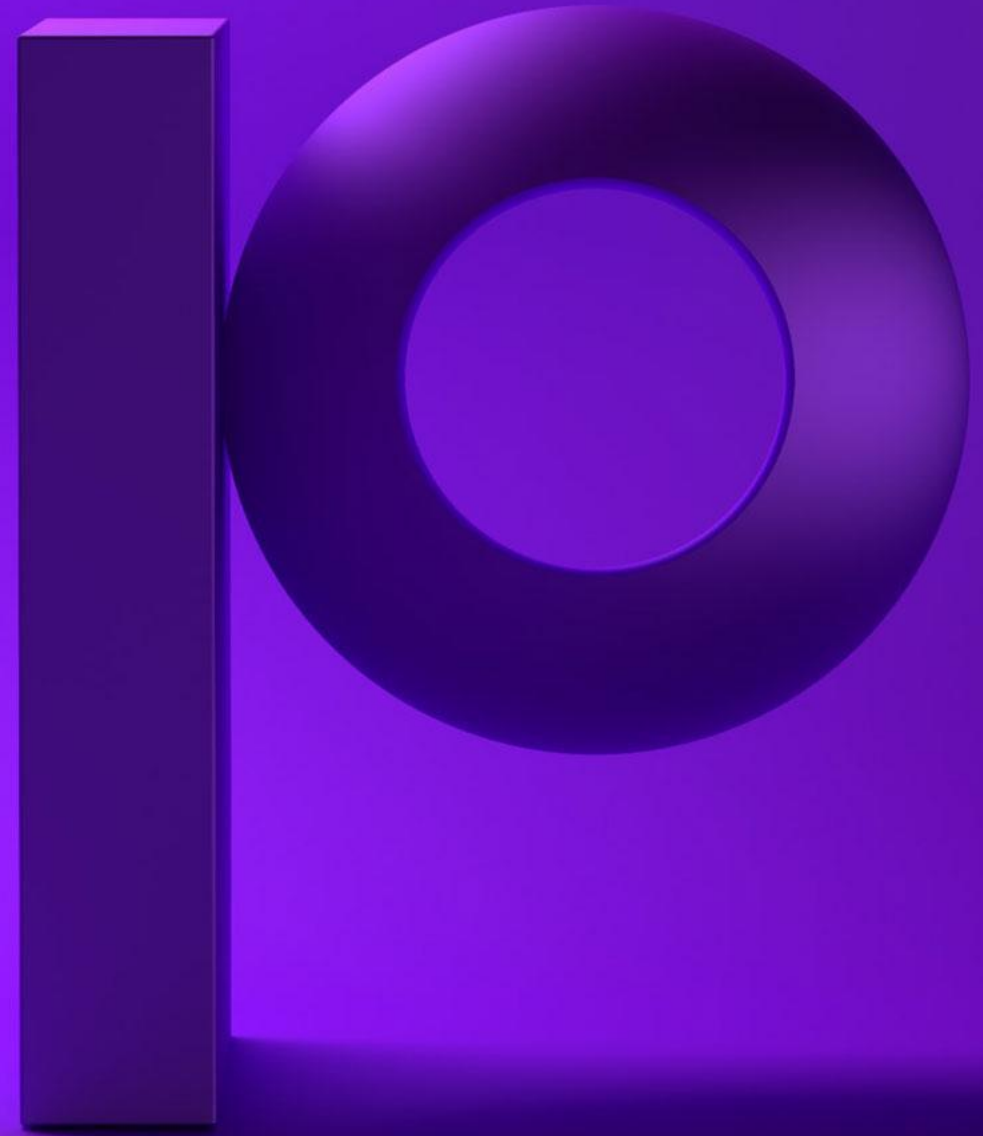precisely

AI Mastery

Elevating Outcomes Through
Data Quality & Governance

Panel introductions

Ana-Maria Badulescu
Sr. Director, AI Lab
Precisely

Sachin Bapat
VP, Value Engineering &
Business Architecture
Precisely

Matthew Vandevere
VP, Strategic Services
Precisely

Moderator
Julie Skeen
Precisely

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

The business impact of AI

Economic Impact

Estimated to be between

$6.1-$7.9

Trillion annually

Use Cases Examples

- Personalized Healthcare diagnostics and treatment recommendations
- Algorithmic trading and risk assessment
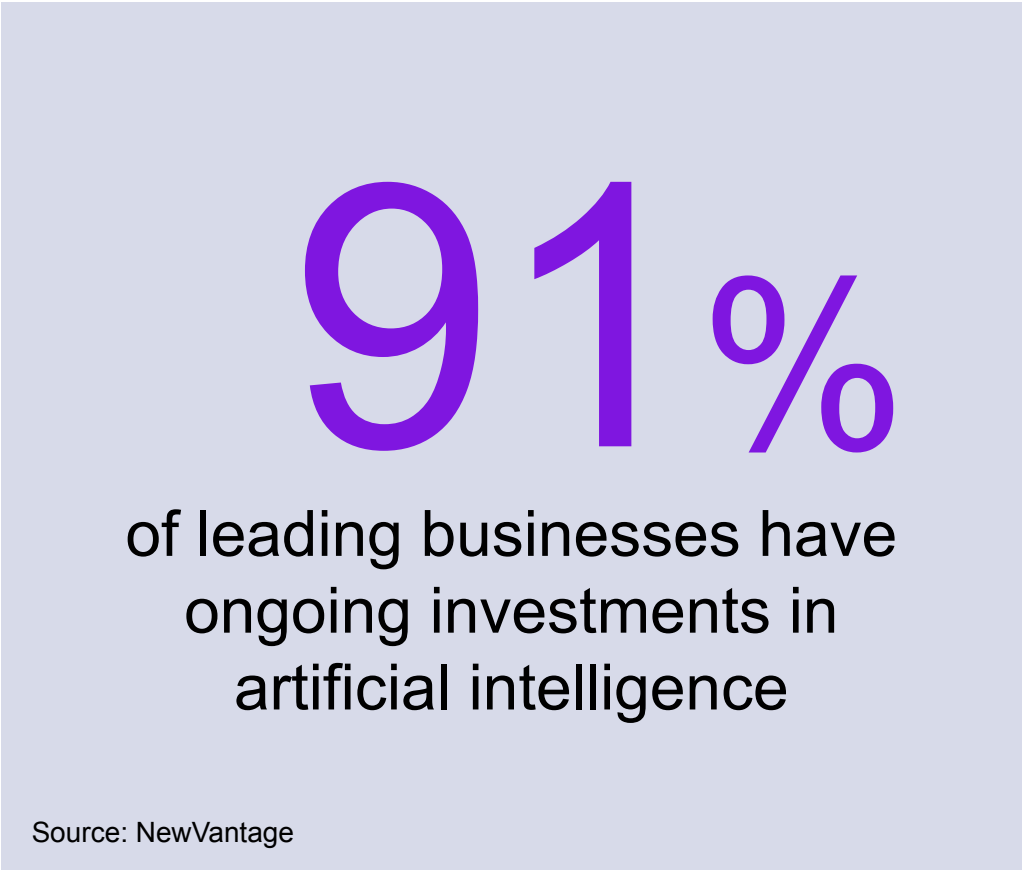- Personalized shopping experiences

Key Lines of business

- Product R&D
- Sales and marketing
- Software development for Corporate IT/ Product Development
- Customer Operations

Key Industries: Healthcare, Finance, Retail, Media, Telco, and Manufacturing

Chances are... you're already invested in GenAI

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

Chances are... your data is not ready

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

Panel Discussion

Key takeaways

1

Data integrity is critical in AI success

2

Key principles of data quality for trust in AI

3

Crucial considerations of data governance in enabling effective AI

4

The transformative impact of governed, quality data on AI

Working with many of the world's most successful brands

