



Comparison Sheet

# Data Ladder Vs. Oracle EDQ



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# Introduction

There is a crucial problem with data that most companies are reluctant to acknowledge: Most of it goes unused. On average, 7.5 septillion gigabytes of data are generated every single day, and around 55% of it goes unused.

According to a survey conducted by **Price Economics**, reasons include:

- 85% say there is no tool to capture and analyze data
- 66% say data is missing or incomplete
- 39% say data is too much to handle
- 25% say they can only access structured data

## What does this tell us?

The data collected by organizations is inherently unusable.

Companies accumulate data from multiple data sources: server logs, mobile apps, social media apps, GPS, networks, web traffic and many more. Most of this data lies siloed away in different departments and are never used for analysis.

Secondly, companies struggle greatly with data quality. While they are capturing millions of gigabytes of data, it is all raw data that misses key information such as missing location, important metadata information and much more.

Bad data makes it difficult for a business to gain critical business intelligence while also slowing down processes, leading to loss of ROI and reputation.

## The Role of Data Quality Solutions

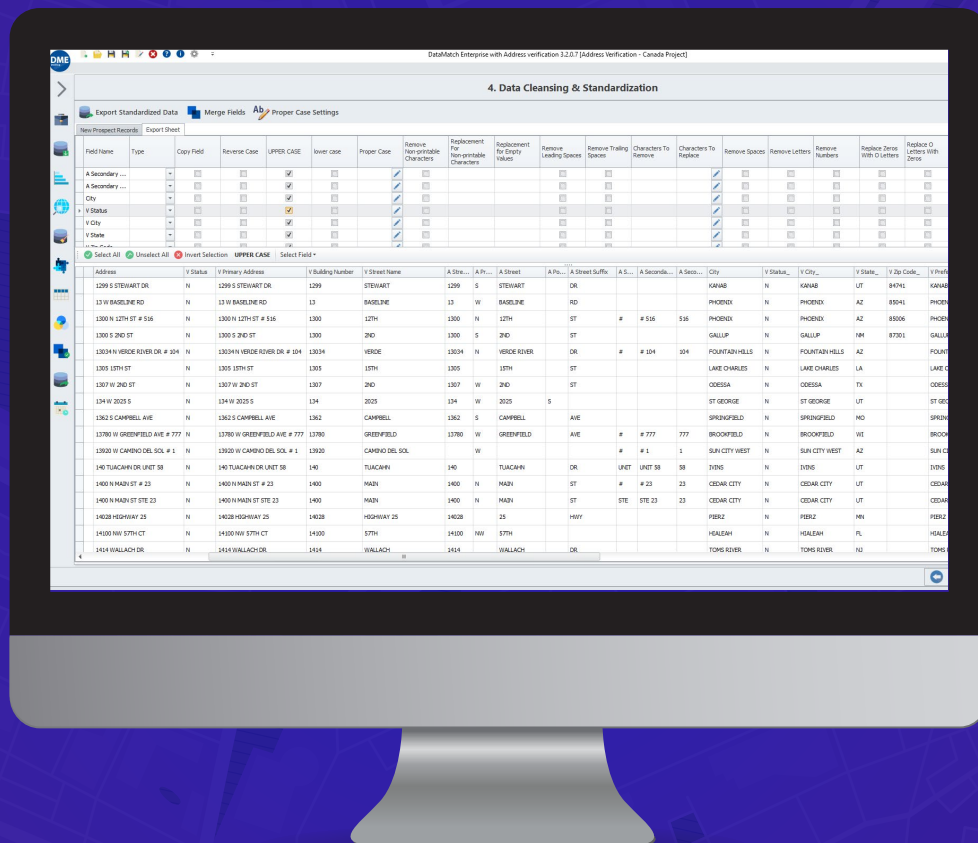
Fortunately, there are solutions that exist to help businesses clean, standardize and make their data usable. Offered under the umbrella of a complete data management solution, these platforms offer a data quality project lifecycle that involves four tasks as:

- Data Profiling and Auditing (verifying the problems that are plaguing your data)
- Data Standardization (ensuring that your data sets follow the same structure)
- Data Matching and Merging (matching data from multiple sources)
- Address Verification (verifying the validity of your address)

One such solution is offered by Oracle, the world’s leading database management platform. Oracle’s Enterprise Data Quality Platform is a separate data quality platform that businesses can use to clean, standardize and match data.

