



Data Quality for AI Agents

Building the Foundation for Autonomous AI

Taryn Stebbins, Community Practice Director
October 22, 2026



The shift in requirement



Moving from human-driven visual dashboards to autonomous machine-driven execution.

Yesterday

Human-Centric Usage

Periodic Cadence

Visual Interfaces

Manual Curation

Visual UI-Locked Context

VS.

Today

Agent-Centric Workflows

High-Velocity Execution

Headless Access

Machine Context

Hallucination Guardrail

Agents cannot 'browse' a user interface. They demand governed data context and high quality data served directly to their execution environment.

One data quality lifecycle, four stages



The throughline we follow through the rest of this talk

4. Measure & Monitor

Watch for drift and catch issues early.

3. Fix

Synchronize changes to the master records



1. Discover

Measure what the data actually looks like through profiling

2. Define

Standardized the values into a common format
Update & extend data quality rules



Demo

Traditional Approach



“AI-Ready” Needs Quality Data



Steward Files a Request



Discover through
Data Profiling

Define & Build
Rules

Cleanse Data

Monitor &
Measure

Data Quality for AI

Informatica

Data Profiling

Generic Primary Org

+ New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

SaveRun...X

ResultsDefinitionRulesMetricsScheduleInsights

Asset Details

Name: *Profile_CUSTOMER

Description:

Location:Cloud DQ Standard Demo\@Profile

Created by:eivanov_compass_generic

Last Updated:Jul 22, 2024, 2:25 AM

Used Storage (MB):4.91

Source Details

Connection:CDW_Snowflake

Source Object:CUSTOMER_INITSelect

Advanced Options

CLAIRE capabilities:☒ Enable

Profile Settings

Run profile on:

☒ All rows for complete analysis

☐ First

rows

☐ Random sample

rows

Drill down:☒ Yes☐ No

ColumnsFiltersData Preview

Select columns to run the profile on. (Selected 14 of 18)

☐ Columns	Type	Native Data Type	Precision	Scale	Nullable	Key
☒ PARTY_ID	NSTRING	varchar	40	0	Yes	
☒ COUNTRY	NSTRING	varchar	80	0	Yes	

<< Collapse

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Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Columns and Rules

with: All Statistics

↕

🔍

Find

⚙️

Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Min
Columns										
PARTY_ID		0%	0	100%	12420	0%	0	5	41.05%	1
COUNTRY		1.24%	154	0.15%	19	98.61%	12247	4	61.76%	2
STATUS		1.54%	191	0.06%	8	98.4%	12221	6	47.17%	1
TIER		7.61%	945	0.02%	3	92.37%	11472	2	92.39%	1
GENDER		20.65%	2565	0.02%	3	79.33%	9852	2	79.35%	1
DOB		9.36%	1163	49.87%	6194	40.77%	5063	7	34.34%	1
DECEASEDDATE		64.74%	8041	3.45%	428	31.81%	3951	4	64.74%	1
NATIONALIDNUMBER		21.03%	2612	32.9%	4086	46.07%	5722	7	27.35%	7
CREDITCARDNUMBER		72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
PHONE		80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1

Data Types (3)

varchar(160)

Documented Data Type

String(64)

87.33%

Decimal(5)

0.16%

Integer(5)

0.16%

Patterns (3)

Others

81.8%

NULL

12.67%

Data Preview (10 Rows)

Show only profiled columns

Queries

🔍

EDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4	ADDRESS_5	POSTCODE	CITY
	TN123456D	5110-5923-7169-5...	1494716070	3 KESTREL Dr HAZ...	HIGH WYCOMBE B...	NULL	NULL	NULL	HP15 7JL	NULL
	ba012344 b	5110-5923-7169-5...	1 277 654 756	37 Sylvan Tryst Bill...	Essex	NULL	NULL	NULL	CM12 0AX	NULL
	NULL	5110-5923-7169-5...	1 737 246 422	Northview 11 High ...	Reigate Surrey	NULL	NULL	NULL	RH2 7EH	NULL
	AA 01 23 44 B	5110-5923-7169-5...	2 085 025 116	18 RODING GARDE...	ESSEX	NULL	NULL	NULL	IG10 3NH	NULL
	AA012344B	5110-5923-7169-5...	1 277 262 783	106 SHENFIELD PL...	ESSEX	NULL	NULL	NULL	CM15 9AJ	NULL
	QD012344C	5110-5923-7169-5...	NULL	21 MARLBOROUGH...		NULL	NULL	NULL	NW8 0NG	NULL

⏪ Collapse

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Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Mini
Columns										
PARTY_ID		0%	0	100%	12420	0%	0	5	41.05%	1
COUNTRY		1.24%	154	0.15%	19	98.61%	12247	4	61.76%	2
STATUS		1.54%	191	0.06%	8	98.4%	12221	6	47.17%	1
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GENDER		20.65%	2565	0.02%	3	79.33%	9852	2	79.35%	1
DOB		9.36%	1163	49.87%	6194	40.77%	5063	7	34.34%	1
DECEASEDDATE		64.74%	8041	3.45%	428	31.81%	3951	4	64.74%	1
NATIONALIDNUMBER		21.03%	2612	32.9%	4086	46.07%	5722	7	27.35%	7
CREDITCARDNUMBER		72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
PHONE		80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1

Data Preview (10 Rows)

☐ Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
1	1000011676	GB	(MRS) LYNDA-CAM...	Active	2	NULL	2/2/1950	NULL	TN123456D	5110-5923-7169-5...	14947160
2	1000011783	United Kingdom	Mr Kevin Campbell	A	2	M	25/05/1945	NULL	ba012344 b	5110-5923-7169-5...	1 277 654
3	1000011845	GB	Mr D Canham	A	2	M	12/10/1951	NULL	NULL	5110-5923-7169-5...	1 737 246
4	1000011863	UK	MR JONATHAN CA...	LIVE	1	M	9/4/1959	NULL	AA 01 23 44 B	5110-5923-7169-5...	2 085 025
5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

Save

Run

...

×

Details

Rules

Trend

Type

Trend

% Change

Null

-34.97%

Distinct

0%

Non-distinct

34.97%

Data Types (1)

varchar(40)

Documented Data Type

← Collapse

Informatica

Data Profiling

Generic Primary Org

+ New...

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Column: STATUS

8 distinct values (8 non-unique values, 0 unique values)

Sort By:

Frequency

Descending

Back to Summary

#	Value	Frequency	Percentage	Length
☐ 1	LIVE	3597	28.96%	4
☐ 2	A	3391	27.3%	1
☐ 3	I	2467	19.86%	1
☐ 4	NON-LIVE	935	7.53%	8
☐ 5	Active	807	6.5%	6
☐ 6	INACTIVE	425	3.5%	9

Details

Rules

Trend

Type	Trend	% Change
Null		-34.97%
Distinct		0%
Non-distinct		34.97%

Data Types (1)

varchar(40)

Documented Data Type

Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
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CREDITCARDNUMBER		72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
PHONE		80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1

Trend

TypeTrend% Change

Null-57.56%

Distinct0%

Non-distinct57.56%

Data Types (4)

varchar(40)Documented Data Type

Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
1	1000011676	GB	(MRS) LYNDA-CAM...	Active	2	NULL	2/2/1950	NULL	TN123456D	5110-5923-7169-5...	14947160
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4	1000011863	UK	MR JONATHAN CA...	LIVE	1	M	9/4/1959	NULL	AA 01 23 44 B	5110-5923-7169-5...	2 085 025
5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

<< Collapse

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Rules

Metrics

Schedule

Insights

Column: TIER

3 distinct values (3 non-unique values, 0 unique values)

Sort By: Frequency

Descending

Back to Summary

#	Value	Frequency	Percentage	Length
☐ 1	1	5737	46.19%	1
☐ 2	2	3120	25.12%	1
☐ 3	3	2618	21.08%	1
☐ 4	NULL	945	7.61%	

Details

Rules

Trend

Type	Trend	% Change
Null		-57.56%
Distinct		0%
Non-distinct		57.56%

Data Types (4)

varchar(40)

Documented Data Type

Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
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5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
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CREDITCARDNUMBER		72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
PHONE		80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1

Trend

Type

Trend

% Change

Null

-3.84%

Distinct

1.74%

Non-distinct

2.1%

Data Types (3)

varchar(40)

