

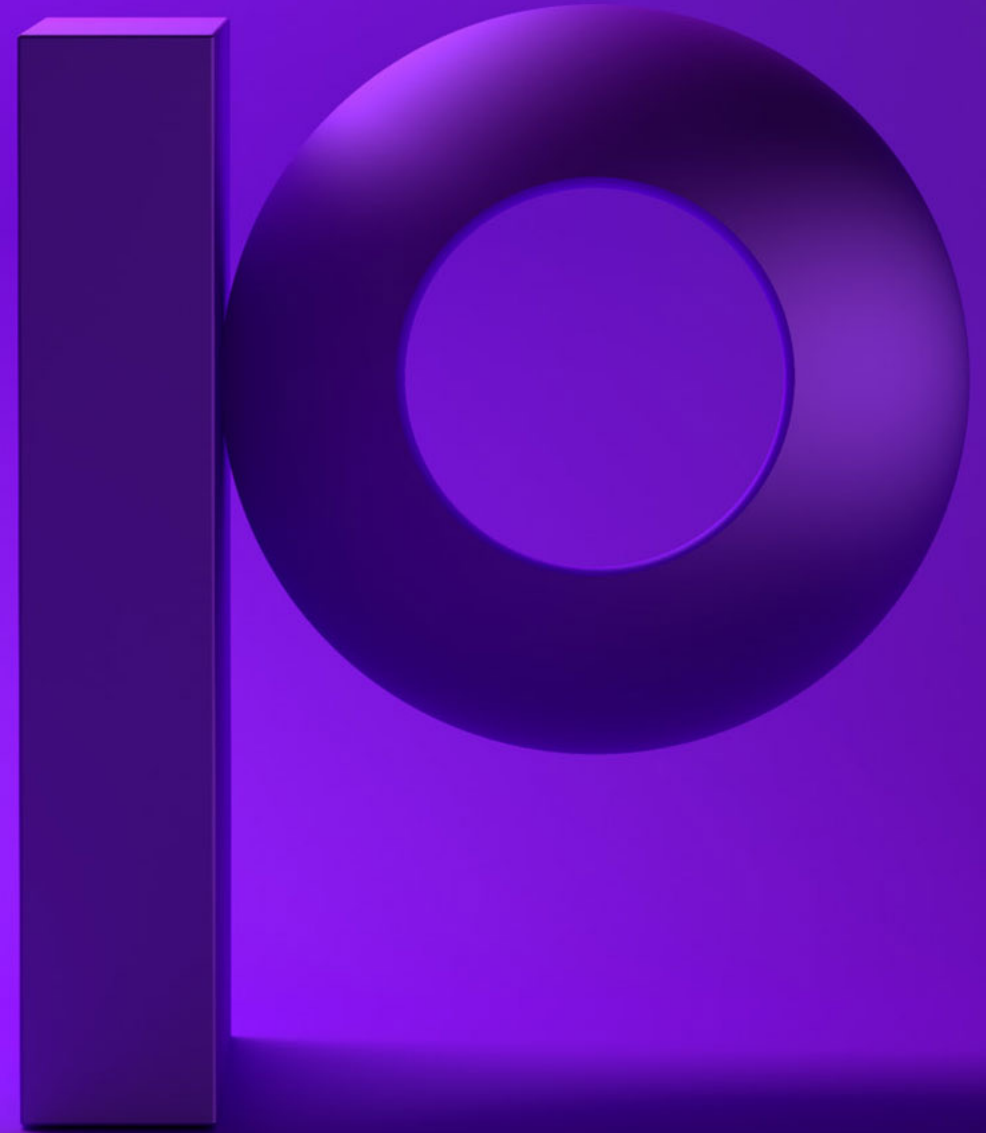
precisely

Data Quality Strategies:

Confident decision making
in an AI-driven world

Jeff Brown | Sr. Director, Product Management

Mike Ortmann | Sr. Sales Engineer



Introductions



Jeff Brown
Senior Director,
Product Management



Mike Ortmann
Senior Sales Engineer





The leader in data integrity

Our unique combination of software, data and strategy services delivers **trusted data**. Data that is accurate, consistent, and contextual to power more confident business decisions.

