

## **SAP® BusinessObjects™ UNIVERSAL DATA CLEANSE**

### **See All Company Data in the Same Light**

Every company struggles with a wide range of product and customer data that often is represented in several different ways across disparate systems or departments. For example, a product name such as "LIGHT BULB-120 VOLT 100 WATT" may appear in your data sources multiple times with different capitalizations, spelling, numbers, abbreviations, and hyphenation – resulting in costly inefficiencies. Your organization loses time because it is forced to cross-check databases, find the defective data, and weed out discrepancies to ensure effective business operations. With SAP® BusinessObjects™ Universal Data Cleanse software, your organization can be confident that its data – regardless of what type it is or where it is stored – is clean, reliable, and actionable.

An add-on to SAP BusinessObjects Data Quality Management software, the SAP BusinessObjects Universal Data Cleanse software option greatly eliminates data duplication or discrepancies introduced by noncustomer or regional-specific data sources. With SAP BusinessObjects Universal Data Cleanse, you can access an automated data standardization solution that helps identify abnormalities that those processing the data might not even imagine. The data cleansing option enables your enterprise to obtain a single, reliable, panoramic view of products, supply chains, and other vital business information.

### **Data Cleansing Tailored to Your Business**

Most data quality initiatives focus almost exclusively on structured data, which represents only a fraction of the data that exists in an organization. However, there is increasing interest in leveraging the value of unstructured data in both master data and business intelligence applications. This is especially the case for customer and product data, which may be managed in unstructured files or encapsulated in a single field with a structured file or database. To be useful, this unstructured data must be cleansed and transformed into a semi-structured (XML, for example) or structured format. Cleansing and transforming unstructured data improves operational efficiency and can add significant value to existing decision-making applications.

Organizations typically feed all types of information to business intelligence (BI) or operational applications, which further process the data to support activities such as analysis, inventory management, invoicing, and decision making. Because they lack sufficient information management tools, most organizations could only clean and standardize customer data – leaving their enterprises open to errors introduced by the cross-section of data sources.

With SAP® BusinessObjects™ Data Quality Management software and SAP® BusinessObjects™ Universal Data Cleanse software, business and IT users now have the power to manage data quality standards across deployments – in a way that is consistent, predictable, and designed to be easy to use.



Now, SAP BusinessObjects Universal Data Cleanse extends data cleansing capabilities beyond your customer information, enabling you to include any type of data your organization needs to process. Industries such as financial, pharmaceutical, or manufacturing can now process custom data sets and get a 360-degree view of products, supply chains, and vendors. SAP BusinessObjects Universal Data Cleanse functionality allows you to:

- Process bulk loads – Incorporate product specifications coming directly from business analysts
- Add new classifications – Create industry or region-specific identifiers
- Add custom output – Communicate results in your local language
- Store product data specifications in repository – Support the master data management goals of your organization
- Use preloaded dictionaries – Colors, sizes (in English, French, German, Italian, Portuguese, Spanish), and weights (U.S. and metric)

### Use Case Scenarios

#### Product Data Parsing and Standardization

One typical use case scenario of SAP BusinessObjects Universal Data Cleanse is to support structured and semi-structured data processing. For example, a typical goal for a manufacturer may be to obtain more consistency between the descriptions of items on the Web site and items in the catalog. To achieve consistency, the company would need to parse out the descriptions of each item

and understand the relationships between them so it can take out any duplicate entries and consolidate to a consistent format.

In an example of parsing product data, Figure 1 shows a complex input text and parsing routine. Product data parsing is achieved by breaking the input down into smaller pieces, assigning a meaning to the pieces, matching the pieces to the rule, and creating output from the rule matches.

The data cleansing software option enables your enterprise to obtain a single, reliable, panoramic view of products, supply chains, and other vital business information.

#### International Data Parsing and Standardization

Another common use case scenario of SAP BusinessObjects Universal Data Cleanse is the processing of international data. For an increasing number of organizations, it is important to be able to create intelligent parsing standardization processes – regardless of which language the original data is in. Equally important is the ability to present data in the local language and in the appropriate fields. With SAP BusinessObjects Universal Data Cleanse, not only are the fields named appropriately, your users also can modify the rules and new names to optimize the process for your organization's specific region or language.

Figure 2 depicts the ability of SAP BusinessObjects Universal Data Cleanse to adjust output parsing fields for unique regional attributes.

