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Unified Data Reliability

with iceDQ: identify & Fix Data Issues Early

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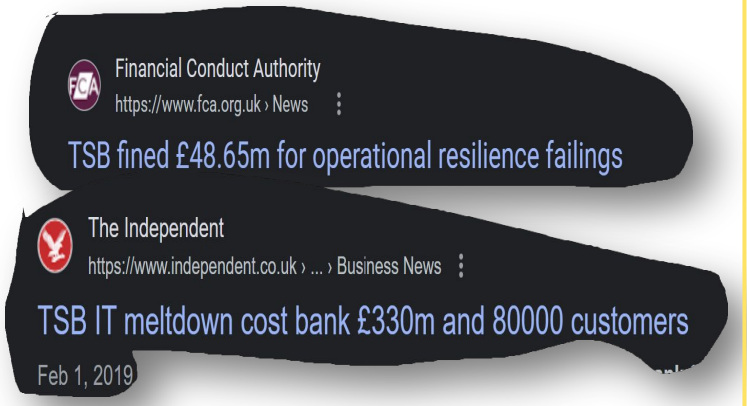
What's common between them?

UK bank TSB botched migration for 5 million customers.

April 2018-2022



The Titan had a catastrophic implosion 13,000 feet under

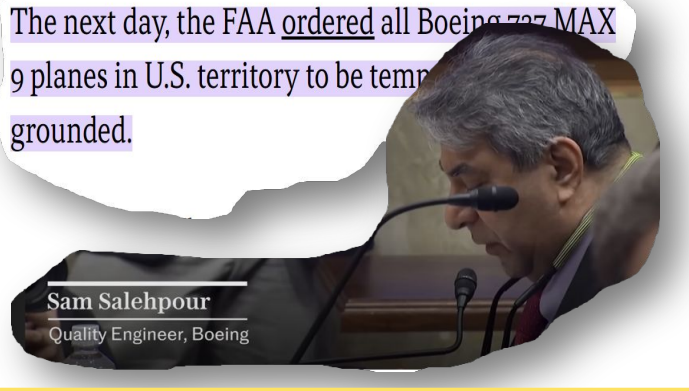
June 18, 2023

the community even wrote letters to the company, saying that what they were doing was too experimental to carry passengers and needed to be certified

Boeing Max lost door at 16,000 feet in air.

January 5, 2024

The next day, the FAA ordered all Boeing 737 MAX 9 planes in U.S. territory to be temp grounded.



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Defects were
Observed, bu
after the fact.

