



# Enterprise Test Data<sup>®</sup> Platform

Simplify complex application landscapes and provide confidence and clarity at every step of your test data management journey with our intuitive, AI-driven platform.

[Learn more at curiositysoftware.ie](https://curiositysoftware.ie)

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# Key benefits

Enterprise Test Data is a complete solution to your enterprise test data challenges, from compliance risks and skyrocketing storage costs, to testing bottlenecks and damaging production bugs.

## Discover

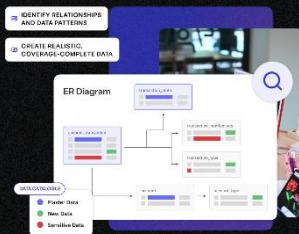
Gain full visibility into your application landscape. Understand what data exists, how it's structured, where it's located and who uses it for more informed decision-making.

## Act

Intelligently execute on actionable insights gained from the discovery and monitoring phases of your test data journey within our end-to-end Enterprise Test Data® platform.

## Monitor

Proactively govern your test data and leverage AI-driven insights, to help you anticipate issues, optimise processes, and ensure compliance across your whole enterprise.



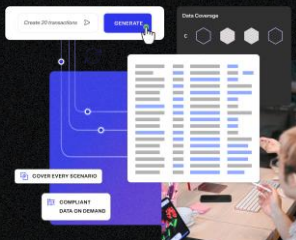
## Simplify your application landscape

Build a complete picture of your application landscape, bringing thousands of data sources into a single view, fostering effective test data management strategies.



## Deliver trusted data, every time

Take advantage of advanced masking and data generation capabilities to deliver compliant and secure data to your teams, whenever and wherever they need it.



## Adopt AI with confidence

Seamlessly join together diverse, compliant data, and gain clarity on your data structures, to help your organisation confidently adopt AI.



## Achieve a new standard of test data

Move from reactive slow test data delivery, to advanced, AI-powered insights, actions, and delivery. Test data has never been easier.

# Key features

Enterprise Test Data provides a comprehensive test data toolkit, with flexible capabilities to suit every use case. It's ever-growing set of integrated activities include:



## Profiling & definition

Identify sensitive data, gaps and relationships in your data. Leverage data profiling, visualisations, ML probability analysis, comparisons, and more!



## Data generation

Four techniques create every data combination you need. Use 500+ functions, data modelling, AI pattern analysis and combinatorial generation.



## Data masking

Automatically identify and replace sensitive data before it reaches non-production, while retaining the referential integrity needed in testing.



## Data subsetting

Extract the smallest data set needed to retain data relationships and variety, or “rightsize” data for specific test case scenarios and user stories.



## Virtualisation & cloning

Copy data at a fraction of the time and cost of storing physical copies, with version control and cloning to provide parallel, on demand data access.



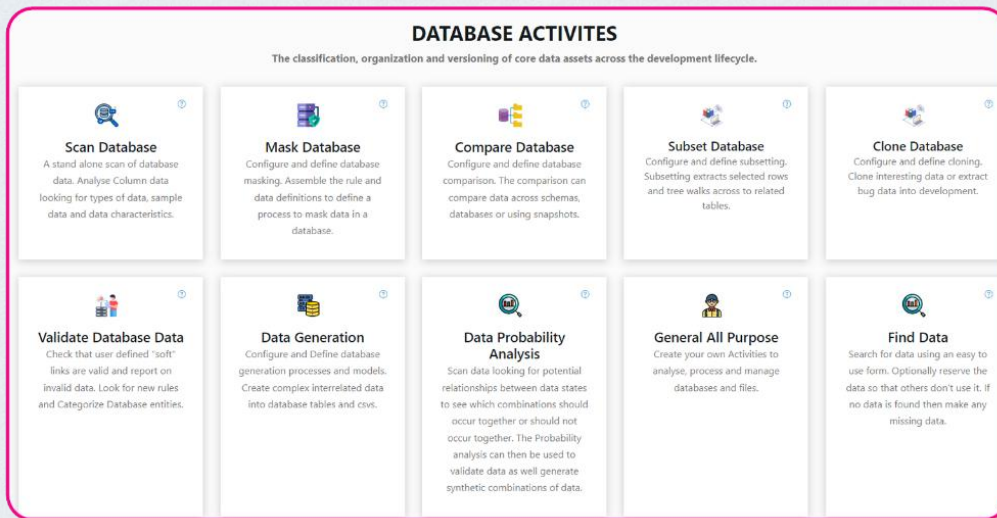
## Self-service data

Parallel teams, and CI/CD tools create the right data on-the-fly. Introduce reusable jobs, self-service forms, data reservation, resolvable lists, and more!





