Drain the Data Swamp

Improve Data Veracity with **Voracity** Total Data Management ... and add Business Value throughout the Data Lifecycle

*Use IRI Voracity to **rapidly stock, de-muck, and fish** your data lake for value as you integrate, clean, mask and govern it. **Stop** waiting for IT, coding in Hadoop, learning multiple tools, and overpaying for legacy ETL.*

Voracity is from IRI, The CoSort Company, a leader in data management since 1978. Powered by CoSort or Hadoop engines, Voracity is the fastest *affordable* big data software stack on the market. With Voracity, you get data discovery, integration, migration, governance, and analytics all in one pane of glass, built on Eclipse.

Because high quality data is essential to the success of its many operations, and the reliability of your data-driven decisions in a DW or data lake, you can use Voracity to:

- ✓ **Find** - discover, profile, and classify data from a quality standpoint
- ✓ **Filter** - remove or save conditionally selected or duplicate items
- ✓ **Unify** - data found by fuzzy match algorithms and set probabilities
- ✓ **Replace** - data found in pattern searches with literal or lookup values
- ✓ **Validate** - identify null values and other data formats by function
- ✓ **Regulate** - apply rules to find and fix data out of range or context
- ✓ **Synthesize** - custom composite data types, and new row or file formats
- ✓ **Standardize** - use field-function APIs for Melissa Data or Trillium

Voracity is compatible with the AnalytiX DS Data Quality Assessment Manager (DQAM) module, and unified data mapping, governance, and automation platform.

For more information on Voracity, call 1-800-333-SORT, or visit iri.com/voracity