

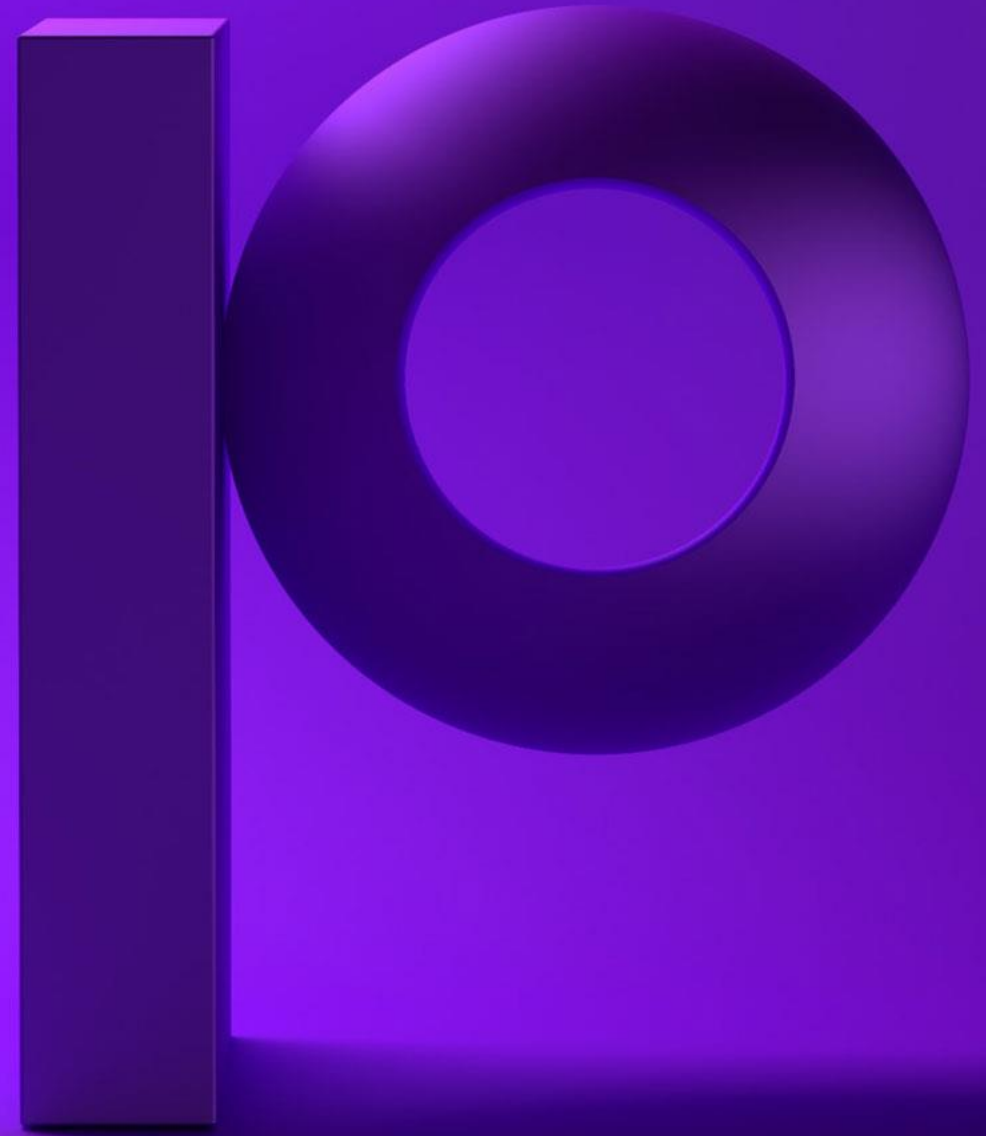
precisely

Empowering Business & IT Teams

Modern Data Catalog Requirements

Antonio Cotroneo | Product Marketing

Chris Reed | Sales Engineering



Introductions



Antonio Cotroneo
Product Marketing



Chris Reed
