

precisely

AI You Can Trust

The Critical Role of Governance and Quality

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Introductions



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Data fuels the entire business

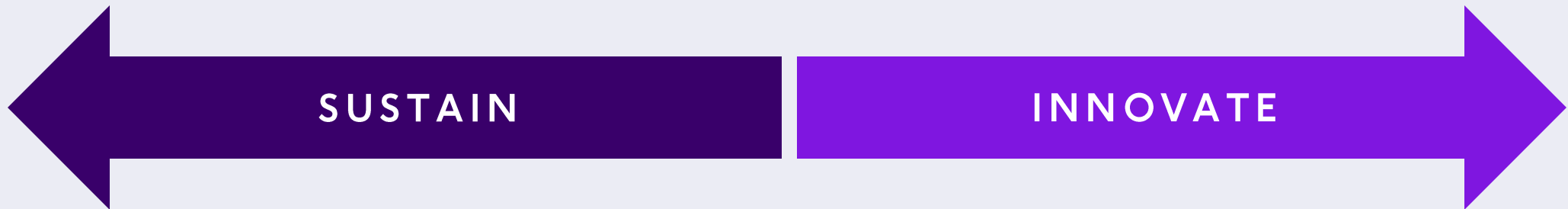
Finance & Legal
HR & Operations
Information Technology
Product & Engineering
Sales & Marketing
Fulfillment & Support



#1 priority: data-driven business decisions

2024 Data Integrity Trends & Insights Report

Tension between today and tomorrow

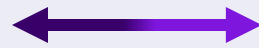


Solve data challenges



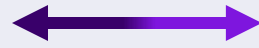
Deliver on strategic initiatives

Manage manual processes



Automate complex business processes

Avoid security and compliance risk



Adopt AI to drive innovation

Innovation alleviates the tension

Common initiatives for moving the business forward

Modernization	Artificial Intelligence
Automation	Data Democratization
Cloud Adoption	Analytics & BI
Risk & Compliance	Efficiency & Optimization

Trusted data is foundational to successful AI, automation & other critical business initiatives



