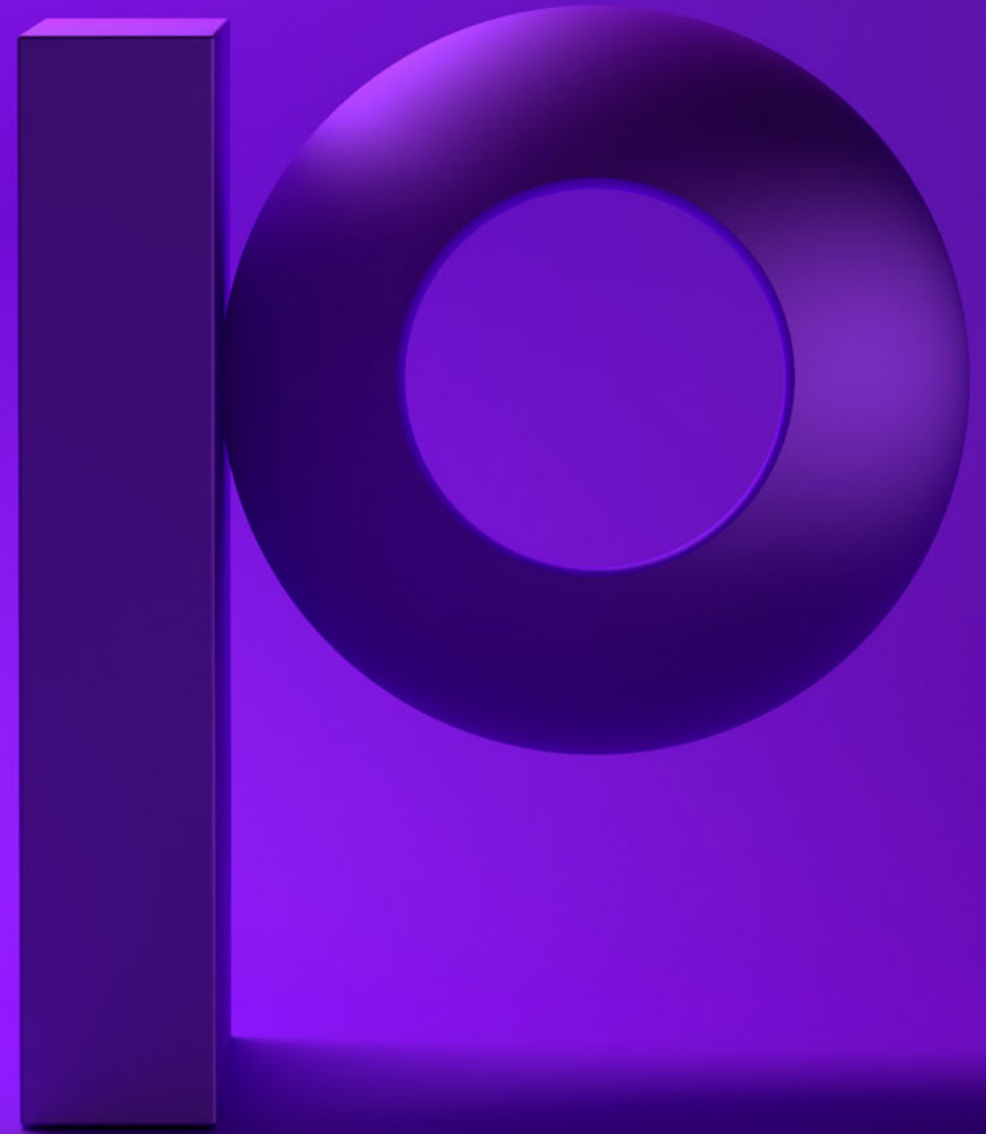precisely

Governance & Analytics

Crafting a Data-Driven Future

August 20, 2024

Today's speakers

Shaun Connolly
VP, Strategic Services

Hafees Chett
VP, Strategic Technologies

precisely

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	99	2,500
customers worldwide	of the Fortune 100	employees

Brands you trust, trust us

Data leaders partner with us

Industry analysts recommend us

Chances are… your D&A team is already investing in AI

91%

of leading businesses have ongoing investments in artificial intelligence

Source: NewVantage

- Chatbots
- AI assistants
- Knowledge management
- AI-powered workflows
- AI recommendations
- Contact center intelligence

Are you investing to prepare your data?