Documented Data Type

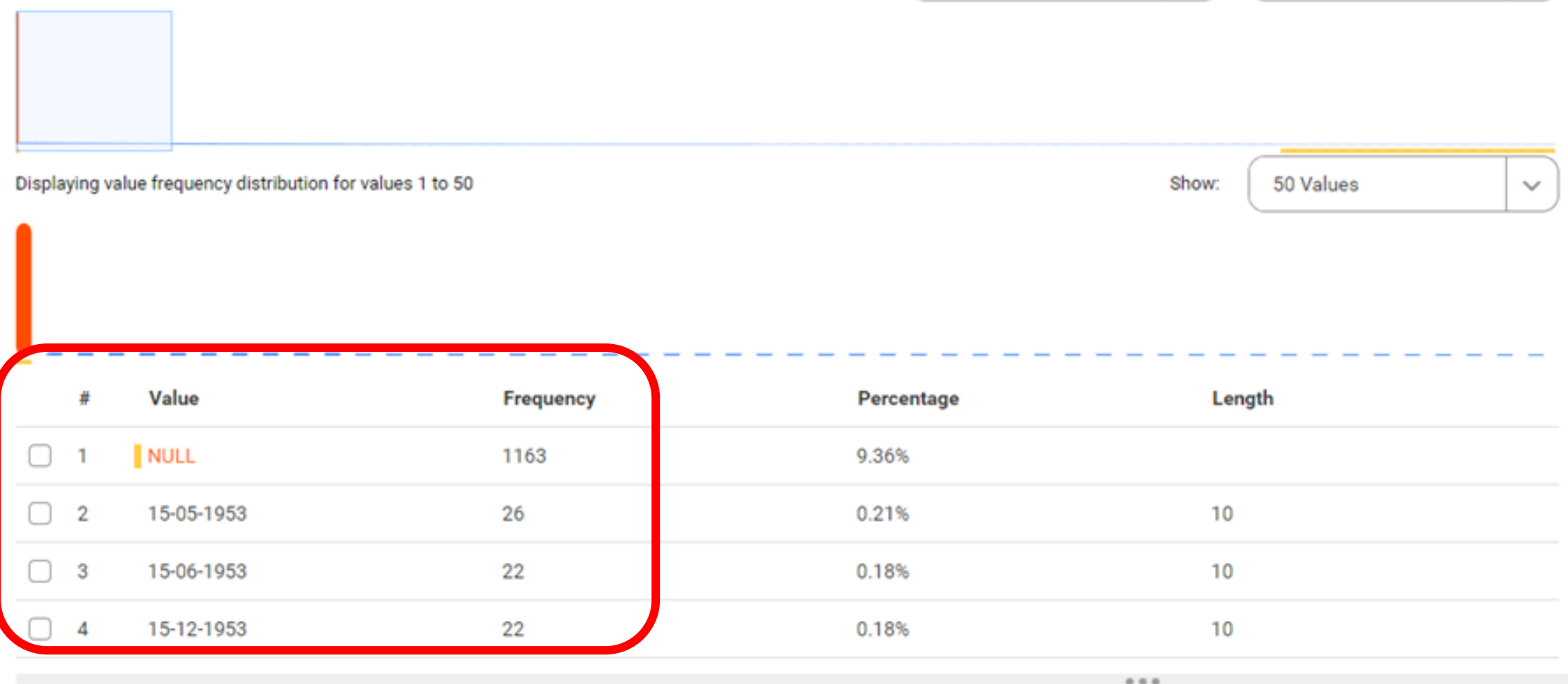
Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
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5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

⏪ Collapse



Details | Rules

Data Types (3)

varchar(40)

Documented Data Type

☐ String(10) 90.64%

Date(dd/mm/ye... 99.91%

Date(mm/dd/ye... 36.43%

Patterns (7)

☐ 99/99/9(4) 34.34%

☐ 99-99-9(4) 24.79%

Data Preview (10 Rows)

☐ Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
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DOB	🔍		9.36%	1163	49.87%	6194	40.77%	5063	7	34.34%	1
DECEASEDDATE			64.74%	8041	3.45%	428	31.81%	3951	4	64.74%	1
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CREDITCARDNUMBER			72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
PHONE			80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1
ADDRESS_1	🔍		12.67%	1574	76.53%	9505	10.8%	1341	3	81.8%	1
ADDRESS_2	🔍		49.03%	6089	34.88%	4332	16.09%	1999	3	49.03%	1
POSTCODE	🔍		32.28%	4009	21.96%	2727	45.76%	5684	7	32.28%	1
CITY	🔍		61.14%	7594	7.98%	991	30.88%	3835	7	61.14%	3
rs_DOB_DateValidityCheck... Input(s): DOB											
Child_0			9.36%	1163	0.01%	1	90.63%	11256	2	90.64%	1

Data Preview (10 Rows)

Show only profiled columns

Queries

🔍

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	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
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Documented Data Type

String(64)

87.33%

Decimal(5)

0.16%

Integer(5)

0.16%

Patterns (3)

Others

81.8%

NULL

12.67%

⏮ Collapse

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NATIONALIDNUMBER			21.03%	2612	32.9%	4086	46.07%	5722	7	27.35%	7
CREDITCARDNUMBER			72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
PHONE			80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1
ADDRESS_1	🔍		12.67%	1574	76.53%	9505	10.8%	1341	3	81.8%	1
ADDRESS_2	🔍		49.03%	6089	34.88%	4332	16.09%	1999	3	49.03%	1
POSTCODE	🔍		32.28%	4009	21.96%	2727	45.76%	5684	7	32.28%	1
CITY	🔍		61.14%	7594	7.98%	991	30.88%	3835	7	61.14%	3
rs_DOB_DateValidityCheck... Input(s): DOB											
Child_0			9.36%	1163	0.01%	1	90.63%	11256	2	90.64%	1

Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
1	1000011676	GB	(MRS) LYNDA-CAM...	Active	2	NULL	2/2/1950	NULL	TN123456D	5110-5923-7169-5...	14947160
2	1000011783	United Kingdom	Mr Kevin Campbell	A	2	M	25/05/1945	NULL	ba012344 b	5110-5923-7169-5...	1 277 654
3	1000011845	GB	Mr D Canham	A	2	M	12/10/1951	NULL	NULL	5110-5923-7169-5...	1 737 246
4	1000011863	UK	MR JONATHAN CA...	LIVE	1	M	9/4/1959	NULL	AA 01 23 44 B	5110-5923-7169-5...	2 085 025
5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

Save

Run

⋮

✕

Choose Profile Run

Compare Columns

Compare Profile Runs

Scorecard Metrics

Delete Profile Runs

Profile Jobs

Export Profile Results

Create Exception Task

Details

Rules

Data Types (3)

varchar(160)

Documented Data Type

☐ String(64)

87.33%

☐ Decimal(5)

0.16%

☐ Integer(5)

0.16%

Patterns (3)

☐ Others

81.8%

☐ NULL

12.67%

☐

⏪ Collapse

Discovery

What have we learned and what rule do we need?



DOB needs to be validated

Address needs to be verified

TIER needs to be cleansed

STATUS needs to be standardized

Insights

<< Collapse

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile_CUSTOMER

Save

Run

Results

Definition

Rules

Metrics

Schedule

Insights

View: All Insight Types

in

DOB

Hide Rejected Insights

Find

Insight Statement

Score

Insight Type

Columns

Status

The length of the data values in the column has a high standard deviation.

Low

Column Length Deviation

DOB

One or more date values do not match the locale format.

Medium

Date-Locale Check

DOB

One or more dates do not comply with a valid date pattern.

Low

Date Validity Check

DOB

Approved

The number of tokens in the column has a high standard deviation.

Low

Column Token Deviation

DOB

The data may contain special characters

Low

Special Characters

DOB

Collapse

Rules (6)



☐	Name ↑	Description	Type	Location	Input(s)	Output(s)
☐	 Address_Verification		Verifier	Cloud DQ Standard Demo\Clean...	ADDRESS_1 , ADDRESS_2 , ADD...	Address Lines 1, Address Lines ...
☐	 Cleanse_Tier	Cleanses Tier from 1, 2, 3 to Gol...	Cleanse	Cloud DQ Standard Demo\Clean...	TIER	Cleanse_Tier
☐	 rs_check_input_is_not_null	Determines whether an input fiel...	Rule Specification	Cloud DQ Core Bundle	DOB	check_input_is_not_nullm
☐	 rs_COUNTRY_Completeness...	Completeness of COUNTRY bas...	Rule Specification	Cloud DQ Standard Demo\@Pro...	COUNTRY	IsValid
☐	 rs_DOB_DateValidityCheck_1	Consistency of DOB based on D...	Rule Specification	Cloud DQ Standard Demo\@Pro...	DOB	Child_0, Child_1, Child_2, Excepti...
☐	 Rule_Std_Status	Standardises status values	Rule Specification	Cloud DQ Standard Demo\Clean...	STATUS	Standardise Status

Insights

Rules (6) ?



Find



☐	Name ↑	Description	Type	Location	Input(s)	Output(s)
☐	 Address_Verification		Verifier	Cloud DQ Standard Demo\Clean...	ADDRESS_1 , ADDRESS_2 , ADD...	Address Lines 1, Address Lines ...
☐	 Cleanse_Tier	Cleanses Tier from 1, 2, 3 to Gol...	Cleanse	Cloud DQ Standard Demo\Clean...	TIER	Cleanse_Tier
☐	 rs_check_input_is_not_null	Determines whether an input fiel...	Rule Specification	Cloud DQ Core Bundle	DOB	check_input_is_not_nullm
☐	 rs_COUNTRY_Completeness...	Completeness of COUNTRY bas...	Rule Specification	Cloud DQ Standard Demo\@Pro...	COUNTRY	IsValid
☐	 rs_DOB_DateValidityCheck_1	Consistency of DOB based on D...	Rule Specification	Cloud DQ Standard Demo\@Pro...	DOB	Child_0, Child_1, Child_2, Excepti...
☐	 Rule_Std_Status	Standardises status values	Rule Specification	Cloud DQ Standard Demo\Clean...	STATUS	Standardise Status

Results

Definition

Rules

Metrics

Schedule

Insights

Rules (6)



Find



	Name ↑	Description	Type	Location	Input(s)	Output(s)
☐	 Address_Verification		Verifier	Cloud DQ Standard Demo\Clean...	ADDRESS_1 , ADDRESS_2 , ADD...	Address Lines 1, Address Lines ...
☒	 Cleanse_Tier	Cleanses Tier from 1, 2, 3 to Gol...	Cleanse	Cloud DQ Standard Demo\Clean...	TIER	Cleanse_Tier 
☐	 rs_check_input_is_not_null	Determines whether an input fiel...	Rule Specification	Cloud DQ Core Bundle	DOB	check_input_is_not_nullm
☐	 rs_COUNTRY_Completeness...	Completeness of COUNTRY bas...	Rule Specification	Cloud DQ Standard Demo\@Pro...	COUNTRY	IsValid
☐	 rs_DOB_DateValidityCheck_1	Consistency of DOB based on D...	Rule Specification	Cloud DQ Standard Demo\@Pro...	DOB	Child_0, Child_1, Child_2, Excepti...
☐	 Rule_Std_Status	Standardises status values	Rule Specification	Cloud DQ Standard Demo\Clean...	STATUS	Standardise Status

Edit

...

