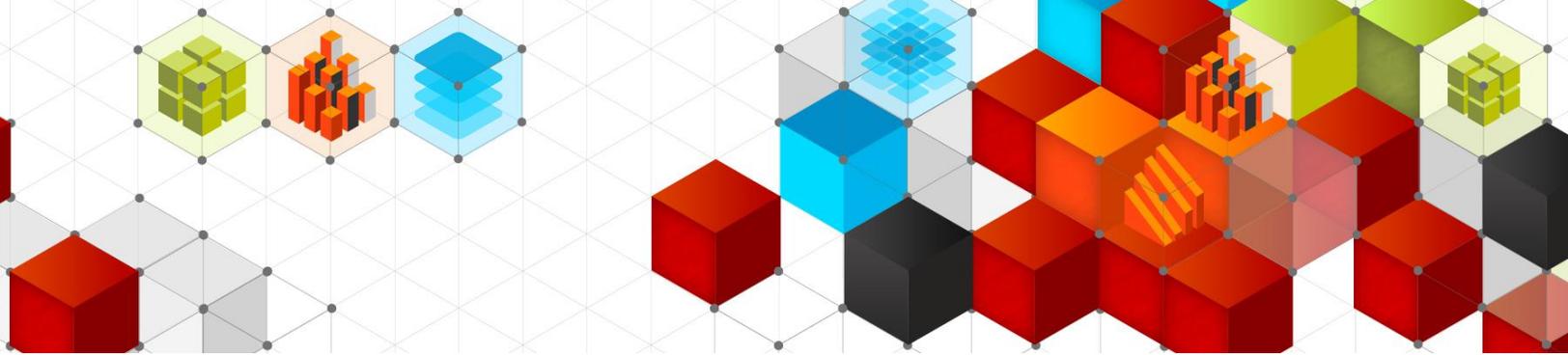




Microsoft® SQL Server® 2012



Data Quality Services

Highlights

- **Help ensure data quality with an easy to use tool designed to deliver credible, consistent data**
- **Knowledge-driven data quality**
- **Windows Azure Marketplace DataMarket interoperability**
- **Help reduce time-to-solution**

Help ensure data quality

SQL Server Data Quality Services (DQS) provides approachable data quality capabilities for organizations of all sizes to help improve the quality of their data. DQS is designed to help ensure data quality through the profiling, cleansing, and matching of critical data.

Data Quality represents the degree to which the data is suitable for usage in the required business processes. The quality of data can be defined, measured and managed through various data quality metrics such as completeness, conformity, consistency, accuracy, and duplication.

Improved data quality is achieved through people, technology and processes.

DQS can help improve data quality by using organizational knowledge and third-party reference data providers to reliably profile, cleanse, and match data - run as a standalone or leveraged with SQL Server Integration Services (SSIS). DQS helps deliver trusted information for business intelligence (BI) and data warehouse (DW) workloads, as well as for data in operational OLTP systems to help provide end-to-end Enterprise Information Management (EIM).

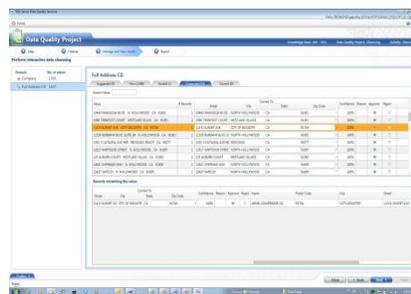


Knowledge-driven data quality

DQS is a knowledge-driven solution. At its core resides the Data Quality Knowledge Base (DQKB). A DQKB stores all the knowledge related to a specific type of data sources, and is maintained by the organization's data expert (often referred to as a data steward). For example, one DQKB can handle information about an organization's customer database, while another can handle the employee database. The DQKB contains data domains that relate to the data source columns (for example - name, city, state, zip-code, id number). For each data domain, the DQKB stores all identified terms, spelling errors, validation and business rules, and reference data that can be used to perform data quality actions on the data source. Data correction knowledge is captured, retained and used to collaborate on data quality projects and to improve the correctness of data and business relevance.

Windows Azure Marketplace DataMarket interoperability

DQS is an integral part of the Microsoft® SQL Server® 2012 product, and comprises a data quality (DQ) server and a dedicated DQ client application. DQS will include defined connectivity to third-party business services and data sets. This allows organizations to easily enhance the DQKB with third-party cloud-based Intellectual Property (IP). For SQL Server 2012, customers will be able to access the Windows Azure™ Marketplace DataMarket to easily cleanse, validate, and match addresses using data from third-party reference data service providers. DQS is open and extensible whether the focus is on cloud-based reference data, user-generated knowledge, or interoperability with SSIS.



Help reduce time-to-solution

DQS functionality enables data stewards (business users, information workers and IT professionals) to improve the quality of their data and to

manage their organizations data quality processes and tasks.

Delivering improved data quality in a consistent, controlled, managed, integrated, and fast manner can result in better business decisions. DQS enables the organization, through its information workers and IT professionals, to efficiently manage and integrate data quality into databases, data warehouses, and applications. What this means to you is a reduction in the time-to-solution from idea to delivery. Experience the value DQS can bring to your organization!

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