Big Data Quality

Whether in healthcare, finance, social media, risk management or customer profiling - Big Data has become a substantial part of the analytic landscape. The three dimensions of Volume, Variety, and Velocity add to the difficulty of storing and analyzing data. Without Data Quality, actionable intelligence from Big Data is incredibly challenging.

GARBAGE IN GARBAGE OUT

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>66%</td>
<td>66% of IT leaders claim their data is stored in disparate systems and would like to see the data be actionable and consolidated.</td>
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<tr>
<td>60%</td>
<td>60% of IT leaders say their organizations lack accountability for data quality of any kind.</td>
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<tr>
<td>50%</td>
<td>More than 50% of IT Leaders doubt the validity of their data making it unusable.</td>
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ENTITY EXTRACTION

Entity extraction pulls customer and other structured data elements from unstructured data. For example: emails; names; IP addresses; URLs from blobs of text. Data standardization solutions inside of Data Quality can then be used with matching to extract and connect with the customer record.

AUTHORITATIVE RESULTS

Just because there is a lot of data does not mean that you have established authoritative, useful intelligence. Authoritative customer data needs to be merged with Big Data to derive what customers want to buy, what they have bought already, and their sentiments toward the products. These insights can drive decisions/marketing, and promotions.

YES OR NO

BENEFITS

<table>
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<tr>
<th>Customer 360° View</th>
<th>Monetize Data</th>
<th>Streamline Data Refinery</th>
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<tbody>
<tr>
<td>Contact Data Accuracy increase contact data completeness</td>
<td>Customer Analytics effectiveness can be improved based on the addition of enriched data</td>
<td>Appending location data to add value to data sets</td>
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<td></td>
<td></td>
<td>Merge-purge of duplicates</td>
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<tr>
<td>Blended reference data for enhanced analytics</td>
<td>Data Quality is critical to sustainable Analytics Strategy</td>
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Data Quality for Pentaho
Melissa Data delivers total data quality to support the entire big data lifecycle – fully integrated with Pentaho.

>> DOWNLOAD A FREE TRIAL:  www.MelissaData.com/pentaho

Data Transforms Available for Pentaho

Profi ling
- Identify data that fails to comply with business rules and standards

Personator®
- Verifies a name corresponds to an address, email, and phone number
- Appends missing name/company name, phone number, and/or email address

Global Verify
- Verifies international addresses for over 240 countries
- Transliterates many major character sets and displays output in native or Roman characters
- Geocodes addresses in 40 countries by assigning rooftop lat/long coordinates

Contact Verify
- Standardizes, verifies, and corrects U.S. and Canadian addresses
- Verifies and normalizes U.S. and Canadian phones on a 7-10 digit level
- Parses names, genderizes, and detects suspicious words or companies in name field

SmartMover®
- U.S./Canadian change-of-address processing to update addresses of people or businesses

Postal Presort
- Presorts for First-Class™ and Standard Mail® discounts

MatchUp®
- Identifies duplicate records with domain-specific knowledge of contact information

IP Locator
- Identifies Web visitor’s geographic location
- Reduces fraud and geo targets

About Melissa Data Corp.
Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data’s data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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