



Informatica™



Data Quality: The Foundation of Every Successful Cloud Migration

How improving data quality speeds migration
and accelerates cloud benefits

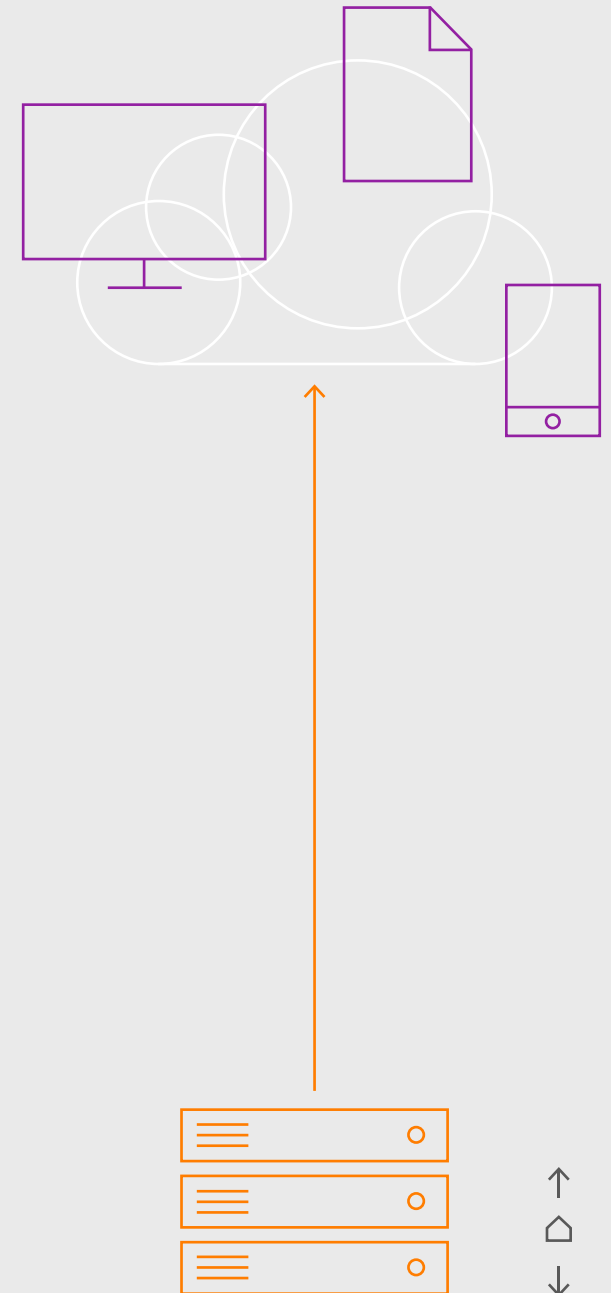
Move Forward, Faster

The goal of implementing new cloud systems is to improve business flexibility and agility. The benefit of cloud is that new systems can be started up in minutes rather than quarters and those systems can scale up or down in minutes as required. But, this value can be undermined if the new cloud systems are running on old or bad data.

Improving the *quality* of this data before your move enables you to:

- Migrate more swiftly and cost-effectively by avoiding go-live delays
- Minimize any disruption during your journey to the cloud
- Reduce the risk associated with moving poor quality data
- Accelerate user adoption
- Ensure that the new systems go live with trusted data.

That's why data quality is so integral to the success of cloud migrations. It doesn't just enhance a technical process, it helps your business move forward, rapidly, and securely.



Successful Cloud Migrations Start and End with Data

The way enterprises approach IT infrastructure is changing. Every ambitious business is now looking to capture, store, and process as much data as possible and, increasingly, they're looking to the cloud for help in maximizing its value. According to one report, 85 percent of enterprises now have a multi-cloud strategy, and this figure is rising year-on-year.¹

The reason is simple: The cloud offers increased agility, cost savings, better security, and it simplifies data management.

In fact, cloud migration isn't just an *example* of data-driven digital transformation, it's also an enabler of almost every other transformation—everything from a customer-centricity program to a major, big data analytics initiative.