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

customers worldwide

93

of the Fortune 100

2,500

employees



**Brands you trust,
trust us**

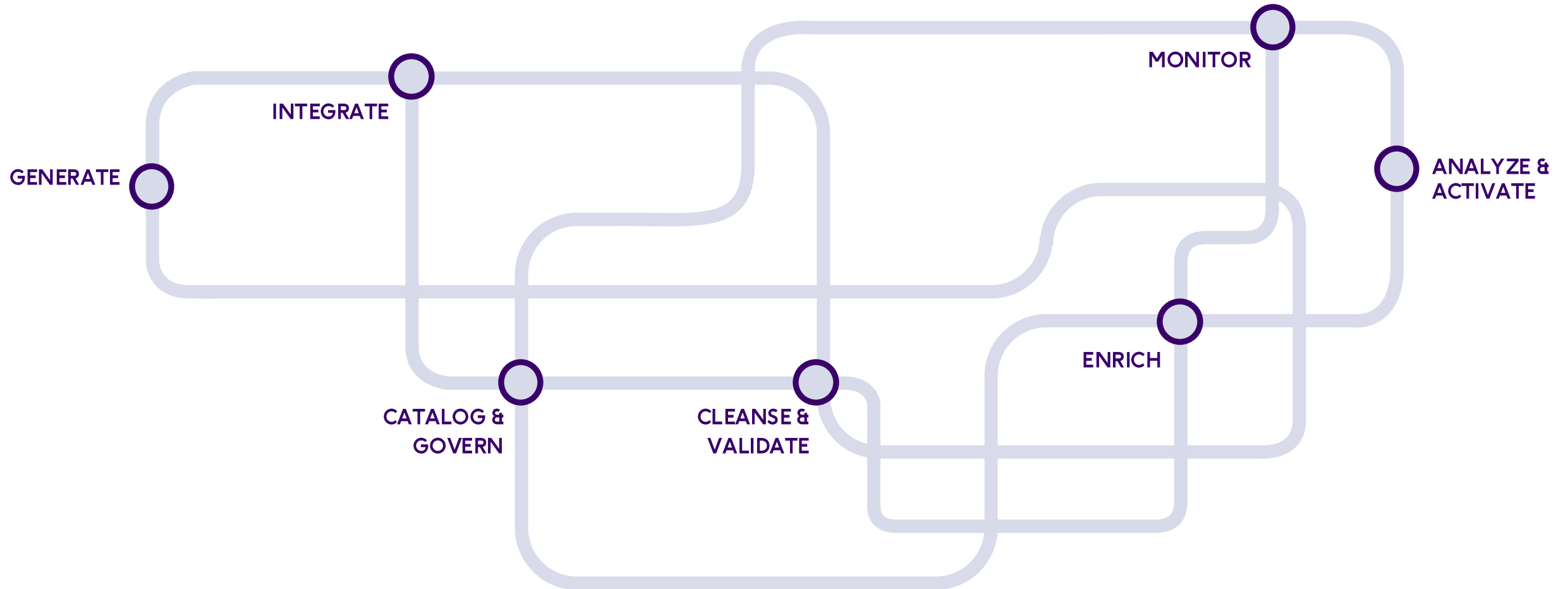


**Data leaders
partner with us**



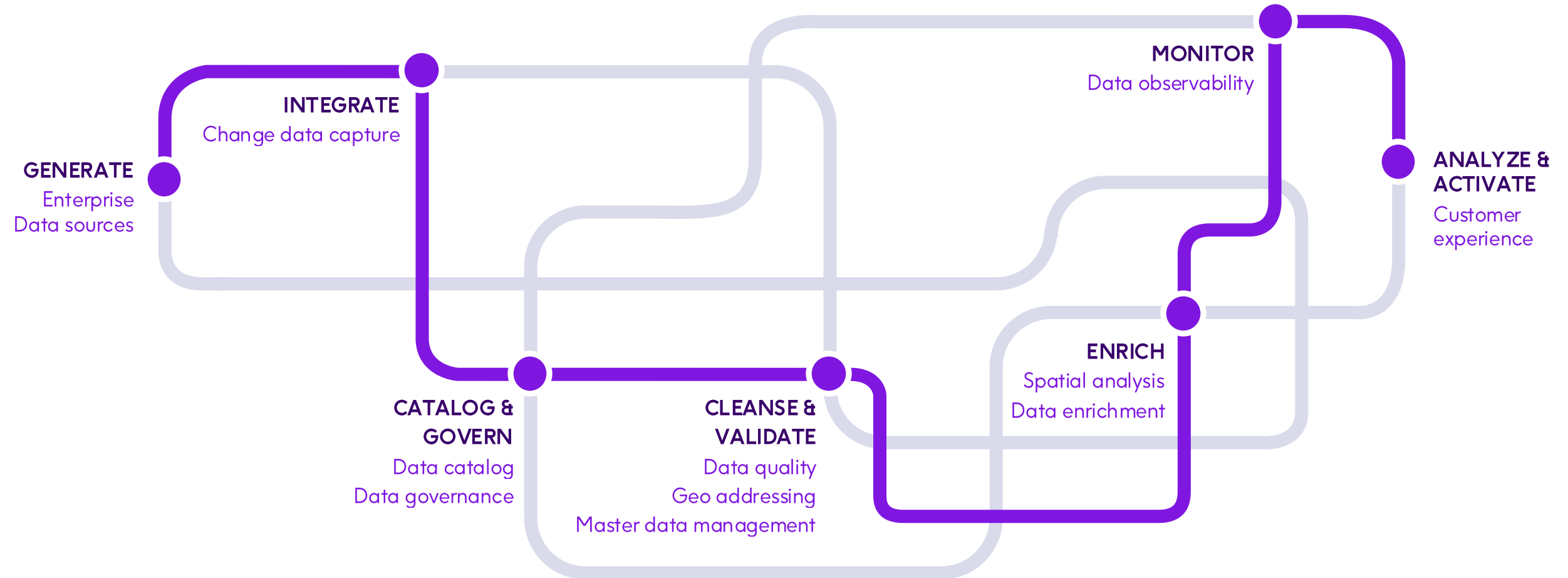
**Industry analysts
recommend us**

The data journey is complex and ongoing



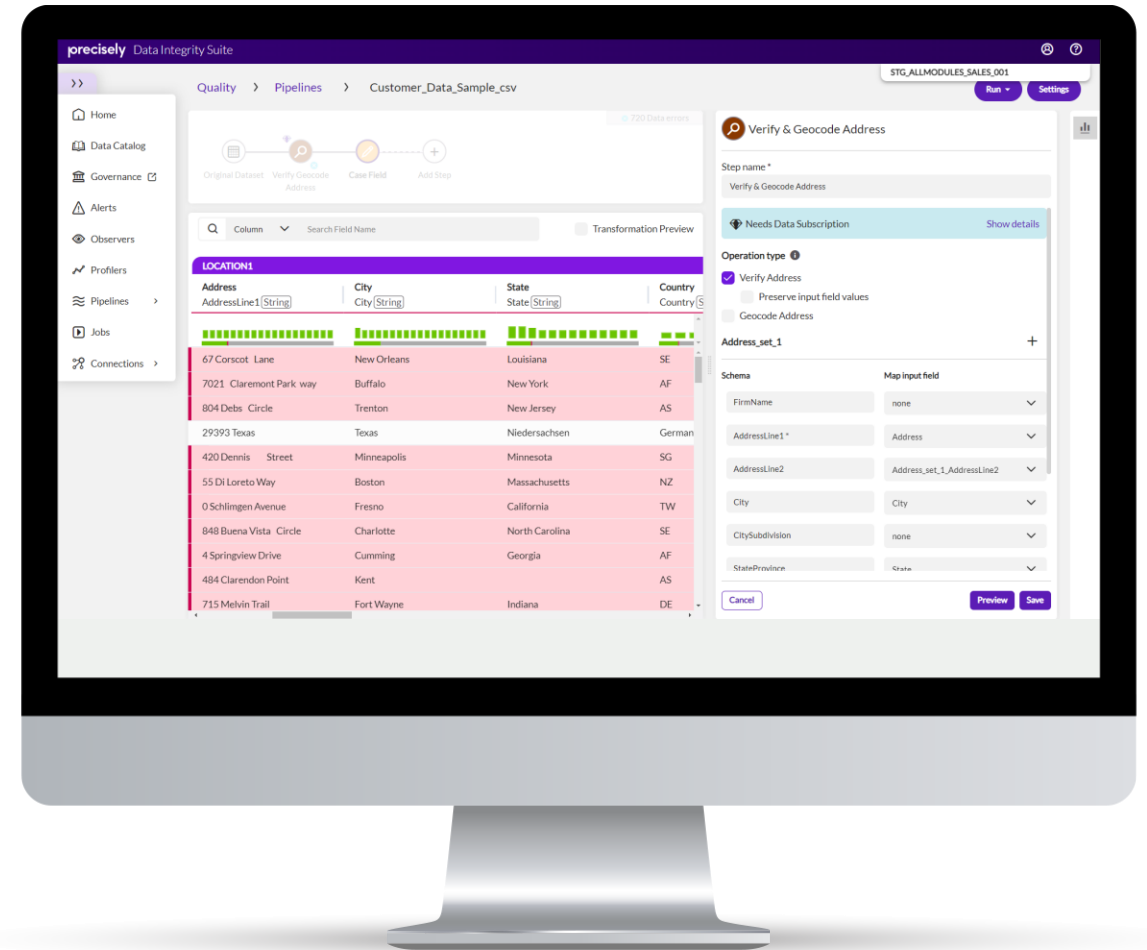
Precisely partners with you along the way

Complete set of data integrity capabilities and data strategy services



Data Integrity Suite accelerates the journey

- Flexible, interoperable SaaS services
- Runs where data lives - on-premises or in the cloud
- Business-friendly user experience with AI-driven suggestions
- Unique in the market in its breadth of capabilities
