
Status	Candidate
Type	Attribute
Abbreviation	AccountAmountAvailable
Alternate Abbreviation	
Usage	
Example	
Qualifier	false

Documentation [Edit](#)

No documentation. Click Edit button to edit.

Relationship

Oracle Enterprise Metadata x

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Tools | Help

Home | Dimensional DW

Repository | Metadata Browser

Display1 | Comments | Comparison Report

Comparison Report for **Dimensional DW** - version 2014-04-25 15:25:05 and the previous version 2014-04-23 13:50:45

Object	Change	This Model	Comparing Model
/Model_1/dbo/			
Category			
CategoryDescription	Name	Category Description	CategoryDescription
CategoryGroupNumber	Name	Category Group Number	CategoryGroupNumber
CategoryName	Name	Category Name	CategoryName
CategoryNumber	Name	Category Number	CategoryNumber
CategoryGroup			
CategoryGroupNumber	Name	Category Group Number	CategoryGroupNumber
GroupName	Name	Group Name	GroupName
Customer			
CustomerDescription	Name	Customer Description	CustomerDescription
CustomerID	Name	Customer ID	CustomerID

Properties

ITK Home x Oracle Enterprise Metadat x Milo - + x

← → ↻ adc2201583.us.oracle.com:11580/MM/Explorer ☆ ☰

Lead to Achieve W Nike, Inc. - Wikipedi... Property mortgages ... data integration data i



Oracle Enterprise Metadata Management 12c

User Name:

Password:

- Business Glossary >
- Database >
- Data Modeling >
- Oracle Business Intelligence >
- Configuration >
- (Report2SourceLineage)

Welcome to Metadata Explorer

Research

- Search Metadata (metadata driven search engine)
- Browse Models (navigate complex metadata)
- Report Metadata (within a model or entire repository)
- Define Labels (metadata tagging for search)

Analyze

- Trace Data Flow Lineage (origins) & Impact (usage)
- Trace Semantic Lineage (definition) & Impact (usage)
- Visualize Data Model Diagrams (entity relationships)
- View Attachments (documents, multimedia) to any model

Collaborate

- Submit Feedback Comments on new version
- Add Descriptive Comments to any metadata

BI Web Portal

- Open your BI Report

HOME BROWSE SEARCH

Search in Business Glossary

revenue

Search

Term

SAMP_REVENUE_CURR_F REVENUE from BISAMPLE

SAMP_REVENUE_F REVENUE from BISAMPLE

SAMP_REVENUE_FA1 REVENUE from BISAMPLE

HOME BROWSE SEARCH

Search in Oracle Business Intelligence

products Search

Oracle Business Intelligence (Answers Report)

<p>Answers Report</p> <p>Products Report from Reports > User Folders > My Folders</p>	<p>Report</p> <p>Products Report from Reports > User Folders > My Folders > Products Report</p>
<p>Report Field</p> <p>"Products"."P1 Product" from Reports > User Folders > My Folders > Products Report > Products Report > Layout > table (1)</p>	<p>Criteria Column</p> <p>"Products"."P1 Product" from Reports > User Folders > My Folders > Products Report > Criteria (A - Sample Sales)</p>

Oracle Business Intelligence (RPD Repository)

<p>Presentation Table</p> <p>Products from BI Repository > A - Sample Sales</p>	<p>Presentation Fact Table</p> <p>Counts from BI Repository > A - Sample Sales</p>
------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------



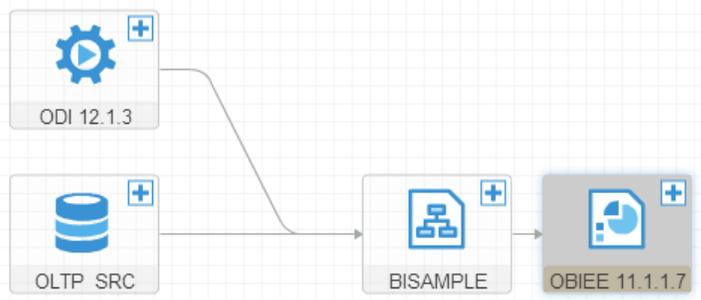
Data Lineage for 'Layout'



Find in Lineage Analyzer

Properties

Expand
Expand selected node completely.



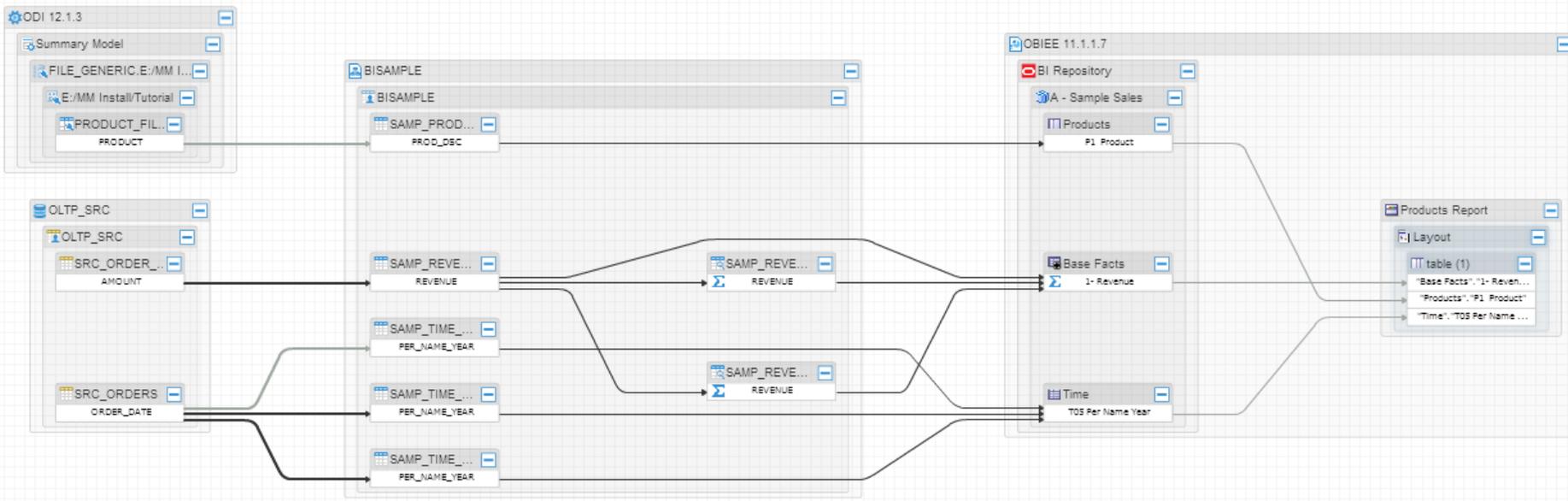
Data Lineage for 'Layout'

Overview Details **Graph**



Find in Lineage Analyzer

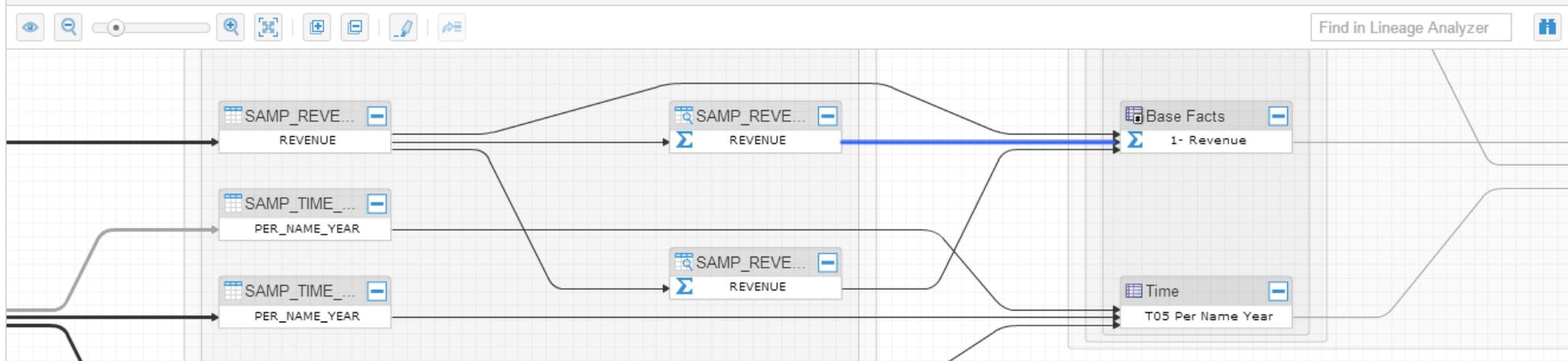
Properties



Details

Data Lineage for 'Layout'

Overview Details Graph



Details



Operation	Context
"01 - Sample App Data (ORCL)". "" "BISAMPLE". "F10 Billed Rev". "Revenue" OR "01 - Sample App Data (ORCL)". "" "BISAMPLE". "F20 Rev. (Aggregate 1)". "Revenue" OR "01 - Sample App Data (ORCL)". "" "BISAMPLE". "F21 Rev. (Aggregate 2)". "Revenue" OR "01 - Sample App Data (ORCL)". "" "BISAMPLE". "F22 Rev. (Bridged to Channels)". "Revenue"	1- Revenue



- Dashboard
- MyPr
- page
- Business Glossary
- Database
- Data Modeling
- Oracle Business Intelligence
 - Hierarchy View
- Configuration (Report2SourceLineage)
 - Catalog
 - Dashboards
 - Reports
 - Repository
 - Subject Areas
 - Presentation Tables



Dashboards (Oracle Business Intelligence)

MyProductsDashboard from Reports > User Folders > My Folders

page 1 from Reports > U Dashboard Folders > MyProductsDashboard



ORACLE Enterprise Metadata Management 12c Oracle DI Tools Help

Repository

- Repository
 - Published
 - Report2SourceLineage
 - Sales Glossary
 - DW_TRG_DataModel
 - OLTP_SRC
 - ODI 12.1.3
 - OBIEE 11.1.1.7
 - Semantic Mapping from Sales Glossary to

Bookmarks

(None)

Model Directory

- localhost (Catalog)
 - Connections
 - Reports (Folder)
 - BI Repository (RPD Content)
 - 01 - Sample App Data (ORCL) (Uses Connection)
 - 02 - Sample App Exa Data (ORCL) (Uses Connection)
 - 08 - Sample App Xml Target Data (Uses Connection)
 - 10 - System DB (ORCL) (Uses Connection)
 - Products Report (Used By Answers Report)

Products Report

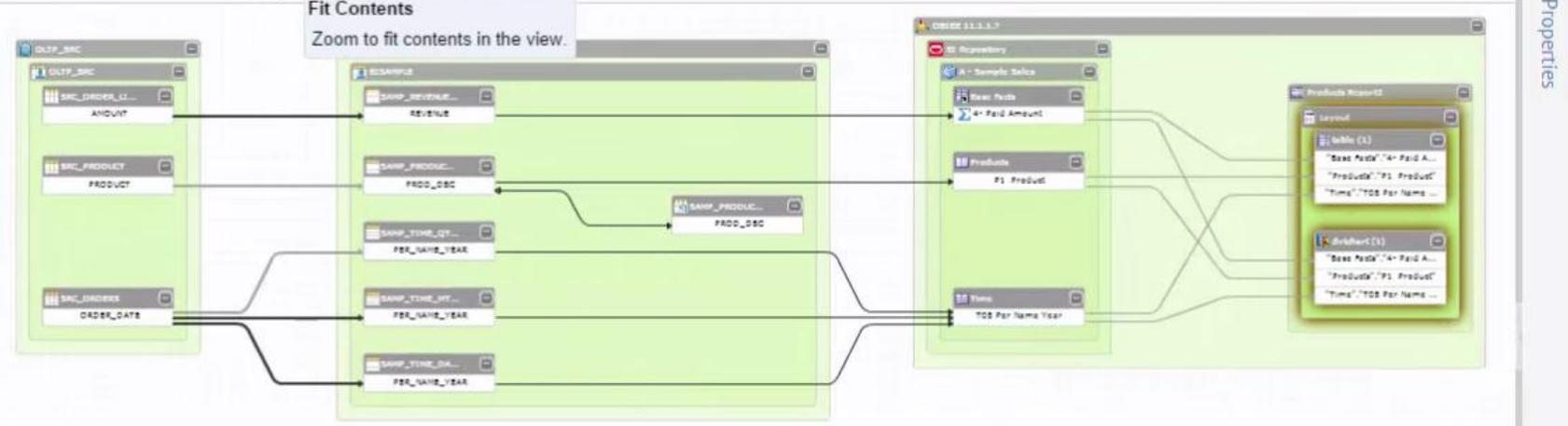
Metadata Browser

- Products Report (Answers Report)
 - Criteria
 - Products Report (Report)
 - Presentation Layer (Presentation)**

Properties

Name	Value
Name	Presentation Layer
Description	
Native Id	
Native Type	Olap Catalog
Physical Name	
System Major Ver...	0
System Minor Ver...	0
System Release ...	0
System Type	
System Type Old	
Attribute Value	

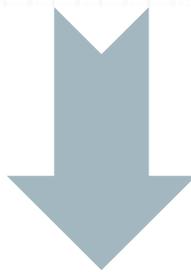
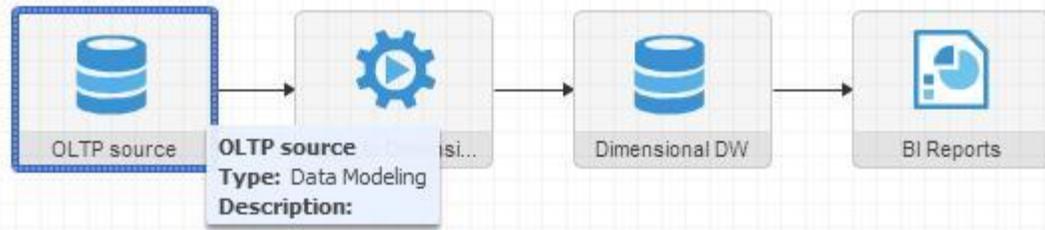