While a lot of migrations aim to capitalize on SaaS, PaaS, and IaaS models, these journeys are about so much more than applications and infrastructure.

They're really about data.

Data is what all those cloud apps and services are generating, consuming, and processing. No cloud migration can succeed if you can't migrate the data effectively and efficiently.

What's more, no cloud migration can succeed if you can't access, trust, secure, and govern the data that will flow through the cloud or hybrid environment.

That's why data quality is so important to every cloud migration. Getting data quality right—from the very beginning—means migrating faster, with less risk or disruption. And with best-practices hybrid data management you're able to take advantage of on-premises resources as you evolve new capabilities.

Ultimately, your business saves budget and conserves resources while it accelerates, becoming more productive and agile.

In this eBook, we explain why.



¹RightScale, [2017 State of the Cloud Report](#), 2017

Why Data Quality Matters in Cloud Migrations

Even when migrations go as planned, they can still be fraught with frustrations and challenges. Data quality plays a major role in determining how smoothly the migration goes—and how well the business performs afterward.

When you invest time and resources to ensure data quality at the beginning of your migration, you can expect the following results:

- **Implementations move faster.** When there's a difference between the data structures in the source and target systems, IT is forced to spend too much time managing data transfers. A smart data quality strategy identifies these issues early and allows you to streamline this step, ensuring there's less chaos along the way.
 - **Crucial data doesn't go missing.** When you don't have a standardized approach to naming and tagging data files (especially for sensitive data on customers), it's easy to lose that data on the way to the new systems. Taking a little time upfront to standardize naming and metadata procedures keeps critical data in its rightful place.
 - **You end up migrating less.** Instead of paying to migrate poor quality data, an effective data quality strategy makes it easier to identify and profile data in advance. This way, you only migrate the high-quality data you need.
 - **Users get value from applications faster.** SaaS applications cost less upfront than on-premises applications, but they're still investments. Getting the most from them means ensuring business users will adopt the solutions with accurate, reliable data in their new applications.
 - **Data in hybrid environments is trusted across the enterprise.** Your data needs to move seamlessly between private clouds, public clouds like [Microsoft Azure](#) and [Amazon Web Services](#), as well as legacy on-premises systems and data stores. A holistic data quality program—that's part of a hybrid data management strategy—will embrace different cloud solutions as easily as on-premises. This ensures high-quality, trusted data is accessible across your entire infrastructure.
 - **Data is the best it can be.** A focus on data quality will help correct and enrich data as you migrate it to the cloud, ensuring you are set up for success on your new infrastructure.
- Any one of these benefits will justify the cost of any data quality investments relating to your migrations. But, when you add them all up, the business case is overwhelming.



CA Technologies baked email verification into its data integration program during a major Salesforce migration. They completed the migration in one-third of the time allotted (using four fewer people than expected) and with measurably better customer contact data. All because the migration team wasn't spending all their time correcting or enhancing contact data.

The reality is that you can't afford to ignore data quality when moving to the cloud. Benefits aside, the risks are simply too great.

Imagine your business is sitting on dozens of legacy apps crammed with data of an unknown quality. If that data proliferates into your new cloud apps, then everyone who comes in contact with that data won't know if they can trust it. Even if only a small portion is low quality, it will still have a huge impact. The big risk is that they will not trust the new cloud application, and user adoption will be slowed.

On the other hand, if you take the time to address quality issues up front, you can nip this problem in the bud and avoid a huge amount of disruption and expense.

“As many as one-half of data migration projects are destined to fail without the proper use of data integration tools and embedded data quality measures.”

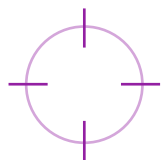
Accenture²

²Accenture, [Accelerate Data Migrations to SAP Applications](#), 2017



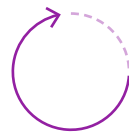
How to Improve Your Data Quality for Migration Programs

A strategic approach to data quality will help ensure your data is fit-for-purpose before migrating. Use the following four steps as a starting point when you're developing your program.



Discovery

You need a fast, reliable way to find all the data affected by the migrated systems. This is essential during the migration process, but equally valuable after it.