Sales Engineering



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

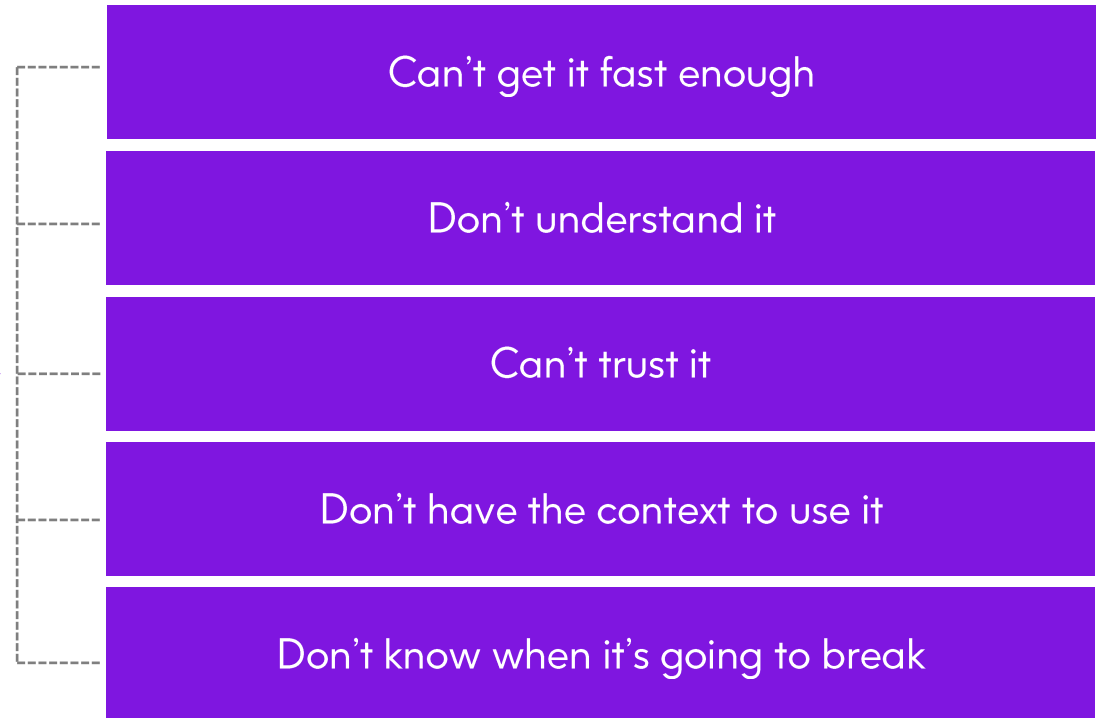
30%

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

27%

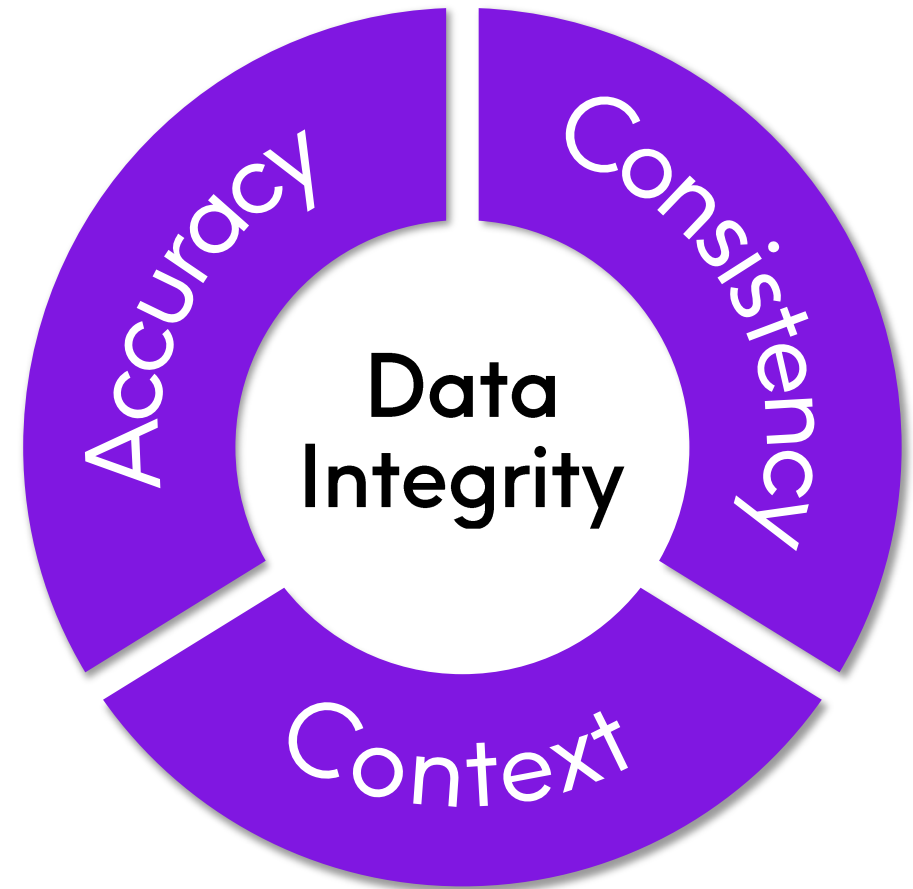
of data practitioners completely trust their data