4%

"Only 4% said their data is AI-ready."

- Bias & hallucination
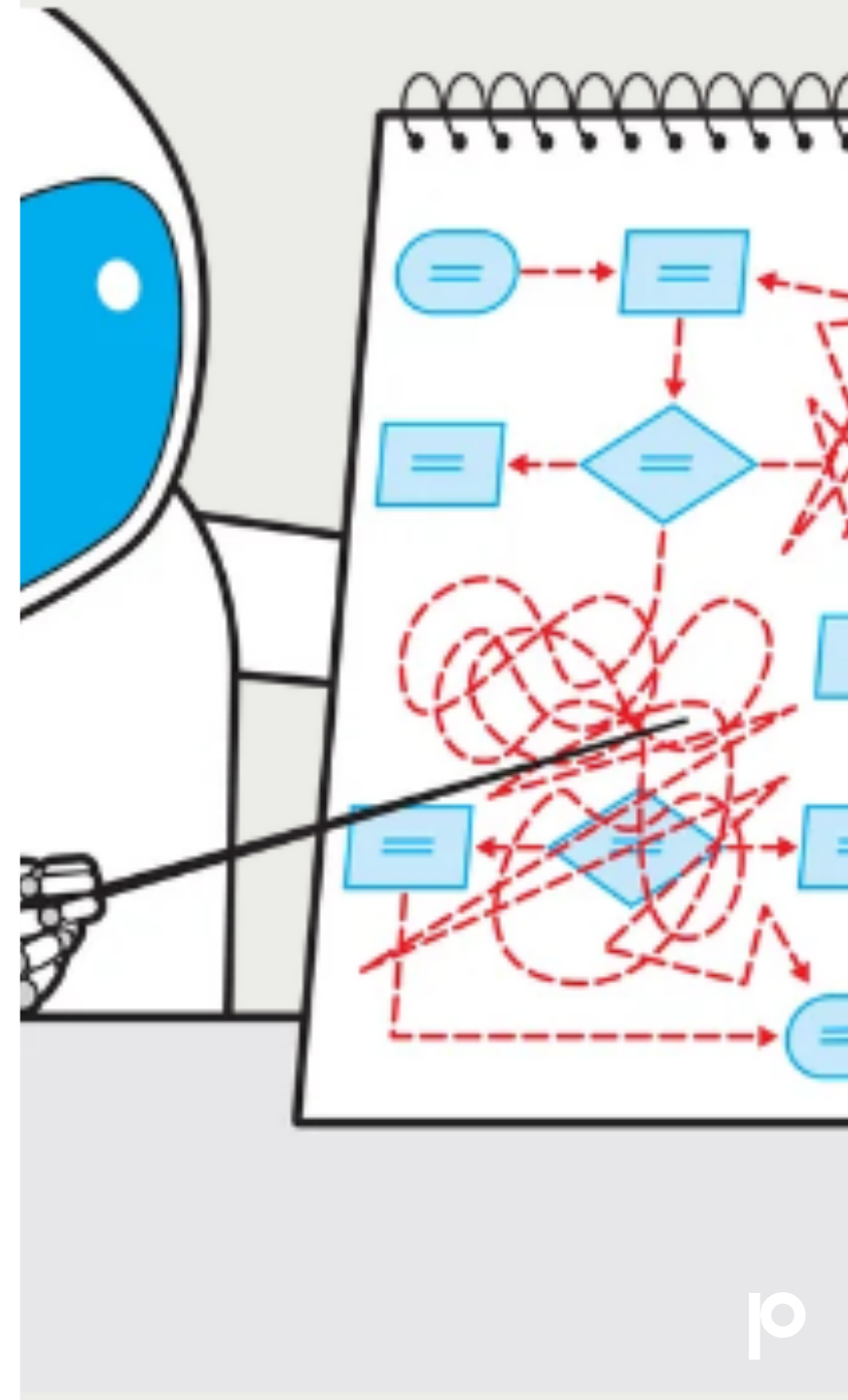- Poor model performance
- Inaccurate predictions
- Lack of relevance or nuance
- Excessive time invested in data prep