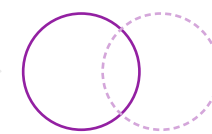
Profiling

You need to know the current quality status of all relevant data stores—including their completeness, conformity, and consistency. Involve subject matter experts on the business side to help identify data quality problems and prioritize remediations.



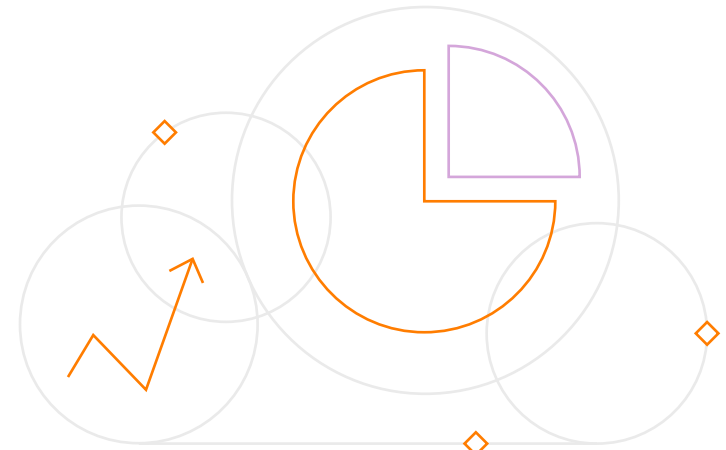
Standardization

IT needs to easily define and apply the right data quality rules, at scale. That calls for an automated, standardized approach to data quality, across all the assets being migrated. This standardization then becomes the foundation for the way data can be used in the future.



Deduplication

Identify duplicate data sets that exist in or across current systems and ensure you only migrate the most up-to-date and correct items to the cloud.



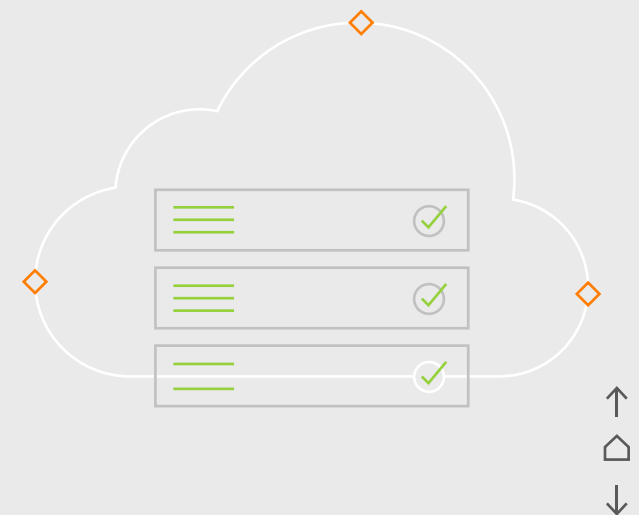
Managing Hybrid Data Quality

You're not going to move your whole business to the cloud overnight. In fact, you might never move everything into the cloud. That means you need a hybrid data quality strategy that accounts for public and private cloud solutions, as well as on-premises infrastructure. That way your users have visibility across all data entities, regardless of the systems they're in.

There are various solutions that can help you do this, like enterprise data catalogs and integration hubs. Look for a hybrid data management solution that automates integration processes. That way, there's no need to write code or run logic every time data passes between systems. You save time and resources, and data quality is maintained whether it's in the cloud or on-premises.

Data quality tips

- **Create a data catalog** to discover, curate, manage, and prioritize the data that should be migrated (and retire the data that shouldn't). The data catalog must be able to discover all data in the enterprise, cloud and on-premises.
- **Get your metadata right** before you migrate, using a metadata repository and a data catalog with a business glossary. This makes the cloud data discoverable, usable, and self-service friendly. A business glossary ensures that the data will have clear owners, meaning, and business context.
- **Build data quality into the data integration hub** that you use to orchestrate your migration. You can improve the quality of your data as you move it. There is no point to moving bad data to good, new systems.
- **Think holistically**, by identifying the key data you want to manage and applying the same data quality practices across all on-premises, cloud, and big data platforms. Collect the same usage metadata (who accesses the data, how, and when) that you collect for on-premises stores.



