Organizations use data integration, data quality, master data management (MDM), data warehouse and business intelligence technologies and applications to collect, curate, transform, operationalize, store and analyze data. Many organizations are looking for new ways to leverage data.

They need a quick and effective solution to combine and analyze greater volumes, varieties and velocities of new and existing data. Novetta Entity Analytics unlocks the potential of data and enables organizations to get more out of existing enterprise technologies and applications. Employing Novetta Entity Analytics augments each of these five technologies to enable organizations to achieve better results from their own data.

Novetta Entity Analytics augments data integration and data quality workflows to allow organizations to add new data varieties at greater volumes while improving the quality of the data in data warehouses, data marts, operational data stores, and Master Data Management (MDM) applications.

Novetta Entity Analytics employs proven data science principles to produce datasets containing complete views of entities and the details about complex relationships between entities.

Self-service business intelligence, data discovery and other analytics applications can utilize the resolved data for analysis.

With Novetta Entity Analytics, data scientists can also easily view the data produced to:

- Ensure datasets and analysis are acceptable.
- Understand the original quality of the source data and details about how data was joined together to form entities.
- Determine the exact business logic used to resolve data and define relationships.
SUMMARY

Below is a description of what Novetta Entity Analytics does to augment enterprise architecture technology, how it’s done, and the value delivered to users and their organizations.

**DATA INTEGRATION**

Novetta Entity Analytics evaluates new data sources or groups records into entities before integrating data into applications by rapidly profiling and measuring characteristics of entire datasets in the time it normally takes to analyze just a sample. The value added to your organization lies in the richer entities for use by applications and processes. Also, time and resource savings are garnered through automated intelligent processes.

**DATA QUALITY**

Novetta Entity Analytics affords a simple means to evaluate less trusted data sources by automatically identifying patterns and values in data that is not currently monitored or operationalized. The value your organization gains is the understanding of what to watch out for in less trusted datasets, and guidance in how to augment or cleanse them prior to using.

**MASTER DATA MANAGEMENT**

Novetta Entity Analytics connects MDM data to sparse, ungoverned, and transactional datasets by replicating MDM data to a Hadoop cluster and combining it with other sources to create advanced 360-degree entity views. Your organization will have new and more powerful ways to analyze data to define behavioral patterns and relationships and uncover hidden leads or instances of fraud.

**DATA WAREHOUSE**

Novetta Entity Analytics provides entity indices, which are produced from data within the data warehouse. Entity indices help connect that warehouse data to external sources that describe how warehouse data is connected around entity types, such as customer or product. The value your organization gains is improved accuracy of models and reporting for online analytical processing systems.

**BUSINESS INTELLIGENCE & ANALYTICS**

Novetta Entity Analytics delivers high-quality data for use in self-service business intelligence, data discovery, and other analytics applications by creating the ability to review the source data, processes, and logic used to resolve data and define relationships. Your organization’s business intelligence tools can then easily access subsets of entity data and in turn, deliver deeper insights and richer, more accurate analysis.