

# Data in a Minute

Where data management concepts are explained in under a minute



Data Enrichment

# Data Enrichment for Master Data

## What is Data enrichment?

Data Enrichment, an integral part of larger data quality processes, refers to the process by which incomplete or inconsistent data is made complete & consistent.

In the Smart Data Platform, data enrichment is a powerful process that aids both data migration/setup migration and master data management processes.

In most cases, since the business does not have the complete data in its systems, a third party system which is a globally accepted source of truth, is referenced. In other instances, a clean master record within the organization's environment is also referenced.

Data Enrichment is often followed by what is known as Data Harmonization - which ensures that enriched data is properly referenced across all publishing & subscriber (source & target) systems.



# Data Enrichment

## Data Enrichment with Smart Data Platform

The three main steps to a successful data enrichment are:

- **Data Profiling** to understand what data is incomplete or inconsistent
  - Enabled by dataZap's data profiling engine & easy to use dashboard with results
- **Interfacing** with a internal or external application which is a certified source of truth
  - 2000+ pre-configured templates to interface with any application. Some of the supported enrichment interfaces are **Dun & Bradstreet, USPS, Google Address APIs. Other generic REST & SOAP APIs can also be used**
- **Enriching** data by making sure all data quality standards are adhered to
  - Data enrichment engine that seamlessly updates bad data

Here's a look at dataZap's dashboard showing profiling & enrichment results for Customer master. The error/success message indicating the completeness & consistency of data is in the column to the right:

The screenshot displays the SAP Customer Master data enrichment dashboard. The main content area shows a 'Customer Object' with the following details:

Field	Value
Customer Code	ZZ00000127
Name 1 of Organization	United Energy Services Corp
City	New York
Country	US

The validation panel on the right shows the following results:

Category	Count
Success	8
Error	0
Warning	0

The validation items are:

- Language is Mandatory
- Name1 is Mandatory
- City is Mandatory
- Transportation Zone is Mandatory
- Reconciliation Account should be 0000040003
- Region is Mandatory
- Account Group is Mandatory
- Account Group is Mandatory



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Krishnan is a passionate leader and has creatively solutioned multiple 'Smart Data' projects for Organizations across the globe.

Nearing a decade in ChainSys, he has also had experience in key sales & pre-sales roles and is a respected subject matter expert in the ERP space.

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