Business Impacts of Bad Data

- European transport company with inaccurate detailed profitability analytics lead to unprofitable pricing decisions and the wrong incentives for drivers

- HR recruiting application that prioritizes applications from men.

- Tutoring company automatically rejects women 55 or older – resulting in a 6-figure fine.

- Healthcare algorithm that fails to prioritize care for certain races of patients.

- Image generators produce images that lean into stereotypes regarding age, gender, race and more when producing images related to various jobs and roles

- Zillow's $3.8B loss due to AI that improperly valued homes – due to lack of relevant property insights.

Environmental Impact

The hidden cost of the AI boom: Social and environmental exploitation

by Ascelin Gordon, Afshin Jafari and Carl Higgs, The Conversation

"Tech giants are racing to ward off a carbon time bomb caused by the massive data centres they are building around the world"

– The Strait Times Feb 26, 2024

"Data centers fuel AI and crypto but could threaten climate, experts say"

- ABC News April 20, 2024

"The data-center share of U.S. electricity consumption is expected to triple by 2030. That's the equivalent of 40 million U.S. homes.

- Boston Consulting Group 2024

It's not easy…

- Average tenure for a CDO/CDAO is under two years

- Gartner 2024 Strategic Roadmap for Data and Analytics Governance:
  - CDAOs are failing to deliver sustainable business value through data and analytics, because of poor governance practices.
  - Poor data and analytics governance practices prevail in all but top-tier or high-performing organizations, which leads to an inability to respond effectively to new opportunities and challenges when they arise,
  - CDAOs struggle to address exactly what aspects of their governance to improve and how much to invest, because they don't have a clear benchmark for best practices in key governance areas.
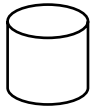
What we hear…

- Leadership is pushing AI, but they don't understand the complexity involved.

- How (and where) do I even get started ?

- I am struggling to articulate the value our data program and make any additional investments

- How do I establish and sustain business relevance (how do I get management to care and invest) ?

- What's the right organization design for my data program ? How are other doing it ?

- There is a cultural resistance to owning data issues and we struggle getting the business engaged

- How can I show value quickly ?

- We have a lack of organizational 'data literacy'

What We Do
Delivering Building Blocks of Analytics, AI, ML, etc.

Supply Side
Data Creation, Capture and Collection

Management & Exchange
Data Enrichment, Curation, Control & Improvement

Demand Side
Data Utilization, Consumption & Leverage

Supply Side
- Transactional/ Operational Systems
- Technologies
- Mobile
- Purchased Data

Management & Exchange
- Data Integrity Operations
- Metadata Management
- Data Quality Management
- Data Preparation & Engineering
- Data Intelligence
- Data Monetization & Accounting

Demand Side
- Data Products
- Metrics / KPI's
- Analytics
- Data Science, Machine Learning, Predictive Analysis

Strategic, Enablement and Managed Services

Data Integration	Data Observability	Data Governance	Data Quality	Geo Addressing	Spatial Analytics	Data Enrichment

Precisely Strategic Services

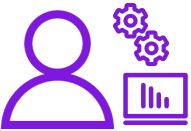## Accelerate & maximize value realization of your data investment

Data Strategy
Leverage our team of career data leaders and professionals to define, implement and optimize your data program using proven and leading practices and data solutions

Data Operations
Implement proven approaches to ensure critical data is prioritized and of high quality to deliver business results and enable strategic priorities

