



# Data Quality Components for Pentaho®

## Turn Big Data into Trusted, Actionable Intelligence

Melissa Data's Data Quality Components for Pentaho give companies a competitive advantage by leveraging Customer Data Integration (CDI) to transform Big Data into useful, knowledgeable information. Get better analytics, improve sales and marketing campaigns, and optimize your data warehousing efforts with clean, enriched, and up-to-date contact data. Migrate and clean data at the same time. That's the power of adding Melissa Data Pentaho components.

## Total Data Quality Ensures Accuracy in Analytics

Melissa Data designed its components for enterprise and small businesses to remove data roadblocks by ensuring correct, normalized data is available – to give you one, complete, accurate record of each customer.

## Melissa Data Puts the Power of Data Quality in Your Hands

- **Profile Your Data** – to better understand data challenges and create a plan for action
- **Verify Your Data** – to improve communications and analytics
- **Enrich Your Data** – to add more value to all your contact data
- **Match Your Data** – to gain a complete view of your customers
- **Monitor Your Data** – to enforce rules and measure improvements

Our suite of components for Pentaho deliver the full spectrum of data quality ensuring clean, consolidated, and enriched data for MDM, BI, and DW success.



## Benefits:

- Profile your data & discover data quality issues at the start
- Verify & standardize contact data for 240+ countries to ensure effective communications
- Consolidate duplicates for a single view of your customer
- Enrich data assets with detailed demographics, & firmographics for better insight

## Features:

- Global parse, validate & standardize addresses, phone numbers, emails, & full names
- Update addresses of customers (U.S. and Canada) who have moved
- Add latitude/longitude coordinates to international postal addresses
- Obtain IP geographical location
- Easy-to-use, drag-and-drop interface
- Up and running in minutes

# Try Data Quality Components for Pentaho for Free

Want to try Data Quality Components for Pentaho for free with no obligation?

>> Get a Free Trial Now: [www.MelissaData.com/dqpentaho](http://www.MelissaData.com/dqpentaho)

## Melissa Data Components Available for Pentaho



### Profiling

- Identify data that fails to comply with business rules & standards (discover database problems and fix them)



### Personator®

- Verify name corresponds to address, email, and phone data to identify customers' true identity
- Append missing name, phone, and email address
- Enhance data with valuable demographic info like household income, occupation, marital status, and more



### Global Contact Verify

- Verify, correct and standardize addresses, phones, and emails for U.S. and Canada, plus over 240 countries (including real-time email mailbox validation)
- Geocode addresses by adding rooftop lat/long coordinates
- Transliterate 8 major alphabets and display in native or Roman characters
- Enrich U.S. data with census information (congressional district, county, time zone and more)



### General Cleansing

- Clean, standardize and reformat any data type: change casing or capitalization, add/remove punctuation, expand/contract abbreviations
- Search and replace parts of a string
- Create your own rules (triggering) to standardize any data type



### SmartMover<sup>SM</sup>

- U.S./Canadian change-of-address processing to update addresses of people or businesses that have moved



### MatchUp®

- Dedupe records with domain-specific knowledge of contact information
- Match records even with data inconsistencies



### IP Locator

- Identify web visitor's geographic location



### BusinessCoder

- Enrich contacts with valuable firmographics from 25 million multisourced business records
- Over 25 return fields such as StockTicker, phone numbers, employee size, and sales estimates



### Property

- Enrich contacts with comprehensive property and mortgage data from over 140 million records
- Add information from over 160 fields such as parcel details, prior sales, owners, and more

## 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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