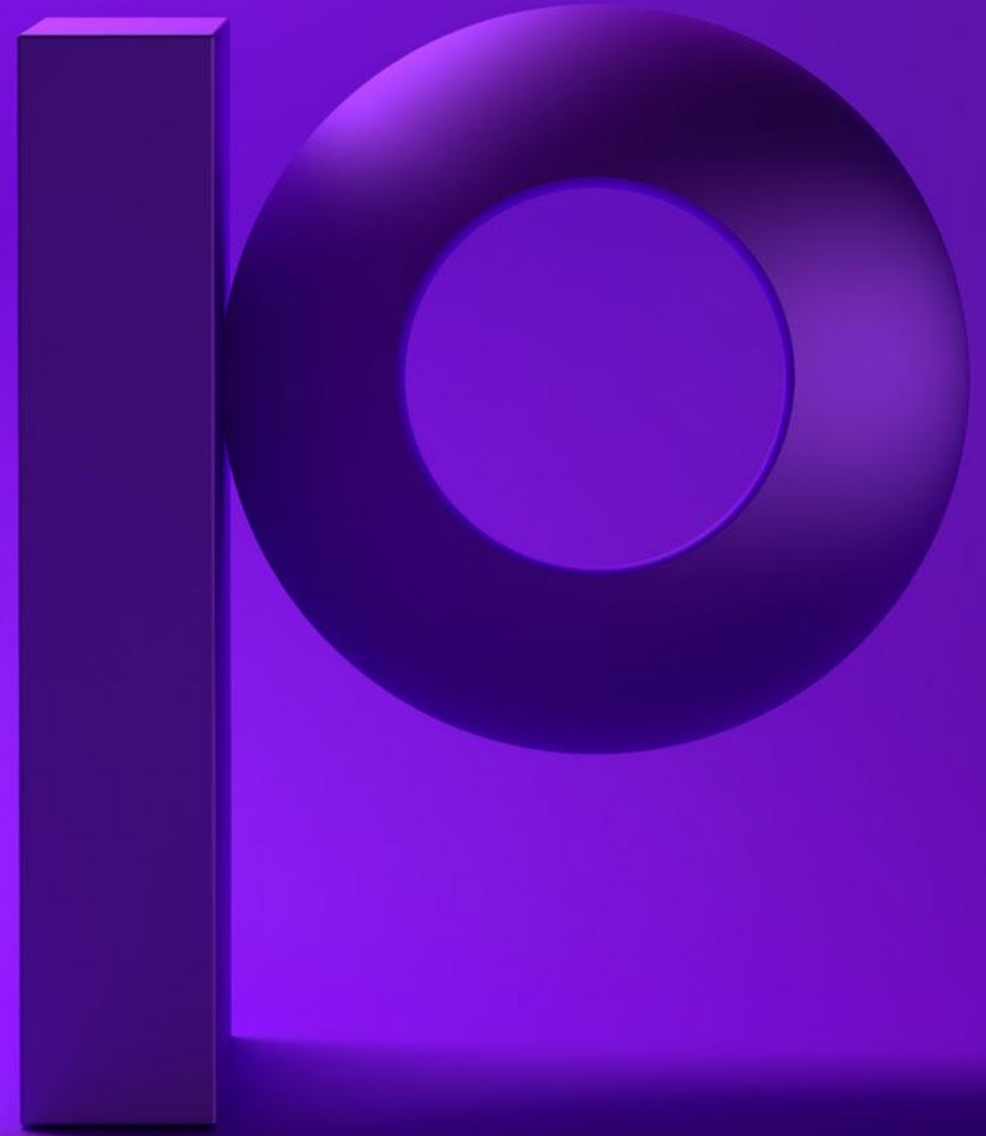


precisely

Decision confidence:
Using modern approaches
to data quality to improve
trust in data

