

# Optima Data Quality Services by Syren

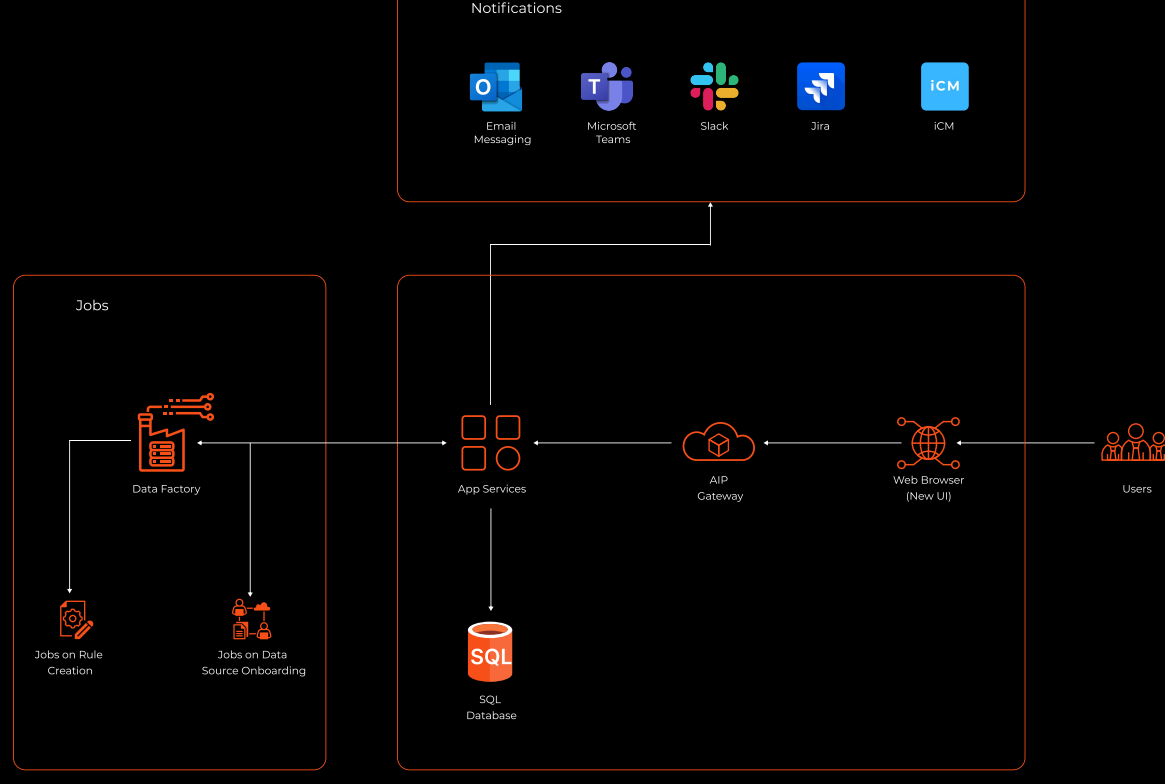
Elevate Data Security **With Syren's** Data Quality Services (DQS)

## Where Data Meets Dynamic Supply Chains

## Challenges Faced by Industries

- Data Inaccuracy, Inconsistency, and Duplication**  
 Errors, mismatched standards, and duplicate records lead to unreliable data, inflating costs and hindering business decisions.
- Complex and Diverse Data Sources**  
 Aggregating data from varied systems causes conflicts, inaccuracies, and standardization challenges.
- Limited Scalability, Monitoring and Knowledge Management**  
 Without a knowledge-driven approach, scaling data operations, tracking quality across functions and ensuring usability is difficult.

## How Optima DQS works



1 / OPTIMA Data Quality Services



## Key Benefits

- Accurate and Reliable Data**  
 Error-free, consistent data to support smarter decision-making.
- Automated Anomaly Detection**  
 Identification and resolution of data issues with real-time alerts and independent models.
- Data Security and Governance**  
 Data Encryption, compliance with role-based access control (RBAC) and tailored governance frameworks.

## Core Features

- Integrated Data Profiling**  
 Identify inconsistencies, patterns, and errors by profiling data from multiple sources.
- Knowledge-Driven Approach**  
 Centralized knowledge base for managing and improving data quality.
- Data Cleansing and Standardization**  
 Uniformity and accuracy by correcting and standardizing data.
- Deduplication and Matching**  
 Remove duplicate records to maintain data accuracy.
- Knowledge Management**  
 Develop reusable rules and policies to simplify data quality operations.
- Export of Processed Data**  
 Deliver high-quality data ready for use in downstream processes.

2 / OPTIMA Data Quality Services



## Pharma leader fortifies data quality with Syren's Optima DQS

### Challenges:

- Accuracy and security of critical pharmaceutical data.
- Interpreting complex data sources accurately.
- Identifying and consolidating duplicate records.

### Solutions:

- Rule management capabilities to streamline the creation, scheduling, and execution of data processing protocols.
- Support for multiple environments to segregate stages of rule development and testing.
- Integration and analysis of data from clinical databases and ERP systems providing valuable insights to stakeholders.

### Impact:

- Optimized Data Operations:** Efficient rule management and data profiling improved data flow, reduced redundancies, and optimized resource allocation.
- Improved Healthcare Outcomes:** More effective treatments and better-informed medical decisions thanks to accurate and reliable data.
- Stronger Data Governance:** Centralized data onboarding, validation, and profiling capabilities increased oversight and control over data assets.


### Partnership with Microsoft Azure




Syren and Microsoft Azure collaborate to deliver scalable, secure, and innovative solutions for modern supply chain and data challenges. Leveraging Azure's cloud capabilities, Syren's Optima DQS ensures robust data governance, accuracy, and reliability across various data sources. By combining Syren's expertise in data quality with Azure's cloud infrastructure, organizations can seamlessly scale their solutions to meet evolving demands in a high-quality, secure and cost-effective manner.

Discover How Optima DQS Can Transform The Quality Of Your Enterprise Data

### Contact Us

 [contactus@syrencloud.com](mailto:contactus@syrencloud.com)

 [www.syrencloud.com](http://www.syrencloud.com)

3 / OPTIMA Data Quality Services