In this whitepaper, we will do a comparison of Oracle’s EDQ with Data Ladder, and understand which of the two products make an ideal data quality solution for your organization.

Let’s get started.



# 1. Cost Comparison

Oracle's Enterprise Data Quality solution is part of a larger Oracle Cloud Platform Integration that caters to multiple facets of application and data integration. For businesses using Oracle's cloud services, the EDQ services as a single data quality platform that they can use to clean, standardize and match data.

## But here's the deal.

To access the EDQ, you will have to use the Oracle Cloud Services, meaning you will also have to pay for cloud services fee if you're not already using the cloud.

Here's an overview of the costs of using the EDQ solution.

	Named User Plus	Software Update License & Support	Processor License	Software Update License & Support
<b>Data Integration Technology</b>				
Data Integrator Enterprise Edition	900	198.00	30,000	6,600.00
Data Integrator for Big Data	-	-	3,000	660.00
Enterprise Metadata Management	-	-	150,000	33,000.00
Enterprise Data Quality Profiling for Data Integration	-	-	100,000	22,000.00
Enterprise Data Quality Audit and Dashboard for Data Integration	-	-	50,000	11,000.00
Enterprise Data Quality Real-Time Processing for Data Integration	-	-	100,000	22,000.00
Enterprise Data Quality Batch Processing for Data Integration	-	-	100,000	22,000.00
Enterprise Data Quality Address Verification Server for Data Integration	-	-	63,300	13,926.00

See how there are different price tags for different features? You could easily end up spending **over a million dollars** in getting a data quality solution from Oracle.

So if you're looking for a data quality solution that does not cost you a fortune, Data Ladder is a better option.

**With Data Ladder, you get the industry's fastest and most accurate data cleansing and matching solution, at a 90% lower price point.**

## 2. Feature Comparisons

In order to offer a fair comparison, we have compiled a table of the most important features:

- Data Integration and Import
- Data Profiling
- Address Verification
- Data Cleansing
- Data Matching
- Data Merging and Survivorship
- Data Standardization

Data Ladder has been in the industry for more than a decade, offering a full-fledged data management solution to 4,500 organizations in 40+ countries.

Oracle Enterprise Data Quality, is Oracle's acquisition of Datanomic, a software engineering company based in Cambridge England. In July 2011, Datanomic was acquired by Oracle, in a bid to combine Datanomic's technology with Oracle's own product data quality capabilities (the Oracle Data Integrator and the Oracle Warehouse Builder) to create a new data quality suite.

Both DataMatch Enterprise and EDQ are aimed at business users who govern the data and have the power to improve data quality long-term.

As a product, both platforms offer more in terms of data quality than other traditional tools, in that they are both a complete data management platform, rather than just being an ETL (Extract, Load, Transform) or data match tool.

We will finalize this comparison document with some observations on customer satisfaction as well as pricing and conditions.

# 1. Data Import and Integration

## DataMatch Enterprise

Integration with over 150+ enterprise applications, relational databases, and Big Data repositories.

Can be used with Social platforms, email apps and popular CRM platforms.

## Oracle's Enterprise Data Quality

Integration with Data Integrator, Oracle's flagship data transformation product.

Can be used with an MDM solution.

Both EDQ and DME offer support for multiple file formats and integrations, however, options like social media integration and CRM integration not available in EDQ itself. You will have to use Oracle Big Data Spatial and Graph to analyze social networks.

# 2. Data Profiling

The primary goal of data profiling is to provide an overview of the problems within the data set. For example, incomplete addresses, invalid phone numbers, ZIP codes with letters, etc are data quality issues that are highlighted during the profiling process.

Take a look at how EDQ and DME do data profiling and audits.

## DataMatch Enterprise

Built-in transformations, but provides additional, powerful features, including the ability to create your own regular expressions, in addition to the 19 built-in ones.

Provides confidence scores, pattern analysis, highlights columns with issues, visual presentation of each column and a list of null or empty values.

## Oracle's Enterprise Data Quality

Built-in transformations to profile data and discover patterns. Analyzes high-level completeness, duplication, and value frequency across many attributes, and highlights possible issues.

