

# Datalynx DMS Solutions

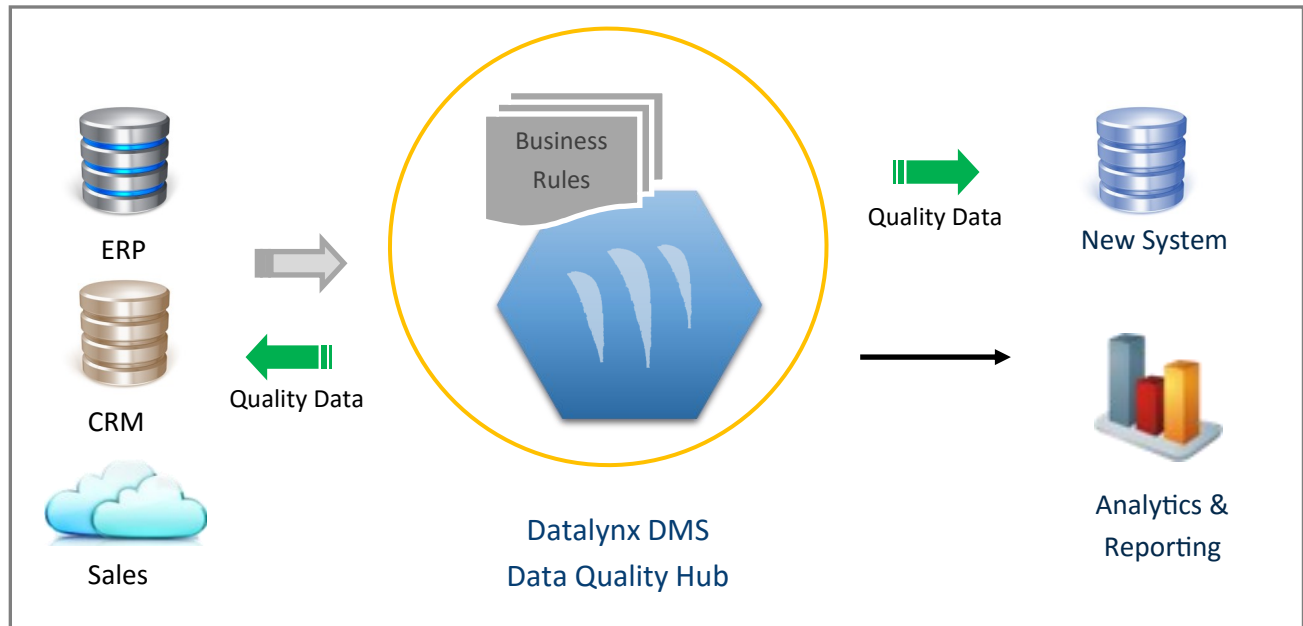
## Data Quality Management

Data quality is the cornerstone of an effective data governance strategy.

Maintaining an optimum level of enterprise data quality is a challenge commonly encountered in complex business environments. However, ensuring critical data is 'fit for purpose' delivers significant benefits, including tangible cost savings and enhanced customer satisfaction.

The Datalynx DMS Quality Hub delivers sustainable data quality across the business via targeted data cleansing and ongoing, operational data quality management.

The DMS incorporates a powerful rules processing engine that is configured to evaluate data against business-defined criteria and remediate data quality issues based on business policies. The process is both automated and repeatable.



DMS Data Quality can be implemented via a variety of models, including as a specific-purpose Data Quality Hub; as the data cleansing component of a data migration solution; and as the data quality gatekeeper of an enterprise BI / Data Warehouse solution.

Contact [sales@datalynx.com.au](mailto:sales@datalynx.com.au) or visit us at [www.datalynx.com.au](http://www.datalynx.com.au) to find out more.