Organization Enablement
Instill a data-driven culture and accountability mindset for trusted decision-making and ensure business adoption of data-centric mentality using proven data operating models
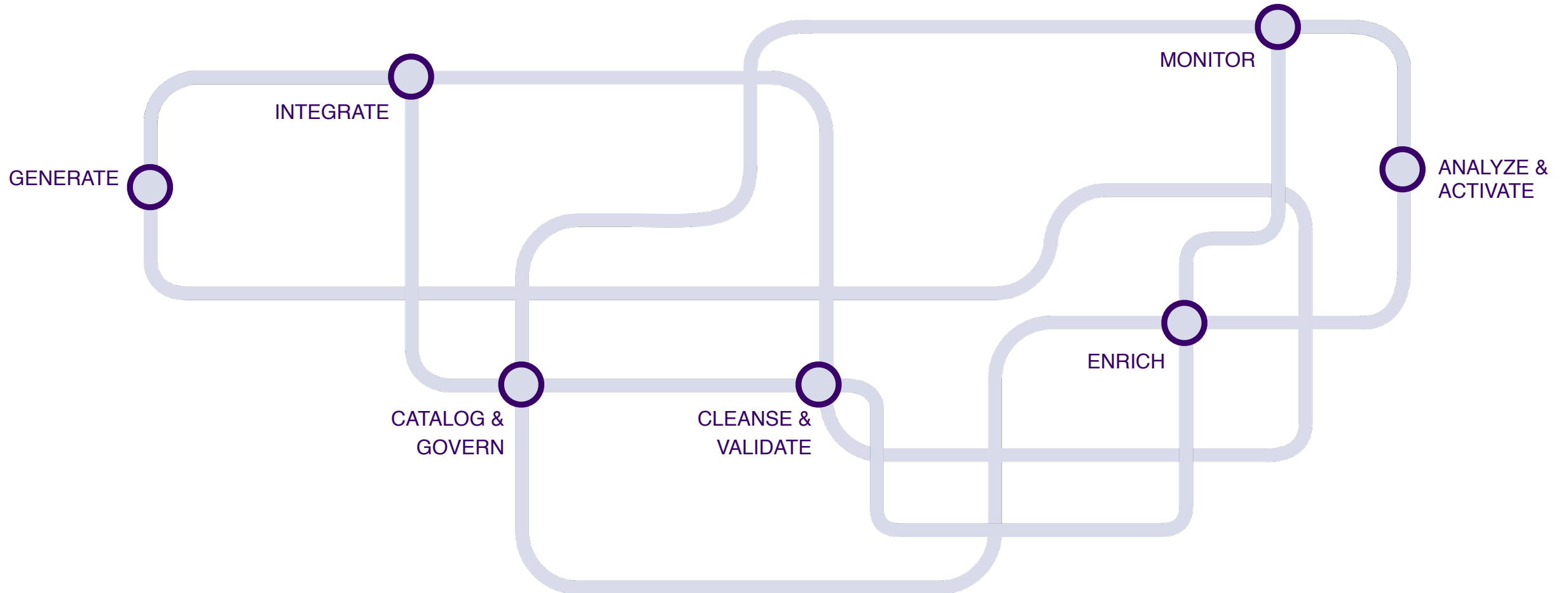
Value Realization
Clearly align data initiatives to business value drivers with meaningful performance measures that quantify their value and drive followership and adoption within the organization.