Decades of deep domain expertise

12,000

customers worldwide

99

of the Fortune 100

2,500

employees



**Brands you trust,
trust us**



**Data leaders
partner with us**



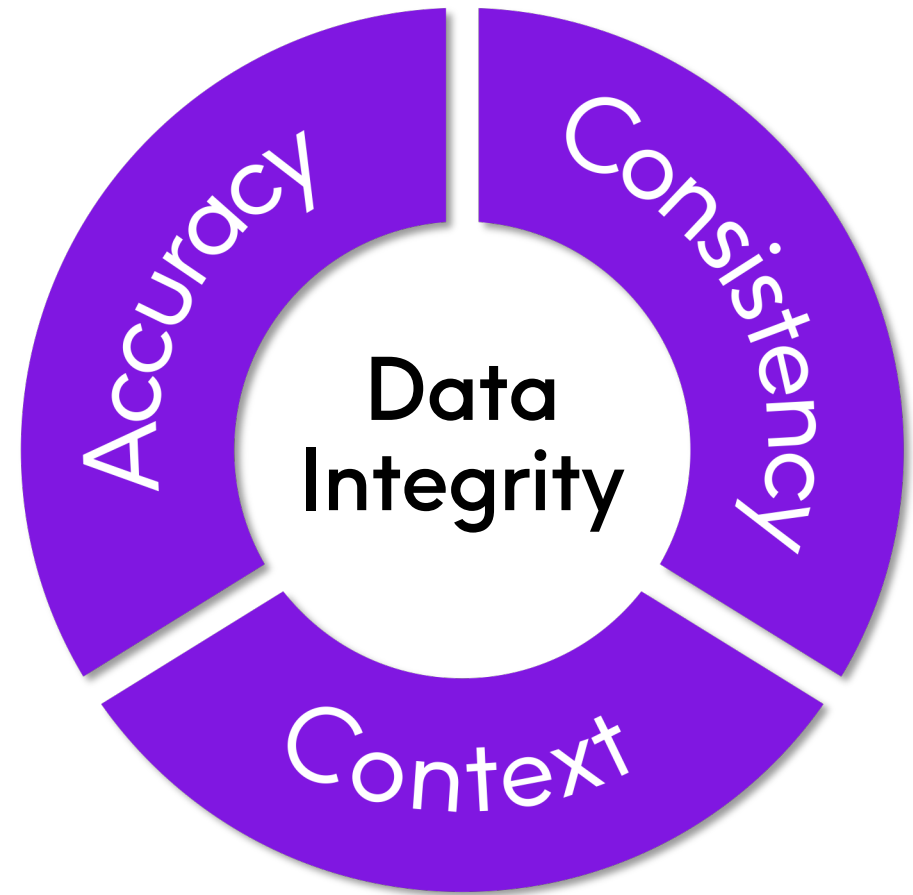
**Industry analysts
recommend us**

Garbage in; Garbage out

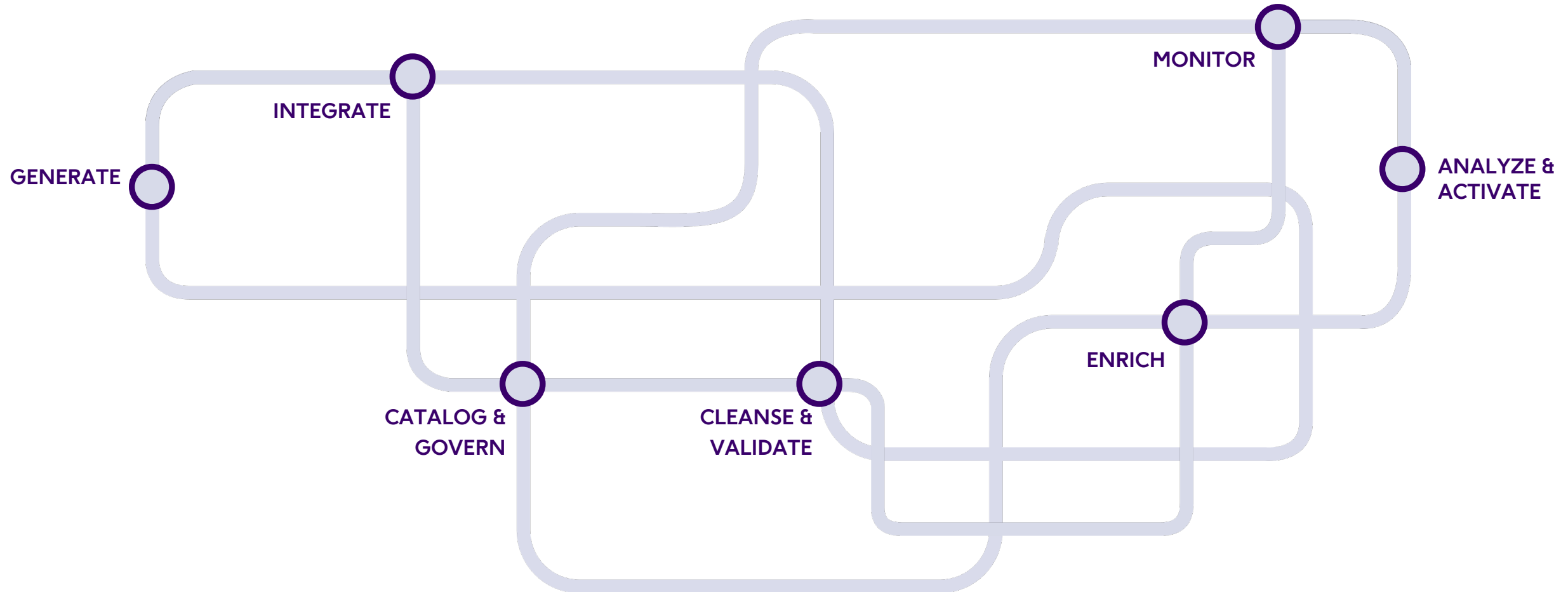


For trusted data, you need data integrity

Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making

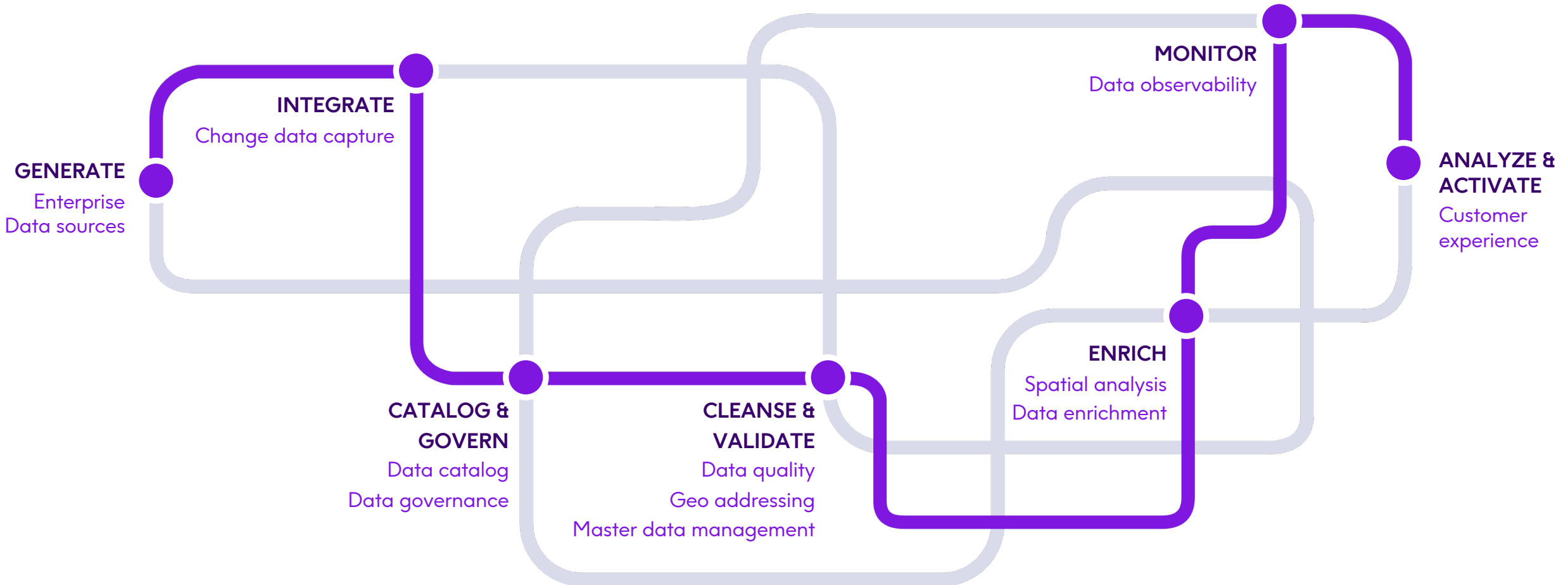


The data journey is complex and ongoing



Precisely partners with you along the way

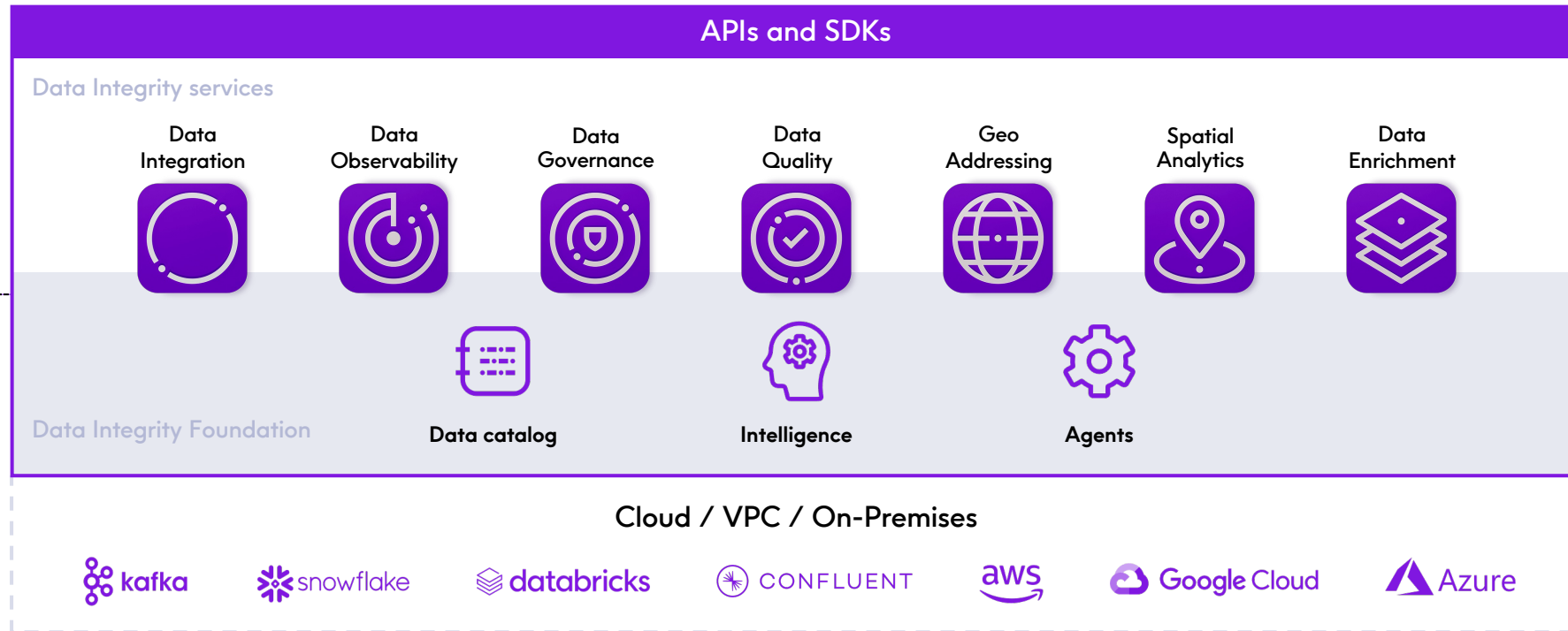
Complete set of data integrity capabilities and data strategy services



Data Integrity Suite

Enterprise Data Sources

- Business Intelligence
- CRM