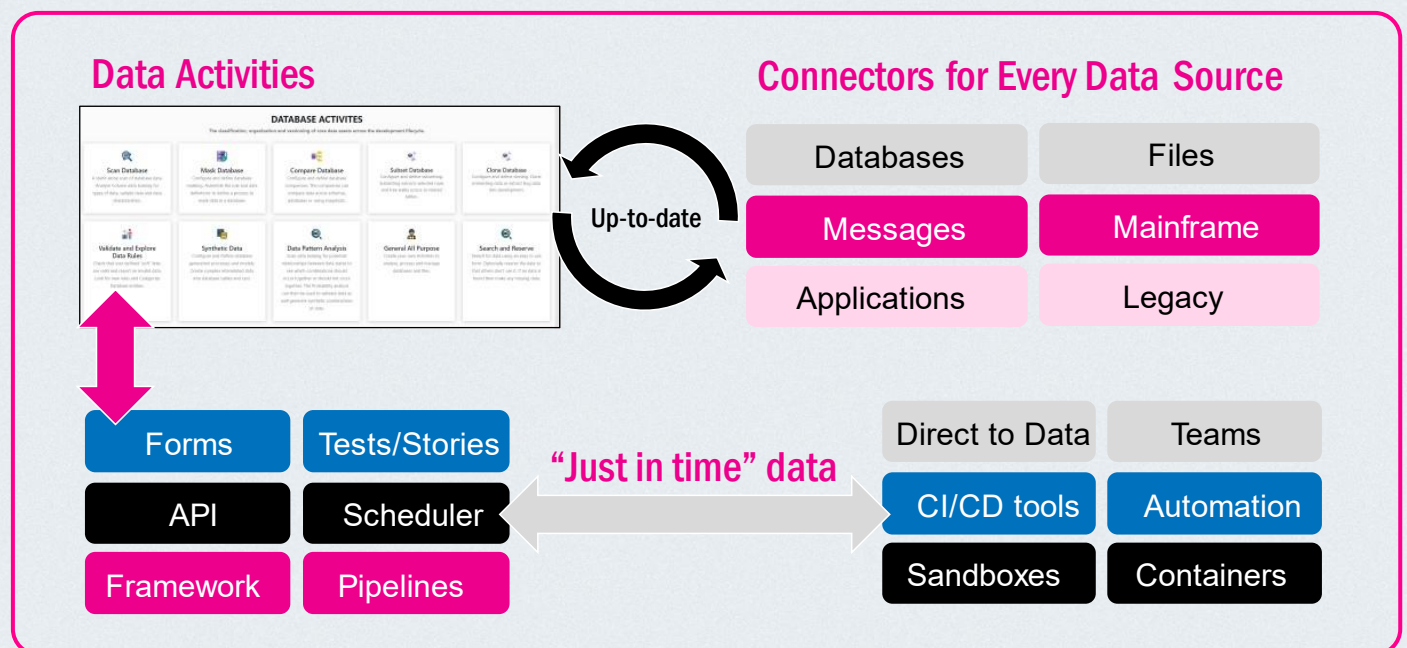
# Enterprise Test Data®



Enterprise Test Data's flexible range of test data activities are easy to set up and reuse in a central web portal.

Data engineering begins by understanding your data, paying off technical debt and building the definitions

needed to create accurate test data. Profiling, validation, machine learning and more identify data coverage gaps to fill, alongside the location of sensitive information, and relationships to fulfil in test data.

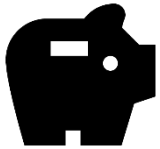


Enterprise Test Data then creates concise data for every test scenario, free from compliance risks. Masking anonymises data without breaking referential integrity, while subsetting shrinks data without losing variety. Multiple synthetic data generation techniques create the missing combinations needed to test rigorously and deliver quality software at speed.

