What

Ataccama's data profiling tool is DQ Analyzer (version 8) and it is available as a free download from the company's website. This is compelling for users that want to demonstrate to their organisations that they really have a data quality problem but who don't believe it. Of course the purpose of making this available for free is to entice those users to subsequently license the company's DQ Center, as well as other products, in order to resolve the problems identified by DQ Analyzer.

Ataccama DQ Analyzer, as a pure-play profiling tool, is decent without being exceptional. On the other hand, given that it is free, it is sensational value for money.

Where

While it isn't fussy about it, Ataccama tends to focus on financial services, insurance, healthcare, telecommunications, government and the public sector. Its customers include both major institutions and small or medium-sized businesses. Ataccama's software is resold by iWay (a division of Information Builders) and iWay has embedded both DQ Center and Master Data Center into its enterprise service bus.

Who

Ataccama has over 100 customers from large multinational corporations to mid-sized businesses in a variety of industries including Allianz, a number of medium sized banks and insurance companies, Orange, Telefonica and T-Mobile.

Technology

The product is Windows-based and supports JDBC for database access and there is also a text file reader though no comparable facility for Microsoft Excel. There is a special version of DQ Analyzer available for use with Teradata (with which Ataccama is a partner).

As a product DQ Analyzer is clearly in the profiling and not the discovery camp. This is somewhat surprising given that Ataccama markets Master Data Center as an MDM offering: one would expect that features such as the ability to identify matching keys would be a useful ability in support of MDM. Also noteworthy is that DQ Analyzer only provides statistical analysis of your data. Unlike other profiling products it has no ability to monitor data quality on an on-going basis. This is provided through a separate product called DQ Dashboard, which is chargeable. One feature of the product suite that is worth special mention is DQ Issue Tracker, which supports data governance (by tracking your remediation efforts) and is unique in the marketplace.
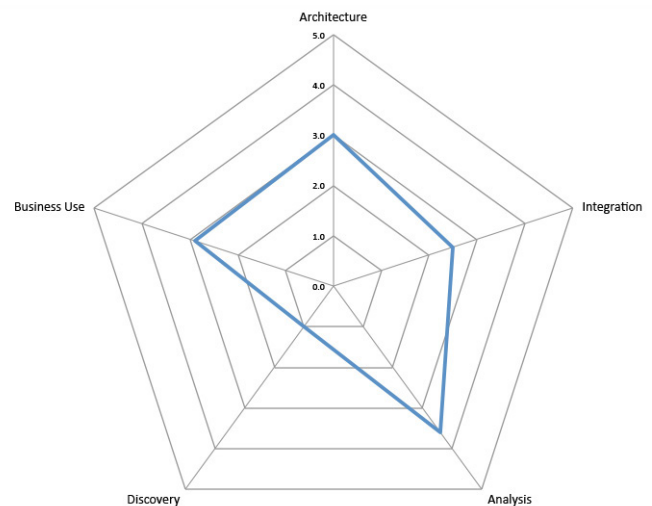
Figure 1: Ataccama DQ Analyzer attribute scoring (scale 0 to 5)

Services

Apart from training, Ataccama offers data quality consulting, master data management services and information governance. Note that the emphasis is on the company's broader solution set rather than data profiling or discovery per se.