

precisely

Dataversity Data Quality Demo Day

Automate Data Trust:
From Assessment to Action at Scale

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Introductions



Jeff Brown

Sr. Director, Product Management
Precisely



Trey Wood

Sr. Sales Engineer
Precisely



Data leaders face an uphill battle

60%

State AI is a key influence on their data programs.

75%

State operational efficiency as an essential goal for data and AI programs.

76%

State data-driven decision-making and advanced analytics are top goals.

51%

Data quality is the most common data integrity priority for more than half of data & analytics leaders.

data privacy & security
bias
inadequate architecture
AI governance
business value measurement
data availability
organizational silos

trust in AI
integration complexity
data quality
data silos
data governance
AI-relevant talent
AI integration complexity



The leader in data integrity

Our unique blend of software, data, and data strategy consulting delivers **trusted, contextualized data** to drive confident decisions and competitive advantage **in the Age of AI.**

Decades of deep domain expertise

12,000

customers worldwide

95

of the Fortune 100

2,600

employees



Brands you trust, trust us



Data leaders partner with us



How Precisely powers data integrity for Agentic AI



▶ **Interoperable** services & APIs that fit your tech stack

▶ **Common metadata** foundation connects services

▶ **Runs where data lives,** on-prem or in the cloud

▶ **AI-driven,** user-friendly experience



What you will see

1 Discover

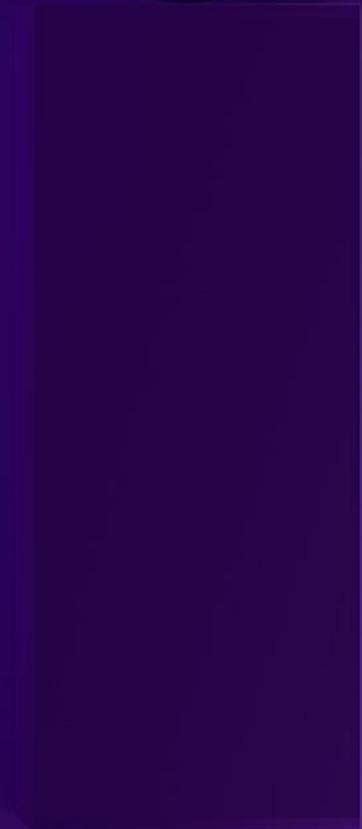
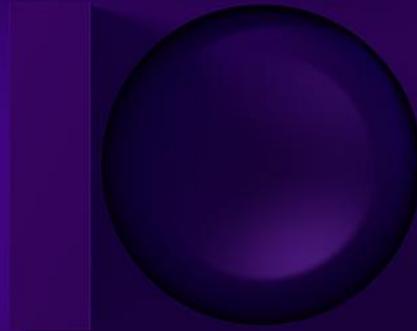
3 Improve

2 Assess

4 Observe



Demo



What you saw

1

Discover

Quickly find the data driving your AI and analytics so you can trust their outcomes

2

Assess

Profile data and apply quality rules to uncover risks before they impact decisions

3

Improve

Cleanse, verify, transform, and enrich data so it is reliable for analytics, AI, and compliance

4

Observe

Proactively monitor data and provide alerts to ensure continued trust



What sets Precisely data quality apart

Simplified data integrity experience



Unify, data quality, governance, observability, in one interoperable user experience

Advanced data quality, everywhere



Use AI and automation to generate, apply, and scale robust & reusable data quality rules across workloads

Data quality where your data lives



Run data quality where your data lives with flexible, cost-efficient pushdown optimization across all environments

Pinpoint accurate address verification and enrichment



Verify global addresses with market-leading accuracy, and enrich thousands of contextual attributes with PreciselyID

Precisely: The leader in data integrity

Software

Ensure accuracy and unlock hard-to-access data with end-to-end data integrity lifecycle capabilities

Integration • Governance • Quality • Observability
Automation • MDM • Mainframe Optimization
Location Intelligence • Customer Communications

Data

Enrich your data with context, adding unmatched breadth of property, location & business datasets

Audiences • Boundaries • Demographics
Places • Properties • Risks • Streets
Data Link partners:
Dun & Bradstreet • GeoX • Overture Maps • Regrid

Consulting

Accelerate results with Data Strategy Consulting professionals, averaging 25+ years of domain expertise

Data Design & Strategy • AI Readiness Assessment
Data Execution & Optimization

Ensures trusted data for AI, operational efficiency & analytics

Thank you!

Questions?



Learn More!

www.precisely.com

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