ABSTRACT

Although Data Quality is a fundamental part of any Data Warehousing effort, there is a need for good Data Quality practices where data is introduced into the enterprise—in real-time at the transactional, ERP and call center applications. Real-time Data Quality initiatives can result in significant improvements in areas that include overall system performance, simplified data entry, and better overall results. Additionally, one of the most important benefits associated with real-time Data Quality is improved customer satisfaction. The DataFlux® Integration Server is perfectly positioned to deliver real-time Data Quality capabilities when and where they are needed, allowing common business rules to be shared by all applications in the enterprise.

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