×

Instance

Step Properties: Replace Values ?

Mode: *	Replace Input Values with Dictionary Values
Dictionary: *	Dictionary_Tier_Values
Valid Column: *	Column 1
Casing:	Case Insensitive
Delimiter: *	Space
Scope: *	Anywhere

Dictionary Preview: Dictionary_Tier_Values ⓘ

Column 1	Column 2	Column 3	Column 4	Column 5
Gold	1			
Silver	2			
Bronze	3			

Edit

Gold	1
Silver	2
Bronze	3

Runtime Environment:

idmc11-unity-primary.in... ▾

Test



Find



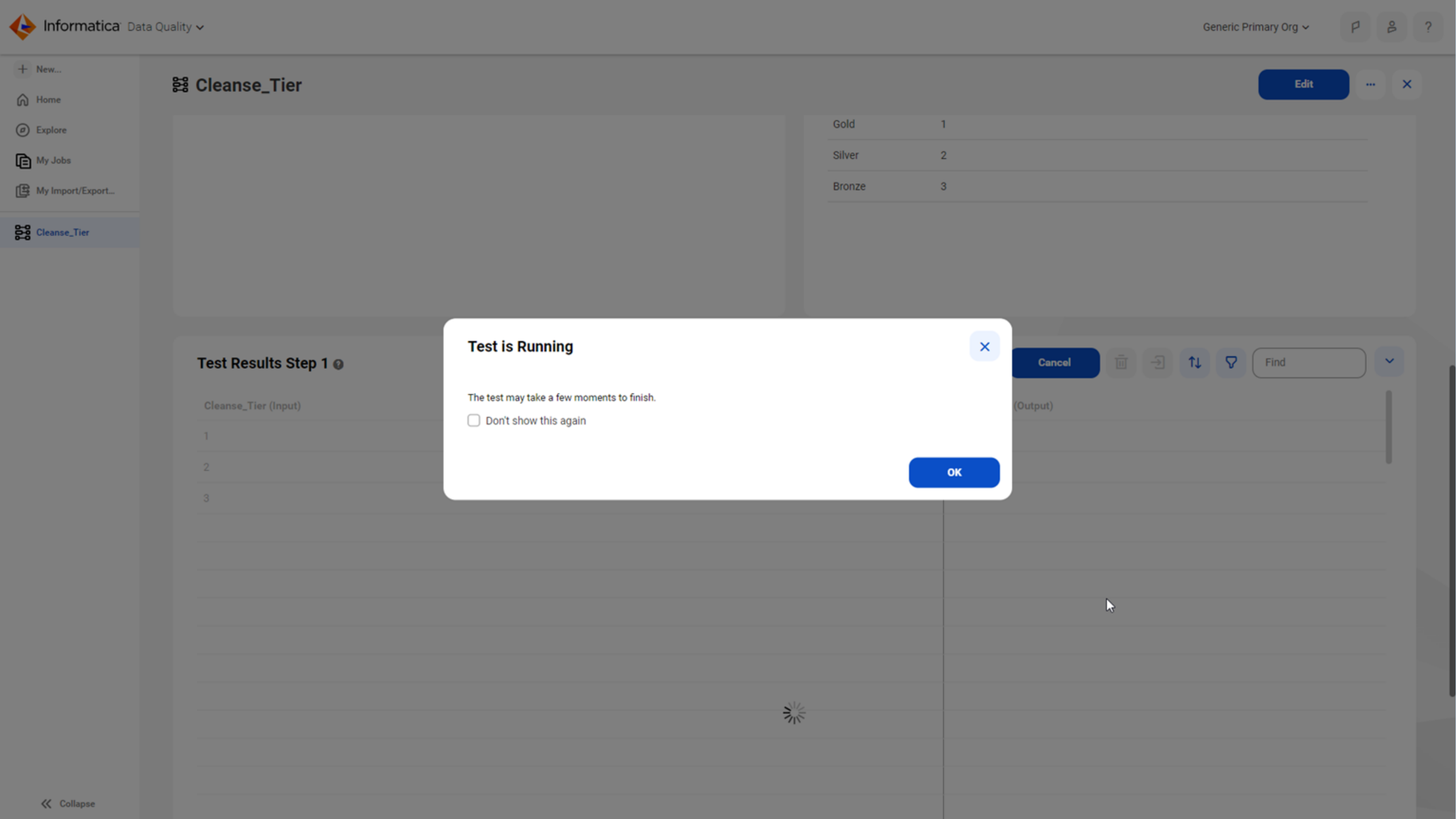
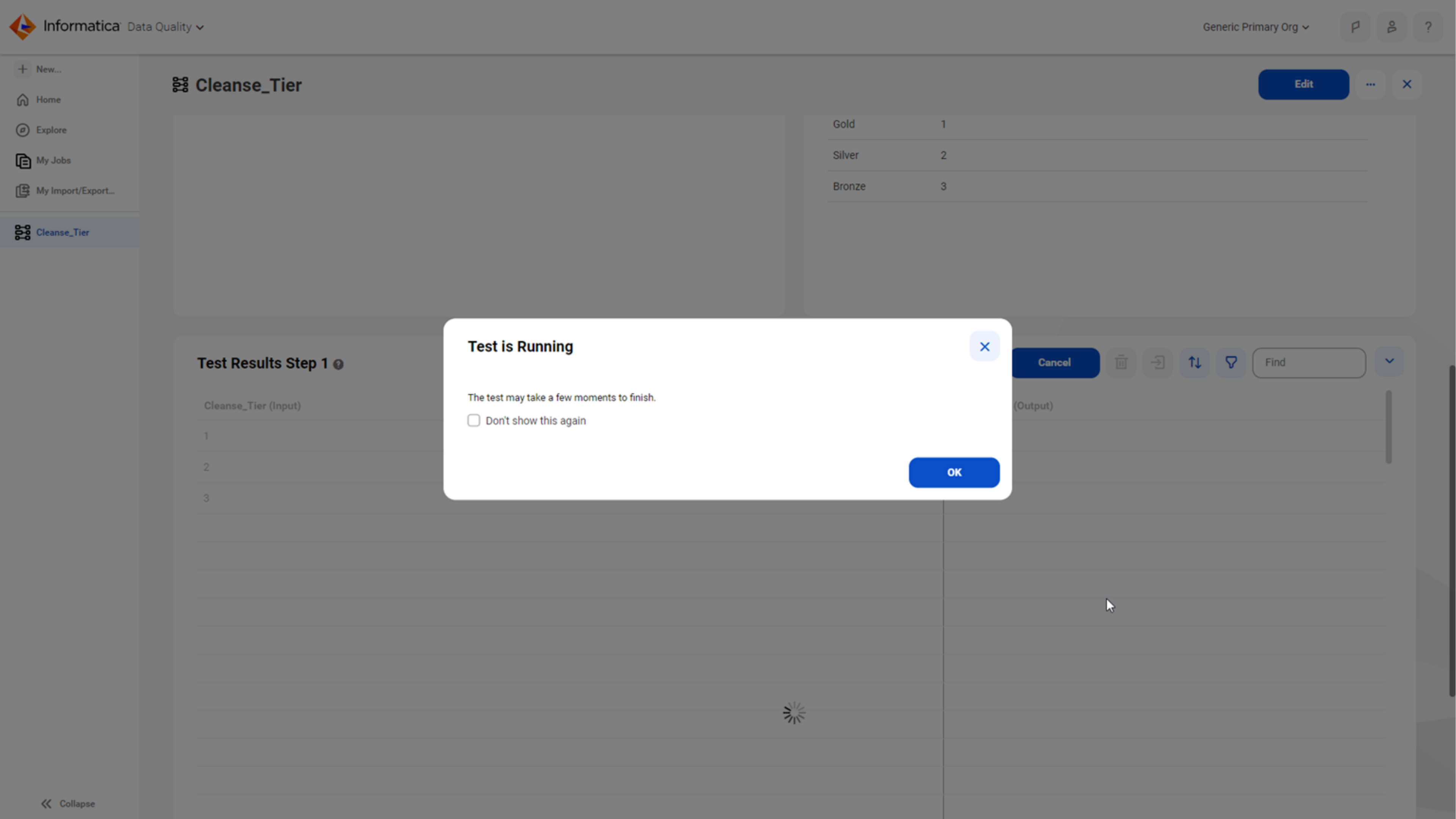
Cleanse_Tier (Input)

1

2

3

Cleanse_Tier (Output)



Informatica

Data Quality

Generic Primary Org

+ New...

Home

Explore

My Jobs

My Import/Export...