Source: IDC



For trusted data, you need data integrity

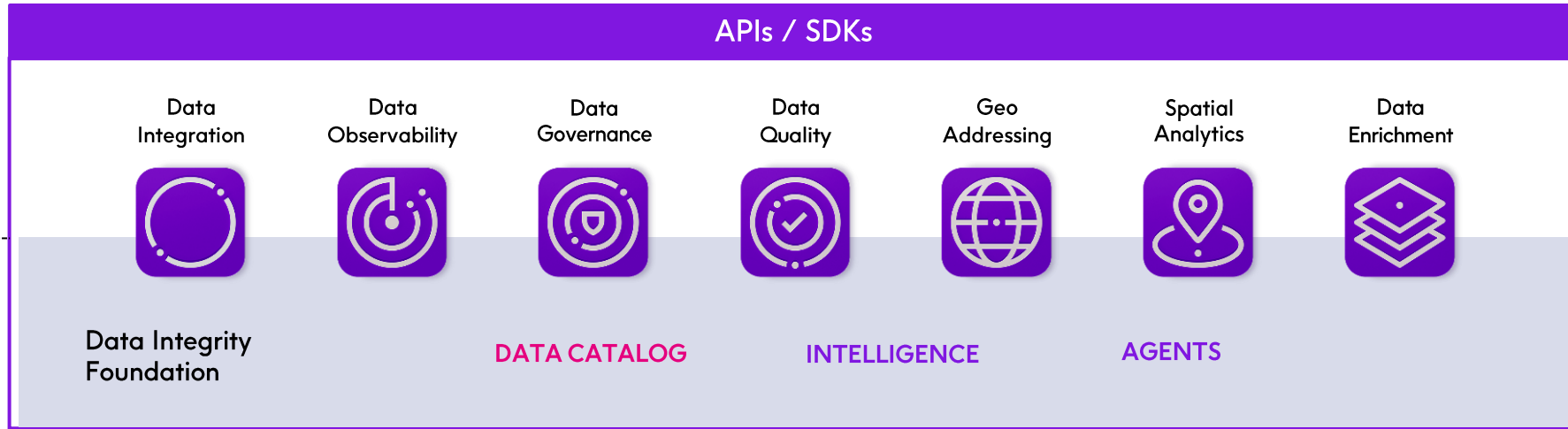
Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making



Data Integrity Suite

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



Business & IT collaboration

Streaming data pipelines

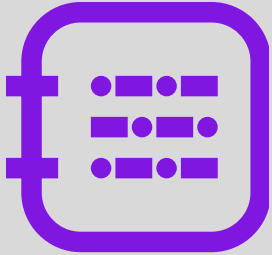
Data integrity processes run where the data is

