



Cognitive Data Quality Management

Clean data is critical for any enterprise. Ensuring data stays clean requires not just one time but periodic cleansing. This is a time and resource-intensive intervention. With Sainapse, you ensure 100% clean data ALWAYS – with NO code, NO RULES & NO consultants. Sainapse DQM works across all data sources, multiple schemas and virtually unlimited data volumes, cleansing data at row and columns.

Status Quo

Bad quality data is almost endemic. This is despite the best implementation using best-in-class products. Using rules to identify incorrect / incomplete / duplicate records and then correct may work, but the effort is non-trivial, and only provides a point fix since it does not prevent new such records from being created. This results in continuous efforts to keep data clean.

Bridging the Gaps

Let's take an example of an enterprise with multiple customer masters, with one capturing name as "First Name" and "Last Name", another as "Given Name" and "Surname", and yet another one with one field called "Name"! In such a case, it is virtually impossible to map a consistent field name across these databases without significant effort – and worse – errors creeping in.

Neither a purely manual or purely AI based approach delivers the required results, but 'human-in-the-loop AI' can be trained to verify both syntactic and semantic similarities/differences, leverage SME inputs, refine the neural model and cleanse the dataset in a matter of hours, and then keep the data clean in run time.

The Sainapse Edge

Sainapse uses dynamic distance function to natively identify all the fields & the corresponding values of a record to work across schemas to cleanse. Continuous learning algorithms ensure near real time adaptation to evolving data and data models.

Where Sainapse truly delivers delight to customers is with its "Intelligent Field Consolidation". With IFC, Sainapse first cleanses/deduplicates the columns or fields across different data sets and presents a standardized view of the field map. The record or row-level cleansing is then performed on this consolidated field map. In run time, Sainapse can be triggered to run autonomously either periodically or upon an event, thereby ensuring ALWAYS clean data.

What it means for you

- Eliminate the need for long and complex data clean-up and management projects
- Deliver a unified view of multiple data sources that are always-clean, unlike with one-off initiatives
- Elevate the utility of data across inbound and outbound requests

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