

**SAP Product Brief**

SAP Solutions for Small Businesses and  
Midsize Companies  
SAP Data Quality Management, Edge Edition

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Objectives

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Solution

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Benefits

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Quick Facts

# Quality Data for Your Information Infrastructure



The Best-Run Businesses Run SAP™



**Data quality management for  
confident decision making**

# Data quality management for confident decision making

The Edge edition of SAP® Data Quality Management software lets you **analyze, cleanse, and match all types of data** to help ensure accurate and complete information anywhere in your organization. Built on Web services, this flexible solution can be used across a wide variety of databases and platforms.

A carefully planned data quality initiative is essential to any successful enterprise information management (EIM) program – be it a business intelligence (BI) or data-warehousing project, a new implementation of a customer relationship management system, or a data migration project. Taking the first step to ensure your data is reliable and complete results in better, more confident decision making and more efficient business processes.

A robust data quality framework includes the measurement, analysis, cleansing, enhancement, matching, and consolidation of data. You can use SAP Data Quality Management, Edge edition, with a wide variety of applications, platforms, and databases – including SAP, third-party, or proprietary solutions.



# The data quality process in action

## The data quality process in action

Data assessment and continuous monitoring

Figure: Examples of data quality dashboards

Data cleansing

Enhance an existing data set

Data matching and consolidation

The data quality framework is a continuous process that includes functions to:

- Measure and analyze data through data assessment and continuous monitoring
- Cleanse and enhance customer and operational data anywhere across the company
- Enhance an existing data set with custom or third-party referential data
- Match and consolidate data at multiple levels (individuals, product categories, suppliers, corporations, and so on)

The data quality framework and process can be applied as data is entered, updated, or moved within an organization – almost any time data is touched. The most common scenario is basic data entry – when employees add or update new entities – during which process errors may occur. In data migration projects, source data isn't always accurate and may not map seamlessly to the new location or target. In both cases, implementing a data quality framework at the point of entry will help to prevent problems with data integrity up front and over time.



Setting up a data quality framework is the first step in ensuring clean, accurate data – the cornerstone for enterprise information management.



# Data assessment and continuous monitoring

The data quality process in action

## **Data assessment and continuous monitoring**

Figure: Examples of data quality dashboards

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Data matching and consolidation

Data quality assessment is the inspection, measurement, and analysis of data to help business users understand data defects and the impact of those defects upon the business. Data profiling allows you to automatically recognize business rules and data relationships (across columns or fields) that might otherwise go unnoticed. SAP Data Quality Management, Edge edition, lets you perform the profiling directly within a current data warehouse or store, or you can load the data into the software and profile your data

from there. With the software, you can establish data-range parameters and create automated alerts that will notify you if the analysis results exceed a specific parameter. The software offers a new intuitive business-user interface that helps guide users through data profiling, metadata management, and data quality monitoring. And it provides data quality dashboards (see the figure on the next page) that allow users to continuously monitor and govern their information.

SAP Data Quality Management, Edge edition, simplifies tasks such as performing data profiling, managing metadata, and monitoring data quality.



# Figure: Examples of data quality dashboards

The data quality process in action

Data assessment and continuous monitoring

**Figure: Examples of data quality dashboards**

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# Data cleansing

The data quality process in action

Data assessment and continuous monitoring

Figure: Examples of data quality dashboards

## **Data cleansing**

Enhance an existing data set

Data matching and consolidation

The first step in the data-cleansing process is parsing. Often, multiple data elements are collected and stored in a database grouped into single fields. Parsing identifies individual data elements and breaks them down into their component parts. It rearranges data elements in a single field or moves multiple data elements from a single data field to multiple discrete fields.

After your data has been parsed, the next step is to ensure consistency across all your records. This is necessary to prepare the data for validation, correction, and accurate record matching. Standardization includes setting business rules around formats, abbreviations,

acronyms, punctuation, greetings, casing, order, and pattern matching – all examples of elements you can control to meet your business requirements.

Data with incorrect elements is known as “dirty data.” Cleansing dirty data involves correcting it and adding missing elements. Data cleansing can occur on a wide variety of data types. Depending on the data type, you can remove or correct dirty data using sophisticated algorithms and rules in conjunction with referential data. For example, you can use address information obtained from a national postal service to correct address data.