Cleanse_Tier

Cleanse_Tier

Edit

Gold	1
Silver	2
Bronze	3

Test Results Step 1

Runtime Environment:

Idmc11-unity-primary.in...

Test

Find

Cleanse_Tier (Input)

1

2

3

Cleanse_Tier (Output)

Gold

Silver

Bronze

<< Collapse

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Columns and Rules

with: All Statistics

Columns and Rules

Columns

Rules

Value Distribution

% Null

Null

% Distinct

Distinct

% Non-di...

Non-dis...

Patterns

% of Top ...

Min

COUNTRY			0%	0	100%	12420	0%	0	5	41.05%	1
STATUS			1.24%	154	0.15%	19	98.61%	12247	4	61.76%	2
TIER			1.54%	191	0.06%	8	98.4%	12221	6	47.17%	1
GENDER			7.61%	945	0.02%	3	92.37%	11472	2	92.39%	1
DOB			20.65%	2565	0.02%	3	79.33%	9852	2	79.35%	1
DECEASEDDATE			9.36%	1163	49.87%	6194	40.77%	5063	7	34.34%	1
NATIONALIDNUMBER			64.74%	8041	3.45%	428	31.81%	3951	4	64.74%	1
CREDITCARDNUMBER			21.03%	2612	32.9%	4086	46.07%	5722	7	27.35%	7
PHONE			72.01%	8944	1.01%	126	26.98%	3350	4	72.01%	14
			80.23%	9965	19.14%	2377	0.63%	78	5	80.23%	1

Details

Rules

Data Types (1)

varchar(40) Documented Data Type

String(8)

98.46%

Patterns (6)

X

47.17%

X(4)

28.96%

X(6)

8.95%

XXX-X(4)

7.53%

Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
1	1000011676	GB	(MRS) LYNDA-CAM...	Active	2	NULL	2/2/1950	NULL	TN123456D	5110-5923-7169-5...	14947160
2	1000011783	United Kingdom	Mr Kevin Campbell	A	2	M	25/05/1945	NULL	ba012344 b	5110-5923-7169-5...	1 277 654
3	1000011845	GB	Mr D Canham	A	2	M	12/10/1951	NULL	NULL	5110-5923-7169-5...	1 737 246
4	1000011863	UK	MR JONATHAN CA...	LIVE	1	M	9/4/1959	NULL	AA 01 23 44 B	5110-5923-7169-5...	2 085 025
5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

<< Collapse

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Rules with: All Statistics

↕

🔍

Find

⚙️

Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Min
rs_DOB_DateValidityCheck... Input(s): DOB										
Child_0		9.36%	1163	0.01%	1	90.63%	11256	2	90.64%	1
Child_1		9.36%	1163	0.02%	2	90.62%	11255	2	90.64%	1
Child_2		0%	0	0.01%	1	99.99%	12419	1	100%	1
ExceptionDescription		99.88%	12405	0.01%	1	0.11%	14	2	99.88%	21
ExceptionPriority		99.88%	12405	0.01%	1	0.11%	14	2	99.88%	5
isValid		0%	0	0.02%	2	99.98%	12418	2	99.88%	5
Address_Verification Input(s): ADDRESS_1, ADDRESS_2, ADDRESS_3, CITY, COUNTRY, POSTCODE										
Address Lines 1		0%	0	91.48%	11362	8.52%	1058	1	100%	1
Address Lines 2		0%	0	10.72%	1332	89.28%	11088	1	100%	1
Address Lines 3		0%	0	0.5%	62	99.5%	12358	1	100%	4

Data Preview (10 Rows)

Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
1	1000011676	GB	(MRS) LYNDA-CAM...	Active	2	NULL	2/2/1950	NULL	TN123456D	5110-5923-7169-5...	14947160
2	1000011783	United Kingdom	Mr Kevin Campbell	A	2	M	25/05/1945	NULL	ba012344 b	5110-5923-7169-5...	1 277 654
3	1000011845	GB	Mr D Canham	A	2	M	12/10/1951	NULL	NULL	5110-5923-7169-5...	1 737 246
4	1000011863	UK	MR JONATHAN CA...	LIVE	1	M	9/4/1959	NULL	AA 01 23 44 B	5110-5923-7169-5...	2 085 025
5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

Details

Data Types (3)

string(128)

Documented Data Type

String(61)

100%

Decimal(4)

0.12%

Integer(4)

0.12%

Patterns (1)

Others

100%

<< Collapse

Informatica

Data Profiling

Generic Primary Org

+ New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

Column: isValid (rs_DOB_DateValidityCheck_1 | Input(s): DOB)

Back to Summary

2 distinct values (2 non-unique values, 0 unique values)

Sort By:

Frequency

Descending

#	Value	Frequency	Percentage	Length
☐ 1	VALID	12405	99.88%	5
☐ 2	INVALID	15	0.12%	7

Details

Data Types (2)

string(100)

Documented Data Type

☐ String(7)

100%

☐ Fixed Length Str...

99.87%

Patterns (2)

☐ X(5)

99.88%

☐ Others

0.12%

Data Preview (10 Rows)

☐ Show only profiled columns

Queries

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE
1	1000011676	GB	(MRS) LYNDA-CAM...	Active	2	NULL	2/2/1950	NULL	TN123456D	5110-5923-7169-5...	14947160
2	1000011783	United Kingdom	Mr Kevin Campbell	A	2	M	25/05/1945	NULL	ba012344 b	5110-5923-7169-5...	1 277 654
3	1000011845	GB	Mr D Canham	A	2	M	12/10/1951	NULL	NULL	5110-5923-7169-5...	1 737 246
4	1000011863	UK	MR JONATHAN CA...	LIVE	1	M	9/4/1959	NULL	AA 01 23 44 B	5110-5923-7169-5...	2 085 025
5	1000012372	UK	DR L CARRASCO	A	1	NULL	5/11/1932	NULL	AA012344B	5110-5923-7169-5...	1 277 262
6	1000012381	UK	MR A CARRIER	A	2	M	2/5/1961	NULL	QD012344C	5110-5923-7169-5...	NULL

<< Collapse

Informatica

Data Profiling

Generic Primary Org

+ New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

ResultsDefinitionRulesMetricsScheduleInsights

Column: isValid (rs_DOB_DateValidityCheck_1 | Input(s): DOB)Back to Summary

2 distinct values (2 non-unique values, 0 unique values)Sort By: FrequencyDescending

1

VALID

12405

99.88%

5

☒

2

INVALID

15

0.12%

7

Details

Data Types (2)

string(100) Documented Data Type

☐ String(7)100%

☐ Fixed Length Str...99.87%

Patterns (2)

☐ X(5)99.88%

☐ Others0.12%

Data Preview (10 Rows)Show only profiled columnsQueries

Filter: isValid: Value: INVALID

PARTY_IDCOUNTRYCUSTOMERFULLNA...STATUSTIERGENDERDOBDECEASEDDATENATIONALIDNUMBE...CREDITCARDNUMBE...PHONE

11000011676GB(MRS) LYNDA-CAM...Active2NULL2/2/1950NULLTN123456D5110-5923-7169-5...14947160

21000011783United KingdomMr Kevin CampbellA2M25/05/1945NULLba012344 b5110-5923-7169-5...1 277 654

31000011845GBMr D CanhamA2M12/10/1951NULLNULL5110-5923-7169-5...1 737 240

41000011863UKMR JONATHAN CA...LIVE1M9/4/1959NULLAA 01 23 44 B5110-5923-7169-5...2 085 025

<< Collapse

- New...
- Explore
- My Import/Export...
- My Jobs
- Profile_CUSTOMER



Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Save

Run

More options

Close

Results

Definition

Rules

Metrics

Schedule

Insights

Column: isValid (rs_DOB_DateValidityCheck_1 | Input(s): DOB)

Back to Summary



2 distinct values (2 non-unique values, 0 unique values)

Sort By:

Frequency



Descending



#	Value	Frequency	Percentage	Length
☐ 1	VALID	12405	99.88%	5
☒ 2	INVALID	15	0.12%	7

Details

Data Types (2)



string(100)

Documented Data Type



☐ String(7)

100%



☐ Fixed Length Str...

99.87%



Patterns (2)



☐ X(5)

99.88%



☐ Others

0.12%



Data Preview (15 Rows)

☐ Show only profiled columns

Queries



Maximize

Apply

Filter

isValid: Value: INVALID

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Save

Run

Results

Definition

Rules

Metrics

Schedule

Insights

Data Preview (15 Rows)

Show only profiled columns

Queries

Filter

isValid: Value: INVALID

Apply

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL
1	F	.	.	2.43E+12	NULL	NULL	NULL	113 CLOS JEROME...	NULL	NULL
1	F	.	.	2.32E+12	NULL	NULL	NULL	7 CHEMIN DE VON...	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	LE PARIS	58 RUE DE LA POS...	NULL	NULL
1	F	.	.	2.34E+12	NULL	NULL	NULL	BALLESTRAND	NULL	NULL
1	F	.	.	2.32E+12	NULL	NULL	NULL	6 RESIDENCE BEA...	NULL	NULL
2	F	.	.	2.31E+12	NULL	NULL	NULL	143 BOULEVARD S...	NULL	NULL
1	F	.	.	2.54E+12	NULL	NULL	NULL	4 IMPASSE LE PRE...	NULL	NULL
1	F	.	.	2.44E+12	NULL	NULL	NULL	63 RUE DE TRIPOLI	NULL	NULL
1	M	31/11/1961	NULL	NULL	5110-5923-7169-5...	NULL	700 SOUTHWEST ...	NULL	NULL	NULL
1	NULL	31/04/1958	NULL	NULL	5110-5923-7169-5...	NULL	USA HQ FORCES C...	NULL	NULL	NULL
1	M	31/06/1954	NULL	NULL	5110-5923-7169-5...	NULL	5707 REDWOOD R...	NULL	NULL	NULL

- New...
- Explore
- My Import/Export...
- My Jobs
- Profile_CUSTOMER



Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Save

Run

...

