

Enabling Reliable and Consistent Data of Desired Quality for Trusted and Data-driven Decisions

Data of desired quality is a business imperative for informed, confident and data-driven decisions. Organizations need a software-driven approach for diagnosing and correcting issues in quality of data, to ensure that the data is reliable. Further, organizations need a unique and consistent view of their customers, for an improved customer reach out program.

TCS MasterCraft™ DataPlus Quality Management Edition elevates the quality of an organization's data at rest and in real-time. This edition helps in:

- Discovering issues in the quality of data through an automated, repeatable and policy-driven data profiling approach.
- Measuring data quality through a profiling score against various data quality dimensions and monitoring variation in data quality through trending analysis of the data quality score.
- Elevating the quality of data through data cleansing, data enrichment, data standardization and data de-duplication. Leveraging out-of-the-box data quality rules in batch and real-time modes.
- Using Geography Expansion Framework to configure data quality rules specific to geography, handling niche requirements through User Defined Function framework.
- Building customer master records through Exact and Fuzzy Matching approaches. Retaining track of record linkages and enabling easy and governed maintenance of customer master records for data stewards.



For more information, visit <https://mastercraft.tcsapps.com/dataplus>
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