

# Informatica Data Quality and Observability

## Deliver Trusted Data for Better Business Outcomes

In today's data-driven world, poor **data quality** often leads to costly mistakes, missed opportunities and compliance risks. **Informatica Data Quality and Observability**, a **service of Intelligent Data Management Cloud™ (IDMC)**, supports organizations in working towards accurate, consistent and trustworthy data across various systems, users and use cases. Whether handling customer information, financial records or operational metrics, this solution aims to help establish a reliable data foundation.

Delivering high-quality, trusted data will deliver valuable business outcomes. However, concerns about data quality can pose significant challenges to an organization's ability to make informed decisions, reduce costs, drive growth and foster innovation. For an organization to succeed, it is essential to have relevant, timely and trustworthy data.

Informatica® Data Quality and Observability allows your company to take a comprehensive approach to managing data quality. It enables proactive monitoring, anomaly detection and swift remediation throughout your data landscape. This solution enhances visibility into data and data pipelines, allowing teams to monitor data flows and quickly identify and resolve quality issues before they affect business operations. By turning data quality processes into a collaborative effort between business users and IT, Informatica promotes a genuinely data-driven environment.

### Benefits

- Reduce costs and complexity
- Accelerate data quality projects
- Power your CX initiatives
- Boost AI and analytics accuracy

## Key Features

### Collaborative Data Quality Management

Business users can easily specify, validate and test reusable data quality rules in a streamlined and collaborative environment using Informatica's Data Quality and Observability tools. This empowers them to define rules that align with their specific business needs while continuously monitoring and enhancing data quality without requiring extensive technical intervention. Additionally, the integration of observability capabilities allows users to gain deeper insights into data flows and transformations, ensuring that the data remains compliant and trustworthy throughout its lifecycle. This ultimately enhances decision-making and improves operational processes.

### Manage the Entire Data Quality Process

Informatica Data Quality and Observability allows you to efficiently manage the entire data quality process, no matter the size of your organization or the variety and volume of your data. Whether your business initiatives involve customer data, third-party data, product information, supplier details, transaction records or Internet of Things (IoT) data, Informatica empowers you to have confidence in the integrity of your data.

The platform also offers advanced data observability features that enable you to visualize data quality scores directly overlaid on data lineage. This provides clear insights into data health and ensures transparency in data lineage at every stage.

### Rich Set of Data Quality Transformations and Universal Connectivity

Informatica Data Quality and Observability offers a comprehensive and modular solution for maintaining high-quality data across all domains and initiatives, from departmental projects to complex, enterprise-wide programs. It supports reliable data delivery for customer, product, financial and asset information, seamlessly integrating with data integration, master data management (MDM), data governance and business analytics initiatives. Key capabilities include data standardization, matching, global address cleansing and flexible data quality management.

### CLAIRE: The “Intelligence” in Intelligent Data Quality

**The CLAIRE® AI engine** powers Informatica Data Quality and Observability with metadata-driven AI, providing smart recommendations for data quality rules by analyzing how similar data has been handled previously. Additionally, CLAIRE automatically identifies data similarities, laying the foundation for effectively detecting and eliminating duplicate records.

## Key Benefits

### Reduce Costs and Complexity

Organizations can benefit from a user-friendly, self-service data quality tool that is applicable across all departments, applications and deployment models. This solution is fully cloud-based and features a flexible, consumption-based pricing model, allowing organizations to pay only for the resources they actually use.

### Accelerate Data Quality Projects

Informatica Data Quality and Observability enables IT organizations to quickly evaluate their data and identify anomalies before they cause problems, thereby speeding up the completion of data quality projects. Your IT team can enhance these initiatives by creating data quality mappings using a familiar development environment that includes data profiling, prebuilt data quality rules, standardization and cleansing capabilities.

### Power Your CX Initiatives

Customers want a great experience. If they don't get one from your organization, they will look for other products or services and share their negative experiences with others. Smart organizations know this and understand that the key to providing a great experience is having trustworthy, accurate data. To stay in sync with your customers, it's important to have data that is as precise and up to date as possible. Informatica Data Quality and Observability enables the use of reliable data in customer experience applications and management tools throughout your organization. This will help you improve the experiences you offer to your customers.