X

Results

Definition

Rules

Metrics

Schedule

Insights

Column: isValid (rs_DOB_DateValidityCheck_1 | Input(s): DOB)

Back to Summary



2 distinct values (2 non-unique values, 0 unique values)

Sort By:

Frequency



Descending



#	Value	Frequency	Percentage	Length
☐ 1	VALID	12405	99.88%	5
☒ 2	INVALID	15	0.12%	7

Details

Data Types (2)

string(100)

Documented Data Type



String(7)

100%



Fixed Length Str...

99.87%

Patterns (2)



X(5)

99.88%



Others

0.12%

Data Preview (15 Rows)

Show only profiled columns

Queries



Filter

isValid: Value: INVALID

Apply

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Rules with: All Statistics

↕

🔍

Find

⚙️

Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Mini
House Number 1		0%	0	15.1%	1875	84.9%	10545	5	36%	1
Locality 1		0%	0	17.12%	2126	82.88%	10294	5	58.21%	3
Match Percentage		0%	0	6.92%	860	93.08%	11560	4	51.48%	4
Postal Code 1		0%	0	37.04%	4600	62.96%	7820	5	42.5%	1
Street 1		0%	0	78.6%	9762	21.4%	2658	1	100%	1
Verification Status Code		0%	0	0.04%	5	99.96%	12415	1	100%	1
rs_COUNTRY_Completene...	Input(s): COUNTRY									
IsValid		0%	0	0.02%	2	99.98%	12418	2	98.76%	5
Cleanse_Tier	Input(s): TIER									
Cleanse_Tier		7.61%	945	0.02%	3	92.37%	11472	3	46.2%	4
Rule_Std_Status	Input(s): STATUS									

Details

Data Types (2)

string(100)

Documented Data Type

☐ String(7)

100%

☐ Fixed Length Str...

99.87%

Patterns (2)

☐ X(5)

99.88%

☐ Others

0.12%

Data Preview (15 Rows)

☐ Show only profiled columns

Queries

Apply

Filter

isValid: Value: INVALID

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

⏪ Collapse

- New...
- Explore
- My Import/Export...
- My Jobs
- Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results | Definition | Rules | Metrics | Schedule | Insights

Save

Run

...

X

Column: Verification Status Code (Address_Verification) | Input(s): ADDRESS_1, ADDRESS_2, ADDRESS_3, CITY, COU...

Back to Summary

5 distinct values (5 non-unique values, 0 unique values) | Sort By: Frequency | Descending



#	Value	Frequency	Percentage
☐ 1	I	6394	51.41%
☐ 2	A	3129	25.19%
☐ 3	C	2224	17.91%
☐ 4	V	519	4.18%
☐ 5	N	154	1.24%

C - Corrected or V - Verified indicate good quality addresses

Details

Data Types (2)

	string(4)	Documented Data Type
ed Length Str...	100%	
ing(1)	100%	

Patterns (1)

☐ X	100%	
----------------------------	------	--

Most Frequent Values (5)

Data Preview (15 Rows) | ☐ Show only profiled columns | Queries |    

Apply

Filter isValid: Value: INVALID x

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Rules with: All Statistics

↕

🔍

Find

⚙️

Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Mini
Postal Code 1		0%	0	37.04%	4600	62.96%	7820	5	42.5%	1
Street 1		0%	0	78.6%	9762	21.4%	2658	1	100%	1
Verification Status Code		0%	0	0.04%	5	99.96%	12415	1	100%	1
rs_COUNTRY_Completene... Input(s): COUNTRY										
IsValid		0%	0	0.02%	2	99.98%	12418	2	98.76%	5
Cleanse_Tier Input(s): TIER										
Cleanse_Tier		7.61%	945	0.02%	3	92.37%	11472	3	46.2%	4
Rule_Std_Status Input(s): STATUS										
Standardise Status		1.54%	191	0.02%	2	98.44%	12227	3	65.21%	6
rs_check_input_is_not_null Input(s): DOB										
check_input_is_not_nullm		0%	0	0.02%	2	99.98%	12418	2	90.64%	5

Details

Data Types (1)

string(40) Documented Data Type ⓘ

☐

String(6)92.39%

Patterns (3)

☐

X(6)46.2%

☐

X(4)46.19%

☐

NULL7.61%

Data Preview (15 Rows)

☐ Show only profiled columns

Queries

Apply

Filter

isValid: Value: INVALID

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

⏪ Collapse

- New...
- Explore
- My Import/Export...
- My Jobs
- Profile_CUSTOMER



Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Save

Run

...

X

Results

Definition

Rules

Metrics

Schedule

Insights

Column: Cleanse_Tier (3) Cleanse_Tier | Input(s): TIER

Back to Summary



3 distinct values (3 non-unique values, 0 unique values)

Sort By:

Frequency



Descending



	#	Value	Frequency	Percentage	Length
☐	1	Gold	5737	46.19%	4
☐	2	Silver	3120	25.12%	6
☐	3	Bronze	2618	21.08%	6
☐	4	NULL	945	7.61%	

Details

Data Types (1)

string(40)

Documented Data Type ?



String(6)

92.39%



Patterns (3)



X(6)

46.2%



X(4)

46.19%



NULL

7.61%



Data Preview (15 Rows)

☐ Show only profiled columns

Queries



Apply

Filter

isValid: Value: INVALID x

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Rules with: All Statistics

↕

🔍

Find

⚙️

Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Mini
Postal Code 1		0%	0	37.04%	4600	62.96%	7820	5	42.5%	1
Street 1		0%	0	78.6%	9762	21.4%	2658	1	100%	1
Verification Status Code		0%	0	0.04%	5	99.96%	12415	1	100%	1
rs_COUNTRY_Completene... Input(s): COUNTRY										
IsValid		0%	0	0.02%	2	99.98%	12418	2	98.76%	5
Cleanse_Tier Input(s): TIER										
Cleanse_Tier		7.61%	945	0.02%	3	92.37%	11472	3	46.2%	4
Rule_Std_Status Input(s): STATUS										
Standardise Status		1.54%	191	0.02%	2	98.44%	12227	3	65.21%	6
rs_check_input_is_not_null Input(s): DOB										
check_input_is_not_nullm		0%	0	0.02%	2	99.98%	12418	2	90.64%	5

Details

Data Types (1)

string(100) Documented Data Type ⓘ

☐

String(8)98.46%

Patterns (3)

☐

X(6)65.21%

☐

X(8)33.25%

☐

NULL1.54%

Data Preview (15 Rows)

☐ Show only profiled columns

Queries

🔍

📄

📄

📄

Apply

Filter

isValid: Value: INVALID

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

⏪ Collapse

Informatica

Data Profiling

Generic Primary Org

New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

Profile run 17 of 17 | 14 of 18 Columns | 6 of 6 Rules | 12420 Rows (All rows) | Jul 22, 2024, 4:28 AM

Results

Definition

Rules

Metrics

Schedule

Insights

View: Rules

with: All Statistics

↕

🔍

Find

⚙️

Columns	Value Distribution	% Null	# Null	% Distinct	# Distinct	% Non-di...	# Non-dis...	# Patterns	% of Top ...	Mini
Postal Code 1		0%	0	37.04%	4600	62.96%	7820	5	42.5%	1
Street 1		0%	0	78.6%	9762	21.4%	2658	1	100%	1
Verification Status Code		0%	0	0.04%	5	99.96%	12415	1	100%	1
rs_COUNTRY_Completene...	Input(s): COUNTRY									
IsValid		0%	0	0.02%	2	99.98%	12418	2	98.76%	5
Cleanse_Tier	Input(s): TIER									
Cleanse_Tier		7.61%	945	0.02%	3	92.37%	11472	3	46.2%	4
Rule_Std_Status	Input(s): STATUS									
Standardise Status		1.54%	191	0.02%	2	98.44%	12227	3	65.21%	6
rs_check_input_is_not_null	Input(s): DOB									
check_input_is_not_nullm		0%	0	0.02%	2	99.98%	12418	2	90.64%	5

Data Preview (15 Rows)

Filter

isValid: Value: INVALID

Apply

TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMBE...	CREDITCARDNUMBE...	PHONE	ADDRESS_1	ADDRESS_2	ADDRESS_3	ADDRESS_4
3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923-7169-5...	1 491 638 292	Glade House Pishall	Nr Henley-on-tham...	NULL	NULL
2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923-7169-5...	1784434251	22 MOORE GROVE ...	SURREY	NULL	NULL
3	NULL	31/06/1954	NULL	ba012344 b	5110-5923-7169-5...	1 621 819 098	1 TALISMAN CLOS...	ESSEX	NULL	NULL
1	F	.	.	2.36E+12	NULL	NULL	NULL	10 RUE DE LA MAR...	NULL	NULL

Save

Run

...

