



## Trillium and UNIFI Partner to bring Deeper Data Quality to Self-Service

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### IDC's Quick Take

A new era is upon us, in which data integration is being put into the hands of business users with intuitive, business friendly self-service data preparation solutions. Many of the new vendors entering the data integration market with self-service data preparation need to improve their data quality capabilities, and vendors of traditional data quality solutions are looking to enter the self-service game. [Trillium Software and UNIFI announced](#) a partnership that will put better data preparation and quality management into the hands of business users in the form of a new product offering, allowing each vendor to accomplish individual go-to-market goals.

### Product Announcement Highlights

Trillium Software, a Harte-Hanks Company (NYSE:HHS), today announced a new product: Trillium Refine. Trillium Refine is an OEM white-labeled implementation of the UNIFI data preparation solution integrated with Trillium's TS Quality for Hadoop solution, combining self-service data integration capabilities with deep data quality functionality to deliver business user friendly data preparation and cleansing of big data. UNIFI is a startup that has been disrupting the data integration market with a business friendly process-driven and machine learning enabled interface, self-service data preparation product. It has basic data quality functions, but not the deep data quality and cleansing capabilities that Trillium Software can provide.

Trillium Software has also been looking for an opportunity to meet the immediate demand from their customers for a self-serve data preparation solution. The partnership agreement includes the opportunity for Trillium Software to OEM and re-sell UNIFI as two new products – Trillium Prepare (data preparation only) and Trillium Refine (an integrated data preparation and data quality solution). Trillium Refine and Trillium Prepare are available on-premises or in the cloud. Trillium Software has trained their worldwide sales and support teams on the new product offerings, accelerating the adoption of self-service data preparation in regions that some competitors may not be in yet.

### IDC's Point of View

Who remembers? "You got chocolate in my peanut butter, you got peanut butter in my chocolate!" A candy company coined this famous phrase when their peanut butter cups were introduced; the idea that when two great tastes are combined, they taste better together. Trillium Software and UNIFI have found a combination that works well together: self-service data preparation combined with data quality and cleansing.

In IDC's [2016 Top 10 Data Integration and Access Predictions](#) (IDC #US40332615 January 2016) we predicted that software vendors with self-service data integration solutions will struggle to deliver the

advanced capabilities of full-featured data integration solutions that users will be asking for, including data quality and governance capabilities.

The need for self-service isn't new, and in reality self-service data integration and preparation has been happening for a long time in "name your favorite spreadsheet software." While there are many problems with the spreadsheet solution, one of the most significant is governance and control. Self-service tools are not only making the process and effort of preparing data easier for business users, they are also introducing centralized governance and control.

The demand for better self-service is being met by vendors coming at the problem from multiple directions: data integration (DI) software vendors have been building new solutions, and adding business friendly user interfaces on top of APIs into their legacy products; business intelligence (BI) software vendors have been adding deeper DI capabilities into their already business friendly user interfaces; and new software vendors without the baggage of legacy DI or BI are changing the paradigm by approaching the problem from different angles – UNIFI is one such vendor.

Self-service data preparation tools are offering a breadth of capabilities, depending on their heritage, and influenced by their target users. Many of the tools are targeting the data scientist, but some solutions still require IT knowledge while others allow for multiple personas, offering interfaces to support use by C-level executives in the boardroom.

Out of all the capabilities these tools have, their beauty is only skin deep when it comes to data quality functionality. Most have the ability to apply regular expressions and offer basic transformations to get the contents of data fields into standard formats. Some have slightly more advanced data profiling capabilities and quality "scores" for each field depending on whether or not the data matches the field data type, conforms to a regular expression, or falls within expected ranges. Deep data quality and cleansing is still absent from many of them, or offered by other products in the vendor's portfolio.

Data environments today are much more complicated than they ever have been, making it harder for organizations to trust their data. The number of organizations integrating data in cloud and hybrid environments is now greater than those with on-premises only data environments. According to IDC's 2016 predictions, by 2018, enterprises with strategic data transformation initiatives will expand the number of external "data pipelines" feeding intelligence into their organization by at least 3- to 5-fold. By 2020, over 70% of organizations will have adopted an expanded data architecture that also includes Hadoop clusters, NoSQL DBs, and real-time streaming data.

More data distribution increases the amount of data duplication and risk for conflicts. More external data sources increases the amount of data outside of internal quality controls. Hadoop is a technology that doesn't enforce schema or integrity of data on ingest, meaning anything can be put into it. The levels of data accuracy, integrity, consistency, completeness, validity, timeliness and accessibility cannot be trusted, they need to be tested. This means measuring, monitoring and managing each level individually; functionality Trillium Software specializes in.

Trillium Software's legacy in data quality management and cleansing, combined with UNIFI's self-service data preparation capabilities is not only bringing data quality to the self-service data preparation market, but it is helping to re-draw the front lines in the age old battle between business and IT about who is responsible for the quality of data. Trillium Refine is meeting the desire of business users wanting the ability to access and cleanse their data without IT getting in the way, and meeting the IT desire to

enable business users without losing control. This is a step in the right direction, moving towards business and IT finally combining to be better together.

Trillium and UNIFI bumped into each other at Strata NY, "You got data quality in my self-service data preparation software! You got self-service data preparation in my data quality software!" Two technologies combine, and become better together.

**Subscriptions Covered:**

[Data Integration Software](#)

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