Scott Arnett | Product Management
Meghan Widmaier | Sales Engineering



Introductions



Scott Arnett

Sr. Director,
Product Management



Meghan Widmaier

Sales Engineer



Business initiatives succeed with trusted data

83%

of CEOs want their organization to be more data-driven

Source: IDC



But your team doesn't trust your data

30%

of data practitioners strongly believe their actions are driven by data analysis

27%

of data practitioners completely trust their data

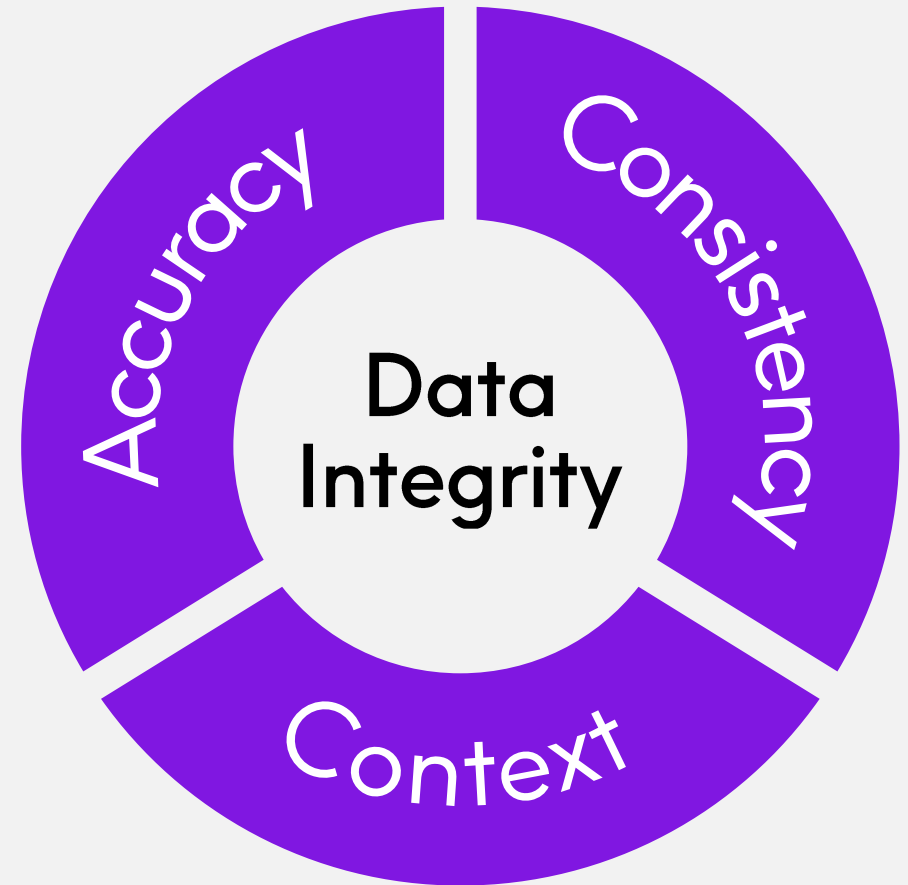
Source: IDC



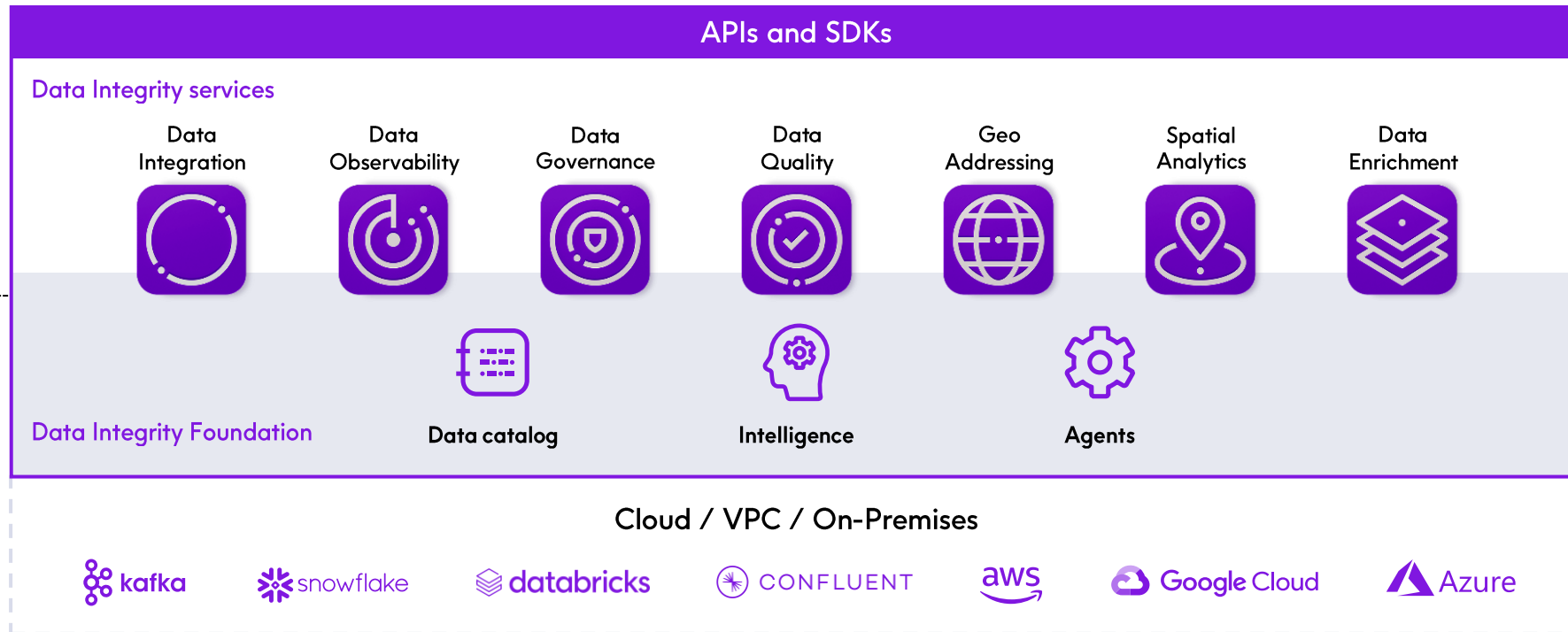
- Can't get it fast enough
- Don't understand it
- Can't trust it
- Don't have the context to use it
- Don't know when it's going to break

For trusted data, you need data integrity

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



Data Integrity Suite





Data Quality

Deliver data that's accurate, consistent, and fit for purpose across operational and analytical systems

KEY FEATURES

- Run quality processes where data lives
- Design data quality pipelines with a friendly, intuitive interface
- Utilize data profiling and self-service discovery
- Cleanse, standardize, and verify data
- Match using sophisticated algorithms
- Validate address accuracy
- Streamline enrichment by appending a unique, persistent ID to addresses
- Perform continuous monitoring & receive automated alerts
- Integration with data catalog providing easy searchability and visibility into metadata

BENEFITS

- Improves efficiency with standardized and repeatable data quality measures
- Increases confidence in decisions with accurate, trusted data
- Decreases costs by no longer storing and managing multiple copies of data
- Improves timeliness of decisions through robust software and enrichment data
- Reduces time spent on tasks to make the data ready for operations and analytics
- Creates understanding of data health
- Reduces risk associated with erroneous analytics that impact business decisions
- Enables quick remediation of issues
- Allows for visualization of data relationships, lineage, and business impact

Delivering trustworthy data



Automate data movement



Cleanse and enrich



Proactively monitor data



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 Quality differentiators



Integrated capabilities identify and resolve data quality issues as well as find, understand, observe, and enrich data



Simple design interface for data quality rules visualizes data changes as they happen and enables quick remediation when issues are identified



