



DATALYNX DMS Solutions

DATA QUALITY

Project-based data cleansing and operational data quality management

Data Profiling

Data Cleansing
& Remediation

Data Standardisation
& Transformation

Master Data
Management

ETL/ELT

Data Validation
& Issue Tracking

Ongoing Data Quality
Monitoring & Reporting

Data quality is the cornerstone of an effective data governance strategy.

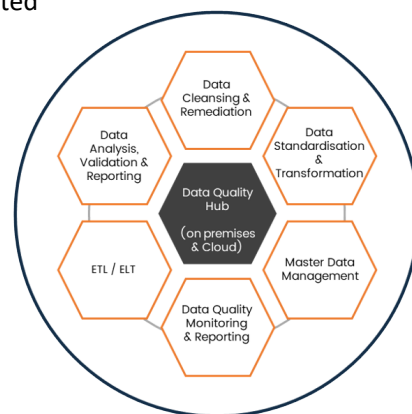
Maintaining an optimum level of enterprise data quality is a challenge commonly encountered in complex business environments. However, ensuring critical data is 'fit for purpose' delivers significant benefits, including tangible cost savings and enhanced customer satisfaction.

The Datalynx DMS Quality Hub delivers sustainable data quality across the business via targeted data cleansing and ongoing, operational data quality management.

The DMS incorporates a powerful rules processing engine that is configured to evaluate data against business-defined criteria and remediate data quality issues based on business policies. The process is both automated and repeatable.

DMS Data Quality can be implemented via a variety of models, including

- as a specific-purpose Data Quality Hub
- as the data cleansing component of a data migration solution
- as the data quality gatekeeper of an enterprise BI / Data Warehouse solution.



The DMS rules engine provides unparalleled flexibility and transparency, supporting re-use of validation and cleansing business rules and the ability to easily accommodate changes in the datasets under management.

With an extensive library of "out of the box" features for problem identification, data cleansing & deduplication, as well as ongoing monitoring & reporting, no other technology drives sustainable data quality across the whole organisation like the DMS.

Contact us at sales@datalynx.com.au to learn more about the Datalynx DMS Data Quality Hub and how it can address project-based needs, as well as support your enterprise data governance program.