FINANCIAL SERVICES

BlackRock, RBS, Westpac, Broadridge, Northwest, VISA, OneMain Financial, Navy Federal Credit Union, TRUIST, BARCLAYS, UBS, BankOZK

INSURANCE

PROGRESSIVE, AIG, CENTRAL INSURANCE, Elevance Health, THE HARTFORD, CVS Health, The Cincinnati Insurance Companies, MetLife, helvetia, Allianz, Grange Insurance, TRAVELERS

TELCO

uscellular, amdocs, CenturyLink, Charter Communications, COX, Frontier Communications, Intrado, dishtv, Open5G, DIRECTV, sky, windstream

PUBLIC SECTOR

U.S. Customs and Border Protection, Social Security Administration USA, CMS Centers for Medicare & Medicaid Services, VA U.S. Department of Veterans Affairs, Commonwealth of Virginia 1742, DTMB, NYC Information Technology & Telecommunications, Office of the Comptroller Texas, California Department of Technology Strategy Innovation Delivery, Pennsylvania's State System of Higher Education

RETAIL & REAL ESTATE

amazon, COSTCO WHOLESALE, wayfair, Walmart, ascena, MATTRESS FIRM, sam's club, HBC, Neiman Marcus, airbnb, CoStar, kw KELLER WILLIAMS

MANUFACTURING & CPG

CATERPILLAR, MARS, Kellogg's, ExxonMobil, Quad, CONAGRA BRANDS, BRIDGESTONE, Abbott, PEPSICO, 3M, Johnson Controls

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Tips for Getting Your Data AI-Ready

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Thank you

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