

## Human Inference Professional Services offers "Move and Improve"

**"Although ETL involves data manipulation in the transformation part, it does not have capabilities for parsing (such as identifying various name and address fields), enhancing and unifying data in general and customer data in particular. In data quality terminology, ETL can address conversion or standardization, but it cannot correct and enhance data. Besides, ETL's focus is more on data flow, with some data transformation occurring prior to it entering a data warehouse, a datamart or a new target Database. It does not focus on subject-specific data such as customer or product data."**

Data based Advisor "Data Quality: A Problem and an Approach"

Every ETL project is part of a data migration track. Human Inference Professional Services provides the tools and experts to deal with any data quality issues and help the partners deliver their data migration/ ETL project on time, within budget and with high quality of data.

Human Inference Professional Services uses HIquality solutions incorporating country-specific and culture-specific knowledge and technology. This way the right level of quality can be reached to support the needs of companies in such markets as finance, government and telecommunications both in Asia and Europe.

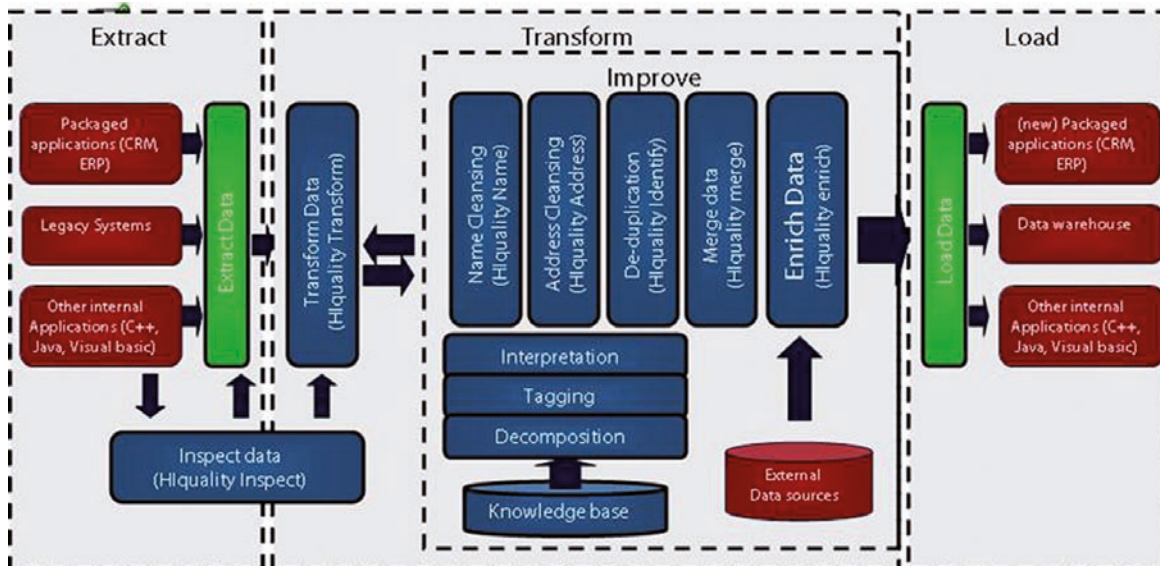
### Move and Improve

Data migrations or ETL processes often involve long-term, costly and high-risk projects. Most of all they require a lot of customer-specific manual scriptwriting. As a result, project teams take only extracting, data manipulation (transformation) and loading into consideration.

Improving and cleansing data is often neglected or not taken seriously enough, which leads to disappointing project results in most cases. This causes serious acceptance problems since end-users feel that the outcome of the migration is poor. End-users see the quality of the information only in their new systems or warehouses. What looked like a trivial ETL transformation and load process at the beginning of the project turns out to be a data cleansing up-hill marathon. Consequently, projects run out of budget and out of time. Moreover, a chance is missed to start with a cleansed high quality environment: the acceptance of systems often fails due to poor quality data in any new environment.

Human Inference has built a solution to help partners improve their data migration or ETL projects. The following features are included:

- Design of (meta) data structures in a target system to secure data quality
- Improvement of data quality during the ETL project
- Interpretation of data based on country-specific and culture-specific knowledge
- Automatic decomposition of source data based on fuzzy logic to significantly improve the automatic load process
- Decrease of delivery time by combining HIquality tools and experience with the data migration process
- De-risking of the project by improving acceptance and reducing rework due to data quality errors
- Add extra value to the migration process by helping the partners merge and enrich data as well as reduce the ROI time of the new system



## The “Move and Improve” process

### Inspecting

Human Inference uses HIquality Data Life Cycle tools at an early stage. This way structural problems, troubles with data domains, relationship inconsistencies and/or missing data, which will be a risk for the process, can be indicated. Using this input, project managers can estimate the ETL and testing effort required much more accurately. With the quality indicators and reports available up front, it is possible to have a clear vision of what the ETL development process entails.

### Interpretation, Tagging and Decomposition

By using the HIquality solutions it is possible to interpret unstructured relationship data and tag it correctly. In addition, the source data can be analyzed properly and placed into the system correctly. To reach the highest level of quality it is of the vital importance to work with country-specific and culture-specific knowledge.

When using this technology there is no more need to write hundreds of decomposition and transformation scripts in order to load the information in the right way. Human Inference is one of the first companies to support the international standards on data quality formats (like CEN/UPU).

### Improving and Cleansing

A successful migration project delivers quality data to the target systems. When using the HIquality cleansing and deduplication solutions before loading, the data is validated, corrected, standardized and deduplicated.

Bringing high quality data (unique, correct and complete) in the target systems improves acceptance and reduces scrap and rework. It also prevents changing the ETL code to fix defects in the data found during “live” user acceptance testing.

**Human Inference is thought leader in managing customer data using language and culture specific technologies. Our solutions and expertise allow enterprises to manage the quality of their customer data assets and create a single customer view. For our customers we enable improved customer intimacy, operational excellence and successful regulatory compliance.**

### Merge

During the improving and cleansing phases duplicates are spotted. They can manually be tagged and cleansed in the target systems. Yet, most of these systems do not have proper means to handle duplicates and merge the underlying information. Using HIquality merge solutions duplicate information can thoroughly be merged and cleansed. Human Inference merge tools can be configured to merge the data based on specific requirements. They can be part of a ‘Move and Improve’ process.

### Enrich

During migration data is often enriched with external data sources. This has less impact on the production system and adds value to the migration process (i.e. improves the view of the customer). This also increases acceptance by the end-users and secures the ROI of the new environment. Human Inference has experience and partners to support in delivering standard enrich solutions.

## Human Inference value proposition

As an all-round partner with nearly 20 years of experience and the best Data Quality tools available, Human Inference is able to Improve your ETL/ Data Migration service and Move it towards a high value-adding proposition. This can be done by offering the Move and Improve solution as either an integral part of your value proposition or as an add-on.