### Boost AI and Analytics Accuracy

You can develop the most advanced AI models and create visually compelling analytics dashboards, but without trust in the underlying data, their value quickly erodes. High-quality, trustworthy data is the foundation of impactful analytics and AI-driven decision-making. For machine learning and AI, clean, consistent and accurate data is not just advantageous — it's critical. High quality data enhances model performance, reduces bias and ensures more reliable, actionable predictions. By embedding strong data quality practices into your business intelligence and analytics workflows, you empower your AI systems to learn from the best possible inputs, ultimately driving smarter, more effective outcomes across your organization.

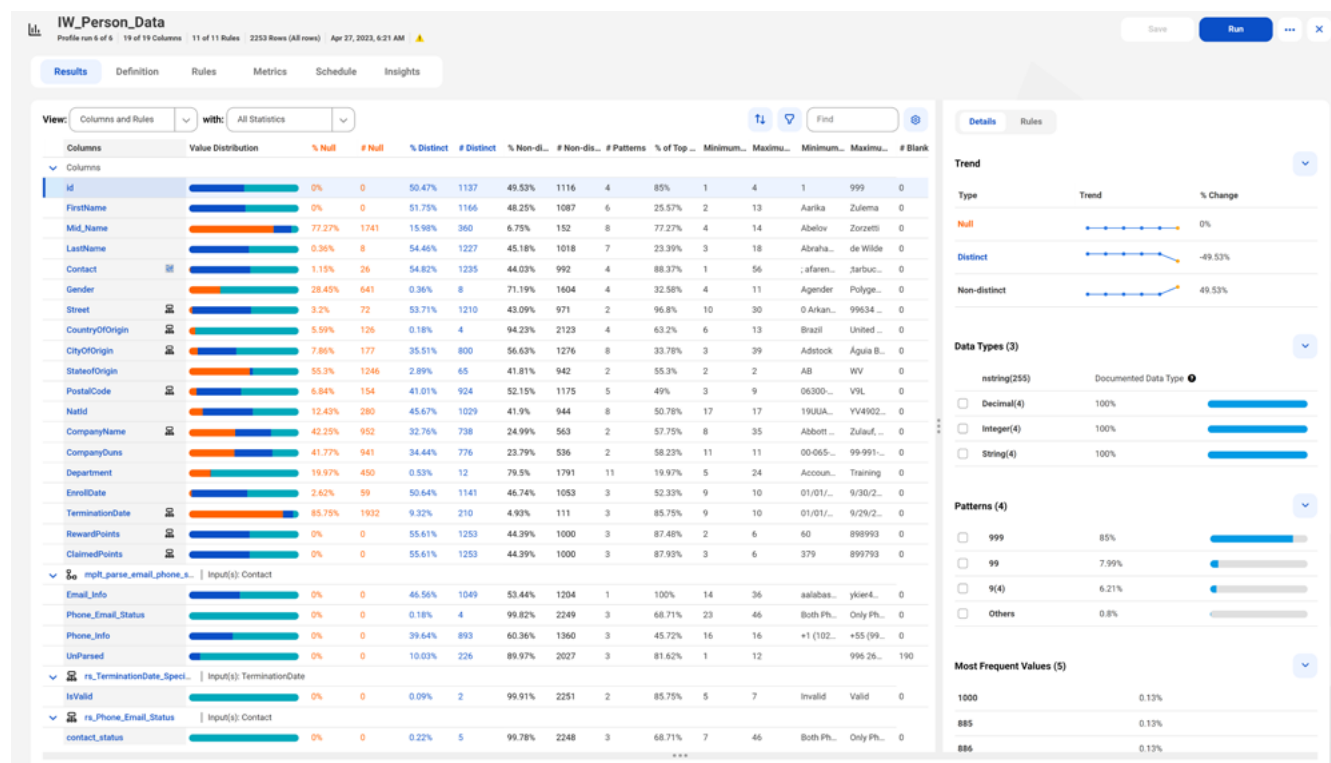


Figure 1: With an easy-to-use, browser-based interface, this solution enables data stewards and business analysts to profile data, specify and validate rules and monitor quality over time.

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Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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