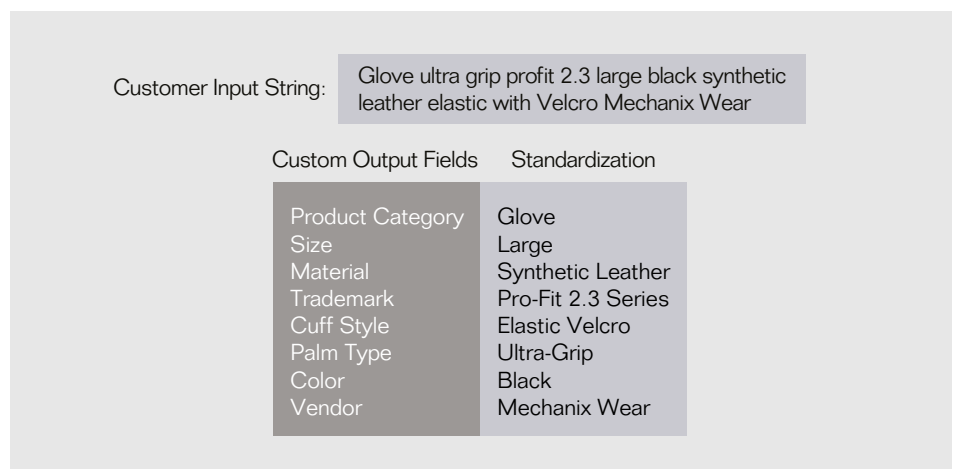


Figure 1: Complex Input Text and Parsing Routine



**Figure 2: Using the Data Cleansing Software to Adjust Output Parsing Fields**

**Collaborate with SAP BusinessObjects Data Insight™**

The SAP BusinessObjects Universal Data Cleanse option in SAP BusinessObjects Data Quality Management software integrates with the entire data quality solution, allowing customers to take advantage of additional functionality. Most notably, the collaboration between SAP

BusinessObjects Universal Data Cleanse and SAP BusinessObjects Data Insight™ software – our data profiling tool – greatly enhances process efficiencies between business analysts and IT users. Using these products in tandem allows your business analysts to conduct ongoing contextual analysis of input and output, and directly add, modify,

or delete product classifications. Those changes can then be directly loaded into SAP BusinessObjects Universal Data Cleanse for your IT users to incorporate into the data cleansing cycle. This means your IT users no longer need to guess at discerning the appropriate business rules – instead, they can work far more effectively.

**Support for Industry Standards**

Electronic Commerce Code Management Association Open Technical Directory (eOTD)	National Stock Number Codes (NSN) – Military
Export Control Classification Number (ECCN)	North American Industry Classification System (NAICS)
International Organization for Standardization (ISO)	United Nations Standard Products and Services Code® (UNSPSC)
International Standard for the Classification of Product and Services (eCI@ss)	And more!
Master Data Management	Unstructured and Semi-Structured Data Processing

**Support for Organizational Initiatives**

Global Coding Systems	Mergers and Acquisitions
International Data Processing	Spend Analysis
Master Data Management	Unstructured and Semi-Structured Data Processing

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## Summary

With SAP® BusinessObjects™ Data Quality Management software and the SAP BusinessObjects Universal Data Cleanse software, business and IT users now have the power to manage data quality standards across deployments – in a way that is consistent, predictable, and designed to be easy to use.

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## Business Challenges

- Overcome data quality challenges introduced by multiple data sources and data inconsistencies
- Parses, standardizes, and identifies non-customer and region-specific data
- Manage data quality standards across the enterprise
- Ensure consistent, predictable data sources

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## Key Features

- **Data parsing functionality** – Automatically adjust data to match region-specific and industry standards
- **Customization and standardization** – Tailor data cleansing to accommodate your business requirements, building custom dictionaries and business rules
- **Integration with SAP BusinessObjects solutions** – Loads new data standards from SAP BusinessObjects Data Insight software for data profiling and ongoing contextual analysis
- **Multilingual support** – Processes mixed language product descriptions

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## Business Benefits

- **Support for industry standards** for greater assurance of data quality across business applications and operations For More Information
- **Support key organizational initiatives** to extend data quality across the enterprise
- **Greater efficiency** for IT users who no longer need to guess at discerning the appropriate business rules
- **Automated data standardization** solution that helps identify and correct data anomalies
- **Greater visibility** with a single, reliable, panoramic view of products, supply chains, and other vital business information

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## For More Information

To learn more about SAP BusinessObjects information management solutions from SAP, visit our Web site at [www.sap.com/sapbusinessobjects](http://www.sap.com/sapbusinessobjects).

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