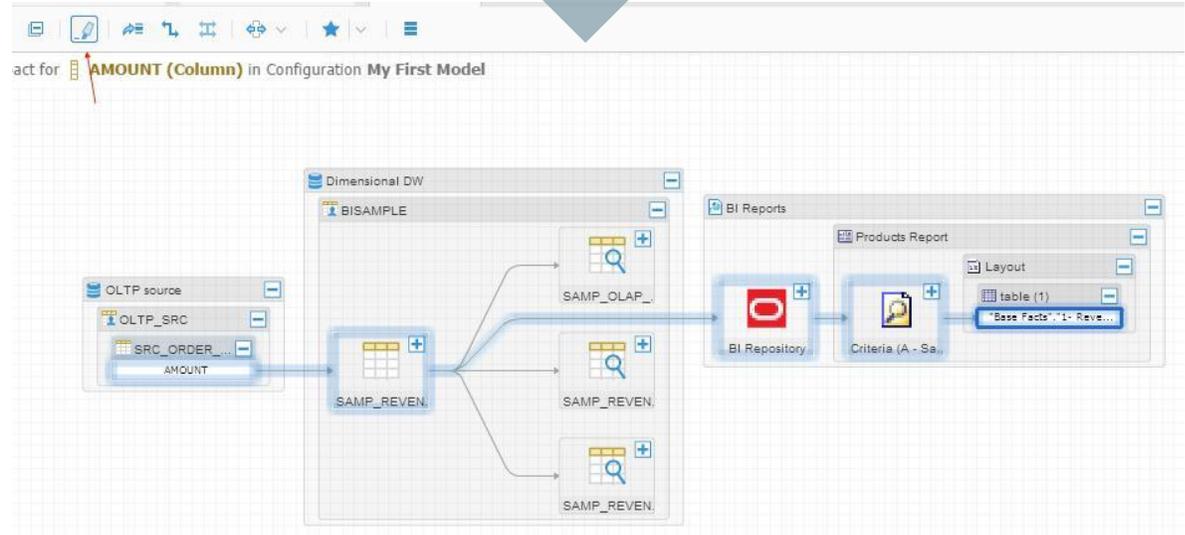
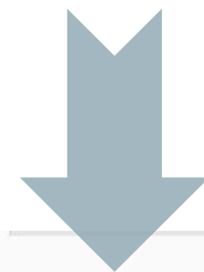
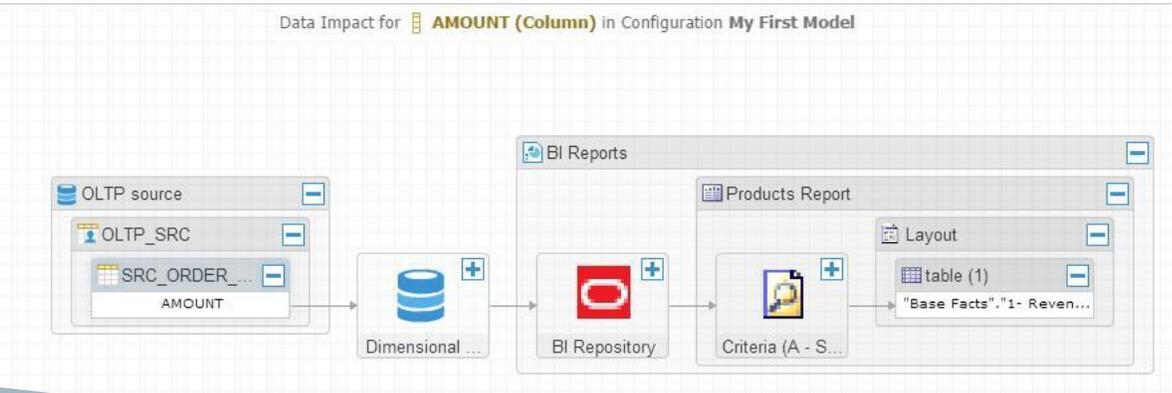
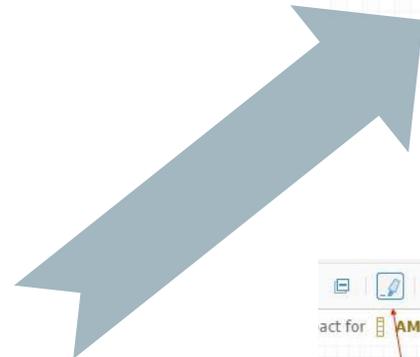
Details

- SAMP_REVENUE_F
 - REVENUE (Column)

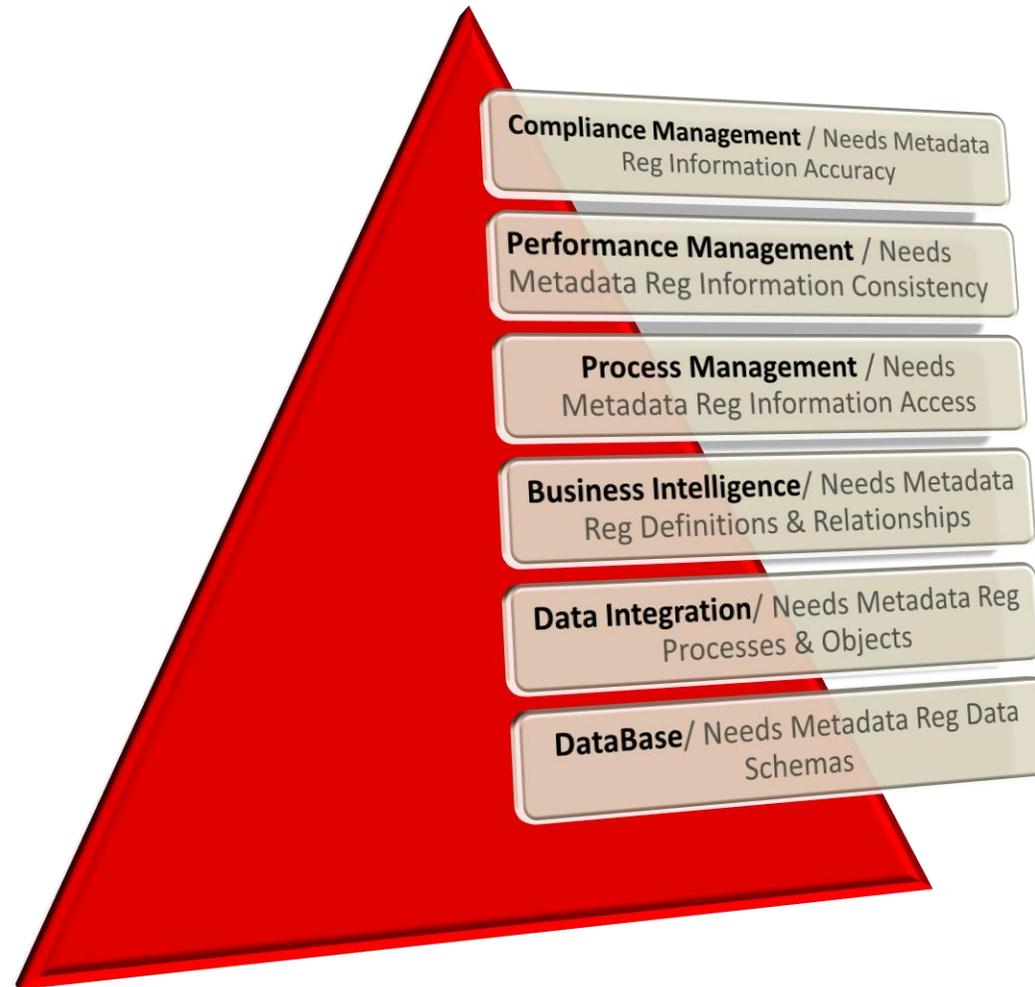


- + SRC_CITY (Table)
- + SRC_CUSTOMER (Table)
- SRC_ORDER_LINES (Table)
 - Columns
 - AMOUNT (Column)**
 - Show in Diagram
 - Trace Data Lineage
 - Trace Data Impact**
 - Trace Semantic Definition
 - Trace Lineage (Advanced)
 - View Object Change History
 - LORDER_ID (Column)
 - ORDER_ID (Column)
 - PRODUCT_ID (Column)
 - QTY (Column)
 - Constraints
 - Indexes
- + SRC_ORDERS (Table)
- + SRC_PROD_FAMILY (Table)
- + SRC_PRODUCT (Table)

Trace Data Impact
Trace data impact.