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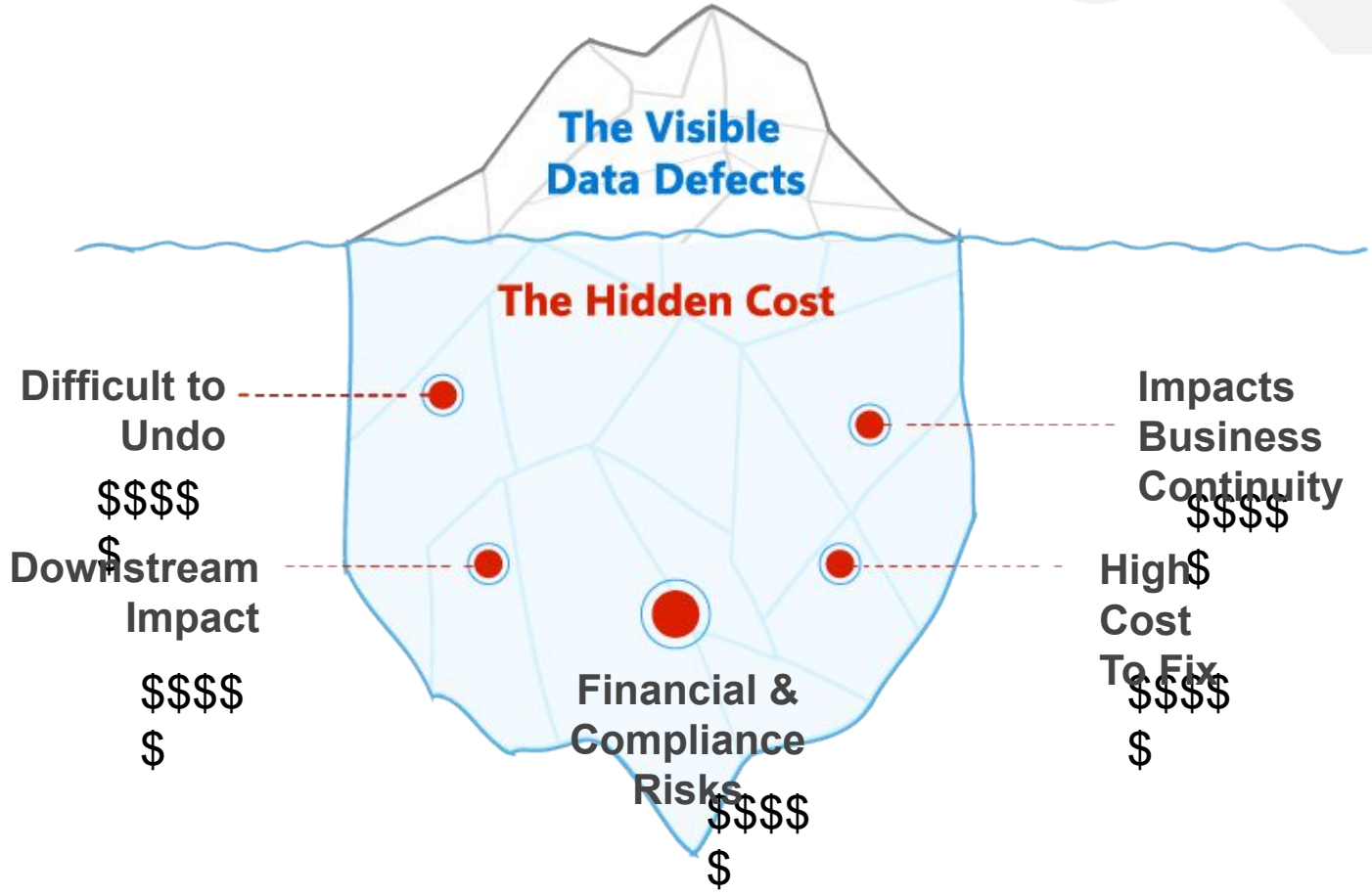
The Cost of Defects in Production...