## Enhance an existing data set

The data quality process in action

Data assessment and continuous monitoring

Figure: Examples of data quality dashboards

Data cleansing

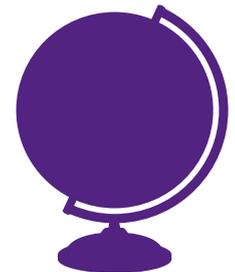
### Enhance an existing data set

Data matching and consolidation

SAP Data Quality Management, Edge edition, offers comprehensive global data-cleansing coverage with support for over 230 countries – including a partnership with China Post. The software provides cleansing for individual names, titles, and firms for an extensive list of locales and languages, including Arabic, Catalan, Chinese (simplified and traditional),

Croatian, Czech, Danish, Dutch, English, Farsi, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Norwegian (Bokmål and Nynorsk), Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, and Turkish.

SAP Data Quality Management, Edge edition, is truly a global data-cleansing solution, with support for over 230 countries and dozens of languages.



# Data matching and consolidation

The data quality process in action

Data assessment and continuous monitoring

Figure: Examples of data quality dashboards

Data cleansing

Enhance an existing data set

**Data matching and consolidation**

Problems start when you have incorrect information about entities, such as invalid contact information for your customers or partners; inaccurate addresses, identification numbers, or ship-to or bill-to information; or incorrect material or product attributes. These problems are exacerbated if duplicates enter the system. It then becomes difficult to identify the correct entity to enter new information against and to verify even basic information such as how many customers you have, which products they own, and which products come from which suppliers.

Duplicate records often exist in one or more source systems, so the goal of data matching is to determine whether records refer to the same entity. This involves evaluating how well the individual fields, or record attributes, match each other. Matching algorithms can help correct data entry errors, character transposition, and other data errors to match records. You can set rules based on combinations of various elements matching at a certain threshold; for example, in order for records to be flagged as a possible match, you may require the address line and the first name to match. Once matches have been identified, data from matched groups can be salvaged and posted to form a single best record, or posted to update all matching records.

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**Data matching and consolidation**

SAP Data Quality Management, Edge edition, can match any writing script that is supported by Unicode and offers advanced matching functionality for data in the Chinese, Japanese, Korean, or Taiwanese writing systems. It also recognizes matches within different sources

of data to create a unified view. You can match and consolidate internal account records as well as records that you purchase externally. Finally, the software offers predefined business-rule templates that you can readily modify for fast deployment.



You can readily modify predefined business-rule templates to suit your needs, helping ensure speedy deployment.



# Maximize the value of your data

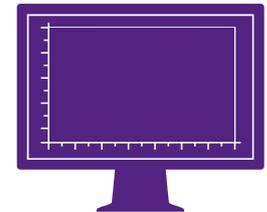
## Maximize the value of your data

SAP Data Quality Management, Edge edition, provides highly advanced data quality support, which you can use to deliver the accurate and complete information that your business requires to make better decisions and support more efficient processes.

Because the software enables verifying data quality at the point of entry, you nip problems in the bud. Inconsistent or duplicate data doesn't have a chance to adversely affect your organization.

SAP Data Quality Management, Edge edition, can help ensure your organization's data is a highly valuable and trustworthy resource, rather than a liability.

The intuitive interface enables business users to perform data profiling, metadata management, and data quality monitoring with minimal training. Data quality dashboards let users continuously monitor their information, so data is more likely to stay clean. When business users understand data defects and the impact they can have, data quality improves.



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**Summary**

The Edge edition of SAP® Data Quality Management software helps you analyze, cleanse, and match customer, supplier, product, or material data – structured or unstructured – to achieve highly accurate and complete information anywhere in the corporation. Built on Web services, the software provides a flexible solution that you can use within a wide variety of applications, platforms, and databases – including SAP, third-party, or proprietary solutions.

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**Objectives**

- Eliminate inaccuracies such as invalid contact information, incorrect addresses, or wrong material or product attributes
- Maintain quality within data integration and migration projects
- Enter data against the correct entity and verify basic information

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**Solution**

- Data quality dashboards that monitor and govern data quality
- Data profiling to automatically recognize business rules and data relationships
- Intuitive business user interfaces to reduce duplicates and identify relationships more easily
- Support for over 230 countries
- Data quality management across many systems

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**Benefits**

- Better decision making and more efficient processes due to improved data accuracy
- Prevention of problems with data quality verified at the point of entry
- Improved data quality when business users understand data defects and their impact

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**Learn more**

To find out more, visit  
[www.sap.com/solutions/sme/business-analytics-for-medium-business/edge-eim/index.epx](http://www.sap.com/solutions/sme/business-analytics-for-medium-business/edge-eim/index.epx).