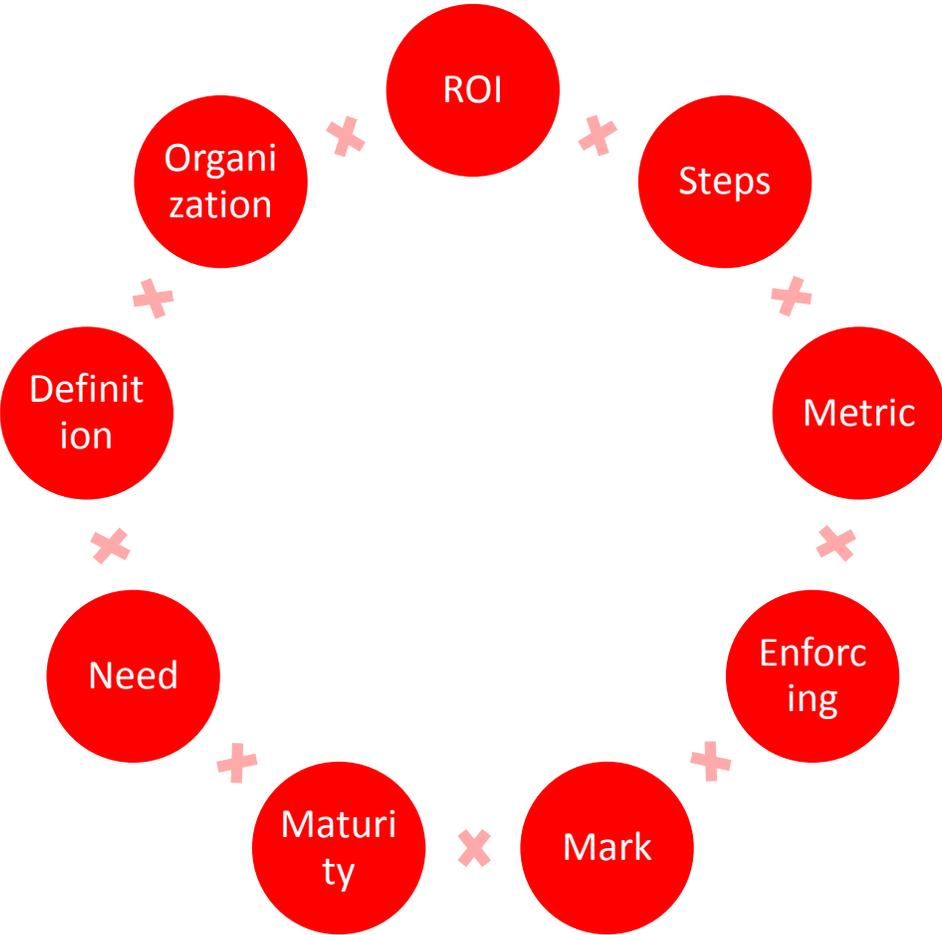


Metadata Requirements Stack

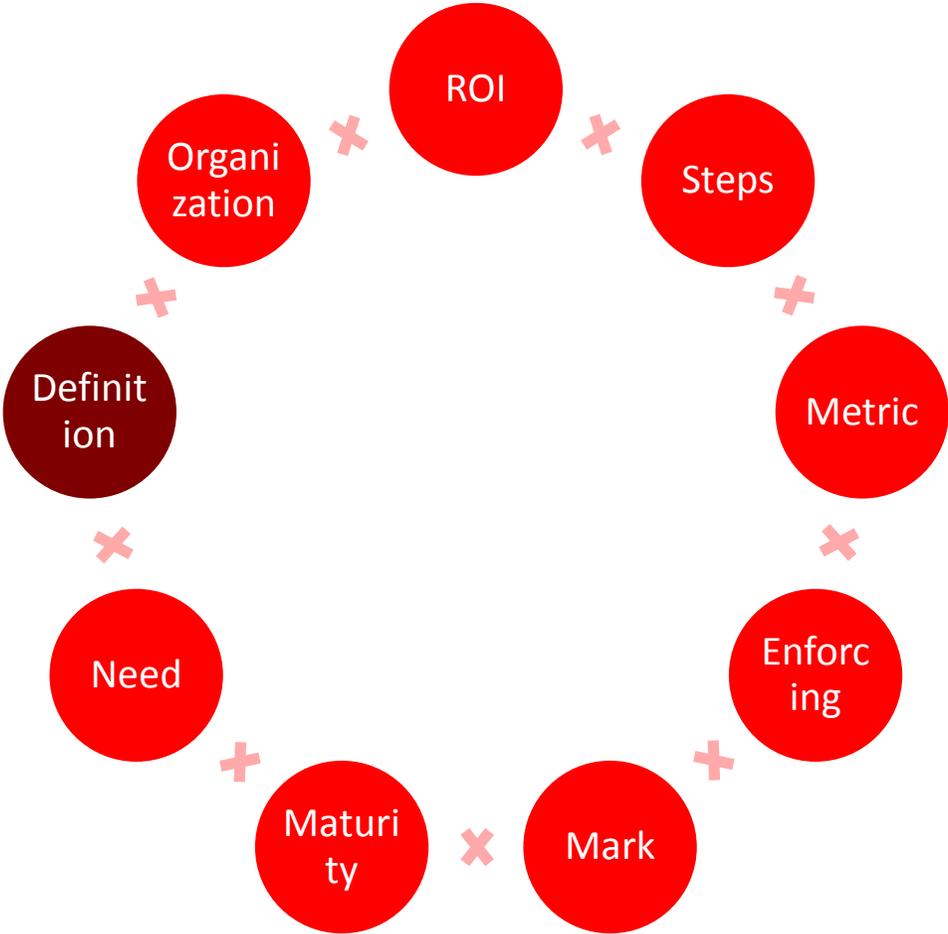


Data Governance

Data Governance Best Practices



Data Governance Best Practices

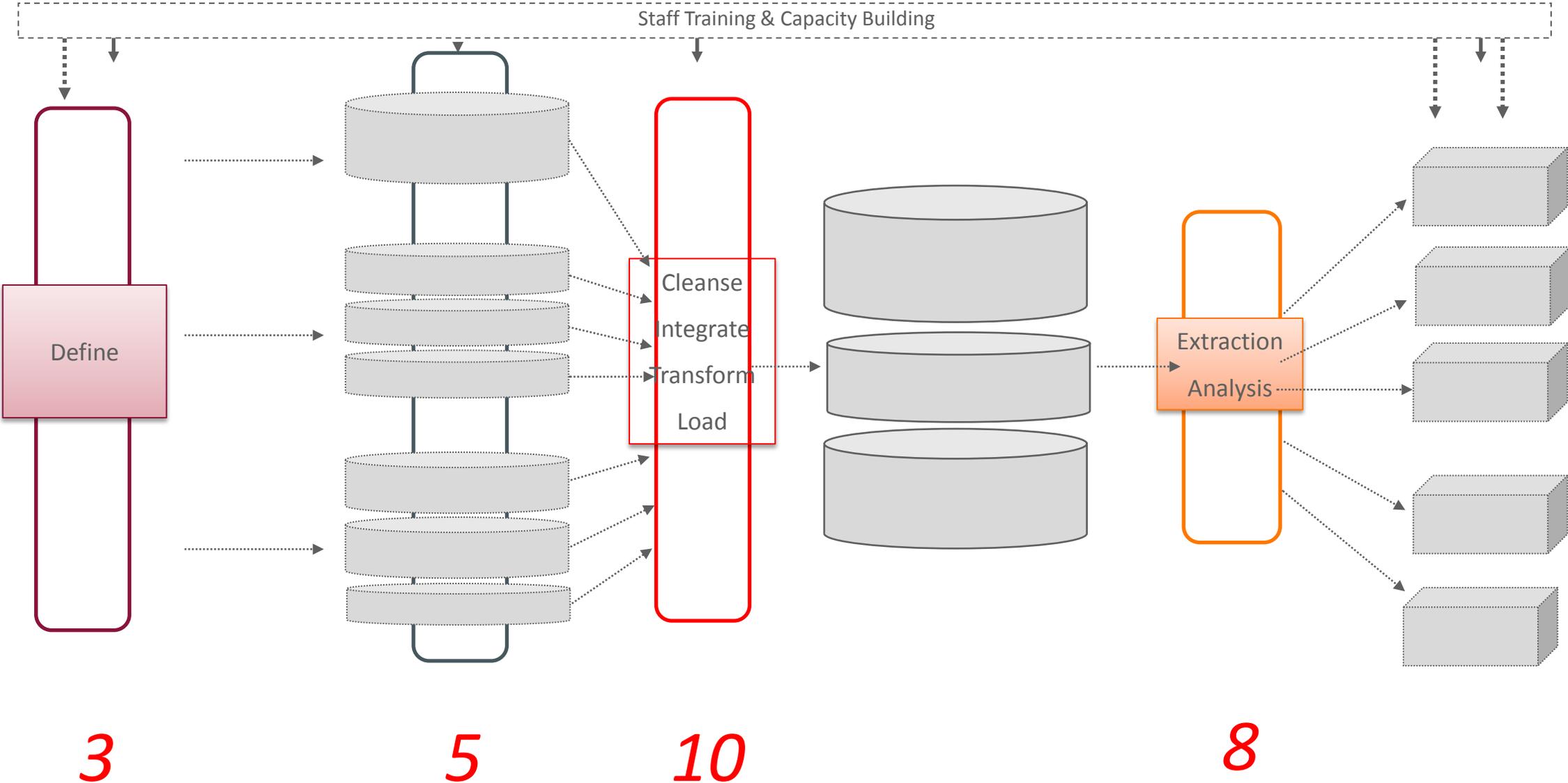


A (Wikipedia) Definition of Data Governance

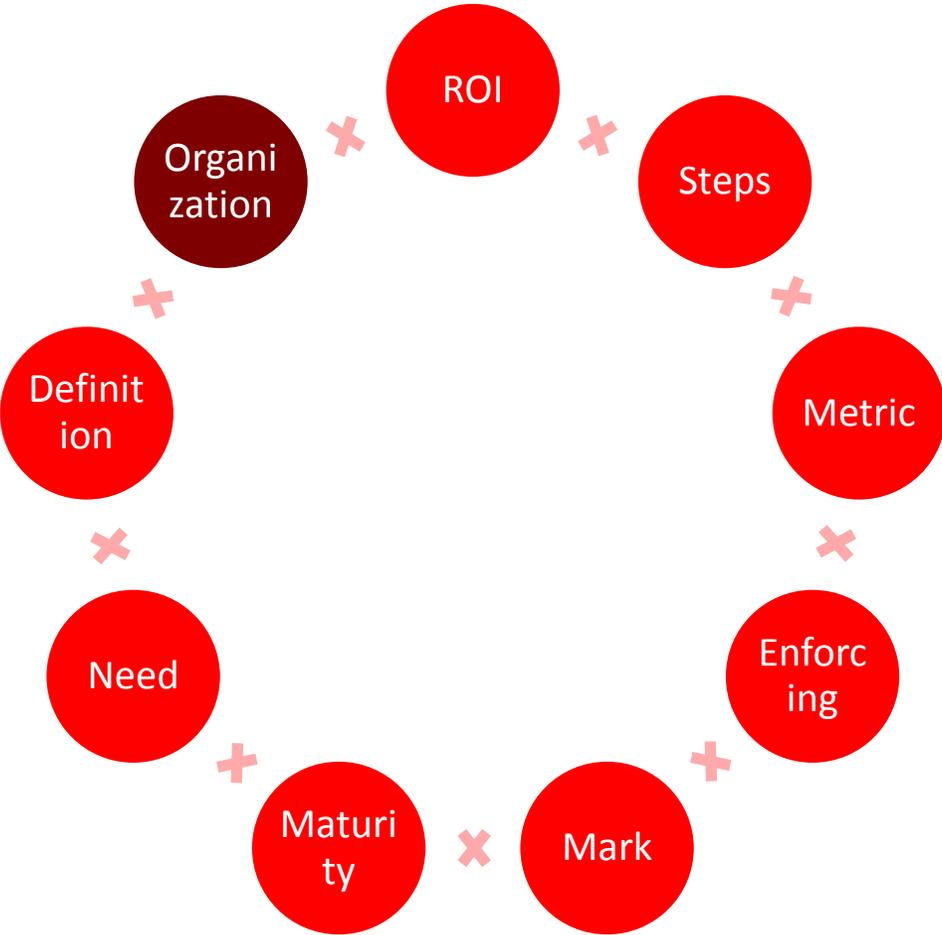
“Data governance encompasses the people, processes, and information technology required to create a consistent and proper handling of an organization's data across the business enterprise.”

