

## SAS® and Teradata Data Quality Advantage Program

Go from data cleansing to decision making dramatically faster with in-database data quality

### Business Challenges

Big data is no myth. It's a reality that every organization – big or small – is facing. You now have to store and manage large amounts of data that needs to be cleansed and integrated. But is your data quality solution built for big data?

SAS and Teradata joined forces to deliver a data quality solution embedded within the Teradata architecture. This technology:

- Performs data quality functions within the Teradata database, providing a faster approach to data quality tasks.
- Allows business and IT to meet data quality-related service level agreements.
- Provides a solid foundation for data warehousing and business analytics.

### Overview

Today's business world moves faster than ever. To keep pace, you need the ability to make smart, swift decisions – but that's impossible if the data behind those decisions is outdated, unreliable or inaccurate. Brilliance isn't based on bad information.

SAS® Data Quality Accelerator for Teradata is the ultimate way for Teradata customers to improve and maintain the quality of their data. There's no need to extract your data for quality improvements – the process takes place directly in Teradata, where your data already resides.

You'll have control over the policies and processes that govern your business information. But more important, you'll have a powerful, fast way to address data quality problems at the source.

### What does the SAS® and Teradata Data Quality Advantage Program do?

Accurate, timely data is key to almost any business process, which is why SAS and Teradata are offering an integrated solution that brings data quality to the forefront. The solution not only eliminates latency, it helps you cleanse large volumes of data and streamline all your sources in-house before loading your data to a data warehouse. The end result? A faster, more efficient way to manage data quality.

In the initial release, SAS Data Quality Accelerator for Teradata includes eight in-database functions:

- **Casing** – ensures context-appropriate casing is used in a data column.
- **Extraction** – extracts context-specific entities or attributes from text string.
- **Gender analysis** – determines the gender of a name.
- **Identification analysis** – determines the type of data represented by a text string.
- **Parsing** – segments a string into separate, discrete entities.
- **Pattern analysis** – shows simple representation of a text string's character pattern. It's useful to determine if further data quality processing is necessary.
- **Standardization** – outputs a preferred format for all the values in a column for uniformity.
- **Matchcode generation** – generates a "matchcode" for a text string. A matchcode is used for fuzzy matching comparisons between related but not identical information.

SAS Data Quality Accelerator for Teradata helps you meet your data quality requirements – and, in the end, build a strong foundation for business analytics with cleansed and integrated data.

### Why SAS and Teradata for in-database data quality?

It's the best of both worlds, combining the strengths of SAS Data Quality and

the power of Teradata. When you merge the data warehousing capabilities of Teradata with SAS data quality capabilities, you gain a complete solution that gives you confidence in your data. It's fast, accurate and reliable to power your most important decisions. In addition, a specialized, proven set of well-defined services is available to help you get rapid time to value.

SAS and Teradata are the first to deliver an integrated solution to enable in-database data quality that helps you **cleanse** large volumes of data, **integrate** all data sources before loading to the data warehouse and, in the end, **empower** executives to make more accurate decisions.

### The right solution for your needs

Imagine what you can accomplish when data quality processes you once considered too complex are not only possible, but can be done quickly and with minimal effort. You'll get your big data under control in no time – which leads to big ideas. Big potential. And possibly an even bigger payoff.

With SAS and Teradata Data Quality Advantage Program, you can:

- Become more agile, reacting with lightning speed to new opportunities and challenges.
- Improve productivity by minimizing time spent on moving and manipulating data.

- Boost security by keeping data intact and in a single, highly governed environment.
- Seamlessly manage the flow of cleansed data throughout the enterprise with Teradata® Unified Data Architecture.
- Keep costs in check by using an integrated solution instead of piecemeal technology.

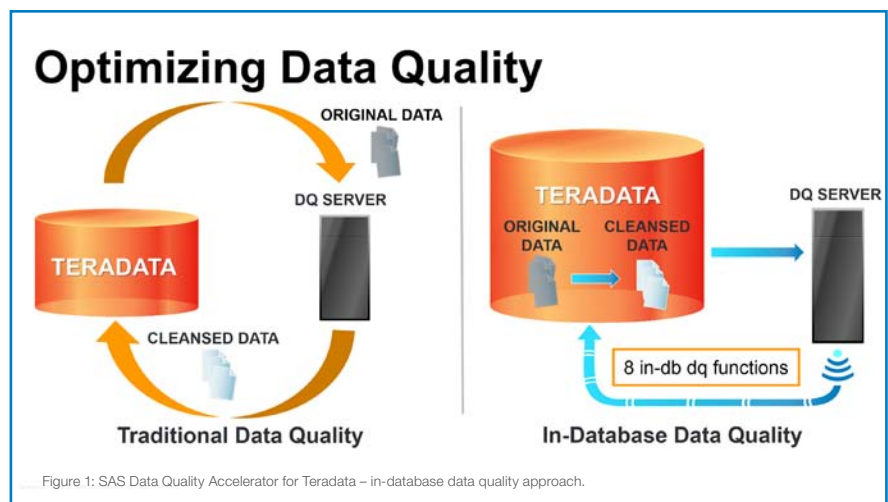
### About SAS and Teradata

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers at more than 65,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW.®

Teradata Corporation is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organizations to make the best decisions possible for competitive advantage.

### For more information

To find out more about how the SAS and Teradata Data Quality Advantage Program can help you grow your business and improve your performance, contact your SAS or Teradata representative or visit [sas.com/teradata](http://sas.com/teradata) or [Teradata.com/SAS](http://Teradata.com/SAS).



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