Provides confidence score over data attributes, and gives visibility for columns that have wrong, incomplete or inconsistent values.

Includes URL, HEX Number, GUID, Date/Time, US & CA Postal Code, US Zip Code, US Full Address, US Phone Number, International Phone Number, UK National Insurance Number, UK Postcode, Credit Card, Registro Federal de Contribuyentes (RFC), IP address, Http as 19 additional profiling options.

Regular expressions such as State, First Name, Last Name, City are default profiling features.

Gives a profile history of all changes made to a profile.

Has options to add from pattern builder, remove patterns, and restore default patterns.

Includes ID, Name, Street, City, State, Zip, Country, Phone, Cell, Work, eMail, Gender and Active as the general data types for data profiling.

Does not have profile histories.

Does not have the option to create, remove or restore default patterns.

EDQ and DME both have powerful data profiling options, however, DME has additional features and also allows users the flexibility to create their own patterns or expressions depending on the data fields that they want to sort.

What's best, with DME, you don't have to be afraid of losing any changes you've made to your data. You can always revert back to the original data in case you want to make changes to any data field.



## 3. Address Verification

When it comes to data quality, the address field suffers the most from inaccuracy and incompleteness. An address verification tool does not only help you identify incomplete or inaccurate data but also ensures that addresses are validated against government databases such as the USPS and CP (Canada Post) and many others. Users can match their addresses against any government address database.

### DataMatch Enterprise

Address verification and validation against government sources.

Can identify incomplete addresses, standardize, validate and verify addresses over 20+ address fields including but not limited to: Plus4 codes, state fips, congress dist, carrier route code and much more

CASS certified.

### Oracle's Enterprise Data Quality

Global coverage for address verification and geocoding.

Can standardize, transliterate and process addresses.

CASS certified.

It's not enough to just identify incomplete or inaccurate addresses. You also have to match them against government sources to ensure they actually exist. Both EDQ and DME do this job exceptionally well.

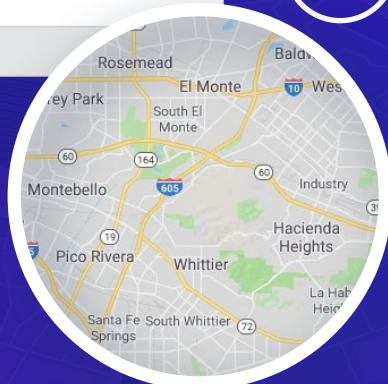
#### Input

**Address:** 11400 W Olympic BL # 200

**City:** LA

**State:** CA

**ZIP Code:** 90064



#### Output

**Address:** 11400 WEST OLYMPIC BLVD 200

**City:** LOS ANGELES

**State:** CA

**ZIP Code:** 90064

**Plus4:** 1584

**Delivery Point Check Digit:** 508

**Geocode Latitude:** 34.03

**Geocode Longitude:** -118.44

## 4. Data Cleansing and Standardization

When it comes to data quality, the address field suffers the most from inaccuracy and incompleteness. An address verification tool does not only help you identify incomplete or inaccurate data but also ensures that addresses are validated against government databases such as the USPS and CP (Canada Post) and many others. Users can match their addresses against any government address database.

With EDQ, you can clean data by fixing text data such as names, phone numbers etc. You can also parse data into multiple elements and standardize results according to pre-defined terms.

With DME, you can much more powerful features, including the signature **WordSmith** tool, that allows you to standardize names and addresses. This is especially useful if you want to ensure that a certain word is automatically replaced or removed in a list.

### DataMatch Enterprise

Fix data according to proper case, lower case, characters to replace, replacement of empty values, remove leading spaces, removing trail spaces, characters to remove, characters to replace, remove numbers, replace zeros with letters, replace letters with zeros.

Has a unique WordSmith tool that identifies nicknames from real names and helps standardize data across data sets.