Wikipedia

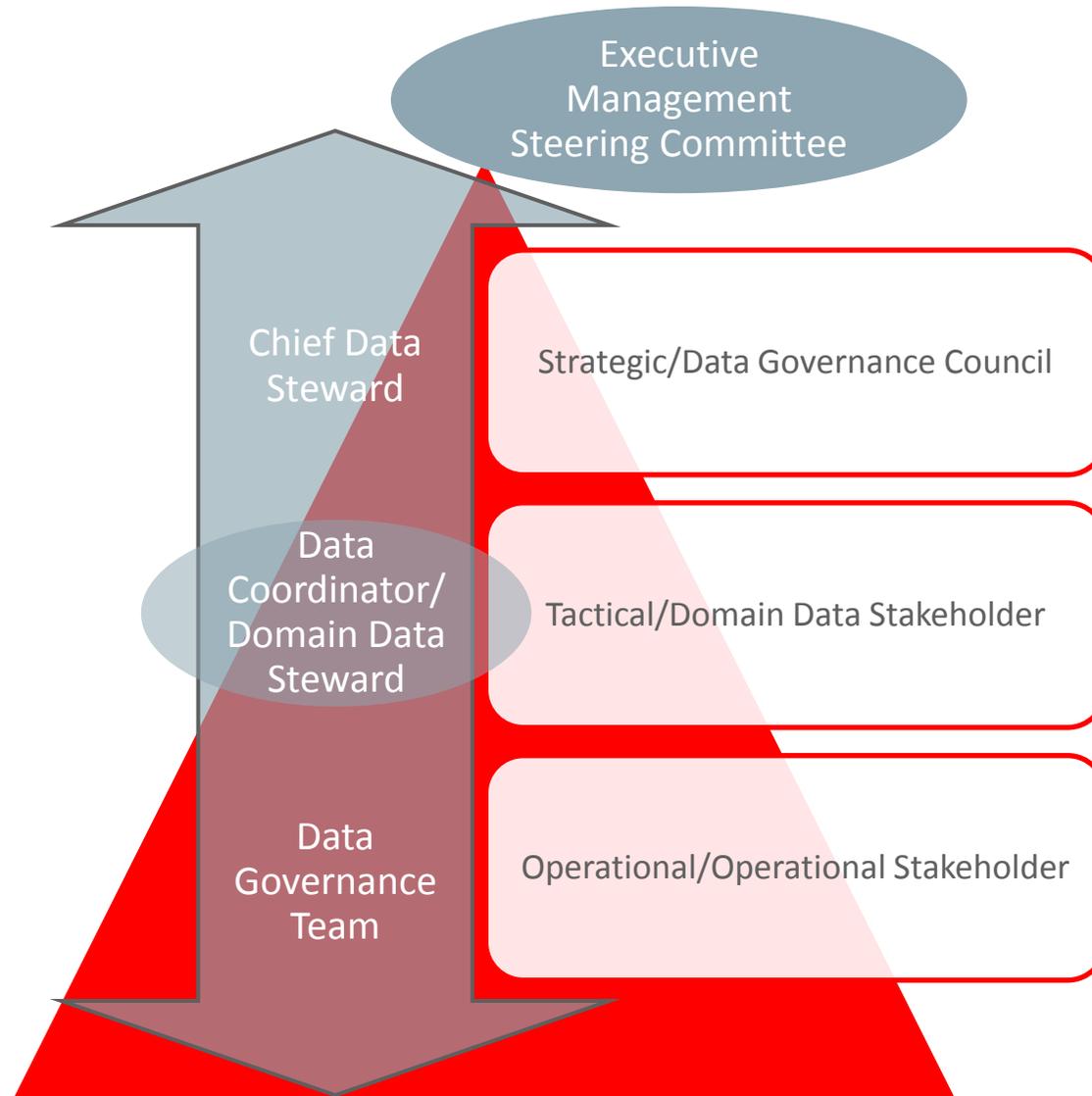
Data Definition, Production And Usage



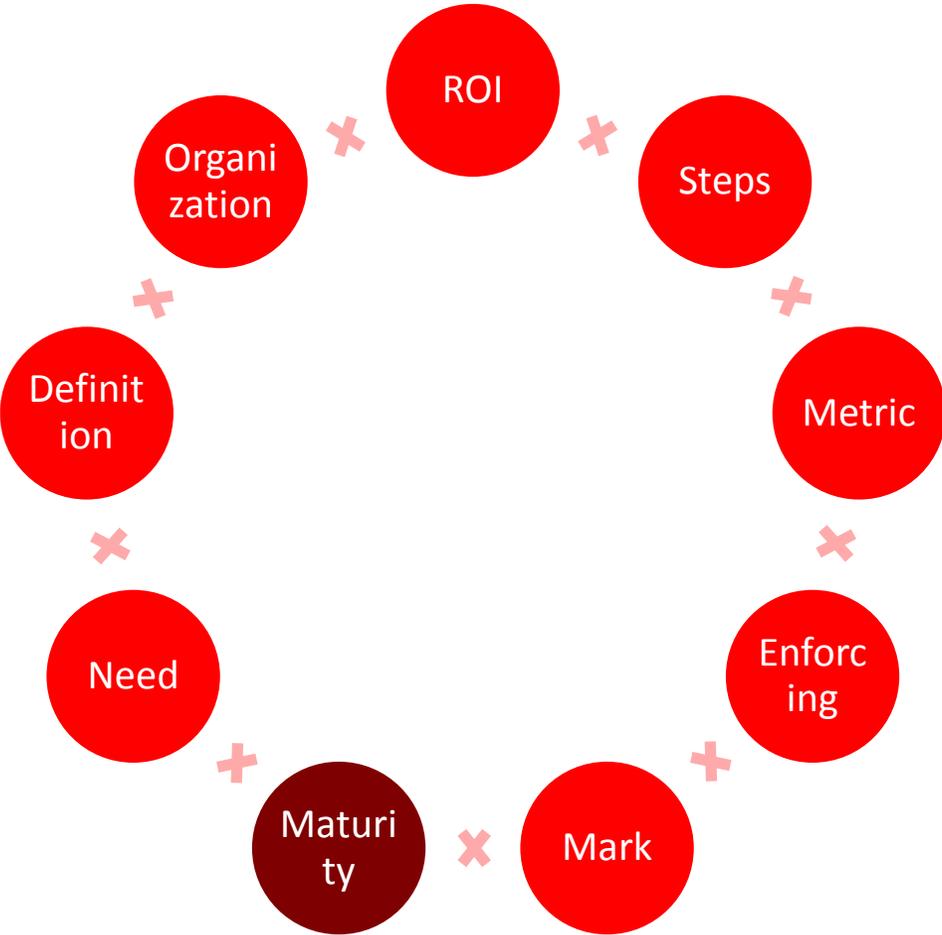
Data Governance Best Practices



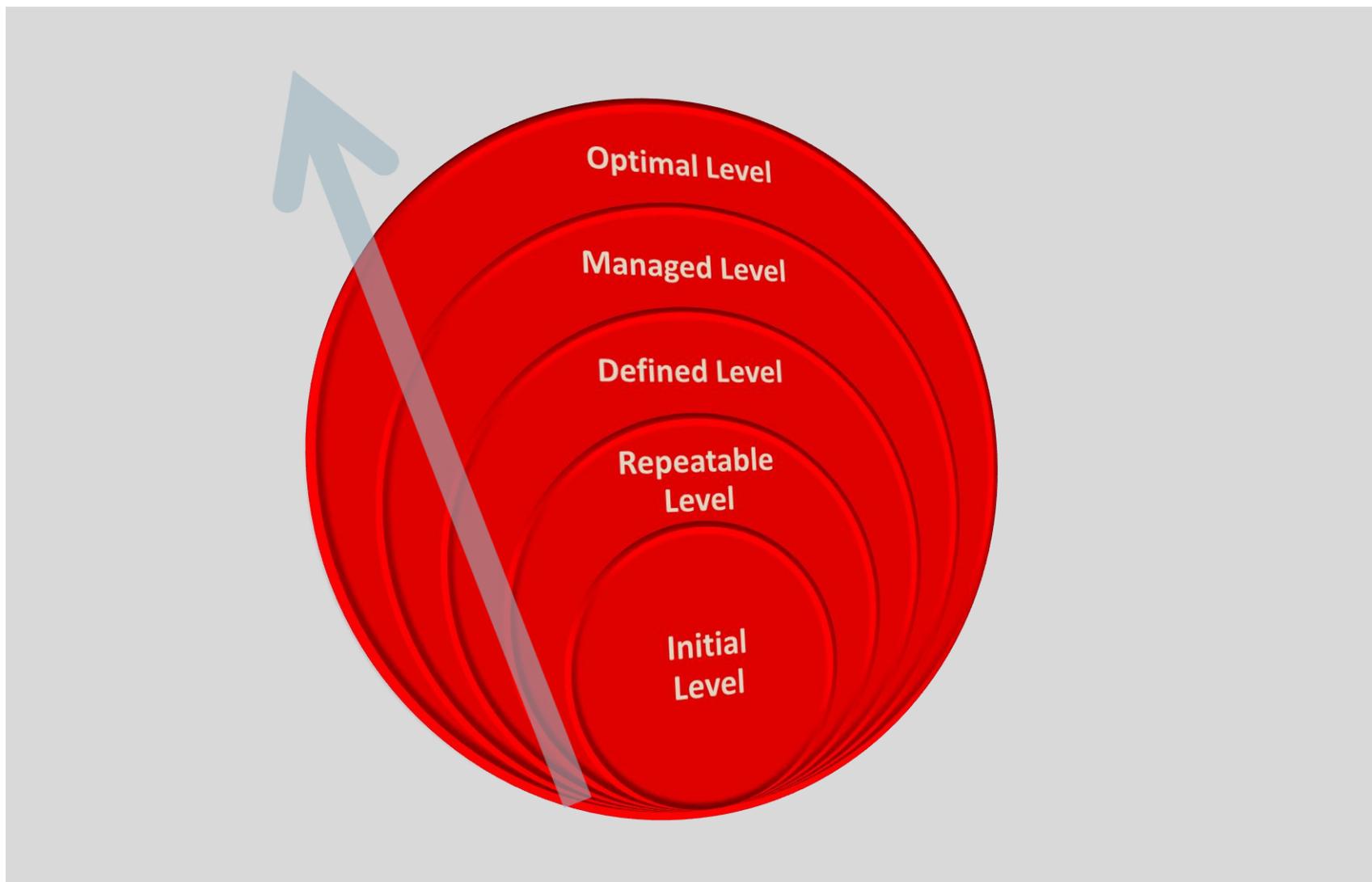
Data Governance Teams



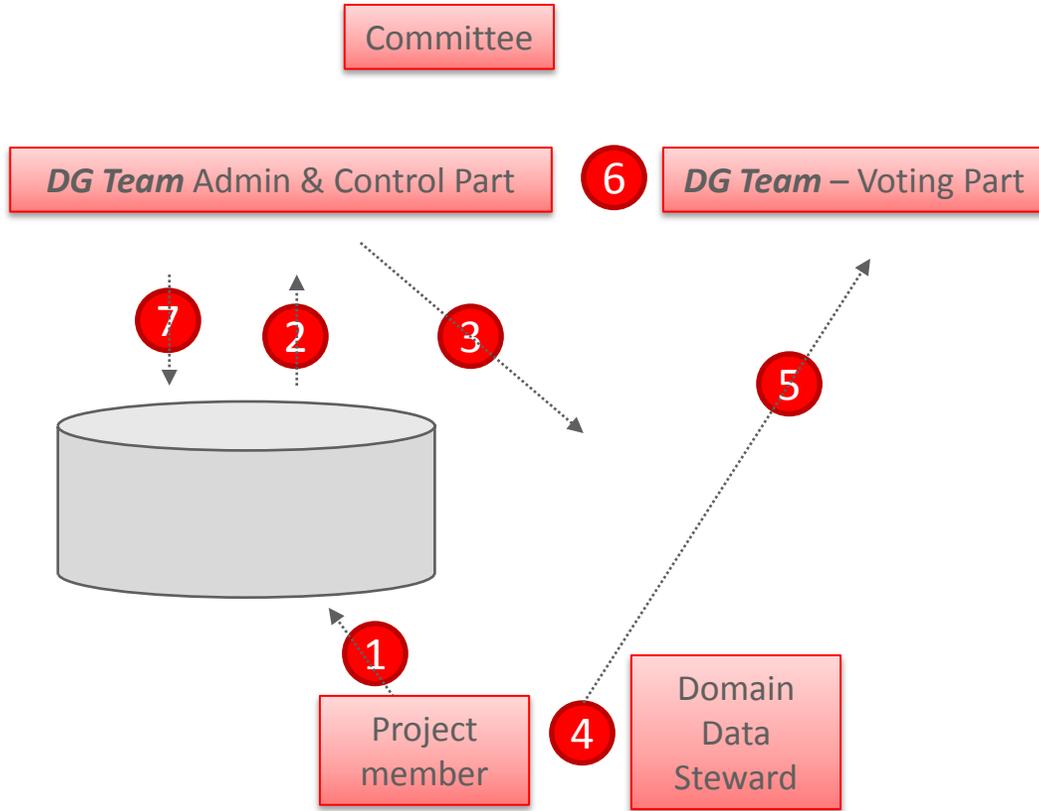
Data Governance Best Practices



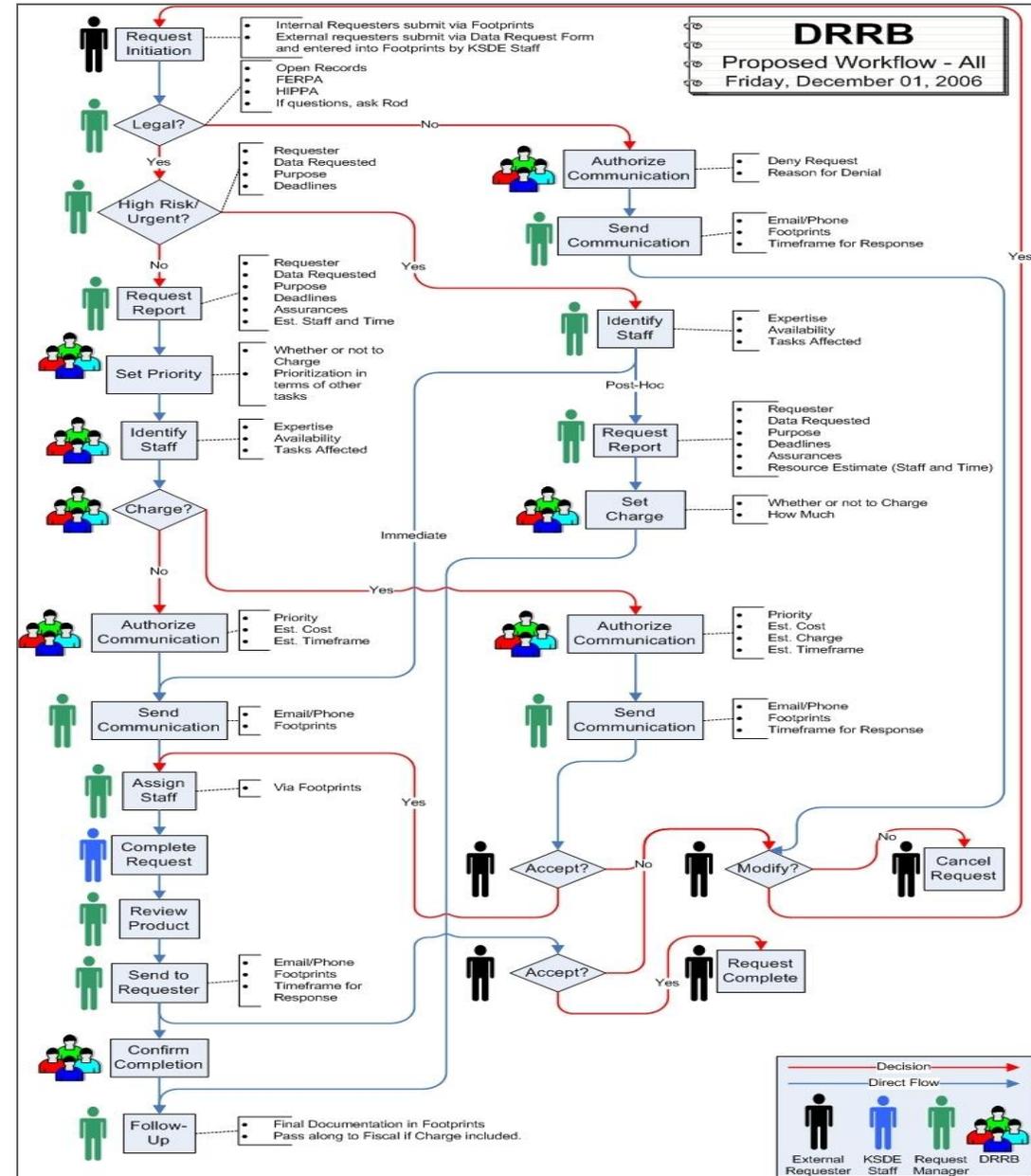
Oracle Data Governance Maturity Levels



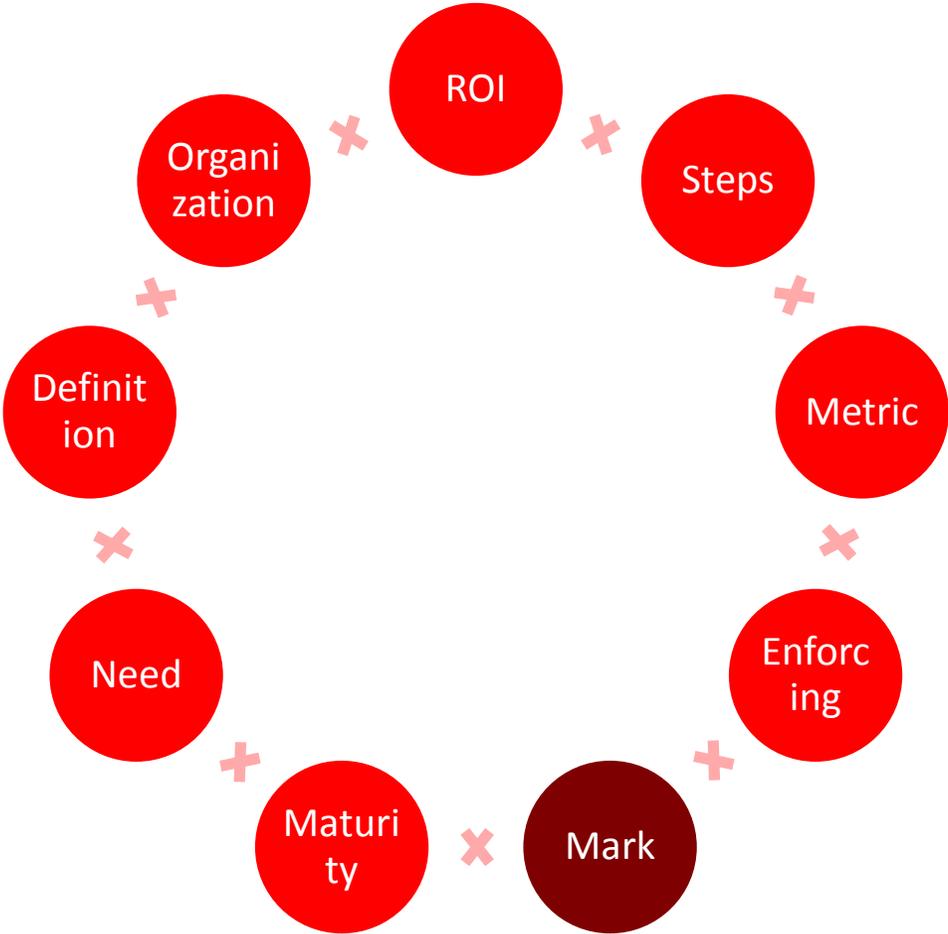
Steps In Workflow



1. Project team submits a term to OEMM for registration
2. Admin receives and monitors this request info
3. The submitted item is routed to Data Stewards
4. Data Stewards work with the project teams to define terms and definitions
5. After definition – submit for approval to the DG team
6. Term is approved by the DG voting members
7. Term is certified for use in OEMM registry & updated in OEMM Business Glossary