×

Choose Profile Run

Compare Columns

Compare Profile Runs

Scorecard Metrics

Delete Profile Runs

Profile Jobs

Export Profile Results

Create Exception Task

Details

Data Types (1)

string(100)

Documented Data Type

☐

String(8)

98.46%

☒

Patterns (3)

☐

X(6)

65.21%

☒

☐

X(8)

33.25%

☒

☐

NULL

1.54%

⏪ Collapse

Informatica

Data Profiling

Generic Primary Org

+ New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile CUSTOMER

Find

Compare Columns

Select columns that you want to compare.

2 columns selected

☐ Name

☐ GENDER

☐ DOB

☐ DECEASEDDATE

☐ NATIONALIDNUMBER

☐ CREDITCARDNUMBER

☐ PHONE

☐ ADDRESS_1

☐ ADDRESS_2

☐ POSTCODE

☐ CITY

> rs_DOB_DateValidityCheck_1 | Input(s): DOB

> Address_Verification | Input(s): POSTCODE, ADDRESS_3, CITY, ADDRESS_1, ADDRESS_2, COUNTRY

> rs_COUNTRY_CompletenessCheck_2 | Input(s): COUNTRY

> Cleanse_Tier | Input(s): TIER

> Rule_Std_Status | Input(s): STATUS

☒ Standardise Status

> rs_check_input_is_not_null | Input(s): DOB

☐ check_input_is_not_nullm

?

Compare

Cancel

1

F

.

.

2.36E+12

NULL

NULL

NULL

10 RUE DE LA MAR...

NULL

NULL

Informatica

Data Profiling

Generic Primary Org

+ New...

Explore

My Import/Export...

My Jobs

Profile_CUSTOMER

Profile_CUSTOMER

SaveRun...

Results

Compare Columns

Definition

Rules

Metrics

Schedule

Insights

Comparison of Columns (2)

Statistics

STATUS

Standardise Status (Rule_Std_Status | Input(s): ST...

Add Column

Value Distribution		
% Null	1.54	1.54
# Null	191	191
% Distinct	0.06	0.02
# Distinct	8	2
% Non-distinct	98.4	98.44
# Non-distinct	12221	12227
# Patterns	6	3
% of Top Pattern	47.17	65.21
Minimum Value	A	ACTIVE
Maximum Value	NON-LIVE	INACTIVE
Minimum Length	1	6
Maximum Length	8	8
% Zero	0	0
# Zero	0	0
% Blank	0	0
# Blank	0	0
Data Types		
Documented Data Type	varchar(40)	string(100)
String(8)	98.46%	98.46%
Patterns		
NULL	1.54%	1.54%

<< Collapse

Informatica

Data Governance and Catalog

Start typing search terms for suggestions.

Generic Primary Org

+ New...

Home

Browse

Saved Searches

Profile_CUSTOMER

Cloud DQ Standard Demo / @Profile / Profile_CUSTOMER

Preview of Failed Rows

VALIDITY_DOB(DOB): 15 Rows

	PARTY_ID	COUNTRY	CUSTOMERFULLNA...	STATUS	TIER	GENDER	DOB	DECEASEDDATE	NATIONALIDNUMB...	CREDITCA
1	1000004513	UK	dr J Barton	A	3	NULL	31/11/1961	NULL	ba 01 23 44 b	5110-5923
2	1000040975	UK	MR A JACKIEWICZ	LIVE	2	M	31/04/1958	NULL	ba 01 23 44 b	5110-5923
3	1000048110	UK	MR G LONDON	A	3	NULL	31/06/1954	NULL	ba012344 b	5110-5923
4	1472516	FR	CORINNE JACQUET	NON-LIVE	1	F	.	.	2.36E+12	NULL
5	1418475	FR	CLAUDINE LEFEVRE	A	1	F	.	.	2.43E+12	NULL
6	1418716	FR	CLAUDIO ZULLO	A	1	F	.	.	2.32E+12	NULL
7	1419667	FR	COLETTE MOISSO...	Active	1	F	.	.	2.36E+12	NULL
8	1419770	FR	COLETTE LEPAGE	I	1	F	.	.	2.34E+12	NULL
9	1419831	FR	COLETTE MAUSS	I	1	F	.	.	2.32E+12	NULL
10	1388740	FR	CHRISTIANE BENE...	A	2	F	.	.	2.31E+12	NULL
11	12615205	FR	MICHEL LOCQUET	Active	1	F	.	.	2.54E+12	NULL
12	1573545	FR	DANIEL MANSON	I	1	F	.	.	2.44E+12	NULL
13	10110369	US	Bruce Brushey	A	1	M	31/11/1961	NULL	NULL	5110-5923
14	10110998	US	Susan Cook	LIVE	1	NULL	31/04/1958	NULL	NULL	5110-5923
15	10111626	US	Jeffrey Drandic	LIVE	1	M	31/06/1954	NULL	NULL	5110-5923

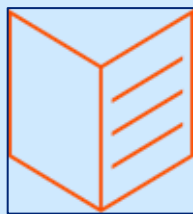
Close

<< Collapse

Hundreds of Out-of-the-Box Accelerators



Rules, Dictionaries, Verifications and Mapplets



Dictionaries

Name ▲	Type
 character_sets	Dictionary
 diacritics_translate_infa	Dictionary
 domain_names_infa	Dictionary
 dq_av_mailabilityscores_infa	Dictionary
 dq_av_match_code_descriptions_i...	Dictionary
 iso_full_country_name_infa	Dictionary
 numeric_default_values_infa	Dictionary
 string_default_values_infa	Dictionary
 suspect_names_infa	Dictionary
 user_defined_dates_infa	Dictionary



Cleanse

Name	Type
 c_SSN_Max_Index_For_Group	Cleanse
 c_Standardize_rplce_Back_Slas...	Cleanse
 c_standardize_rplce_bck_slash...	Cleanse
 c_Std_Name	Cleanse
 c_std_terms_mplt_association	Cleanse
 c_Titlecase	Cleanse
 c_Uppercase	Cleanse
 c_US_Company_Name_Std	Cleanse
 c_US_FullName	Cleanse
 c_US_Get_Company_Acronym	Cleanse



Deduplicate

Name ▼	Type
 dedupe_USA_Address_Match	Deduplicate
 dedupe_US_IMO_Personal_Nam...	Deduplicate
 dedupe_US_IMO_Match_Compa...	Deduplicate
 dedupe_US_IMO_Indiv_Name_A...	Deduplicate
 dedupe_US_IMO_Fam_Name_A...	Deduplicate
 dedupe_CompanyName_Match	Deduplicate
 dedupe_BRA_Match_Name_Perso...	Deduplicate
 dedupe_BRA_Match_Indiv_Name...	Deduplicate
 dedupe_BRA_Match_Company_a...	Deduplicate
 dedupe_BRA_Individual_Name_a...	Deduplicate



Parse

Name	Type
 p_Parse_SSN	Parse
 p_Parse_US_FullName	Parse
 P_ParseFullName	Parse
 p_SN_metrics_to_ind_fields	Parse
 p_SSN	Parse
 p_Suspect_Names	Parse
 p_Text_bt看_Parentheses	Parse
 p_Text_bt看_Single_Quotes	Parse
 p_top_level_domain	Parse
 p_usa_gender_assignemn...	Parse



Validate

Name ▼	Type
 v_USA_Validation_Discrete_Addre...	Verifier
 v_USA_Validation_Discrete_Address	Verifier
 v_USA_AddressValidation_Multiline	Verifier
 v_USA_AddressValidation_Geo_...	Verifier
 v_US_AddressValidation_Hybrid	Verifier
 v_US_AddressValidation_Hyb_w_...	Verifier
 v_CAN_AddressVerification_Hybrid	Verifier
 v_BRA_Validation_Discrete_Addre...	Verifier
 v_BRA_Validation_Discrete_Address	Verifier
 v_BRA_Parse_Multiline_Address_...	Verifier

“AI-Ready” Needs Quality Data



Data Quality for AI

Discover through
Data Profiling

1-5 Days

+

Define & Build
Rules

Week

+

Cleanse Data

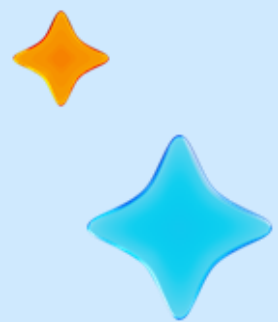
1 Day

+

Monitor &
Measure

1 Day

~2-3 Weeks



“AI-Ready” Needs Quality Data



**Quality Data
for AI**

Intended outcome

**AI for Data
Quality**



Intent to outcome in minutes



AI for Data Quality



Informatica[®]
from  salesforce



Claude

Intent to Outcome in minutes

Trusted Data what's that?

Certified, Fresh, Semantically Rich, High Data Quality
Traceable, Auditable, Usable

One data quality lifecycle, four stages



The throughline we follow through the rest of this talk

4. Measure & Monitor

Watch for drift and catch issues early.

3. Fix

Synchronize changes to the master records



1. Discover

Measure what the data actually looks like through profiling

2. Define

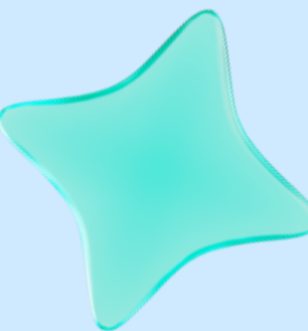
Standardized the values into a common format
Update & extend data quality rules



Your booth just closed and over 100 new leads are sitting in your system.