- Recognized Data Thought Leadership

- 100% Referenceable Client Success

- Strategy Through Execution

- Customer Enablement

- Business Value Delivery Model

- Proven Industry Knowledge

"Top choice for clients looking for a well-rounded data governance solution with solid data quality capabilities and data strategy consulting services"
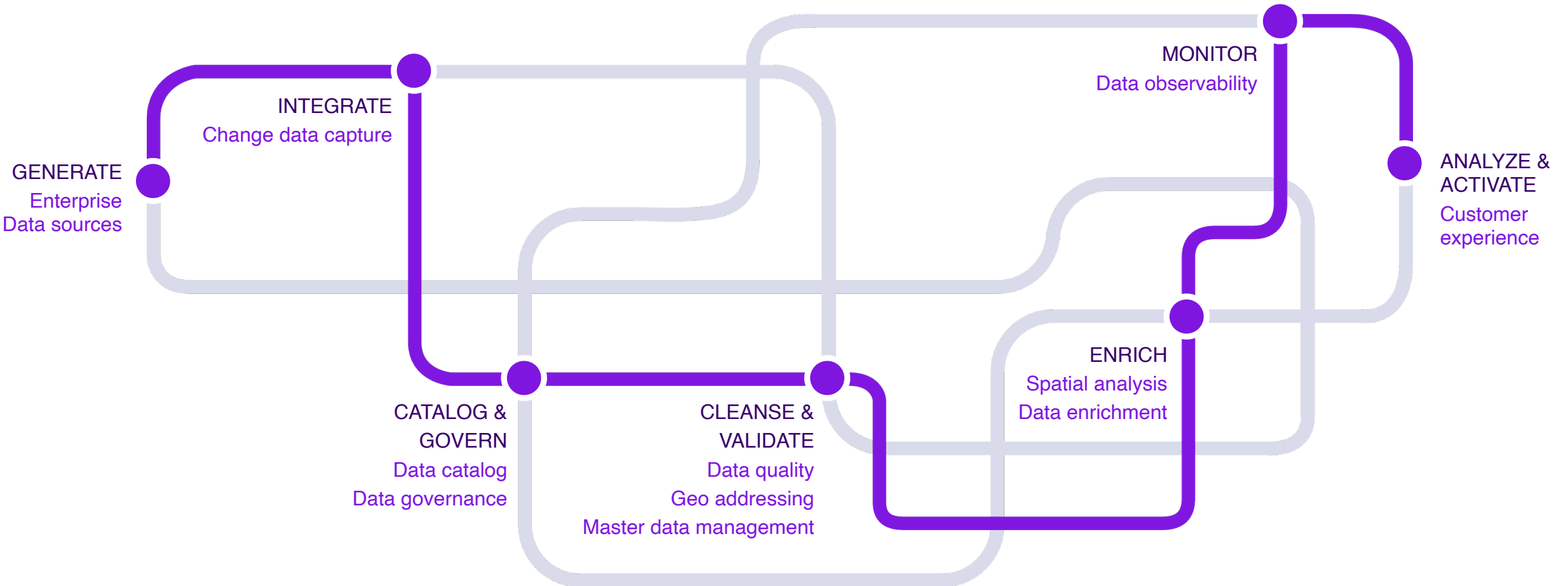
The Forrester Wave™: Data Governance Solutions, Q3 2021

The data journey is complex and ongoing

Precisely partners with you along the way

Complete set of data integrity capabilities and data strategy services

GENERATE

Enterprise
Data sources

INTEGRATE

Change data capture

MONITOR

Data observability

ANALYZE &
ACTIVATE

Customer
experience

ENRICH

Spatial analysis
Data enrichment

CATALOG &
GOVERN

Data catalog
Data governance

CLEANSE &
VALIDATE

Data quality
Geo addressing
Master data management

Your trusted partner for Data Integrity

Unrivaled experience

Decades of domain expertise from a single company

Comprehensive offering

Unique combination of software, data and data strategy services

Powerful business impact

We meet you where you are to solve today's challenges and build tomorrow's vision

Better Data. Better Decisions.

What are emerging considerations around data & analytics programs?

How can organizations build a strong business justification for holistic data and analytics governance practice?

What organizational models are most effective for holistic data and analytic governance?

What skills, roles, and team structures are most appropriate for holistic data and analytic governance across diverse environments?

What advanced tools and platforms are best suited to governance of new data and new analytic applications?

How can organizations measure the maturity of their data governance programs, and what metrics should they track?

What personalized dashboards do business and technical stakeholders require to track relevant data and analytics governance metrics and do their jobs most effectively?

What innovations do you feel will impact data & analytics governance programs in the future?

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eBook

Trusted Data, Powerful AI:

Driving Better AI Outcomes through Data Quality and Governance

DOWNLOAD NOW!

Thank you!

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