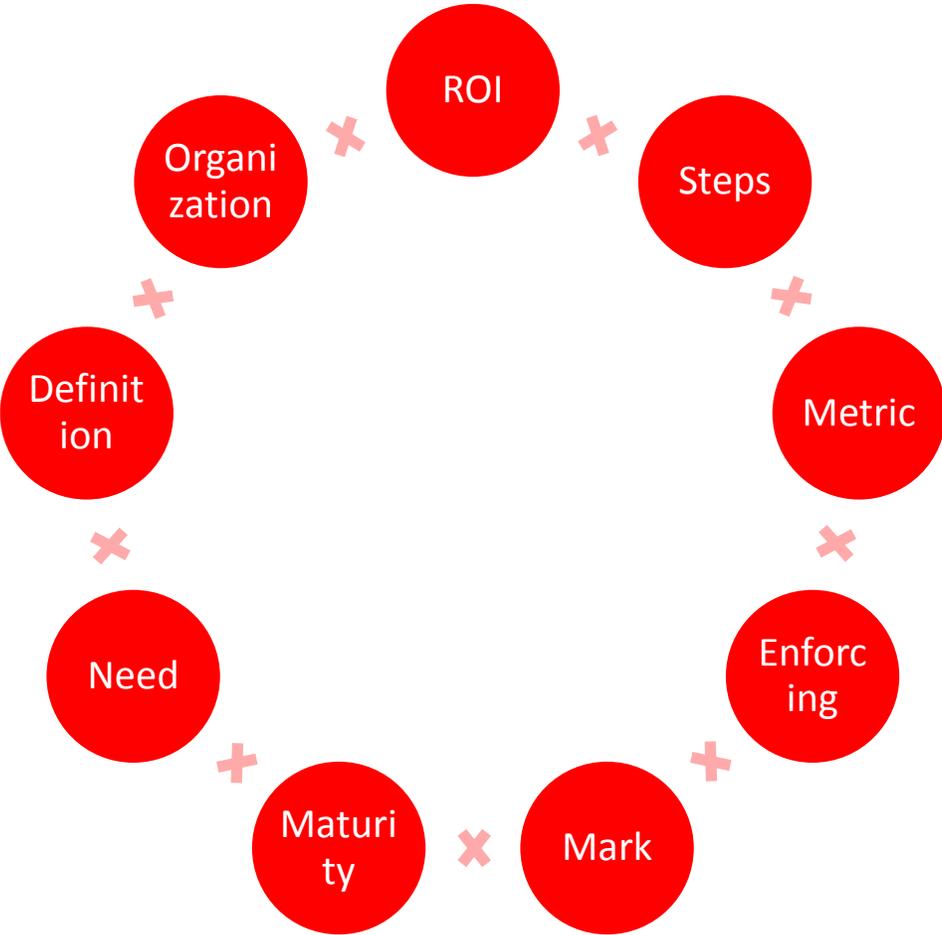
Data Governance Best Practices



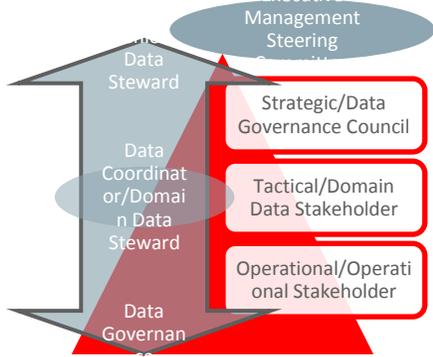
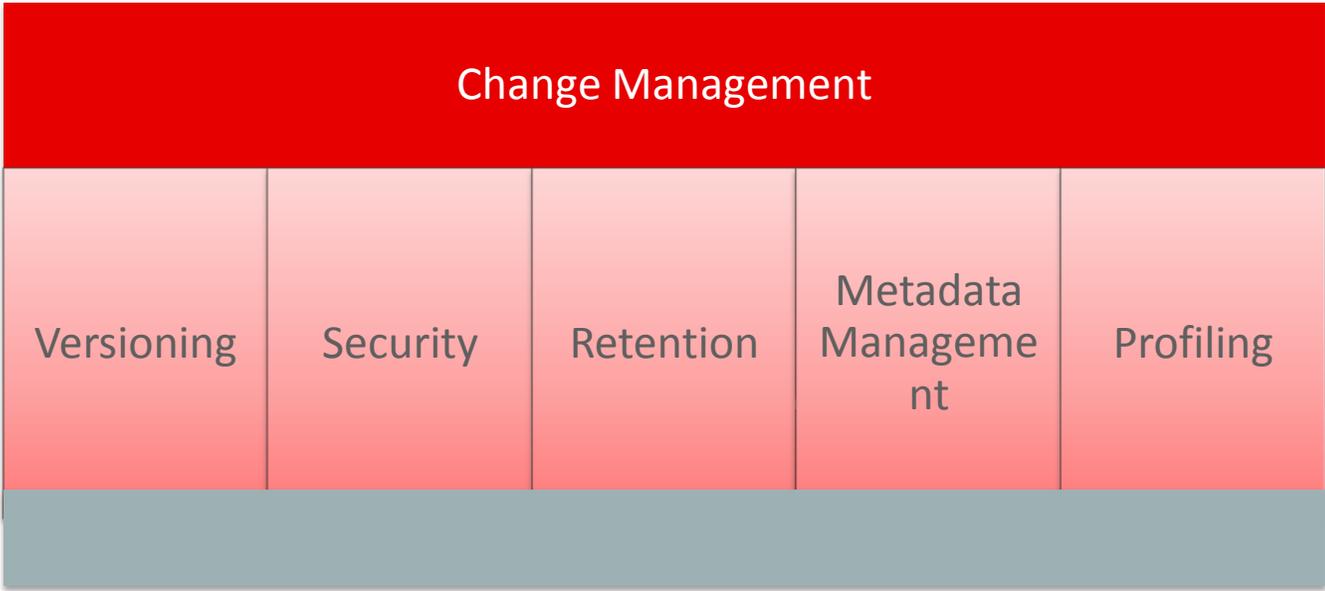
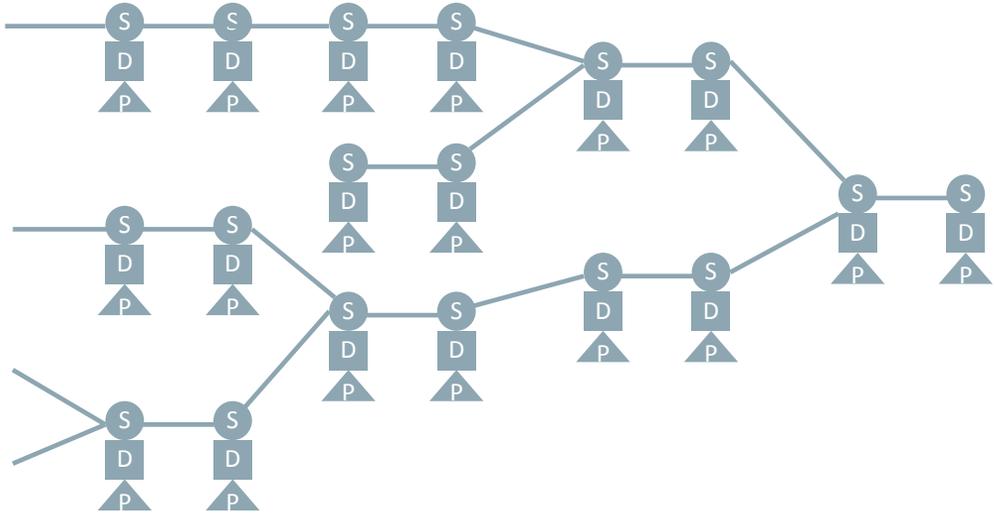
Data Governance Test

- Risk Management:** We manage the risks associated with our data. My organization understands the need to quickly adjust to the risks associated with data, and many of these rules are coming from outside of the organization. We have a person, a staff of people, or council (or all of the above) that focuses on understanding all levels of risk around the management of data. The person/staff/council regularly communicates information about data risk so that everybody understands risky behavior versus safe behavior in how we handle our data. **1**
- Data Compliance & Regulatory Control:** As an organization, we pay a great deal of attention to compliance and regulatory concerns around the data we collect, use, and share as part of making decisions and doing business. Somebody has the responsibility for documenting and communicating the rules to all individuals in the organization who handle these data. When we're audited, we can clearly demonstrate to the auditors that we follow the rules around the data. **3**
- Information Security & Data Classification:** As an organization, we pay a great deal of attention to information security for all structured and unstructured data. We have an information security policy and/or something similar, e.g. guidelines, mandates. We feel comfortable with our ability to communicate, differentiate, and manage according to the rules associated with highly confidential data, internal-use data, and public data. People who share data in our organization also share the documented rules about that data, and we don't believe that information security is a concern. **4**
- Metadata Management:** We have metadata for the most important data we manage. My organization knows what data we have, where that data resides, and how that data is defined, produced, and used in shared databases and on people's desktops. The information we have about our most important data is available to anybody who needs it. Just as important, we have identified and engaged people who have formal responsibility for the definition, production, and usage of metadata. **5**
- Data Quality Management:** Our organization continually focuses on data quality. We have formal means for recording data quality issues, and we have proactive and reactive methods to find issues and address them when we find them. And we have people responsible for managing the issue logs, putting values to the issues and prioritizing the issues. Most important, we have a clear understanding about the business standards for core pieces of data that make it easier to differentiate high quality from low quality data. **1**
- Business Intelligence and Data Integration:** We have a data warehousing environment that takes full advantage of the data therein and is used to its fullest capability. This means that people have easy access to the data, they understand the data, and they help us to continually improve the quality of the data. We recognize that data governance plays an important role in the success or failure of our data warehousing initiative on all sides of the data integration equation. We understand that data integration is a difficult discipline. But since we govern the data well on both sides—source and target—we feel comfortable with the effective nature of our business intelligence program. **2**
- Master Data Management:** Our organization recognizes that master data management (MDM) is one of the most effective and most important data disciplines talked about today. We've identified people to manage our MDM initiative(s) and have started to identify the enabling technologies that will help us manage and share our master and reference data. When we populate our MDM environment, the discipline is there to manage the decision-making around the master data resource, the metadata component, and the communications and accessibility to the master data. We are positioned well to complete the master data initiative within budget and on schedule. **3**
- Data Governance & Data Stewardship:** Last but not least, we have a data governance program that clearly defines roles and responsibilities at the operational, tactical, strategic, and support levels. Our program focuses on leveraging the existing knowledge of the data that lies within our data stewards. The approach we've taken has been embraced by our leadership, stewards, business, and the technology individuals and it addresses the governance of data in a proactive and reactive sense. Our data governance program is a primary contributor to our success in all of the disciplines listed in this test. **2**

Data Governance Best Practices



Data Governance Best Practices



Oracle Data Governance -- User Experience

Data Flow Explorer
Quality KPIs
Case Management
Exception Review
Metadata Management
Business Glossary



Third Step In Oracle Data Governance - DRM

Home Paid Vacation Expenses

New Financial Account
Define or edit property values for Oracle General Ledger.

Request Items (3) Vision Current Period

Name	Description	Hierarchy	Task	Action
1 6200	Compensation Expenses	Parent Total	Add Financial Account	
2 6210	Paid Vacation Expenses	Parent Total	Add Financial Account	
3 6160	Other Compensation	Parent Total	Update Financial Account	✖

Item Details

Current Value	New Value
Name: 6160	6160
* Description: Other Compensation	Other Compensation
Parent: Parent Total=6000	Parent Total=6000
* Account Type: Expense	Expense
* Allow Budgeting: True	<input checked="" type="checkbox"/>
* Allow Posting: True	<input checked="" type="checkbox"/>
* Enabled: True	<input checked="" type="checkbox"/>
Start Date: 2/15/2012	2/15/2012
End Date:	3/1/2013
Financial Category: Employee benefits related expenses	Employee benefits related expenses

Home Computer Products Reorganization

Product Maintenance
Define a code, description and product category (Parent) for a new product.

Request Items (9) Vision Jan 2013 - Gilles

Name	Description	Hierarchy	Task
1 P_161	Tablet Standard	Total Product	Add Product
2 P_160	MyPad Tablet	Total Product	Add Product Category
3 P_170	Sentinel Server	Total Product	Add Product Category
4 P_180	Envoy Desktop	Total Product	Add Product Category
5 P_110	Sentinal Standard	Total Product	Change Product Category

Item Details Value

* Name: P_161

Description: Tablet Standard

* Parent: Total Product-P_TP1

Request Activity Comments Only

rstein (2/18/2013 5:30:35 PM) - Claimed for Stage 'Commit Product Changes'
 (1/28/2013 12:13:57 PM) - Assigned to Stage 'Commit Product Changes': COA Manager Workflow
 Jcooper_gde (1/28/2013 12:13:57 PM) - Approved for Stage 'Approve Product Changes'
 Jcooper_gde (1/28/2013 12:12:54 PM) - Claimed for Stage 'Approve Product Changes'
 Operations (1/28/2013 12:11:47 PM) - Submitted for Stage 'Specify Product Changes'

Model
Organization - lane Product Ma

61 Define Invoice & Budget Approvers	Collect New Dept Attributes	Claimed	24 Define New
46 Define Invoice and Budget Approvers	Collect New Dept Attributes	Claimed	24 Define New
69 Define Invoice and Budget Approvers	Collect New Dept Attributes	Claimed	23 Define New
67 MWS_Define Invoice and Budget Appro	Collect New Dept Attributes	Claimed	23 Define New
30 Missing Plann Points, Dog 2	Fix Department Issues	Submitted	24 Correct and
32 This is Bryan's	Fix Department Issues	Submitted	24 Correct and
63 synchronize operations hierarchies gilles	Synchronize Department Hierarchie	Claimed	24 Resolve Hier

Computer Products Reorganization - lane

Model: Product Maintenance
Status: Submitted
Tags:

Version: Vision Jan 2013 - Lane Li
Submitted By: Operations
Submit Date: 2/6/2013 12:28:47 AM

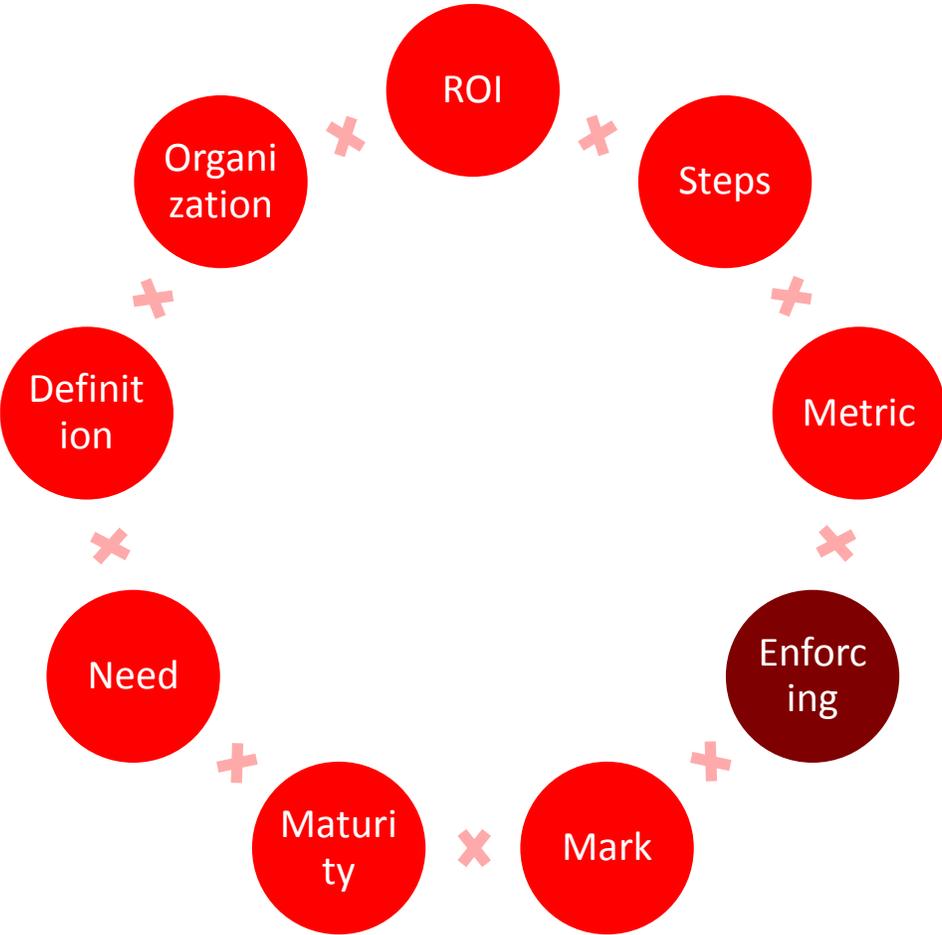
Request Items (8)

Name	Description	Hierarchy	Task
1 P_161	Tablet Standard	Total Product	Add Product
2 P_160	myPad Tablet	Total Product	Add Product
3 P_170	Sentinel Server	Total Product	Add Product
4 P_180	Envoy Desktop	Total Product	Add Product
5 P_110	Sentinal Standard	Total Product	Change Pro

Request Activity

Jstein (2/6/2013 12:35:37 AM) - Pushed Back to Stage 'Specify Product Changes'
 Jstein (2/6/2013 12:35:28 AM) - 回退修改