Your marketing agent is about to start emailing every one of them **tonight, not next week.**

So the question isn't whether your AI agent will act, it's whether the data it's acting on can be trusted.



contacts_data (1) Internal Only														Share	
File Edit View Insert Format Data Tools Gemini Extensions Help															
Menus															
fx LeadID Summarize this data															
	A	B	C	D	E	F	G	H	I	J	K	L	M		
1	LeadID	Salutation	FirstName	LastName	Company	Title	Department	Email	Phone	MobilePhone	MailingStreet	MailingCity	MailingState		
2	L00119	Mrs.	Michael	Thomas	Orchid Grove Hc	Chief Marketing	Marketing	michael.thomas@orchidgrovehospitality.com	(945) 958-9066	(204) 750-4497	415 Summer Street	Boston	MA		
3	L00875	Mr.	John	Mueller	Anchorline Ship	Marketing Mana	Support	john.mueller@anchorlineshipping.com	(771) 428-6235	(589) 619-3970	627 Mission Road	Austin	TX		
4	L00995	Mx.	A.	Smith	Quarry Hill Cons	IT Manager	Engineering	aisha.smith.x@quarryhillconsulting.com	(709) 353-3207	(561) 248-3488	206 WASHINGTON STREET SW	Atlanta	GA		
5	L00169	Mrs.	John	Williams	Cobalt Robotics	IT Manager	Operations	johnwilliamscobaltrobotics.com	(490) 716-2567	(391) 428-4148	169 Lake Street	Denver	CO		
6	L00424	Dr.	Diego	Kim	Westfield Agritec	Business Develo	Marketing	diego.kim@westfieldagritech.com	NULL	(368) 605-4218	1886 Pine Street	Miami	FL		
7	L00762	Ms.	Barbara	Anderson	Palmetto Biotech	Business Develo	Procurement	barbara.anderson@palmettobiotech.com	(502) 393-7868	(982) 916-8145	285 Andrew Young International Boule	Atlanta	georgia		
8	L00912	Dr.	Chen	Johnson	Brightline Teleco	Chief Marketing	Legal	chen.johnson@brightlinetelecom.com	(928) 884-8747	(937) 485-4452	191 Peachtree Street NE	Atlanta	GA		
9	L00810	Mrs.	Lisa	Jones	Orchid Grove Hc	Product Manage	Operations	lisa.jones@orchidgrovehospitality.com	(772) 426-1900	(675) 416-9710	345 Spear Street	San Francisco	CA		
10	L00096	Mr.	Lisa	Sanchez	Northwind Analy	Product Manage	IT	lisa.sanchez@northwindanalytics.com	(347) 368-1613	(301) 607-2000	1483 Lincoln Road	Austin	TX		
11	L00583	Dr.	Ingrid	Lewis	Brightline Teleco	IT Manager	Legal	ingrid.lewis#brightlinetelecom.com	NULL	(388) 315-5986	7069 Lake Lane	Austin	TX		
12	L00416	Dr.	Susan	Robinson	Fieldstone Energ	Customer Succes	Procurement	susan.robinson@fieldstoneenergy.com	(733) 969-6503	(617) 464-7027	24 Willie Mays Plaza	San Francisco	CA		
13	L00044	Mrs.	Christopher	Silva	Harbor Lane Me	Operations Lead	Sales	christopher.silva@harborlanemedia.com	(882) 379-5603	(850) 870-5062	121 North LaSalle Street	Chicago	IL		
14	L00498	Mrs.	Sandra	Miller	Orchid Grove Hc	CEO	Finance	sandra.miller@orchidgrovehospitality.com	(343) 643-9944	(719) 871-7507	1300 First Avenue	Seattle	WA		
15	L00542	Mr.	Jessica	Kim	Brightpath Logis	Operations Lead	Support	jessica.kim@brightpathlogistics.com	NULL	(340) 654-9307	285 Andrew Young International Boule	Atlanta	GA		
16	L00541	Mx.	Linda	Patel	Pinehurst Legal	Account Executi	Sales	linda.patel@pinehurstlegalgroup.com	(960) 996-6093	(685) 596-5388	5905 Main Lane	Denver	CO		
17	L00108	Mr.	Ingrid	Harris	Palmetto Biotech	Procurement Ma	Sales	ingrid.harris@palmettobiotech.com	(498) 210-5696	(524) 436-7908	1 Federal Street	Boston	MA		
18	L00691	Mrs.	Anthony	Kim	Anchorline Ship	Account Executi	Finance	anthony.kim@anchorlineshipping.com	(979) 931-2998	(470) 571-9433	401 Congress Ave	Austin	TX		
19	L00653	Mx.	Ingrid	Hernandez	Solara Health Sy	Data Analyst	IT		(986) 312-7340	(785) 227-3421	24 Willie Mays Plaza	San Francisco	CA		
20	L00165	Mr.	Nancy	Martin	Northwind Analy	IT Manager	Legal	nancy.martin@northwindanalytics.com	(879) 800-8416	(680) 642-4772	222 West Merchandise Mart Plaza	Chicago	IL		
21	L00362	Dr.	Wei	Taylor	Brightpath Logis	Chief Marketing	Procurement	wei.taylor@brightpathlogistics.com	(891) 679-8963	(793) 754-6076	221 South Grand Avenue	Los Angeles	CA		
22	L00038	Mrs.	Lisa	Jackson	Harbor Lane Me	CFO	Support		(324) 923-1480	(322) 983-1566	301 West Second Street	Austin	TX		
23	L00095	Mrs.	Daniel	Okafor	Meridian Insurar	CEO	HR	daniel.okafor@meridianinsuranceco.com	(778) 862-5092	(965) 257-2684	1103 Biscayne Boulevard	Miami	FL		
24	L00127	Dr.	Michael	Tanaka	Vantage Point M	Marketing Mana	Marketing	michael.tanaka@vantagepointmanufactur	(796) 630-9263	(367) 397-5650	700 Atlantic Avenue	Boston	MA		
25	L00843	Ms.	John	Thompson	Cobalt Robotics	IT Manager	Engineering	john.thompson@cobaltrobotics.com	(613) 248-7685	(486) 420-7420	111 South Grand Avenue	Los Angeles	CA		
26	L00251	Mr.	Lisa	Lopez	Cobalt Robotics	Chief Marketing	IT	lisa.lopez@cobaltrobotics.com	(885) 730-3158	(479) 706-9548	1201 Third Avenue	Seattle	WA		
27	L00104	Mrs.	Jennifer	Clark	Orchid Grove Hc	Sales Director	Support	jennifer.clark@orchidgrovehospitality.com	(808) 605-6934	(970) 992-5912	300 West Sixth Street	Austin	Texsa		
28	L00736	Dr.	Sandra	Patel	Ironvale Steel	Marketing Mana	Procurement	sandra.patel@ironvalesteel.com	1-540-987-4455	(966) 701-4976	85 Pike Street	Seattle	WA		
29	L00266	Ms.	Daniel	Smith	Ironvale Steel	Operations Lead	Finance	daniel.smith@ironvalesteel.com	(637) 656-8482	(206) 660-8646	111 South Michigan Avenue	Chicago	IL		
30	L00114	Mrs.	Jessica	Martin	Anchorline Ship	Software Engine	Marketing	jessica.martin@anchorlineshipping.com	(463) 967-4183	(572) 953-6458	1300 First Avenue	Seattle	WA		
31	L00082	Ms.	Richard	Thompson	Solara Health Sy	Operations Lead	Sales	richard.thompson@solarahealthsystemsco	(462) 845-3355	(214) 707-1811	110 Inner Campus Drive	Austin	TX		



Demo

Headless in Action



- New...
- Home
- Browse
- Data Access
- Saved Searches
- contacts_data.csv

S3 - Contact Data / monolithawsbucket / idmc-sfdc-demo-ts / contact /

S3 Landing - Contact Data

FLAT FILE | contacts_data.csv

OVERALL RATING
☆☆☆☆
Add

LIFECYCLE
PUBLISHED

LAST UPDATED
Oct 7, 2026, 5:09 AM

- Overview
- Contains
- Lineage
- Relationships
- Data Quality
- Data Profiling
- Data Observability
- Reference Data
- Stakeholders
- Attributes
- Tickets
- History

Description

-

Technical Description

-

Glossaries (0)

No associated Glossary assets.

Data Entity Classifications (1)

PII

Data Elements (20)

Name	Type	Glossaries	Classifications	De-Identification Technique	Clas
...	...	...	...	...	...

Stakeholders

There are no stakeholders assigned to this asset.