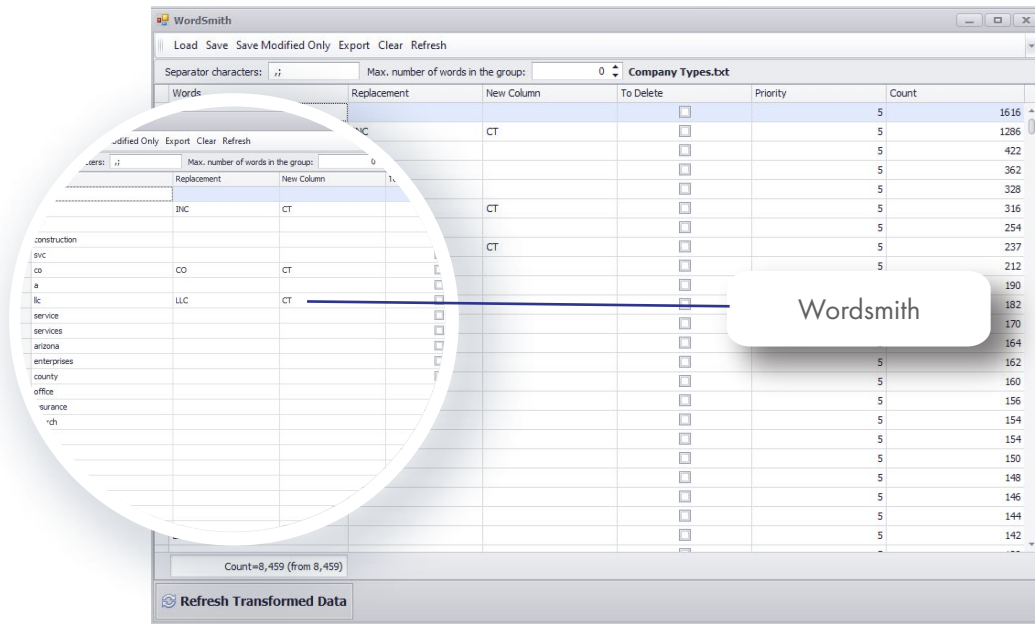
Has additional Proper Case settings feature where you can choose to convert to uppercase, lower case or leave case as it is, at scale. Set your own delimiters.

Has a data export feature right after you're done with the cleansing process.

### Oracle's Enterprise Data Quality

Limited data fixing options but includes negative space removing, character replacement, remove noise characters from text, lower and upper case conversions, whitespace normalization.

Does not have a special feature to standardize names or addresses and cannot identify nicknames from real names.



## 5. Data Matching

Data matching is an important function of almost every data cleansing and preparation solution that supports activities such as de-duplication, duplicate prevention, consolidation and much more. That said, none of the popular solutions including EDQ, SAS or IBM offer a full-fledged data matching function. Data Ladder is the only data matching solution that has the highest matching accuracy rate at 96%.

EDQ for example, only allows you to identify matching records and link or merge records. It doesn't let users identify matches based on near matches.

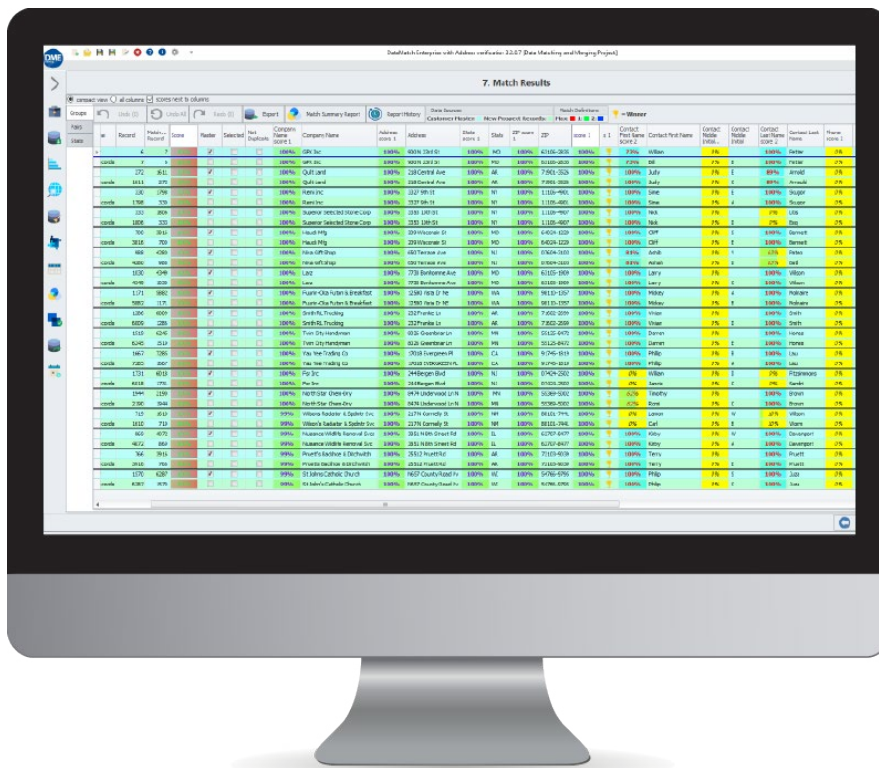
Most data matching solutions rely on fuzzy logic to match data, but DME has a proprietary algorithm that combines the most common matching algorithms into a powerful matching function.

