

Out-of-the-Box Rule Package for IDQ embedded in Product 360



Informatica™

Out-of-the-Box Product 360 Rule Package

- Implement consistent, re-usable and automated data quality processes throughout the entire product information supply chain
 - Mandatory field checks
 - Language identification
 - Terminology checks
 - Color parsing and standardization
 - Company name standardization
 - Unit of measure standardization
 - Product code validations (GTIN / UPC)
 - Field dependency checks
 - Field length checks
 - Auto classification of products
 - Automatic attribute value extraction
 - Complex attribute and structure checks
 - “Is equal” checks
 - And many more...

Classification Rules

Data quality rules that can be used specifically to classify objects based on their individual input values

Language identification

- Ensure that product information is always in expected language
- Analyze descriptions to ensure they are in the right language

Automatic classification of products

- Natural Language Processing (NLP) technology supports automated classification of data to Product 360 structure systems
- Products get automatically classified to groups based on their descriptions and/or attribute values

Complex Attribute and Structure Checks

DQ rules that can be used for feature / attribute relational checks

- Attribute data type check
 - Check that the data type of an attribute is the same as the one of the assigned feature or at least a character string
 - The data type for the attribute size has to be a String (or Int)
- Check for mandatory but missing attribute values
 - Check that attributes have values if assigned to a feature that is defined as mandatory
 - T-Shirt needs to have a value for size
- Attribute preset values check
 - Check that the value of an attribute matches the defined preset values of the feature it is assigned to
 - T-Shirt needs to have an attribute value like S, M, L or XL
- Check for missing attributes of a product
 - Check that products have attributes for all features defined by their assigned structure group
 - T-Shirt needs to an attribute for size

Generic Rules

Basic data quality rules that can be used in multiple use cases and scenarios to validate any product data

Field dependency check

- Check field content dependent on the values of other fields
 - e.g. if classified as “hazardous material” → “risk and security sentences” must be filled out

Mandatory value check

- Checks if a given data field is null or empty

Generic Rules

Basic data quality rules that can be used in multiple use cases and scenarios to validate any product data

Field length checks

- Check fields for minimum or maximum length
 - Individual values for minimum and maximum length based on flexible configuration

„Is equal“ check

- Checks if two given data fields are equal to another

Lookup and Standardization Rules

Data quality rules that can be used specifically to standardize input values based on reference table lookups

Terminology / profanity checks

- Ensure that product information always conforms to corporate guidelines
- Parse texts to ensure that descriptions are based on a consistent terminology
 - Reference table functionality to ensure that terms are standardized

Color parsing

- Parse out color values and exchange them with the standardized format of the same color
 - Reference table functionality to ensure that terms are standardized

Lookup and Standardization Rules

Data quality rules that can be used specifically to standardize input values based on reference table lookups

Color standardization

- Derive base color values
- Extract color values from descriptions
 - “periwinkle”, “denim”, “azure” → “blue”
 - Reference table functionality to ensure that terms are standardized

Company name standardization

- Standardize company names
 - “hp”, “hewlett-packard”, “hewlett packard” → “HP”
 - Reference Table functionality to ensure that terms are standardized

Lookup and Standardization Rules

DQ rules to standardize input values based on reference table lookups

Unit of measure standardization

- Extract and standardize units of measure
 - “millimeters” → “mm”
 - “kilogram” → “kg”
- Reference table functionality to ensure that terms are standardized

Product Code Validation Rules

DQ rules that can be used specifically to validate product code specific norms

Product code validation

- Validate product codes against GTIN or UPC
 - Algorithm based checks