- Common foundation with shared data catalog connects all capabilities



precisely
Data Integrity Suite



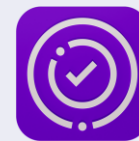
Data Integration



Data Observability



Data Governance



Data Quality



Geo Addressing



Spatial Analytics



Data Enrichment



Why Your Data Needs to be AI Ready

85%

of AI projects

FAIL

due to bad data
quality or little to
no relevant data¹
(Gartner)



• Productivity & Efficiency



• Economic Impact



• Innovation & Decision-Making



• Customer Experience



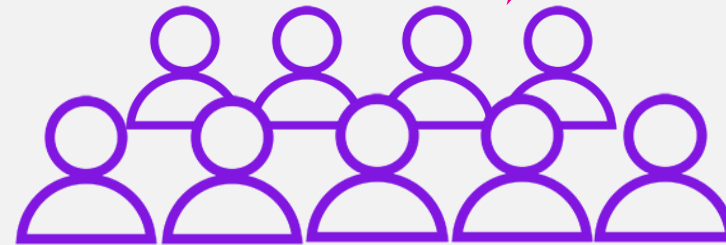
• Talent & Workforce

Central Data Lake can Accelerate AI Initiatives



Over 80% of our data is already in our central data lake

Will this accelerate & assure the success of our AI initiatives?



