

SSIS

Generalized Cleansing Component

Clean Any Type of Data Using 6 Cleansing Operations

The Melissa Data Generalized Cleansing Component for Microsoft® SQL Server® empowers you to build data cleansing scripts for data suffering from a wide range of errors and inconsistencies. This component can be beneficial to users in many different industries, giving them the ability to standardize and validate inventory lists, correct automobile data, and much more.

What Does Generalized Cleansing Offer You?

- **Cleanse any type of data**, programmatically, with a just a click
- **Save time and effort** combining any of six operations and save operations (simple or complex) for future projects
- **Highly customizable** so you can create rules (triggering) to standardize data when expressions come out true
- **Multiple Rules** can be defined for each field of data to allow for more complex and nested generalized cleansing procedures

Cleansing Operations:

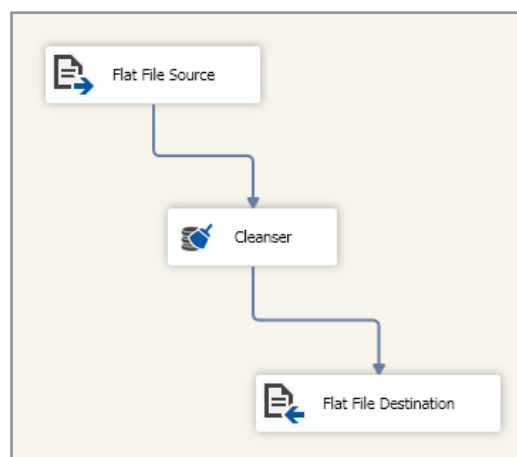
- **Casing** – change the casing of data from capital to lowercase, etc.
- **Punctuation** – add or remove punctuation
- **Abbreviation** – expand or contract abbreviations, for example: CA to California
- **Search and Replace** – replace portions of a string
- **Expressions** – create programmatic expressions to make sense of data values
- **Regex** – use regular expressions to extract, validate, etc.

The Melissa Data cleanser offers a whole collection of operations in one centralized component to simplify the process of applying different cleansing rules. Programmatic expressions and regular expressions can also be used to trigger operations – giving users the ability to self-validate non-contact data to their own specifications.

Knowledge Bases

Leverage search and replace tables, also known as knowledge bases, to perform either text or regex cleansing. The use of a knowledge base table allows for multiple search and replace values, for example, a company synonym table to expand company name abbreviations. Make use of existing knowledge bases, or generate your own to satisfy specific and unique business rules.

MD Cleanser
within an SSIS
transformation



About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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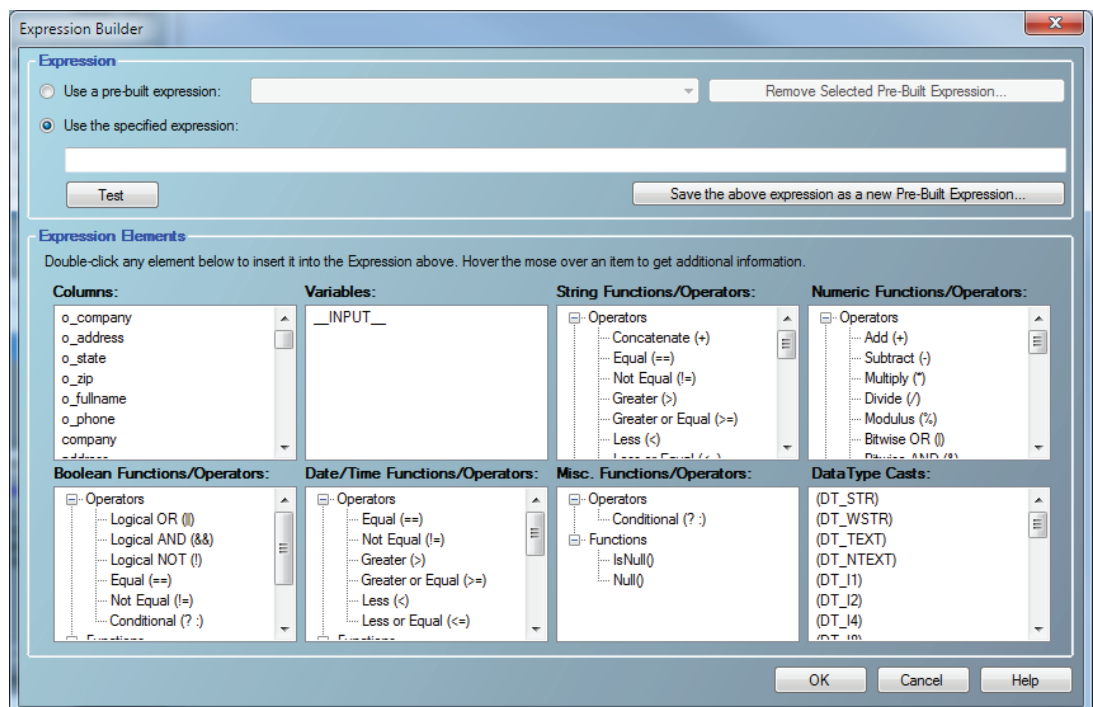
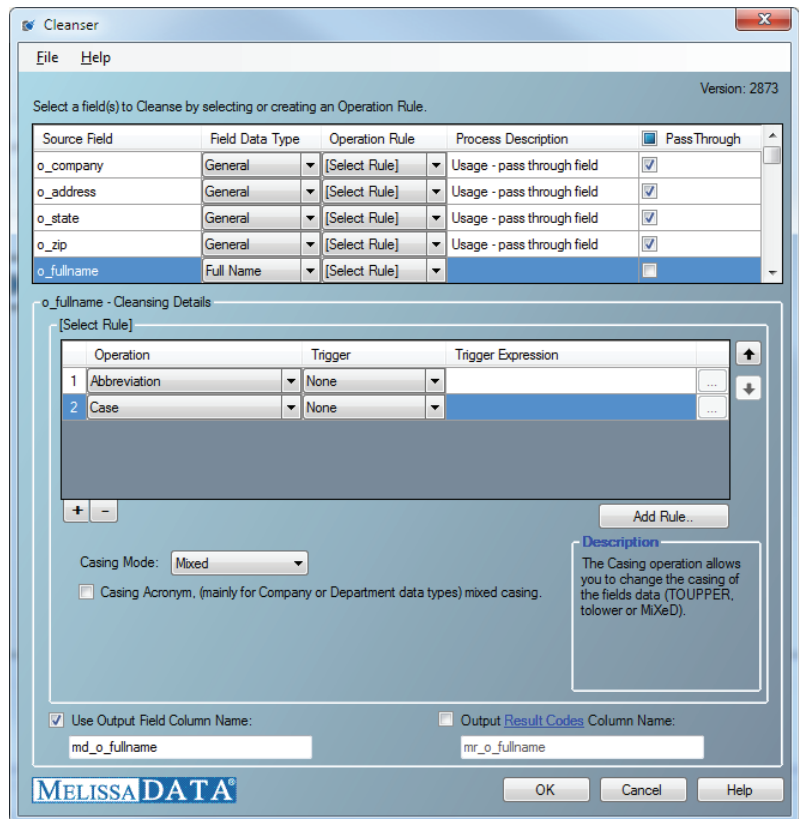
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Cleansing Operation Chaining



Expression Builder to create programmatic expressions