Data Quality

85.97%

No Change

Oct 13, 2026, 8:23 AM

Rules Against Target

Good (1)

Acceptable (4)

Not Acceptable (24)

View Details

Open Data Observability Events

Nothing to display

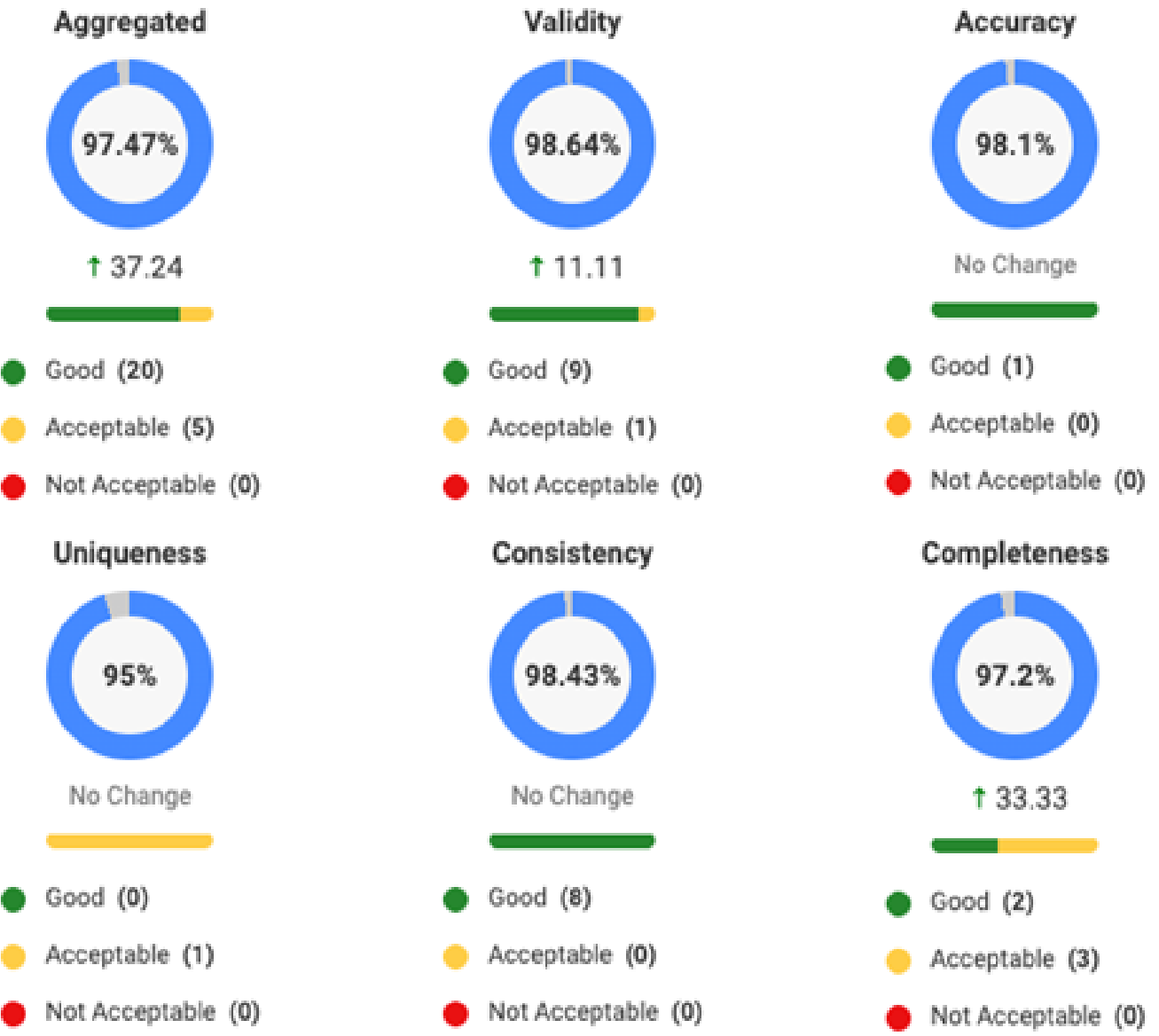
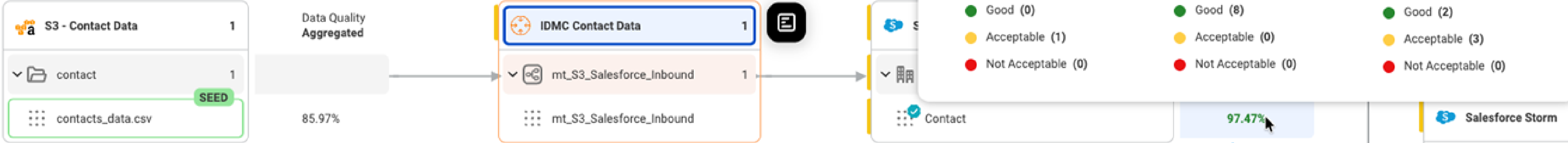
S3 Landing - Contact Data

FLAT FILE | contacts_data.csv

OverviewContainsLineageRelationshipsData QualityData ProfilingData ObservabilityRefer

LineageTECHNICALDefault Technical View (M...

Data Lineage Level: Data SetOverlays: Certification, AggregatedQuick Fi



Data Quality Lifecycle

Same Process, Same Intent, Same Outcome



Traditional Approach

~ 2 - 3 Weeks



Headless in Action

~ 10 - 15 Minutes

Informatica Headless Data Management

What is it?

Informatica Headless Data Management turns the entire IDMC platform into a set of reusable, governed services, invocable by any application, platform, or AI framework instantly.



Defining Informatica Headless



A pluggable architecture that works across any cloud, any tool, and any framework.
Truly decoupled from the platform UI.

How it Works

**Informatica becomes the invisible foundation
of the agentic enterprise**

- ✓ No UI required for most workflows
- ✓ Operated through natural language + agents
- ✓ Portability is guaranteed, allowing you to move data workloads between ecosystems without rewriting logic.
- ✓ Embedded in daily tools

Embedded Anywhere

**Trusted data management as a native tool
within any agent, app, or developer tool**

 **slack**  **Claude**

 **Gemini**  **OpenAI**

 **Visual Studio Code**  **Azure**

Informatica Headless Provides



Tools

Enterprise data
management
capabilities



Skills

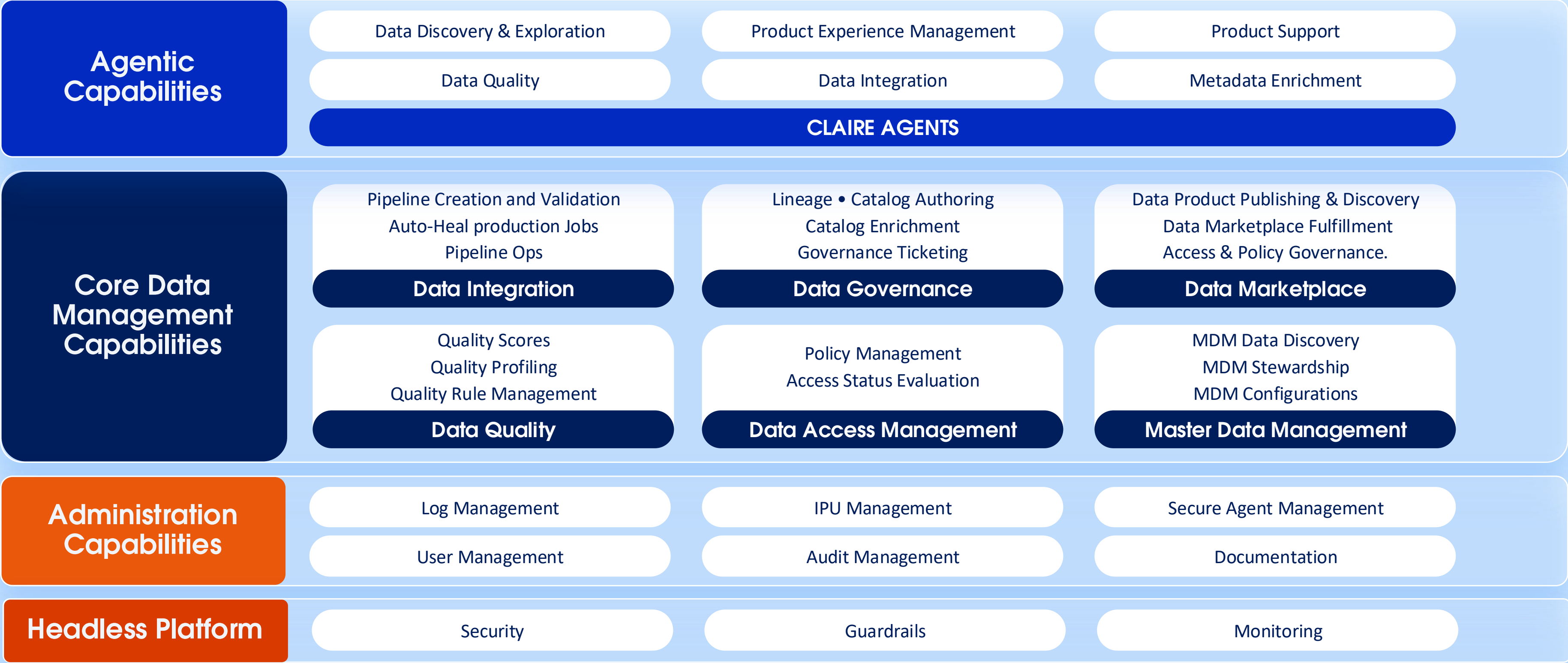
Specialized composite
data management skills



Agents

Purpose-built data
management agents

Informatica Headless Capabilities



* Includes generally available services as well as features in preview or planned release.



Agents don't pause to question bad data. They act on it. So data quality can't be a project you schedule; it has to be built into the systems your agents run on.

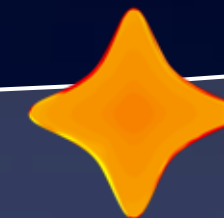


Is your data ready for AI?

Score your data landscape.
Get a readiness roadmap.



Learn more





Informatica[®]
from  salesforce

Thank
you

[Your Name] • [email] • [handle]