Every test data job is parameterisable and reusable on demand. Testers, developers and automation frameworks can use web forms and connectors to self-serve the data they need. Find and Makes provide complete data on-the-fly, while reservation, virtualisation and cloning ensure parallel data access.

# Enterprise success

Enterprise Test Data is today helping some of the world's largest enterprises slash the time and costs associated with delivering quality software.



## A FORTUNE 100 FINANCIAL SERVICES COMPANY

### REDUCED DATA PROVISIONING TIME FROM 1+ DAYS, TO SELF- SERVE

On demand subsetting and generation provide parallel testers and developers with fit-for-purpose Postgres and SQL Server data.



## A GLOBAL 2000 FINANCIAL SERVICES COMPANY

### REPLACED 1-5 DAY DATA PROVISIONING WITH SELF-SERVICE DATA

Self-service find and makes hunt for data in mainframes and RDMS, making missing values to fulfil variety and volume requirements.



## A TOP 10 CENTRAL BANK

### SAVED 97% OF INITIAL DATA CREATION COSTS AND MAINTAINED DATA 1400X FASTER

Model-based data generation rapidly created SWIFT (XML) messages needed to prepare the bank for a new message standard.



## A GLOBAL 2000 SOFTWARE VENDOR

### MOVED FROM 100S OF ROWS OF TEST DATA TO MILLIONS

Data generation creates data that accurately mirrors enterprise use of an AI system, allowing rapid testing and bug reproduction.



# Key differentiators

## A complete data platform



Enterprise Test Data is not a point solution for masking, subsetting or generation. It offers an ever-growing, integrated set of data activities.

## Partner with test data leaders



Our expert team have pioneered test data technologies since 1995. We partner with you to solve the test data challenges that no-one else can.

## Sustainable licensing



Licensing by data source, activity and user ensures that you only pay for what you need. Don't get locked into wasteful portfolio licenses!

## New functionality



We remain committed to Research and Development, bringing the tools, performance, and connectors you need.

## Extensive data type support



Connectors create data consistently across databases, mainframes, files, and beyond, using workflows to build new connectors at speed.

## On-demand data for CI/CD



Parallel teams and tools can parameterise and trigger reusable data jobs, self-provisioning exactly the data they need on demand.

## Built in reusability



Reusable jobs and dictionaries accelerate data engineering and reduce strain on provisioning teams.

## Data for quality and coverage



Coverage analysis, test matching and generation ensure that every test has the data it needs to find bugs earlier and at less cost to fix.

## Understand your data



Modelling, machine learning, relationship analysis and visualisations pay off technical debt and provide the understanding needed for data engineering.

## Completeness of vision



Enterprise Test Data integrates into an end-to-end platform for creating better user stories, better code and better tests.



# Support for all data types

Enterprise Test Data supports all your data sources and we charge by data type, not volume. You can publish data directly to databases, or via APIs, files, messages, frontends, and an x3270 emulator. Our visual workflow tool, lets you build custom connectors quickly, creating consistent data for:



**Relational  
databases**



**Mainframe  
data**



**Non-relational  
databases**



**Flat files**



**Messages**



**Legacy  
Systems**

## Why Curiosity?

We are test data pioneers. In 1995, members of our team co-founded the first of four start-ups specialising in test data innovation. Since then, we created one of the first data generation tools, in 2004, and one of the first self-service data platforms. We have also helped develop leading solutions in subsetting, masking, visualisation, and beyond. Some of these tools remain on the market today, having been acquired by other vendors.

Curiosity offers a rare combination of project experience, cutting-edge software, and a history of innovation. We further bring an ethos of partnering with customers, working collaboratively to solve their hardest test data problems. In Curiosity, you will be partnering with veteran test data inventors, who will support you as you bring about meaningful changes at your organisation. Neither you nor your software will be left “on the shelf”.





# Get started today!



Visit [www.curiositysoftware.ie](http://www.curiositysoftware.ie) to learn more or [book a demo](#) with a Curiosity expert today!

Additionally, you can also email us at [info@curiositysoftware](mailto:info@curiositysoftware)

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