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iDQ – Intelligent Data Quality

Brochure

Bad data prevents businesses from realizing the full potential of their data assets

The data landscape is changing dynamically and as businesses rely more and more on data, the cost of having poor data quality is increasing. According to Dun & Bradstreet, poor data quality may cost businesses 15-25% of their revenues.

In a PwC survey, ~40% of executives working in US companies (revenue of $500MN or more) cited poor data quality as the most challenging obstacle in monetizing data.

Challenges

Defining data quality is not easy: data quality & metric definition can mean different things to different people within the same organization.

Business usually thinks about data quality quite late after setting up the process and accumulating considerable amount of varied data.

Commercial data quality solutions are technically complex and not very flexible in design.

Ideal Solutions

Business users are the end consumers of insights. They need to be empowered to set DQ standards & rules based on their business's intricacies.

Cloud based solution with UI based customization.

Dashboards which can help do a root cause analysis along with standard DQ KPIs.

AI capabilities to reduce manual dependencies and intelligently identify anomalies in data.

Desired Outcomes

Identify the DQ issues at the right time to minimize potential monetary or operational loss.

Onboard new datasets and new DQ rules easily without heavy dependency on IT.

Instill trust on insights within business community and improve analytics adoption in decision making.

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iDQ – Intelligent Data Quality

Customizable, UI driven enterprise data quality solution designed to ensure business users' involvement in implementing and maintaining data quality.

Built using Azure native services to bring the best of modern technology capabilities and help enterprise realize full value of data assets.

Customizable Rule Engine

Simple UI based engine to allow users to add any business rule at the most granular level to control data quality. This enables easy onboarding of new datasets & new business rules.

Constant Quality Monitoring

Keep a tab on data quality and fix issues before they cause damage with pre-built Power BI dashboard. Build custom triggers to take action at the right time.
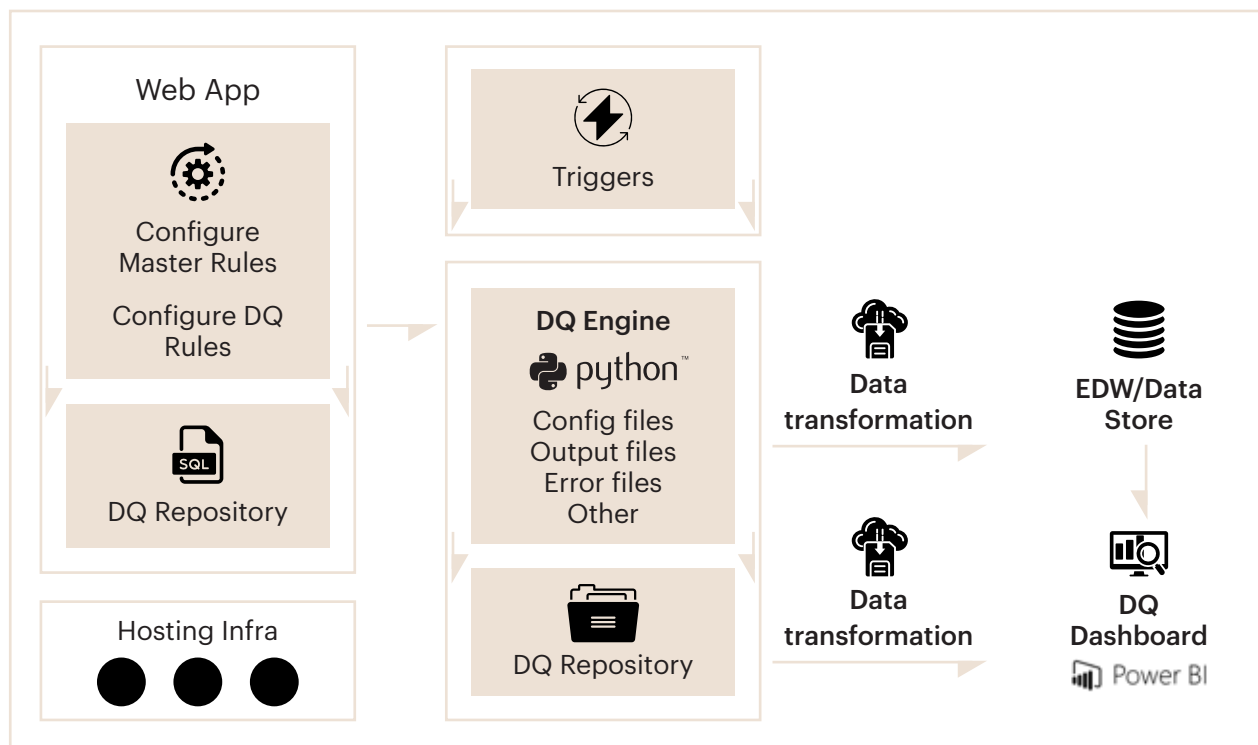
Take Advantage of Cloud

Leverage the best of Microsoft Azure features in pay as you go mode. Save considerably on maintenance & support.

Zensar's iDQ + Microsoft Azure

iDQ is built using Azure native services to help enterprises manage their data quality irrespective of data volume & variety. Cloud solution also ensures there is no vendor lock-in with expensive & inflexible commercial products allowing enterprises to easily scale and add new features based on business needs.

Component	Description
Web App	UI interface to allow business users to choose datasets and configure DQ rules
DQ Repository	Azure SQl DB: Application database to store DQ rules
DQ Engine	Python based codebase of functions that implement the data validation rules
Triggers	Azure function based manual or scheduled triggers to initiate DQ engine
Repository	Blob storage to store output files of passed & failed records from DQ engine run
Data Transformation	Combine outputs of DQ engine & store in EDW using Azure Data Factory
EDW	Azure Synapse or Azure SQL DB, to store transformed data
DQ Dashboard	Power BI based data quality report

Business Value DQ can drive for Data-driven Enterprises

80%
Improved insights accuracy & trust

60%
Faster onboarding of new data quality rules

70%
Shorter Implementation time

Data Quality Measurement Dimensions

Completeness
Degree to which data is not missing or not restricting the capability to analyze the data.

Conformance
Degree to which data follows standard data definitions liked data type, size and format.

Accuracy
Degree to which the information contains errors and meets business rules for the data.

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