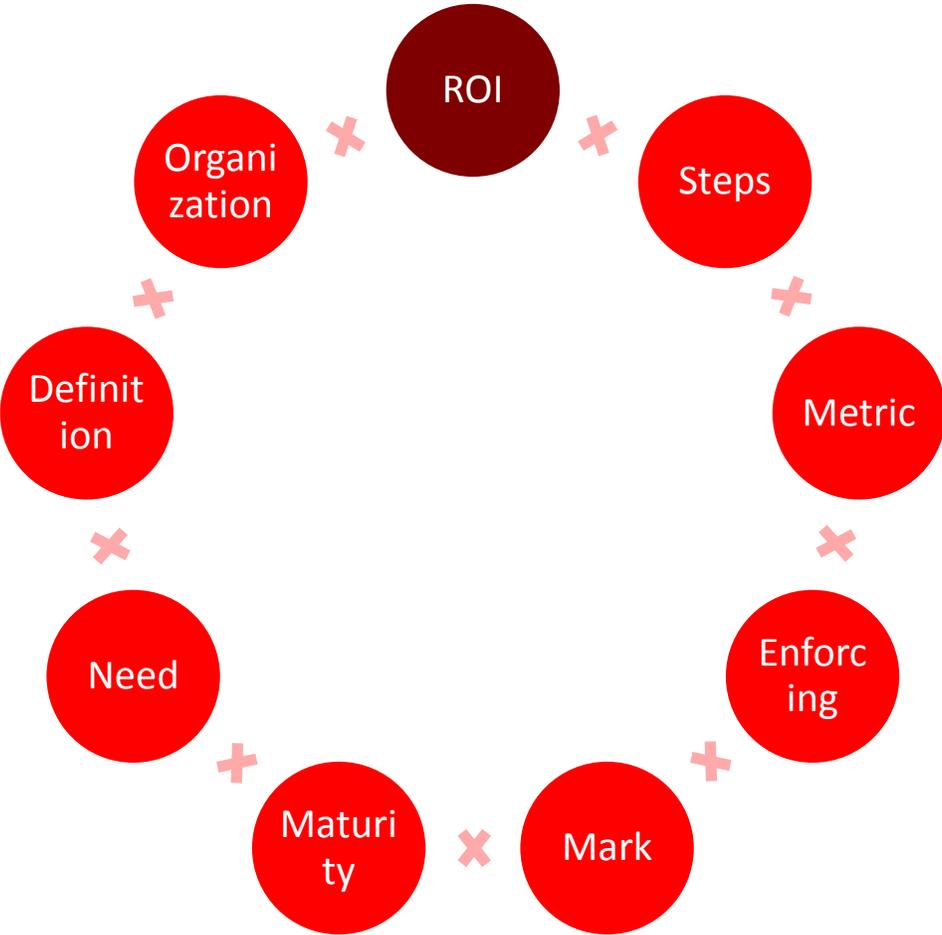
Data Governance Best Practices



Enforcing Data Governance

		DG Council	DG Team	Domain DG Team	Operational DG Team
<i>Identification & Documentation</i>	Obtain the position job description from HR	I	R/A	R	R
	Identify the data touch points associated with position	I	R/A	R	R
	Identify the rules associated with data		R/A	R	R
<i>Ratification</i>	Attach accountabilities to data touch points	I	R/A	C	C
	Communicate accountabilities associated with data	I	R/A	I	I
<i>Implementation & Control</i>	Enforce accountabilities associated with data		R/A	C	R
	Measure accountabilities associated with data	I	R/A	C	I
	Measure accountabilities associated with data	I	R/A	C	I

Data Governance Best Practices



ROI – 5 Areas To Demonstrate Value

- (1) Program**
- Strategy & Direction
- Structure
- Scope
- Prioritization
- Policy
- Roles & Responsibilities
- Authority & Accountability
- Issue Resolution
- Business Alignment
- Power To Question
- Transparency
- Weight & Balances
- CoE
- Agility To Respond

- (2) Data Management Operations**
- Data Quality
- Data Modeling
- Metadata Management
- Data Integration
- Data Lineage
- Security & Privacy
- Data Standards
- Business Rules
- Business Process
- Stewardship
- Monitoring&Metrics
- Reporting
- Workflow Management

- (3) Projects**
- MDM
- BI
- CRM
- CDI
- DW
- EDW
- DM
- ERP
- 360 View
- Data Migration
- Data Integration

- (4) Business Operations**
- Sales & Marketing
- Customer Service
- Risk & Compliance
- Order To Cash
- Supply Chain
- Taxes & Fees
- Social & Human Services
- Mail & Transport
- Asset Management
- Business Analytics & Research

- (5) Organization Strategy & Policy**
- Customer Definition
- Merger & Acquisition
- Planning & Budget
- Business Partner Integration
- Data Enrichment
- Security & Privacy



Oracle Data Governance ROI

Increase revenue / value of assets

- Improve the value of the company to those who would acquire it
- Utilize information assets to make new sales, Better understand customers, Better understand product (and other) hierarchies

Reduce costs

- Reduce duplicate data management processes (example: costs of data modeling, data administration, data quality)
- Reduce errors and associated costs (in software development, report development, information interpretation) due to lack of understanding of data or poor quality data

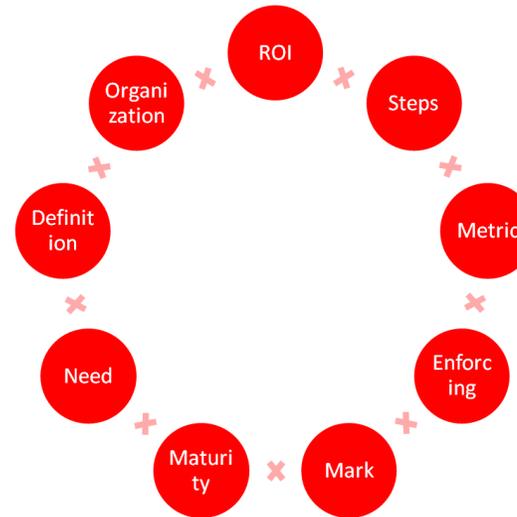
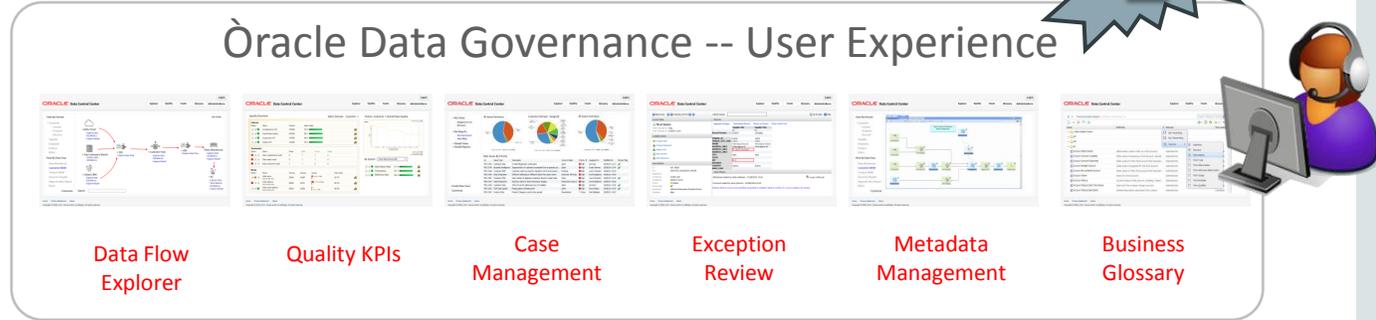
Support Compliance While Reducing Costs

- Avoid audit fees due to lack of confidence in “authoritative data”
- Reduce costs of pre-audit testing

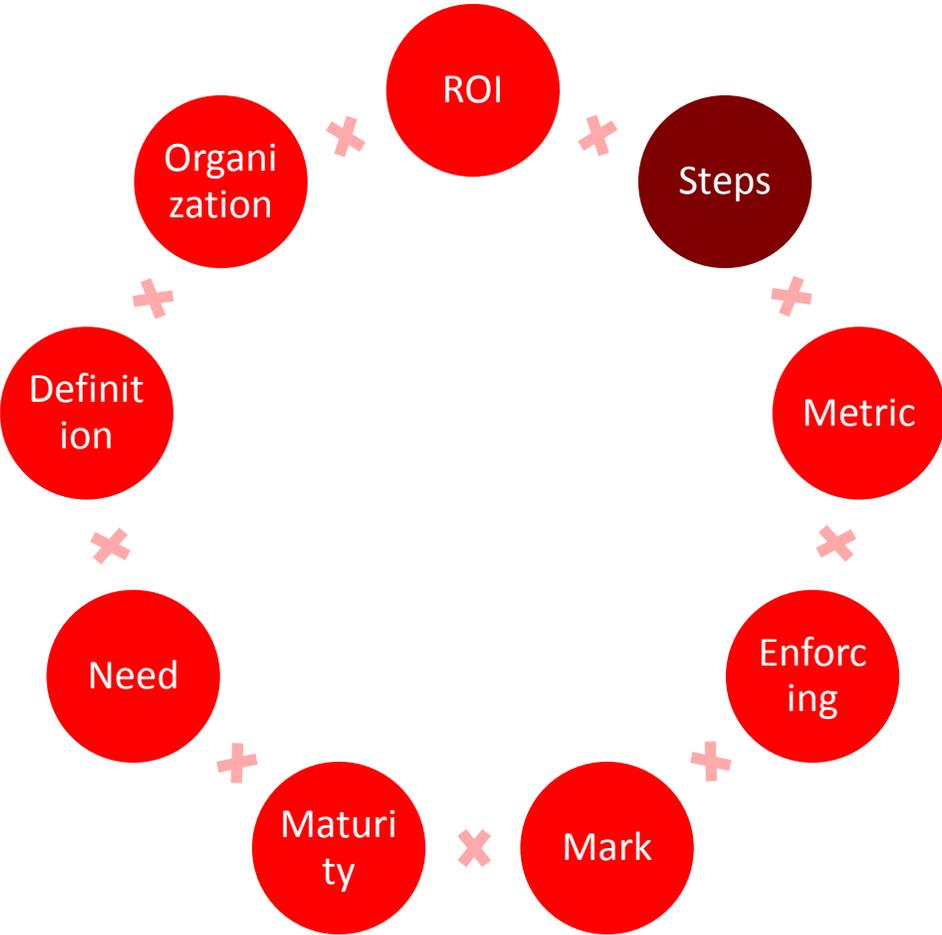
Support Impact Analysis

- Provide a capability to assess cross-functional impacts of data-related decisions, to do useful impact analysis (by providing authoritative business rules, system of record information, and data lineage metadata)
- Avoid “undoing” work or rendering controls invalid

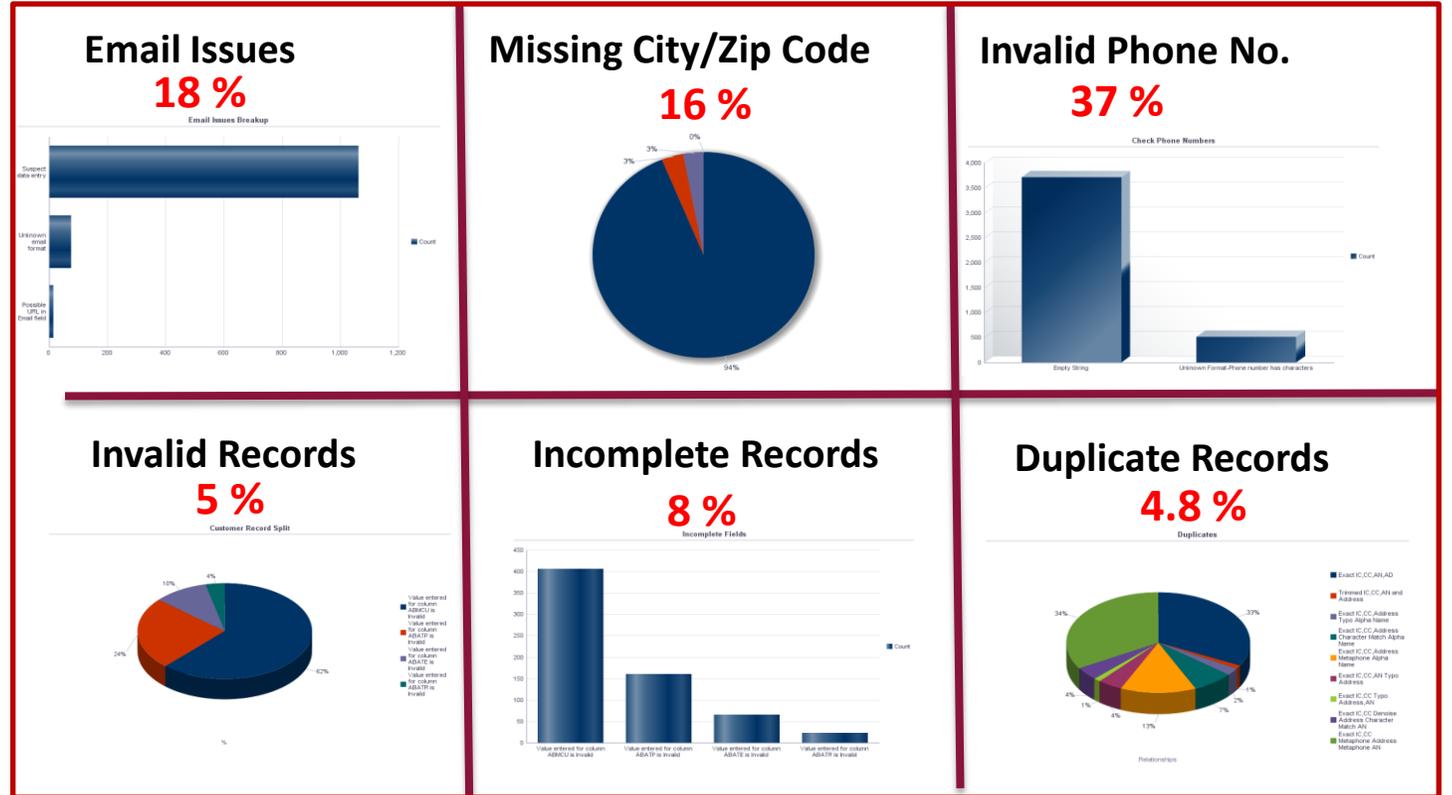
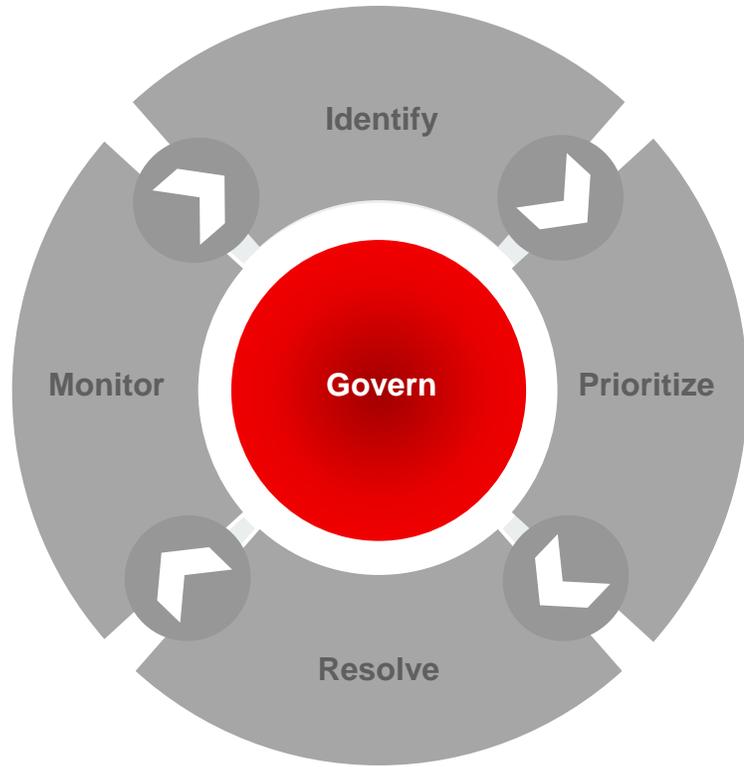
Oracle Data Governance -- User Experience