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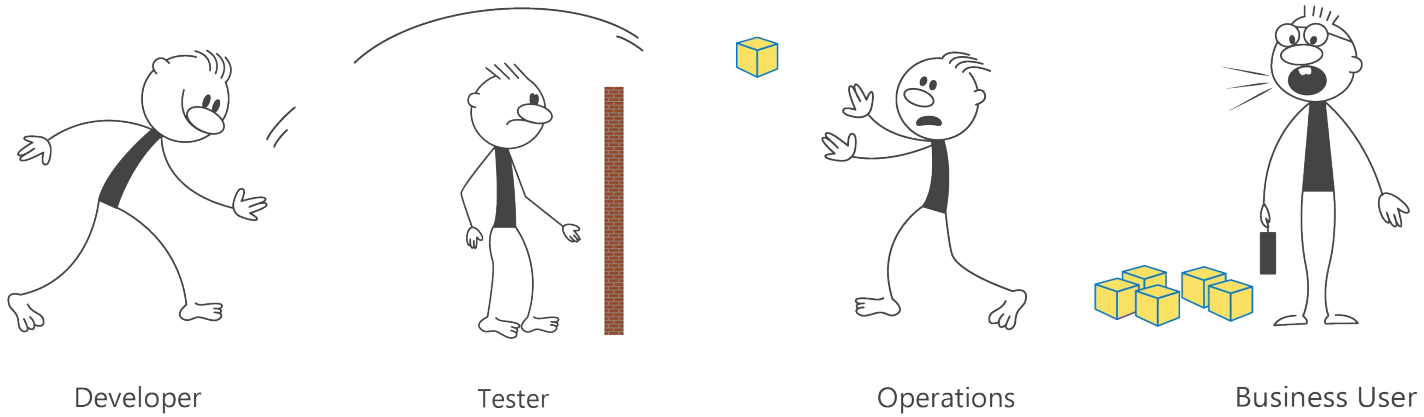
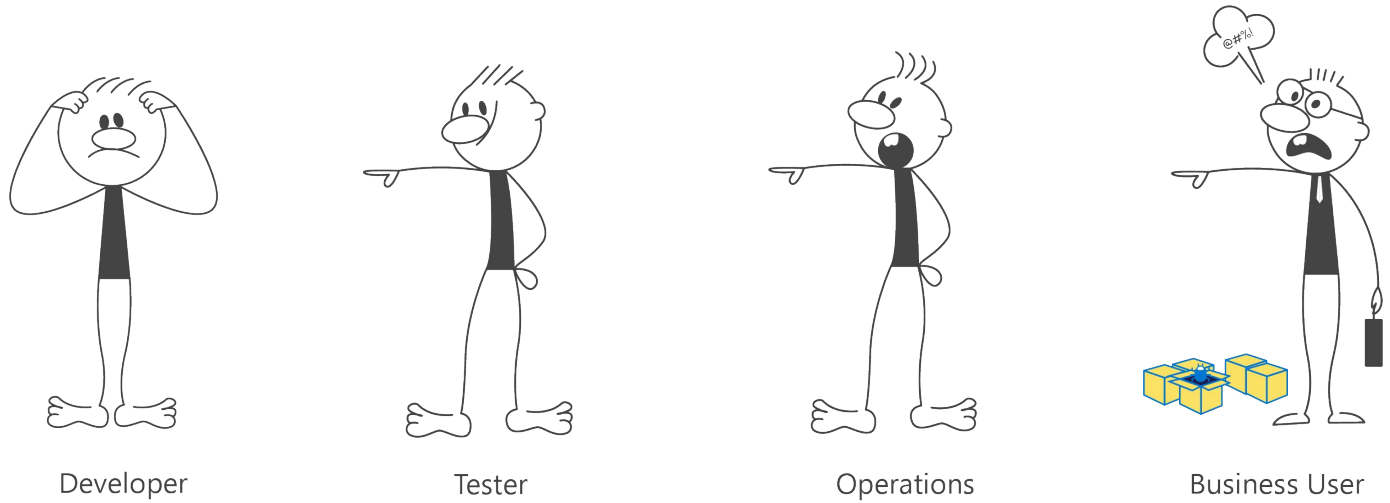


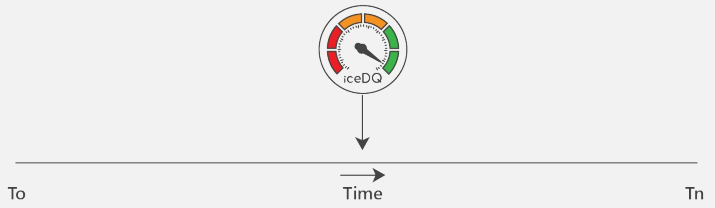


Time to Rethink?

1. Evolve to Data Reliability Engineering (DRE)
2. Data Factory Approach
3. Unified Data Testing, Monitoring & Observability

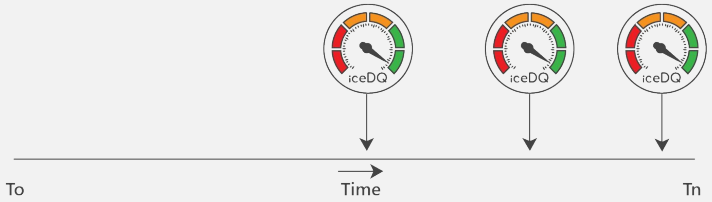
1. Evolve to Data Reliability Engineering (DRE)

DQ - Data Quality



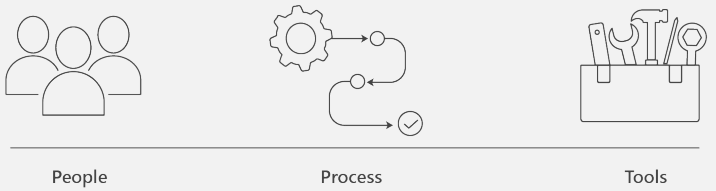
Data Quality is an <u>instance</u> in time.