Shared catalog of technical & business metadata

AI-driven rules, alerts, & enrichment

Flexible modular, interoperable solution

DATA CATALOG



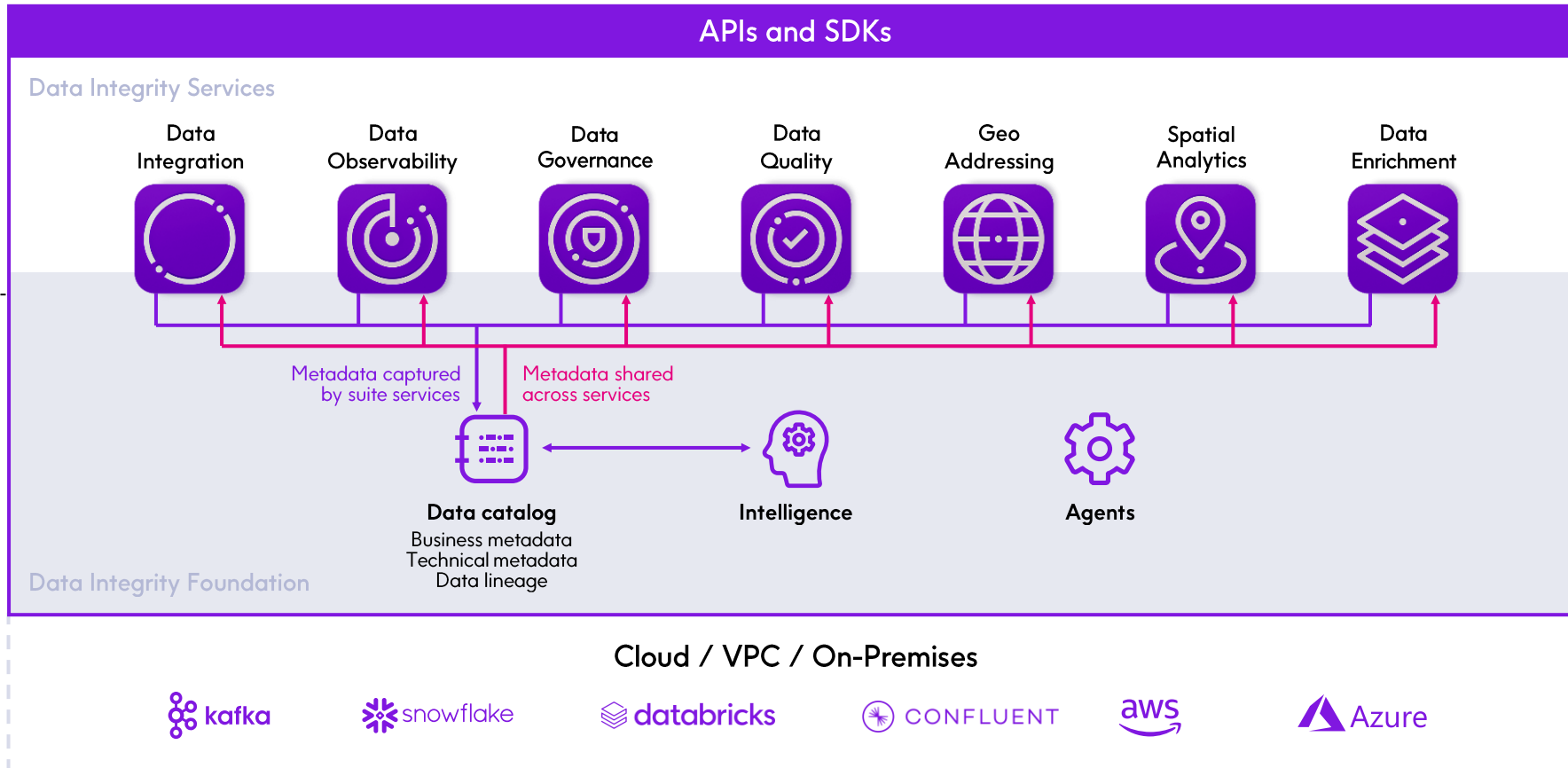
A DATA CATALOG IS CORE TO MANAGING DATA INTEGRITY

- Provides a single, searchable inventory of your organization's data assets
- Allows technical users to easily search, explore, understand, and collaborate on critical data assets
- Enables data stewards to monitor, audit, certify, and track data across its lifecycle through integrated data governance
- Allows for visualization of data relationships, data lineage, and data's business impact
- Supports the sharing of knowledge, comments, and surveys

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Empowering Business & IT teams



**Business
Owner**



**Data
Steward**



**Data
Engineer**



**Data Analyst/
Technical Steward**



Demonstration

What it Means for You

1

Data Engineer – Cataloging data sources

Easy to use cataloging for discovering your data throughout your enterprise

2

Data Analyst – Quality & enrichment, pipeline creation

Improve the quality and the business context of your data

3

Data Steward - Profile & monitor for changes over time

Be proactive in understanding AI/ML enabled data trends that could have significant impact