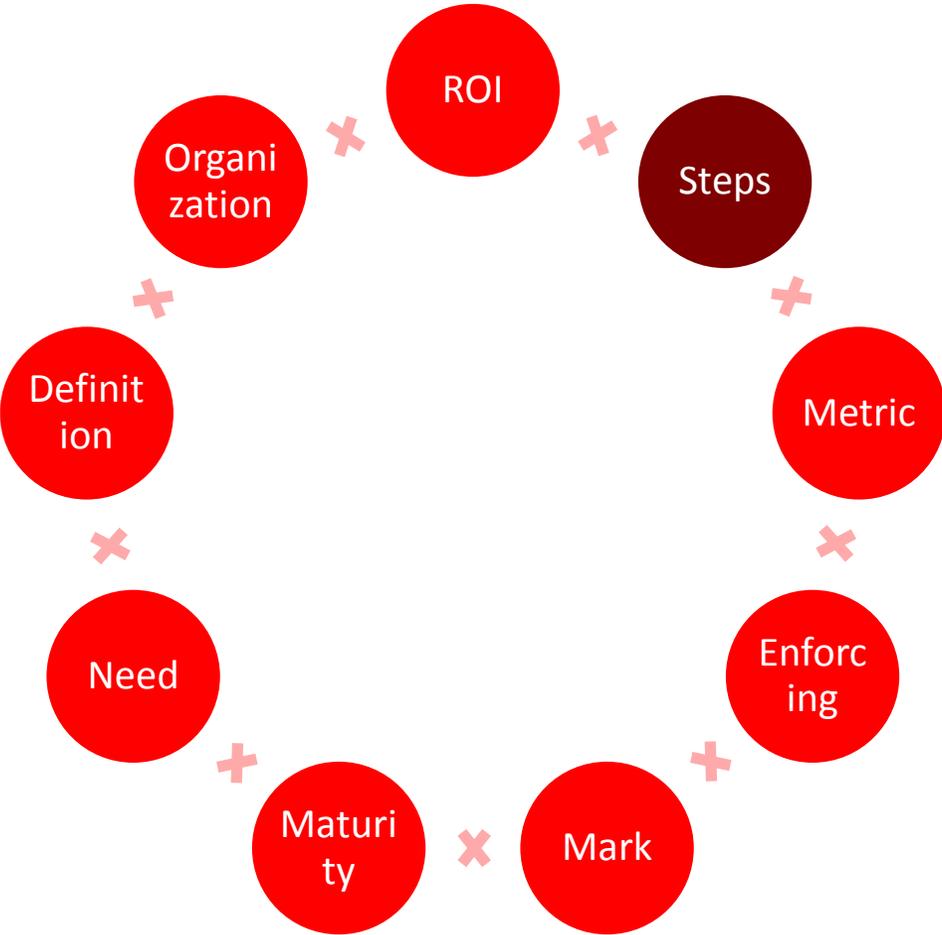
Data Governance Best Practices



The Data Governance Process



Data Governance Best Practices



Data Governance Matrix

	IT			Marketing		HR	
1. Customer Data	System Name	Domain Steward	Operational Steward	Data Gov Team Member	Area 1	Area 1	Area 1
1.1. Customer Address Data	ERP System						
	MDM DB						
	EDW DB						
1.2. Customer Demographics Data	ERP System						
	MDM DB						
	EDW DB						
1.3. Customer Financial Data	ERP System						
	MDM DB						
	EDW DB						



Critical Data Elements in OEMM

Critical Data Elements

- Business Glossary
- Stewardship Workflows
- Business Rule Definitions
- Rule Semantics
- Term to Rule Linking
- Allowable Values
- Search and Browse
- Data Flow Lineage
- Model Versioning

The screenshot shows the Oracle Enterprise Metadata Management 12c interface. The main content area displays the configuration for a 'Registration Type'. The 'Security Classification' is set to 'Confidential' and 'Critical Data Element' is set to 'Yes', both of which are highlighted with a red box. The 'Status' is set to 'Candidate' and 'Type' is set to 'Business'. The 'Properties' panel on the right shows the same configuration details.

Name	Registration Type
Registration Type	Registration Type
Definition	
Abbreviation	
Alternate Abbrevi...	
Documentation	
Example	
Qualifier	false
Type	Business
Usage	
Status	Candidate
Critical Data Elem...	Yes
Security Classific...	Confidential

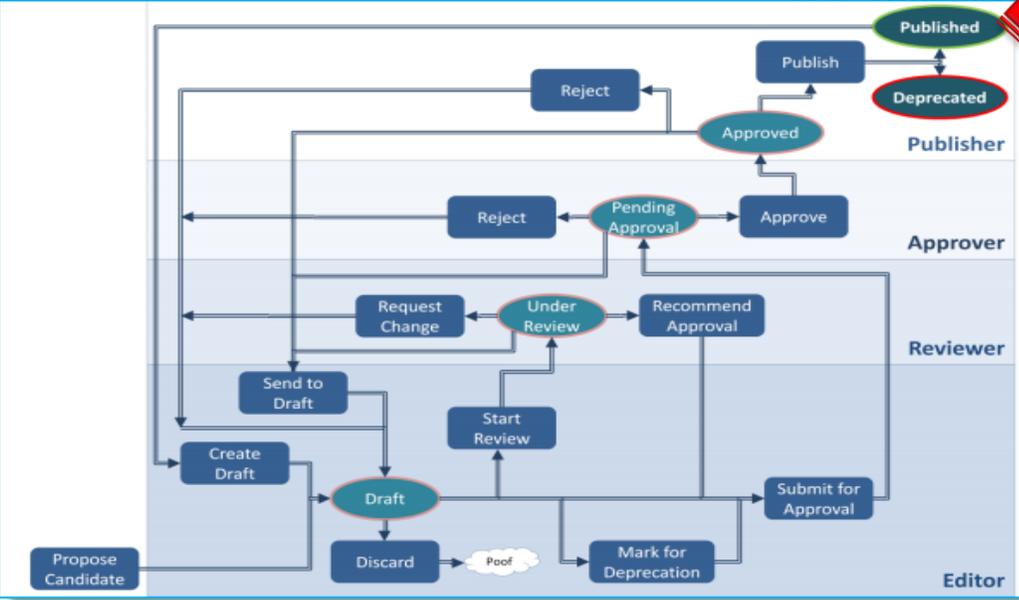
- Model Browser
- Systems Lineage
- Data Profiling
- Data Validation
- Dashboards
- Remediation & Repair
- 3 Key Users
- 3 Kinds of Lineage
- 3rd Party Integrations
- Deployment Architecture



Business Glossary Stewardship Workflow

- Critical Data Elements
- Business Glossary
- Stewardship Workflows**
- Business Rule Definitions
- Rule Semantics
- Term to Rule Linking
- Allowable Values
- Search and Browse
- Data Flow Lineage
- Model Versioning

The screenshot shows the Oracle Enterprise Metadata Management 12c interface. The browser address bar indicates the URL is localhost:11580/MM/. The page title is 'ORACLE Enterprise Metadata Management 12c'. The user is logged in as 'Administrator'. The interface shows a navigation pane on the left with 'Repository' selected. The main content area displays the 'Glossary Editor' for the 'Account Amount Available' term. The term is in a 'Draft' state. The definition is 'Dollar amount remaining in the account, calculated as: Account Balance Amount - Account Numbered Amount'. A red box highlights the 'Start Review', 'Submit for Approval', 'Mark for Deprecation', and 'Discard' buttons. A red arrow points from the 'Start Review' button to the 'Under Review' state in the workflow diagram below.



- Model Browser
- Systems Lineage
- Data Profiling
- Data Validation
- Dashboards
- Remediation & Repair
- 3 Key Users
- 3 Kinds of Lineage
- 3rd Party Integrations
- Deployment Architecture



Business Glossary Manages Definitions

Critical Data Elements

Business Glossary

Stewardship Workflows

Business Rule Definitions

Rule Semantics

Term to Rule Linking

Allowable Values

Search and Browse

Data Flow Lineage

Model Versioning

The screenshot shows the Oracle Enterprise Metadata Management 12c interface. The main window is titled 'Glossary Editor' and displays the definition for 'Registration Type'. The definition is highlighted with a red box and includes the following details:

Name	Registration Type
Definition	Type of document used as proof of identity for auto insurance.
Steward	Administrator
Status	Candidate
Type	Business

Other visible details in the screenshot include the breadcrumb 'Oracle > ABC > Registration Type', a search bar, and a right-hand 'Properties' panel with a table of key-value pairs.

Model Browser

Systems Lineage

Data Profiling

Data Validation

Dashboards

Remediation & Repair

3 Key Users

3 Kinds of Lineage

3rd Party Integrations

Deployment Architecture



Mapping of Business Term to Rules

- Critical Data Elements
- Business Glossary
- Stewardship Workflows
- Business Rule Definitions
- Rule Semantics
- Term to Rule Linking
- Allowable Values
- Search and Browse
- Data Flow Lineage
- Model Versioning

The screenshot shows the Oracle Enterprise Metadata Management 12c interface. The main window displays the 'Registration Type' business term in the 'Glossary Editor'. The 'Governed By Rule' field is highlighted with a red box, showing the rule 'Rule-MDM-BR-0505'. The 'Properties' pane on the right shows the term's details, including its name, definition, and status.

Name	Value
Name	Registration Type
Definition	
Abbreviation	
Alternate Abbrevi...	
Documentation	
Example	
Qualifier	false
Type	Business
Usage	
Status	Candidate
Critical Data Elem...	Yes
Attribute Value	

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Capture Business Rule Definitions

- Critical Data Elements
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- Business Rule Definitions**
- Rule Semantics
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The screenshot shows the Oracle Enterprise Metadata Management 12c interface. A 'New Term' dialog box is open, prompting the user to add a new term in 'Rules'. The dialog contains the following fields and text:

- Title:** Add a new Term in "Rules".
- Name:** Rule-MDM-BR-0505
- Definition:** A Party who is a person must have a Party Registration from the following table to have a Person Name Type of "Legal"
- Buttons:** Create Another, Create, Cancel

The background interface shows a repository tree on the left with 'Oracle' selected. The main area displays 'Oracle > Rules >' with a search bar. A 'Properties' panel on the right shows details for the selected term, including Name (Oracle), Description, Creation Time (2015-05-13 10:43:31), Author, Last Modification Time (2015-05-13 10:43:31), Modifier, Steward, and Path (/Oracle).

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Semantic Linking of Business Rules

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The screenshot displays the Oracle Enterprise Metadata Management 12c interface. The browser address bar shows the URL: localhost:11580/MM/Explorer#w=lineage&z0=-1%232231%230&data%5BobjectId%5D=1212%2315%230&data%5BobjectName%5D=IdentificationType&data%5Bobje... The page title is "Semantic Definition for 'IdentificationType'". The interface includes a navigation menu with "HOME", "BROWSE", and "SEARCH". The main content area shows a "Graph" view of the semantic definition. A tooltip is visible over a link, displaying the following information: "From: Rule-MDM-BR-0505", "To: IdentificationType", and "Link Type: Semantic Flow". The interface also features a "Find in Lineage Analyzer" search bar and a "Properties" panel on the right side. The bottom status bar shows the time as 5:21 AM on 5/14/2015.