DR - Data Reliability



Data Reliability is <u>consistent</u> data quality <u>over time</u>.

DRE - Data Reliability Engineering

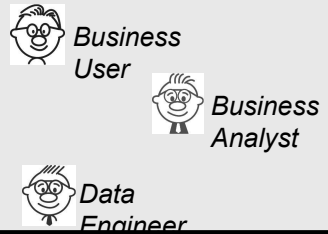


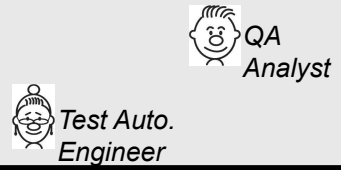
Data Reliability Engineering is a <u>practice</u> of integrating people, processes, and products to deliver reliable data.

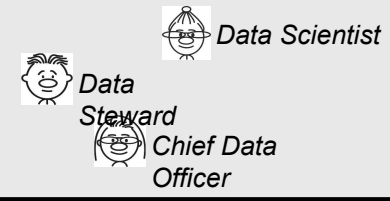
2. The Data Factory Approach

3. Unified Data Testing, Monitoring & Observability

BUILD & TEST DATA FACTORY			RUN & MONITOR DATA FACTORY	PRODUCE & OBSERVE DATA
DEVELOP DATA PIPELINE	**TEST DATA PIPELINE**	**DEPLOY DATA PIPELINE**	**OPERATIONS**	**DATA QUALITY**
AUDITING REQUIREMENTS	QA TESTING	CERTIFY CICD PIPELINE	DATA RECONCILATION	MEASURE DQ
UNIT TESTING	INTEGRATION TESTING	DEPLOY WHITE BOX MONITORING	IN-PROCESS CHECKS	NOTIFY
	USER ACCEPTANCE TESTING		SOURCE DATA CHECKS	TRIAGE INCIDENTS
	REGRESSION TESTING			BUSINESS CHECKS