Additionally, DataMatch Enterprise offers the ability to perform cross-jurisdictional matching where users can match multiple data sources instead of lists within a specific data source. **Cross-jurisdictional matching** is an important feature that government and public sector organizations need to create research reports, receive grants and optimize government processes.

DataMatch Enterprise’s data matching allows you to:

1. Define how you want to match data sources using four options – all, none, between and within. All looks for matches between each data source as well as matches within each data source. If you don’t want to do all, you can just choose between or within to look for duplicates between data sources or within data sources.
2. Choose the fields you want to map by the fields of your data list.
3. Run multiple matching sessions simultaneously.
4. Get matches based on exact, phonetic, numeric and fuzzy matching techniques
5. View match results and create a Master Record that you can use as a surviving record.
6. Save and export your results for later review.
7. Use a merge and survivorship option to overwrite data based on your criteria.

**DME** is specifically dedicated to providing a flexible data matching solution that gives the user the ability to do much more than just basic matching.



# Additional Features of Data Ladder

## Survivorship and Data Enrichment

Once you have performed the cleansing, matching, and fixing of your records, you might want to save that master record and keep it as the central record. DME allows for data survivorship and data enrichment where you can decide what record you will use to overwrite, determine master record or merge data. The merging of data allows you to create a complete master record. This is pretty handy if you have customer info dispersed over several platforms or channels. With this option, you can merge specific fields of those other data sources and create a complete picture of your customers.

## Final Export

What do you eventually do with the duplicates? With the final export option, you can export all of the records from your data sources and create a column for the match group ID in order to flag the matches and duplicates.

Whereas Trifacta allows you to Publish results on only major analytics and BI systems, rather than offering you the flexibility to choose exactly what part of the results to export, how to do so, and in which format.

## Scheduler for Automating Data Cleansing and Matching

A unique feature in DME, the scheduler allows the user to automatically run projects by creating time-based events. You can choose the date and time you want to run a data cleansing operation and the software will automatically start the process in the background. This is an important feature if you want to automate data cleansing and standardization without having to worry about leaving a project in the backburner.

## 3. EDQ vs DME Product Comparison

Feature	EDQ	DME
<b>Project Management</b>	✓	✓
<b>Data Integration</b>		
Integration with CRMs		✓
Integration with social media		✓
Integration with XML, JSON	✓	✓
Integration with a wide range of databases (Oracle, SQL Server, PostgreSQL, MS Access, Teradata)		✓
<b>Data Profiling</b>		
Profile history		✓
Pattern building options		✓
Profiling on multiple expressions	✓	✓
Ability to create own expressions		✓
Export in multiple format options	✓	✓
Advanced Stats Details		✓
Pattern Matches	✓	
Map Chart		✓
<b>Address Verification</b>	✓	✓
CASS Certified	✓	✓
Verification against government address sources	✓	✓
Geocode verification	✓	✓
Additional validation and verification (state FIPS, carrier route code etc)		✓

