



Data Sheet

ETI Data Monitor™

Do you know how good your data is?

ETI Data Monitor helps remove the hidden costs to business caused by bad data. Easy-to-configure and deploy, ETI Data Monitor allows you to monitor the quality of the data that is vital to your business processes, applications and IT projects. Start managing your data like any other critical corporate asset and reduce the impact bad data has on your business processes.

The data quality challenge

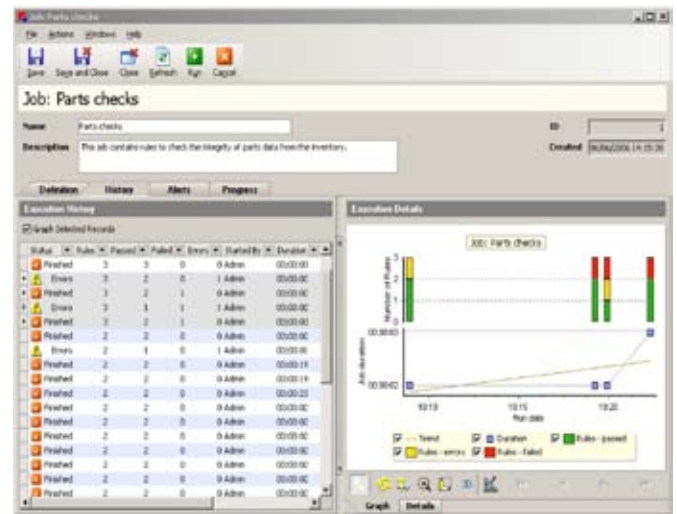
The importance of data is self-evident – it is the foundation on which businesses operate, decisions are made and actions taken. However, the fact that data is spread across numerous applications and always changing makes it hard for organizations to be sure that it is accurate, consistent and supports their needs.

Poor quality data, therefore, often remains buried as handcoded ‘workarounds’ requiring manual steps that slow down processes while increasing costs, reducing information confidence and lowering ROI on IT projects.

Such challenges will never go away without understanding the scale and the nature of the problems you are facing. What is required is an automated tool that continually measures and monitors the quality of your data as it first moves from an input provider to processes and then between applications. ETI Data Monitor meets that challenge head-on.

Data quality monitoring

ETI Data Monitor (DM) provides a proven way of monitoring the quality of the data used in your business processes and applications. Through the creation of business-led data quality ‘rules,’ ETI DM allows you to benchmark the quality of your data and then automatically monitor it on a scheduled basis, or take ‘snap shots’ at specific moments in time. If ‘rules’ are not met, ETI DM can send alerts to subscribing users notifying them of problems as they occur via email or by opening an incident in application monitoring systems.



Job screen, showing job executions – rule execution over time

Through this process, you can build up a benchmark of how well your data meets the needs of your business, or whether it is accurate and reliable for a particular IT project. You can also discover trends in the quality of your data, allowing you to establish ‘quality targets’ or to track improvements once remedial fixes have been put in place.

A 2004 PricewaterhouseCoopers survey of CIOs and IT Directors showed that data, on average, amounted to 37% of an organization’s total corporate value and yet data quality is one of the hardest things for any business to manage. A key part of the problem is that you can only manage what is measured and, until now, this has not been easy. ETI Data Monitor provides the automation to make it easy.

“Most organizations do not measure the quality of their data and, therefore, cannot accurately assess the impact of their business.”

“Data amounts to, on average, 37% of an organization’s total corporate value.”

“66% of companies are less than ‘very confident’ in the quality of their data.”

“88% of companies are less than ‘very confident’ in the quality of 3rd party data used by them.”

“52% of organizations believe that data sharing with 3rd parties will increase over the next 3 years.”

PwC: [Global Data Management Survey 2004](#)

ETI Data Monitor: A simple, 3-step process to automated data monitoring

1. Create – create the ‘rules’ needed to ensure your data is meeting business needs.
2. Measure – set quality ‘thresholds’ to benchmark your data.
3. Monitor – set up ETI DM to monitor your data on a regular, scheduled basis. Discover trends in its performance over time and automatically receive alerts if problems occur.

ETI DM allows you to automatically monitor the quality of your data on a 24/7 basis and proactively informs you of potential problems as they occur. At right is an email with an alert in it.

This is an automated email from ETI Monitor. Please do not reply to this message.

Notification

You are a registered subscriber to Job "SALES DB Rules". At 2006-09-06 09:34:2 the job returned the following result:

Result:	✘ Fail
Start:	2006-09-06 09:34:24
Finish:	2006-09-06 09:34:50
Log:	<pre>[2006-09-06 09:34:50] Sending job level alerts [2006-09-06 09:34:37] Running rule 'Example Stored Procedure' [2006-09-06 09:34:34] Running rule 'Invalid Discounts' [2006-09-06 09:34:32] Running rule 'Order Date > Ship Date' [2006-09-06 09:34:29] Running rule 'Invalid Order Date' [2006-09-06 09:34:24] Running rule 'Invalid Order Status' [2006-09-06 09:34:24] Executing rules [2006-09-06 09:34:24] Fetching alert subscriptions [2006-09-06 09:34:24] Initializing rule results [2006-09-06 09:34:24] Fetching rules [2006-09-06 09:34:24] Created Job object [2006-09-06 09:34:24] Job starting...</pre>

Job summary:

Rule	Connection	Result	Score
Invalid Order Status	SALES Database	✘ Fail	4
Invalid Order Date	SALES Database	✘ Fail	3
Order Date > Ship Date	SALES Database	✘ Fail	1
Invalid Discounts	SALES Database	✘ Fail	2
Example Stored Procedure	SALES Database	✔ Pass	5000000

ETI Data Monitor gives you the ability to effectively measure and monitor the quality of your data. As either a stand-alone capability or part of a larger process-based initiative, ETI DM can be used to meet a variety of business needs, including:

- Regulatory Compliance** - where the need for reliable, accurate information is vital to meeting legal or contractual requirements.
- 3rd Party Data Sources** - monitor and validate the quality of data received from external providers, customers and other 3rd parties.
- New Application Purchases and Deployments** - data is the fuel on which systems run and data quality is a significant factor for any new implementation to achieve planned ROI and user adoption.
- Operational Competitiveness** - better quality data can help improve business processes, lower operational costs and increase revenues.
- Confidence** - the lack of transparency surrounding data often causes organizations to doubt its quality, delay critical decisions or in some cases ignore potentially critical indicators.
- Information Management and Data Governance** - the success of these activities is underpinned by the ability to measure and monitor your data assets. After all, you cannot manage what you cannot measure.

Technical Specifications

Client

Windows® 98, 2000, XP

Server

Windows® 98, 2000, 2003, XP

Sun Solaris 2.8 or above

Linux, HP/UX

Features

- Intuitive** – ETI DM is easy-to-use with minimal training and a fast learning curve.
- Query Based Rules** – use either SQL or Stored Procedures to create and maintain rules.
- Thresholds** – set benchmarks to measure the quality of your data against target levels.
- Trending** – track the quality of your data over time and quickly identify potential issues and trouble spots.
- Alerts** – automatically receive emails when potential data quality problems occur.
- 24/7 Monitoring** – set up ETI DM to run as a regular, operational activity or capture ‘snap shots’ through ad-hoc checking.