DATA TESTING | DATA MONITORING | DATA OBSERVABILITY

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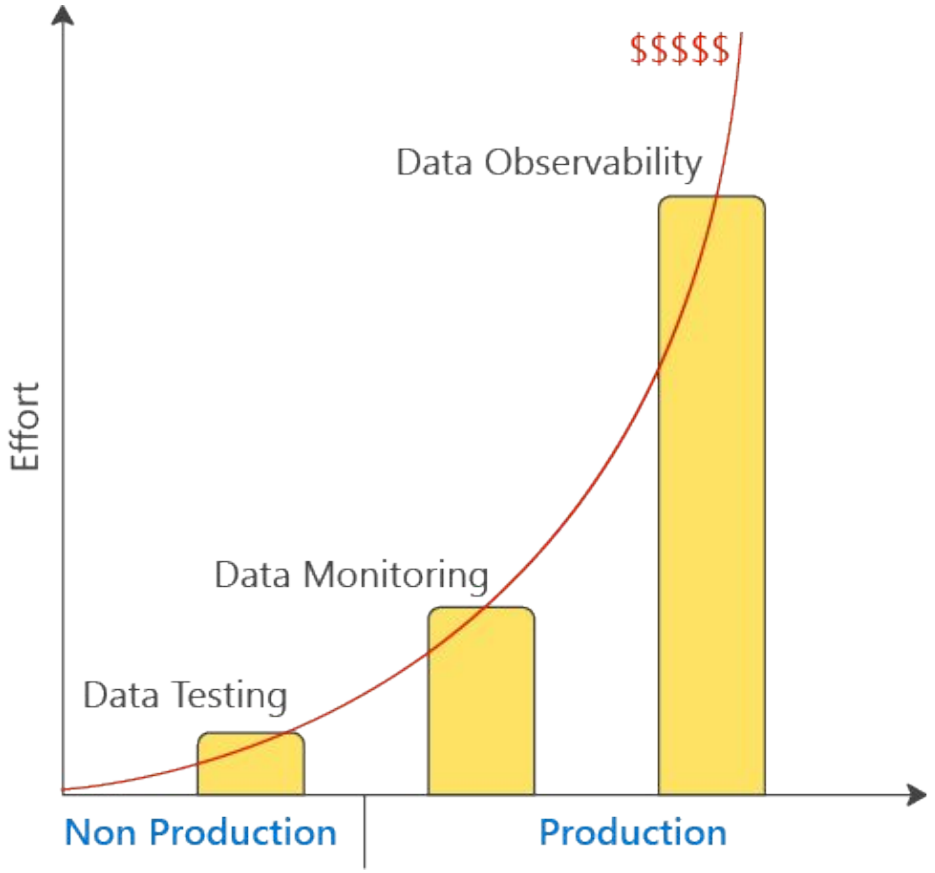
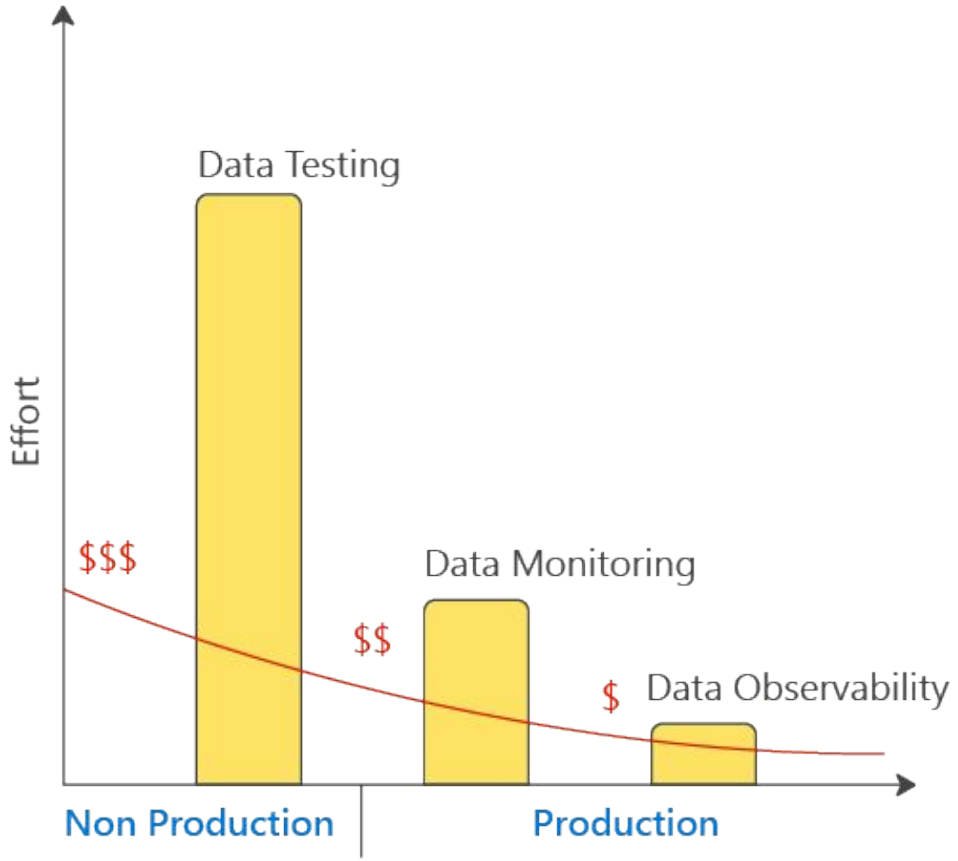
Shift Efforts Left, Cut Costs Right!





Your Road to Zero Data Defects

Thank you
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