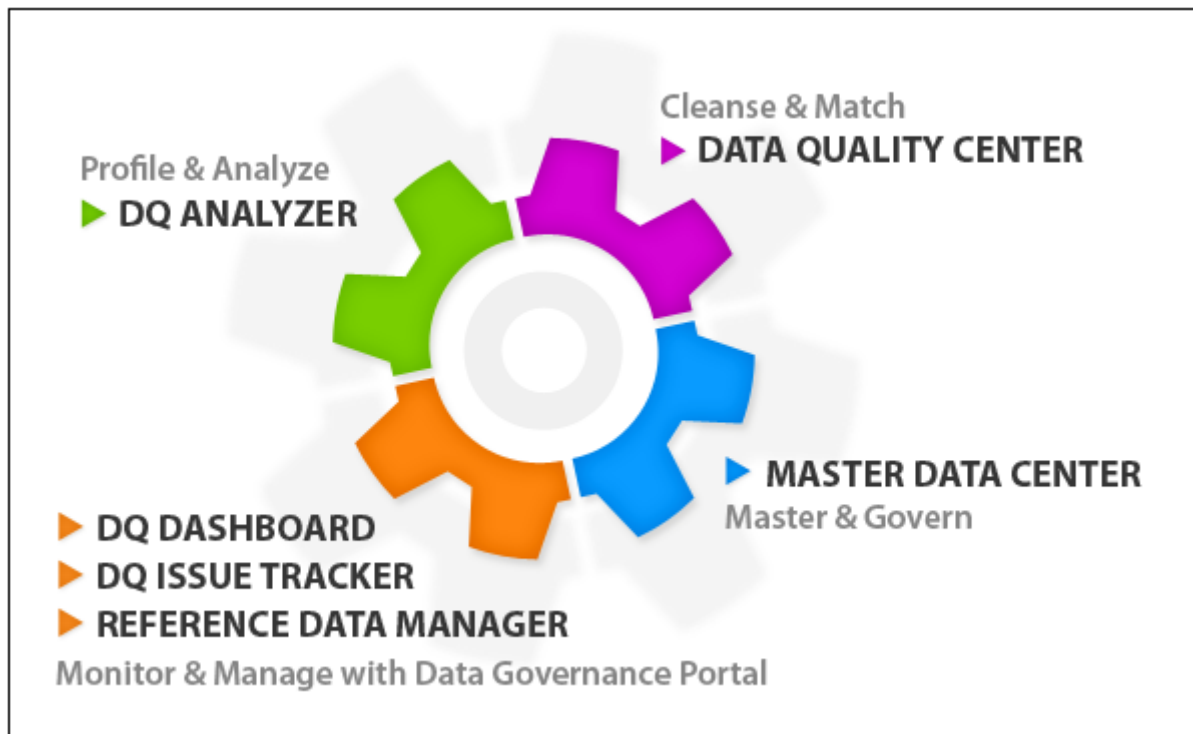


Ataccama Product Preview

Ataccama's integrated platform focuses on data quality, master data management, and data governance, and includes substantial data integration capabilities. Powerful performance, scalability, ability to provide data in real-time, and efficient Service-Oriented Architectures outline the foundation of the platform. The Ataccama product line includes the following:

DQ Analyzer (DQA)

- Data Quality Center (DQC)
- Master Data Center (MDC)
- DQ Issue Tracker (DQIT)
- Reference Data Manager (RDM)
- DQ Dashboard (DQD)



DQA serves as the entry point into Ataccama's platform. Using the DQC engine, it combines advanced data profiling and analysis capabilities with a point-and-click interface. DQA is not a demo but a free, full-version application that can be downloaded from the Ataccama website.

At the heart of the platform is **DQC**, whose cleansing and matching capabilities are supported by predefined rules, dictionaries, and an extensive expression language. DQC is designed to handle the complete spectrum of data quality requirements, from assessing data quality issues to creating a DQ firewall to prevent low quality data from entering your systems.

MDC provides a high-performance platform—optimized for demanding transactional environments—that makes consistent, accurate, and up-to-date data instantly available across a broad range of enterprise applications and internal systems.

Capable of integrating with Ataccama’s front-line products are **DQD**, **DQIT**, and **RDM**, which form the *Data Governance Portal*. These user-friendly applications monitor data quality levels, track and resolve created data issues, and maintain a consistent representation of reference data across all departments and databases in your organization.

In today's economy, better data means better business. Today and tomorrow, Ataccama means better data.