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The screenshot shows the Oracle Enterprise Metadata Management 12c interface. The main window displays a table of business terms with columns for Name, Scope, and Data Type. A dialog box titled "Add a New Custom Attribute" is open, allowing the user to define a new attribute. The dialog fields are as follows:

Field	Value
Name	Allowable Values
Apply to	Term
Data Type	Enumeration
Possible Values	Vehicle Registration, Identity Card, Character Act of Parliament
Default Value	Character Act of Parliament

The background table shows the following data:

Name	Scope	Data Type
Critical Data Element	Term	Enumeration
Governed By Rule		
Security Classification		

Model Level Versioning Shows Object Level Changes

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The screenshot displays the Oracle Enterprise Metadata Management 12c interface. On the left, the 'Repository' tree shows the hierarchy: DB - OLTP Source > Load to Dimensional DW > BI Reports > 2014-12-04 13:42:18 > Semantic Mapping from Sales Glossary to BISAMPLE (Relational Mod) > Tutorials > Metadata Management > Finance System > a - Data Sources > 1 - Operational Data Stores > Enterprise Application Integration > PAYTRANS. A context menu is open over the PAYTRANS node, with the 'Compare' option selected, showing sub-options: 'Compare with previous version', 'Compare with...', and 'Compare with... Compare version with another version.'. The 'Compare with...' option is highlighted with a red box. The 'Metadata Browser' in the center shows the structure of the PAYTRANS (DataModel): Tables / Entities, Subject Areas, Domains, Validation Rules, and PAYTRANS (File Directory). The 'Comparison Report' on the right is titled 'Comparison Report for PAYTRANS - version v2 and the previous version 2014-11-24 08:55:45'. It contains a table with the following data:

Object	Change	This Model	Comparing Model
/PAYTRANS/PAYTRANS/			
PAYTRANS			
PTAMT	Type length	10	8

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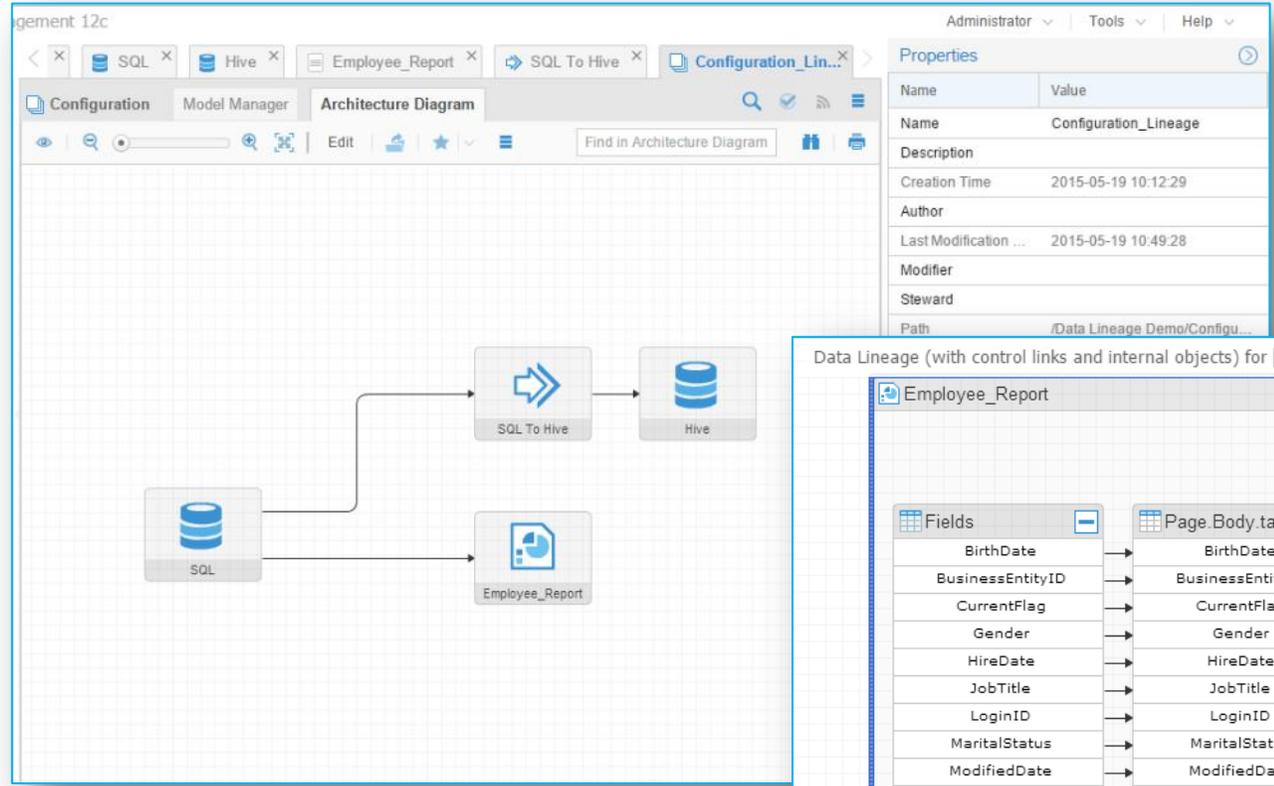
Vertical Lineage = Business Term to Technical Column

Critical Data Elements	<p>The screenshot shows the Oracle Enterprise Metadata Management 12c interface. The main window is titled 'Semantic Mapping' and 'Mapping Editor'. It displays a mapping between a business term 'Registration Type' and a technical column 'Registration Type'. The 'Properties' pane on the right shows details for the 'Registration Type' column, including its name, description, physical name, native type, position, datatype (nchar), and length (10). The 'Mapping Details' pane at the bottom shows a description: 'Term 'Registration Type' is linked to the column name in MDM Database'.</p>	Model Browser
Business Glossary		Business & Systems Lineage
Stewardship Workflows		Data Profiling
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Horizontal Lineage = Report to Source Column / Field Level

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Administrator | Tools | Help

Properties

Name	Value
Name	Configuration_Lineage
Description	
Creation Time	2015-05-19 10:12:29
Author	
Last Modification ...	2015-05-19 10:49:28
Modifier	
Steward	
Path	/Data Lineage Demo/Configu...

Data Lineage (with control links and internal objects) for **Page (Page)** in Configuration **Configuration_Lineage**

Employee_Report

Fields	Page Body.table1	table1
BirthDate	BirthDate	BirthDate
BusinessEntityID	BusinessEntityID	BusinessEntityID
CurrentFlag	CurrentFlag	CurrentFlag
Gender	Gender	Gender
HireDate	HireDate	HireDate
JobTitle	JobTitle	JobTitle
LoginID	LoginID	LoginID
MaritalStatus	MaritalStatus	MaritalStatus
ModifiedDate	ModifiedDate	ModifiedDate
NationalIDNumber	NationalIDNumber	NationalIDNumber
OrganizationLevel	OrganizationLevel	OrganizationLevel
OrganizationNode	OrganizationNode	OrganizationNode
rowguid	rowguid	rowguid
SalariedFlag	SalariedFlag	SalariedFlag
SickLeaveHours	SickLeaveHours	SickLeaveHours
VacationHours	VacationHours	VacationHours

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The screenshot shows the Oracle Data Profiling interface. On the left is the Project Browser with a tree view of data stores and processes. The main workspace shows a 'Reader' icon connected to several 'Profiler' icons: Quickstats Profiler, Data Types Profiler (highlighted), Max/Min Profiler, and Frequency Profiler. On the right is the Tool Palette - Profiling, listing various profiler types. At the bottom is the Results Browser, displaying a table of profiling results for the 'CustomerData Profiling' job.

Input Field	Total Number	Text Format	Numeric Format	Date/time Format	Null Values	Consistency %
First Name	4640	4640	0	0	0	100%
Last Name	4640	4640	0	0	0	100%
E-mail Address	4640	4640	0	0	0	100%
Company	4640	4494	0	0	146	96.9%
Job Title	4640	4500	0	0	140	97.0%

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The screenshot displays the Oracle Data Guard Director interface for a job named "Quality of Customer Data". The main workspace shows a data flow diagram starting with a "Reader" icon, which branches into three validation tasks: "No Data Check", "Invalid Character Check", and "Email Check". Each task has a status icon (checkmark or error) and a dropdown menu showing "All", "Valid", and "Invalid" counts. The "Invalid Character Check" task is highlighted with a red border.

The "Results Browser" at the bottom shows the following data:

Valid	Invalid
4362	278

The interface also includes a "Project Browser" on the left, a "Tool Palette" on the right with an "Email Check" tool selected, and a "Summary View" at the bottom showing "Data". The status bar at the bottom right indicates the time as 3:02 AM on 5/21/2015.

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The screenshot shows the Oracle Enterprise Data Quality Dashboard interface. The browser address bar indicates the URL is localhost:9002/edq/faces/dashboard/dashview. The page title is 'ORACLE Enterprise Data Quality Dashboard'. The main content area is titled 'Demo2015/Quality of Customer Data' and displays a table of quality rules under the 'Rules' section. The table has columns for Status, Name, Checks, Passes, Issues, and Pass Rate. The first rule, 'Invalid Character Check in the field 'Last Name'', shows 4640 checks, 4362 passes, and 278 issues, resulting in a 94% pass rate. The second rule, 'Email Format in the field 'E-mail Address'', shows 4640 checks, 4636 passes, and 4 issues, resulting in a 99.9% pass rate. The third rule, 'Data in the field 'First Name'', shows 4640 checks, 4640 passes, and 0 issues, resulting in a 100% pass rate. Below the table is a section for 'Real-time Aggregations'. The footer of the dashboard includes copyright information for Oracle and a privacy statement link. The system tray at the bottom shows the time as 3:37 AM on 5/21/2015.

Status	Name	Checks	Passes	Issues	Pass Rate
	Invalid Character Check in the field 'Last Name' <i>Demo2015/Quality of Customer Data</i>	4640	4362	278	94%
	Email Format in the field 'E-mail Address' <i>Demo2015/Quality of Customer Data</i>	4640	4636	4	99.9%
	Data in the field 'First Name' <i>Demo2015/Quality of Customer Data</i>	4640	4640	0	100%

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Case Management - BUS_VENDOR_TYPE_INVALID:35

Back to List | Showing 7 of 39 | Go to Case | Help

Summary

Current State

Open
State Changed By: System User
State Changed On: 19/02/15 11:34

Available Actions

- Change State
- Change Assignment
- Assign to Me
- Add Comment
- Add Attachment

Summary

Id	DAT-48879
Key	BUS_VENDOR_TYPE_INVALID:35
Assigned To	
Created By	System User
Created On	19/02/15 11:34
Priority	Medium
Review Flag	
Description	Vendor Type is invalid
Escalation	false
Priority Score	80
Risk Score	
PEP Risk Score	
List Record Type	Vendor Type is invalid
Screening Mode	Fix at Source Fix: Pick value fro...

Details - Investigation

Working Records

Supplier	
VENDOR_INTERFACE_ID	R1
VENDOR_NAME	BASHINGTON DEPARTMENT OF REVENUE
VENDOR_TYPE_LOOKUP_CODE	-
EMAIL	www.bashingtondepartmentofrevenue.com
HOLD_UNMATCHED_INVOICES_FLAG	N
HOLD_ALL_PAYMENTS_FLAG	N
TERMS_NAME	
VAT_REGISTRATION_NUM	
VAT_CODE	
PAYMENT_METHOD_CODE	
PARTY_ORIG_SYSTEM	
PARTY_ORIG_SYSTEM_REFERENCE	
SEGMENT1	
LAST_UPDATE_DATE	
LAST_UPDATED_BY	
VENDOR_NAME_ALT	
SUMMARY_FLAG	
ENABLED_FLAG	

Reference Records

Exception Rules	
Rule ID	R2
Rule Label	BUS_VENDOR_TYPE_INVALID
Apply to Attribute	VENDOR_TYPE_LOOKUP_CODE
Error Code	BR1002
Error Severity	2
Error Message	Vendor Type is invalid
Exception Priority Score	80

Relationships

Record	Related Record	Rule Name	Priority Score
R1	R2	Rule Exception	100

Audit Log - Full History

No items to show

Comments | Attachments | State History | Full History

Connected to **gbr30021.uk.oracle.com** as **Director Administrator** - v12.1.3.0.0.(794)

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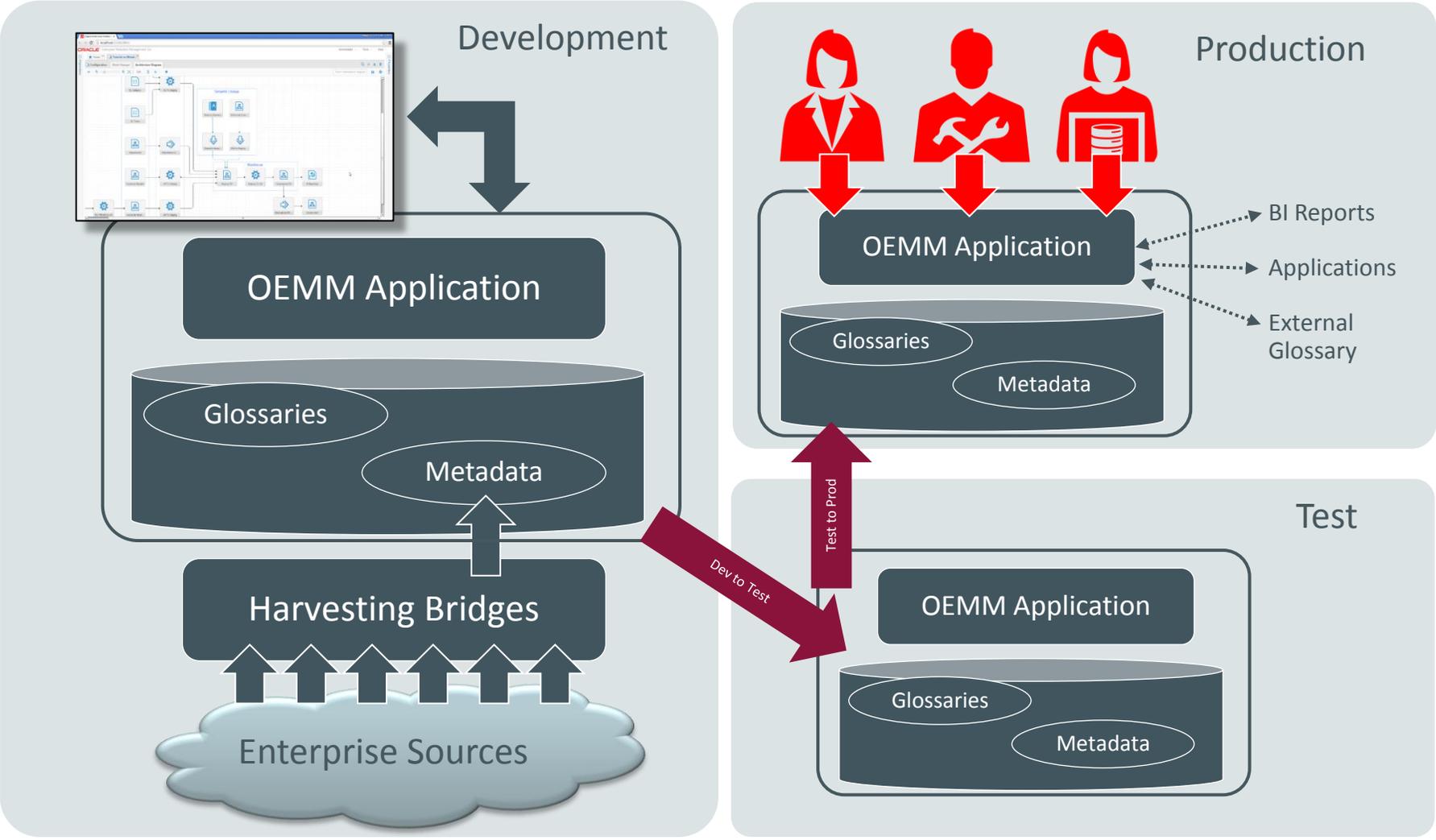
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