IBM WebSphere ProfileStage Version 7.5
IBM WebSphere AuditStage Version 7.0

Highlights

- **Automated data profiling and analysis helps reduce project time-to-market by up to 70%**

- **Continuous data quality monitoring helps maintain the health and consistency of your data systems**

- **Eliminates the risk and uncertainty of using bad data before you begin a data integration project**

IBM WebSphere Information Integration

Organizations face an information challenge. Where is it? How do I get it when I need it in the form I need? What does it mean? What insight can I gain from it? Can I trust it? How do I control it? The list goes on, and the challenges grow unceasingly if businesses cannot ensure that they have access to authoritative, consistent, timely and complete information.

The IBM WebSphere® Information Integration platform integrates and transforms any data and content to deliver information you can trust for your critical business initiatives. It provides breakthrough productivity, flexibility and performance, so you and your customers and partners have the right information for running and growing your businesses. It helps you understand, cleanse and enhance information, while governing its quality to ultimately provide authoritative information. Integrated across the extended enterprise and delivered when you need it, this consistent, timely and complete information can enrich business processes, enable key contextual insights and inspire confident business decision-making.

Building a Solid Data Foundation

Competitive pressures and revenue goals are driving companies to invest millions of dollars on strategic business enterprise systems such as enterprise resource planning, customer relationship management, business intelligence/analytics, data warehouses, and more. If the data in those systems is incomplete, inaccurate or inconsistent, any attempt to turn that data into valuable information assets will fail. The business systems you've invested in will not perform as expected or deliver the return on investment (ROI) your business demands.

Merely installing an enterprise application and loading legacy data into it is an error-prone, time-consuming process that simply does not work. You need to analyze and understand your data from the onset in order to ensure the success of your enterprise application initiatives.

Managing your data effectively enables you to realize the full value of your strategic IT and business systems investments by delivering to users information they can trust.

And by delivering authoritative, consistent and complete information when they need it, wherever they need it, you amplify your competitive advantages and enhance your profits.

Maximize Your Return on Existing

Investment and Information
IBM recognizes that information and data quality are vital business concerns, and that effectively managing and improving the quality of data resources can have a tremendous impact on your ability to leverage business intelligence and strategic enterprise applications. IBM WebSphere® ProfileStage™ and IBM WebSphere® AuditStage™, core products of the IBM WebSphere® Data Integration Suite, ensure that you can.

Complementary technologies, WebSphere ProfileStage and WebSphere AuditStage provide a comprehensive data profiling solution with a repeatable, auditable and iterative methodology.

Websphere ProfileStage Automates Data Analysis

WebSphere ProfileStage brings automation to the critical and fundamental task of data source analysis - expediting comprehensive data analysis, reducing the time-to-market, and minimizing overall costs and resources for critical data integration projects. WebSphere ProfileStage profiles source data - analyzing column values and structures - and provides target database recommendations, such as primary keys, foreign keys, and table normalizations. Armed with

this information, WebSphere ProfileStage builds a model of the data to facilitate the source-to-target mapping and automatically generates integration jobs. Features include:

- *Complete source system(s) and target system(s) profiling and analysis, enabling user to immediately document all discovered data anomalies.*
- *Via automation, validates the content, quality, and structure of your data from disparate systems - without programming. Optionally investigate a subset of your disparate data for quick review.*
- *Integrated into the WebSphere Information Integration platform, enabling metadata exchange and parallel execution.*
- *Single and open repository on DB2® Universal Database, Oracle, or Microsoft® SQL Server platforms for ease of maintenance and reporting.*

With WebSphere ProfileStage you can:

- *Reduce project risk.*
- *Accelerate time-to-market, saving up to 70% of the time needed to profile source data.*
- *Enhance ROI on data warehouse, enterprise applications, and e-business initiatives.*
- *Validate business requirements as achievable or unachievable.*
- *Ensure disparate source data supports target requirements before investing time and resources in the data-integration development effort.*

WebSphere AuditStage Provides Data Quality Assurance

WebSphere AuditStage, built on the sound data quality principles of defect detection and process improvement, enables data quality assurance capabilities, detecting data defects and measuring data quality improvements over time to help you gain control of your information assets and get optimum value from your business intelligence infrastructure.