<b>Data Cleansing and Standardization</b>		
Standardize based on FullName, FirstName, Address, ZIP, Address and Company Validation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Changing all letters to uppercase and lowercase	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Remove leading and trailing spaces	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Remove letters and numbers that may exist in a field	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Replace zeros with O's will replace the number 0 with the capital letter O		<input checked="" type="checkbox"/>
Pattern builder for creating own standardization		<input checked="" type="checkbox"/>
Unique tool allowing you to apply rules for name and address standardization		<input checked="" type="checkbox"/>
<b>Data Matching</b>		
Look for matching between, within and all data sources	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Define own match criteria to decide which variables to match	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Matching based on exact, phonetic, numeric and fuzzy		<input checked="" type="checkbox"/>
Create a master record at 96% accuracy and speed		<input checked="" type="checkbox"/>

## 4. Why Choose Data Ladder Over Oracle EDQ?

Oracle's EDQ is, of course, a powerful platform, so why should your organization prefer Data Ladder over Oracle? Because of the cost, unparalleled speed and accuracy we offer.

Linkage Scenario	Runtime		Linkage Quality	
	Runtime	Precision	Recall	F-Measure
Deduplication 40,000 records	12 Seconds	95.3	97.1	96.2
Deduplication 400,000 records	3 Minutes	92.6	93.2	92.9
Deduplication of 400,000 records to a 4 Million records	45 Minutes	91.5	93.1	92.3

## 5. Customer Reviews

### Data Ladder

Data Ladder's biggest selling point is its ease of use, designed specifically for both business and IT users. Customers who have never used a data management tool before are able to create data quality projects easily within the modern, intuitive interface with basic training, as is evident from reviews:

**"DataMatch Enterprise is easy to learn and use. It's easy to review results. Saves us tons of time in manually checking records."**

**"I like that it is very straightforward and easy to use. With very little training, we had it up and running."**



**"This program is far more effective, user-friendly and reasonable than many other data cleansing programs I checked out prior to making my purchasing decision and their customer service is really great."**

**"I like the ease of use for this program when matching data from Access tables to confirm how successful our business practices are."**

### **When using Data Ladder software, customers especially liked the following:**

- The modern, highly intuitive, code-free interface.
- Extremely responsive and helpful support.
- Flexible creation of data quality rules for both business and IT users.
- Very easy to review result and see their data as it transforms.
- Straightforward setup - very little training required to get started.
- The ease of integrated data sources across the enterprise.

## **EDQ**

While EDQ is one of the most powerful data quality solutions available, it has been criticized for having a non-user friendly interface. Business users are required to know their way around data management if they are to make maximum use of EDQ. Although the company says that the software is for non-tech-savvy business users, the interface and process flow does not indicate this ease of use.

Here's what customers have to say:

**"The UI could be more user-friendly for non-tech people. There is always an export limitation due to how EDQ uses an old version of MS Excel as the default export file type."**

**"Stability. Sometimes with larger USD data sets, EDQ has a sluggish response and even sometimes a system crash."**

**“It helps in generating any metric we desire. We faced difficulty to integrate the software tool with our own developed in house software. Finally we were able to do it but initially it took us time doing it accurately. If that would have been done more easily it would have been great.”**

## 6. Conclusion

The choice between Oracle EDQ vs Data Ladder’s DataMatch Enterprise is one that depends on three factors:

1. Cost
2. Accuracy
3. Ease-of-use

If you’re looking for an application that can easily integrate with your database, CRM and other data sources, at an affordable price, is easy to use and offers 96% matching, there isn’t any better, affordable, more powerful option than Data Ladder.

# ABOUT US

Data Ladder is a data quality software company dedicated to helping business users get the most out of their data through data matching, profiling, deduplication, and enrichment tools. Whether it's matching millions of records through our fuzzy matching algorithms, or transforming complex product data through semantic technology, Data Ladder's data quality tools provide a superior level of service unmatched in the industry.

**DataMatch Enterprise, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.**

- Unparalleled Matching Accuracy and Speed For Enterprise Level Data.
- Cleansing beating IBM and SAS.
- Proprietary Matching Algorithms with a high level of matching accuracy at blazing fast speeds on Desktop/Laptop Hardware.
- Big Data Capability with data sets up to 100 Million Records.
- Deduplication and Merge Purge within and across any number of files.
- Suppression of existing customers or Do Not Contact from marketing lists.
- Advanced record linking technology to create data warehouses.
- Quick Data Profile tool finds and fixes Data Quality issues within the first 5 minutes of setup to improve match quality.

[Free Download](#)