

Data in a Minute

Where data management concepts are explained in under a minute



TOPICS

Data Enrichment for Master Data

What is Data enrichment?

Data Enrichment, an integral part of larger data quality processes, refers to the process by which incomplete or inconsistent data is made complete & consistent.

In the Smart Data Platform, data enrichment is a powerful process that aids both data migration/setup migration and master data management processes.

In most cases, since the business does not have the complete data in its systems, a third party system which is a globally accepted source of truth, is referenced. In other instances, a clean master record within the organization's environment is also referenced.

Data Enrichment is often followed by what is known as Data Harmonization - which ensures that enriched data is properly referenced across all publishing & subscriber (source & target) systems.









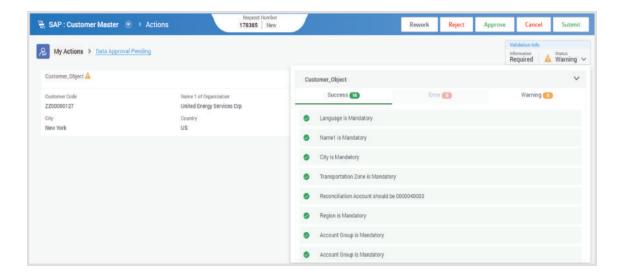
Data Enrichment

Data Enrichment with Smart Data Platform

The three main steps to a successful data enrichment are:

- Data Profiling to understand what data is incomplete or inconsistent
 - Enabled by dataZap's data profiling engine & easy to use dashboard with results
- Interfacing with a internal or external application which is a certified source of truth
 - 2000+ pre-configured templates to interface with any application. Some of the supported enrichment interfaces are **Dun & Bradstreet**, **USPS**, **Google Address APIs. Other generic REST & SOAP APIs can also be used**
- Enriching data by making sure all data quality standards are adhered to
 - Data enrichment engine that seamlessly updates bad data

Here's a look at dataZap's dashboard showing profiling & enrichment results for Customer master. The error/success message indicating the completeness & consistency of data is in the column to the right:





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Krishnan is a passionate leader and has creatively solutioned multiple 'Smart Data' projects for Organizations across the globe.

Nearing a decade in ChainSys, he has also had experience in key sales & pre-sales roles and is a respected subject matter expert in the ERP space.

One Platform for your

End to End

Data Management needs





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Data Quality Management Data Governance Analytical MDM



Data Analytics Data Catalog Data Security & Compliance

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