4

Business Owner – Searchability, context & collaboration

Easily find and understand key data and take action with requests and suggestions



Modern Data Catalog Requirements



Cross-functional teams collaborate and understand the full lifecycle of data



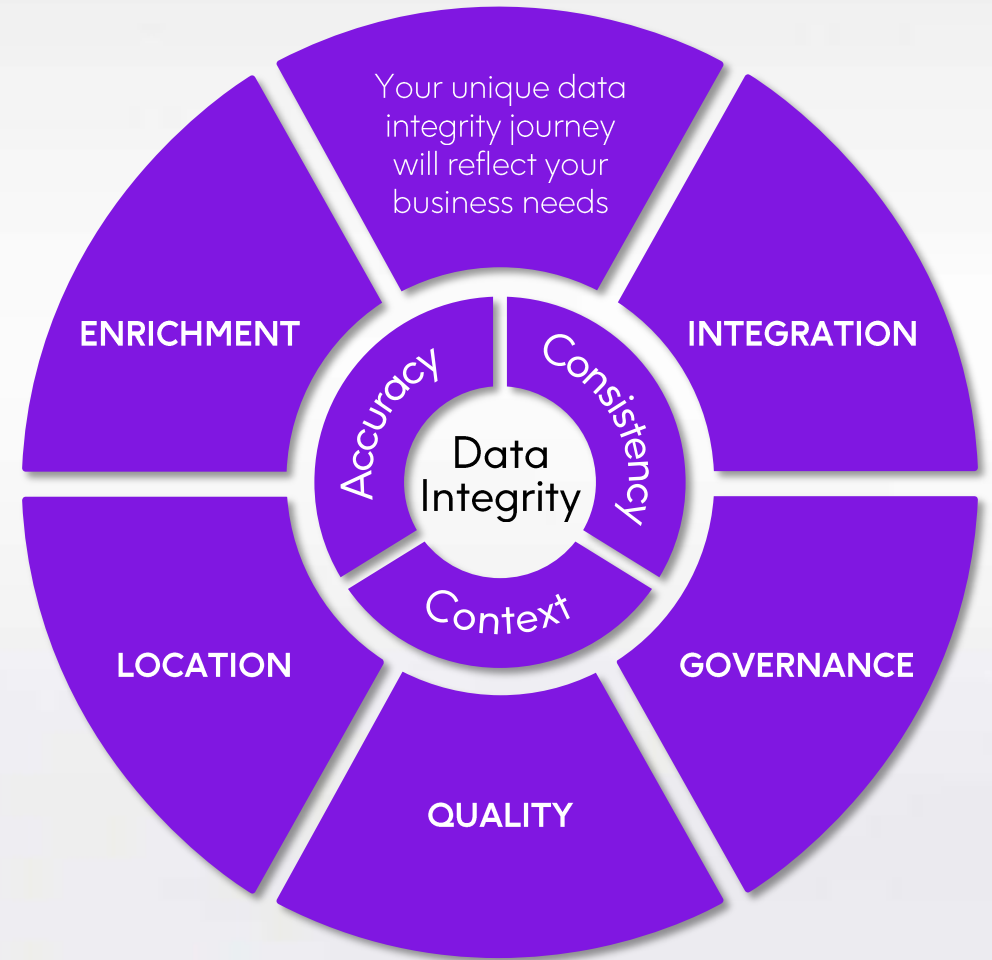
A unified experience for easy visibility into business and technical metadata



Critical metadata is automatically harvested & cataloged in a single solution

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



Questions?

Trust '23 – The Data Integrity Summit



www.precisely.com/trust23

View the full agenda and register for free!

- **Keynotes** from:
 - Josh Rogers, CEO of Precisely
 - Drexel's LeBow College of Business
 - Customer spotlights
- **Product innovation announcements** for:
 - Data Integrity Suite
 - RapidCX
- **Panels** focused on:
 - ESG
 - Modern data architecture
- **Breakout sessions** including:
 - From Raw Data to Insights: Simplifying Data Validation and Enrichment
 - Strategically Approaching Digital Transformation
 - Preventing Data Downtime with Effective Data Governance, Observability, and Quality Strategies

Thank you!

www.precisely.com

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