- Workforce mgmt.
- Data warehouse
- ERP
- Billing



Enterprise Business Systems

- Enterprise apps
- Analytics tools
- Precisely industry apps
- BI dashboards
- AI/ML

Delivering trustworthy data

1

Automate data movement

2

Cleanse and enrich

3

Proactively monitor data

4

Streamline governance

Demonstration

Delivering trustworthy data

1

Automate data movement

Accelerate Confident Decision Making

2

Cleanse and enrich

Streamline data integrity processes

3

Proactively monitor data

Uncover data anomalies

4

Streamline governance

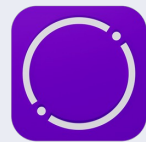
Enable a shared understanding of data

Data Integrity Suite accelerates your DQ journey

- Flexible, interoperable SaaS services
- Runs where data lives - on-premises or in the cloud
- Business-friendly user experience with AI-driven suggestions
- Unique in the market in its breadth of capabilities
- Common foundation with shared data catalog connects all capabilities



precisely
Data Integrity Suite



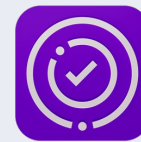
Data
Integration



Data
Observability



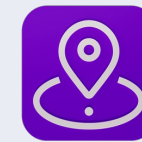
Data
Governance



Data
Quality



Geo
Addressing



Spatial
Analytics



Data
Enrichment

Working with many of the world's most successful brands

FINANCIAL SERVICES



INSURANCE



TELCO



PUBLIC SECTOR



RETAIL & REAL ESTATE



MANUFACTURING & CPG



Questions?

Thank you!



Learn More!

www.precisely.com

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