WebSphere AuditStage provides data quality assurance capabilities to support rapid development of reliable data transformation systems and provide vital meta data about the new target once implemented. WebSphere AuditStage optimizes your existing investment in your business intelligence infrastructure and minimizes total cost of ownership.

Features include:

- *Automated Meta Data Facility: Reviews and updates metadata information for analysis and for generating IBM WebSphere DataStage transformations.*
- *Filters: Allow users to build either simple or sophisticated tests against specific data fields and data sources, ensuring that data complies with business rules and database constraints.*
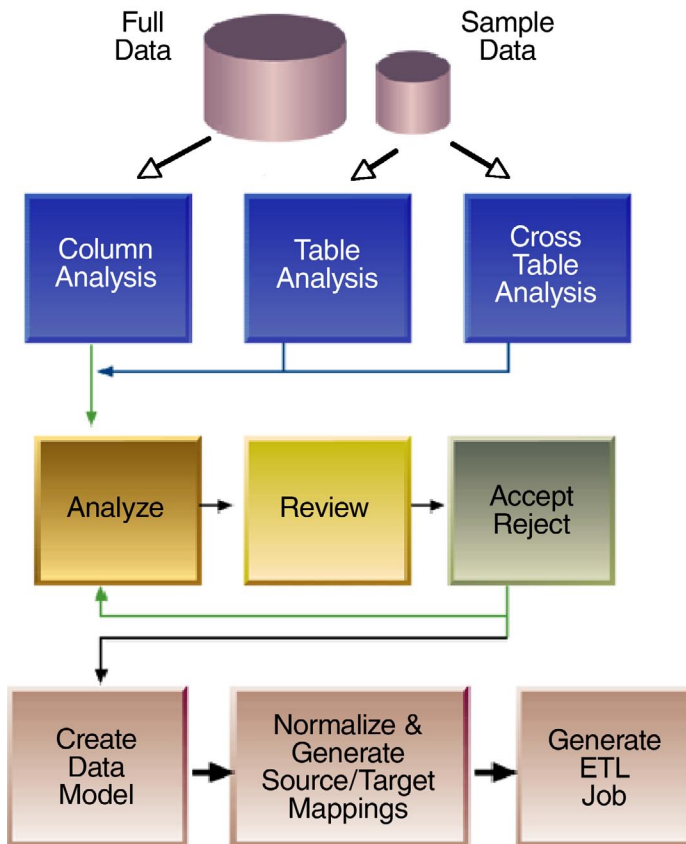- *Filter Sets: Enable users to run a series of Filters as a job stream.*

Figure 1: Illustrates the steps WebSphere ProfileStage performs to profile data on any data source that can be accessed via ODBC.

With WebSphere AuditStage you can:

- *Reduce total cost of ownership for data warehousing, enterprise applications, and eBusiness initiatives.*
- *Validate data supports business rules (i.e., only customers with a high credit rating should have a deep discount).*
- *Measure and reports data quality over time.*
- *Ensure business intelligence applications, such as CRM, fully support your business needs.*

System Requirements:
IBM WebSphere ProfileStage, Version 7.5
IBM WebSphere AuditStage, Version 7.0
WebSphere ProfileStage supports the following operating systems: IBM AIX®, Redhat Enterprise Linux®, Solaris and Microsoft Windows®. WebSphere AuditStage supports the following client operating systems: Microsoft Windows. For current, detailed hardware and software system requirements for these and other WebSphere Information Integration products, visit **ibm. com**/software/data/integration.

For More Information
To learn more about the technologies and products behind the IBM WebSphere Information Integration platform, contact your IBM marketing representative or IBM Business Partner, or visit **ibm.com**/software/data/integration.

GC-18-9726-00