Common Misconceptions About AI Projects



Over 80% of our data is already in a central data lake



• Assumption of Data Quality



• Overlooking Data Governance



• Underestimating Integration Challenges



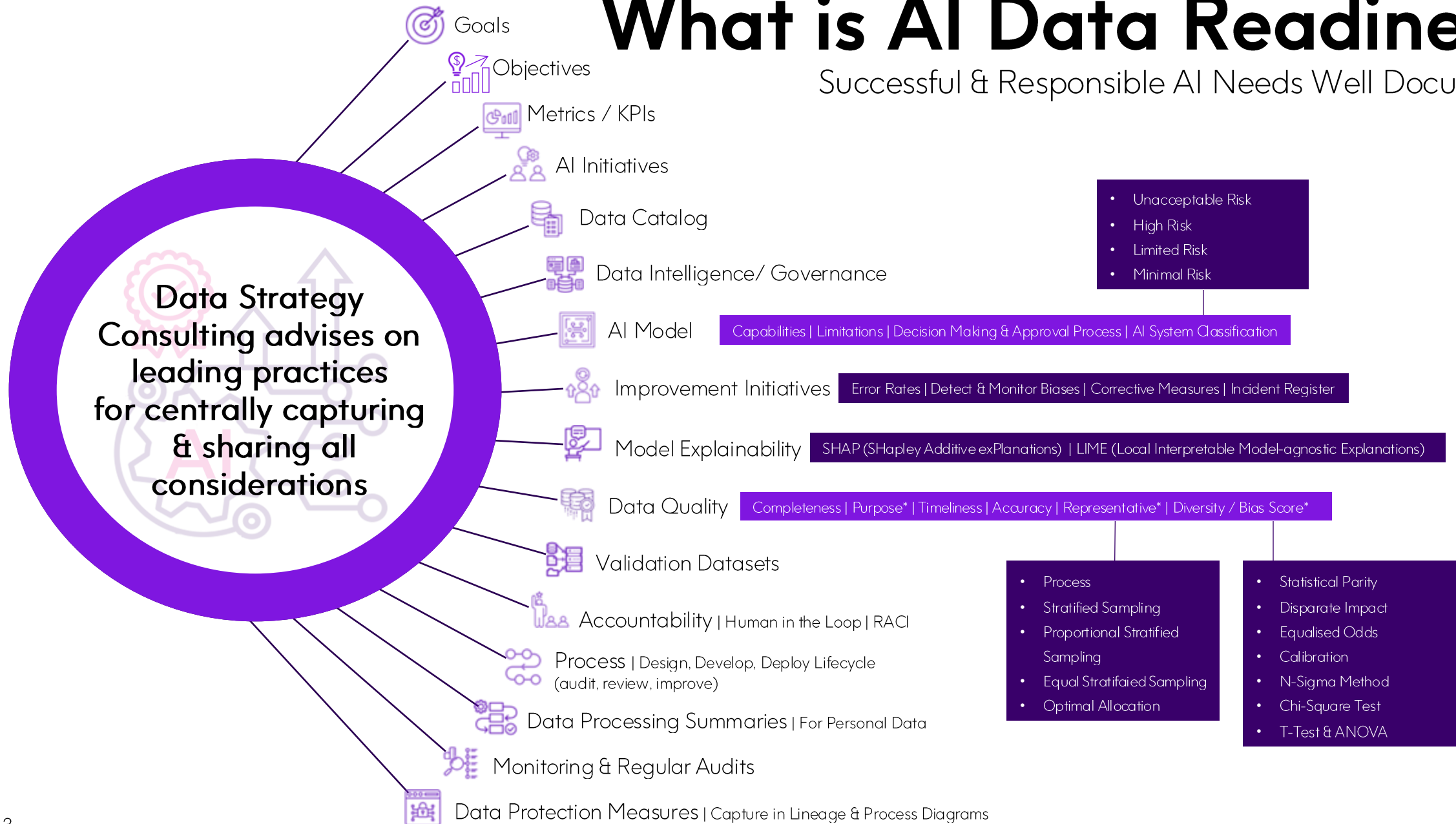
• Ignoring the Need for Skilled Talent



• Expecting Immediate Insights

What is AI Data Readiness?

Successful & Responsible AI Needs Well Documented:



Working with many of the world's most successful brands

FINANCIAL SERVICES



INSURANCE



TELCO



PUBLIC SECTOR



RETAIL & REAL ESTATE



MANUFACTURING & CPG



The image features a solid purple background with several 3D-rendered geometric shapes. At the top left is a horizontal rectangular block. To its right is a sphere. Further right is another sphere, positioned above a vertical rectangular block. In the center, the text "Thank you" is written in a white, sans-serif font. Below this text is a vertical rectangular block. At the bottom left is a sphere, followed by a horizontal rectangular block. At the bottom right is a vertical rectangular block. The text "precisely" is written in a white, sans-serif font at the bottom center, overlapping the bottom-right corner of the central vertical block.

Thank you

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