Artificial intelligence and machine learning algorithms deliver sophisticated record matching and proactive alerts of anomalies & outliers



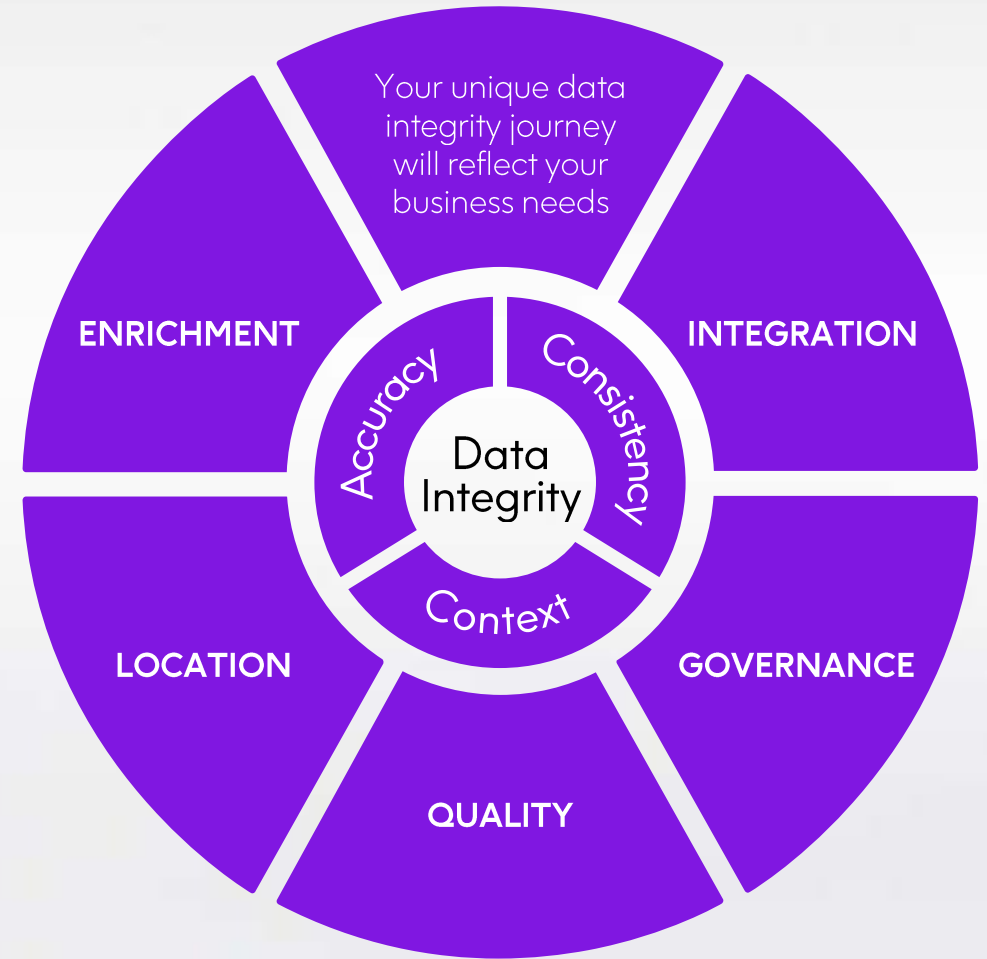
Best-in-class geo addressing capabilities validate addresses, assign lat/long (geocode), and append a unique identifier, to enable data enrichment



Design-in-the-cloud, run anywhere deployment is scalable, flexible, and cost-effective while allowing data quality processes to run wherever data lives

Data integrity is a journey

- Every journey to data integrity is unique and driven by business initiatives
- Market trends are accelerating the need for data integrity
- Precisely can help you at every step of your data integrity journey





The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000

customers

99

of the Fortune 100

100

countries

2,500

employees

Brands you trust, trust us



Data leaders partner with us



Questions?



Thank you!

www.precisely.com

Sales: 1 (877) 700 0970

precisely