Cloud Migrations Are an Opportunity to Improve Data Quality

Cloud migrations create an ideal opportunity to improve the quality of the data your business relies on.

When companies invest in improving data quality before a migration, they make cloud data more discoverable, trustworthy, usable, and self-service friendly. This serves these key business imperatives.

- **Speed and agility.** Better data accelerates every data-driven process and project, making digital transformation faster and more effective.
- **Security and governance.** High-quality data is much easier to secure and govern. It's properly tagged and profiled, so it's easy to identify sensitive and compliance-related data that needs special treatment.

- **Scale and reuse.** Data quality issues that are tolerable in pilot programs can be crippling in full production. Systematic data quality processes and systems mean business processes are ready to scale up. What's more, reusability principles mean innovation becomes far more repeatable.

Migrations alone will justify data quality efforts, but the dividends of data quality are often felt across the enterprise. For example, it can help your marketing team gain a single view of the customer. It can help your compliance team accelerate time to compliance. And it can help your sales team develop more accurate forecasts with less effort.

And this is just the tip of the iceberg.

Read [Ten Data Quality Dividends](#) to see how data quality can deliver strategic value not just once, but over and over again. [Get the guide.](#)

“I guarantee you, an airline knows where all its planes are, and banks keep pretty good track of their money. Because these are critical assets. And we need to treat our data the same way.”

Graeme Thompson
CIO, Informatica³

³Graeme Thompson, [Minding Our Assets: How I'm Tackling Informatica's Data Transformation](#), October 2017

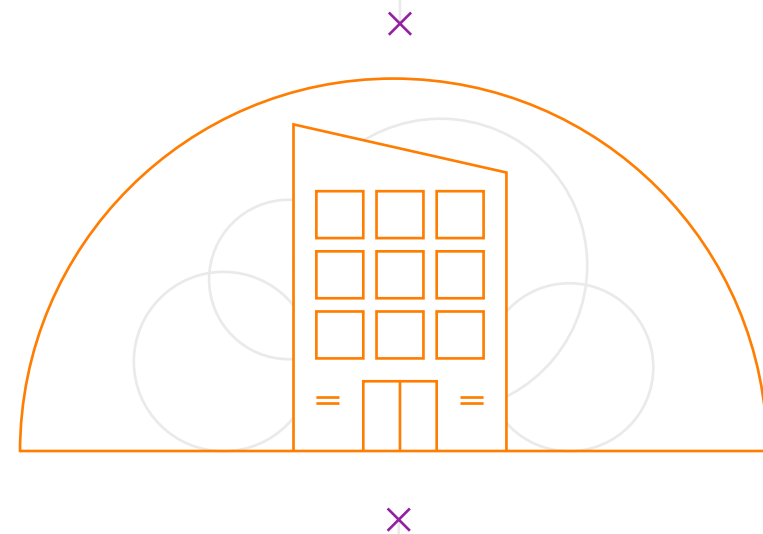


Migrate with Confidence

Migrating to the cloud is one of the biggest business and IT opportunities open to enterprises. But if you don't focus on data quality first, your migration is in danger of delay, cost overruns, security breaches, or worse.

And that's only part of the story. Because the case for a data-quality-powered migration goes far beyond risk and fear. It's also a major opportunity to add new value to the business as you migrate.

Investing in systematic, strategic data quality early in any cloud migration program will pay many dividends—throughout the project and far beyond.

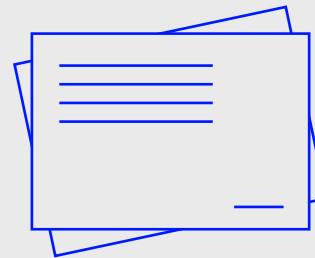


Further Reading

Ten Data Quality Dividends eBook

Data quality impacts every corner of every enterprise. And it's especially important in enterprises getting serious about innovation and transformation.

Read [Ten Data Quality Dividends](#) to learn about some of the big, small, and surprising ways data quality impacts your business.



[GET THE EBOOK](#)

About Informatica®

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

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