

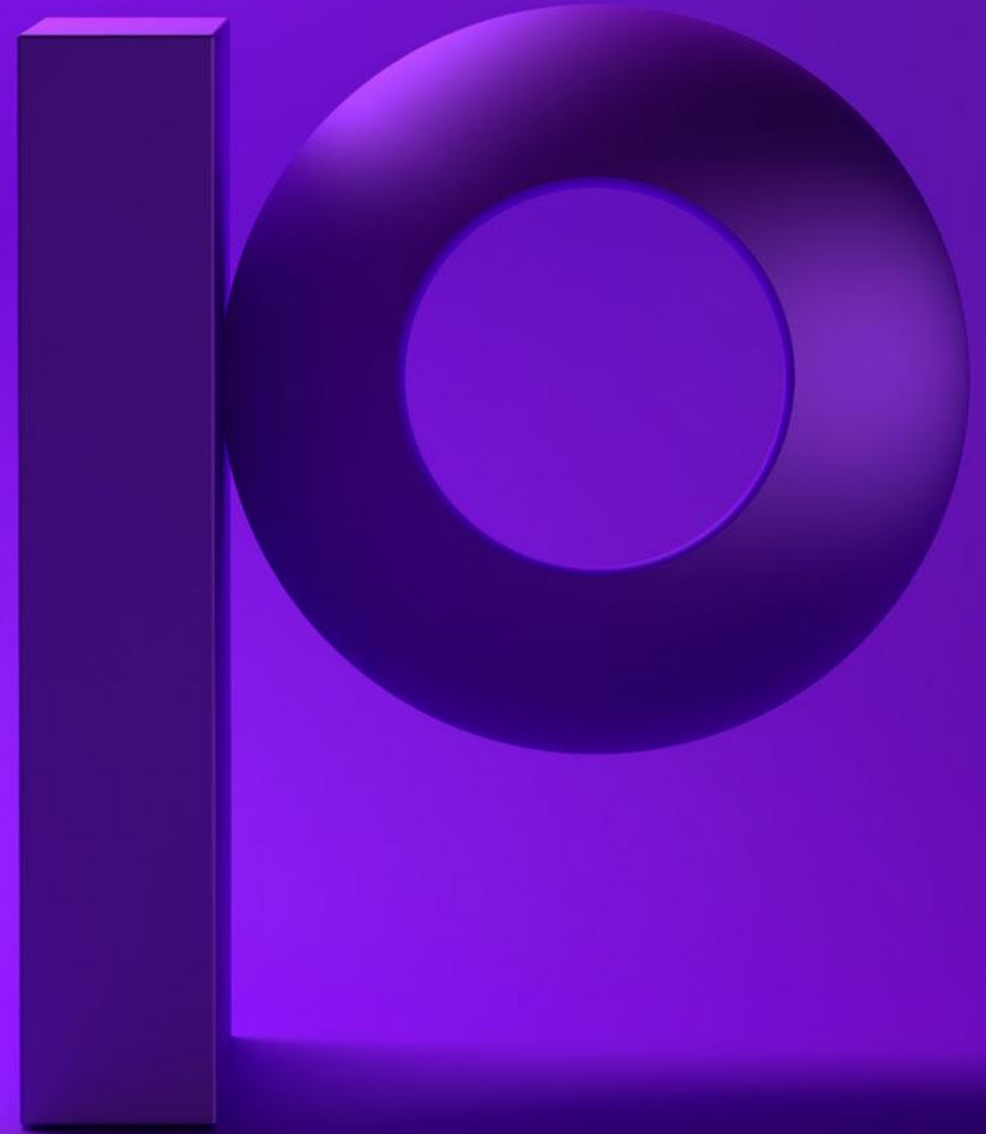


# Data Governance is a Vitamin – Not a Band-Aid

Your data is meant to be actionable

Ken Beutler- Product Management

Mike Ortmann- Principal Sales Engineering



# Introductions



Ken Beutler  
Product Management,  
Precisely Data Quality



Mike Ortmann  
Principal, Sales Engineering





## 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

# Data governance for AI: AI for Data Governance

## Data Integrity Suite

Data Integration



Data Observability



Data Governance



Data Quality



Geo Addressing



Spatial Analytics



Data Enrichment



Data Integrity Foundation

Connectors

Agents

Catalog

Intelligence

Workflow

Security

Administration

# Data Integrity Foundation elements

## CATALOG

### Find, understand, and use your data

- A single, searchable catalog designed for anyone to explore, understand, and act on their enterprise data
- Highly performant and scalable for fast responses as data volumes grow
- Profile data to surface insights, monitor its health, and visualize relationships, lineage, and business impact

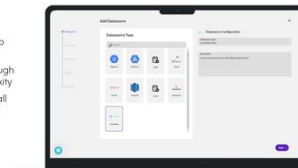


Catalog cards for each of the tables you're managing

## CONNECTORS

### Connect to your data sources

- Use a comprehensive set of connectors to improve data and metadata access
- Centrally manage your connections through a standard framework to reduce complexity
- Reuse any connection you make across all Data Integrity Suite services to save time and cut costs



Making a new connection to Snowflake

## AGENTS

### Run secure processes where your data lives

- Securely run, manage, and monitor flexible processes across all your data environments, whether they're in the cloud or on-premises
- Port and reuse processes as your data environments change to lower costs
- Support new capabilities automatically without having to reinstall or reconfigure, accelerating time-to-value



Agents communicate with the control plane and run processes in your environment - the data plane

## INTELLIGENCE

### AI-powered processes and automation

- Achieve data integrity faster by proactively detecting and alerting you of errors for more reliable decision-making
- Automate and reduce the time spent on manual data processes like cleansing, validation, and business rule generation
- Speed up your data integrity pipeline development with intelligent recommendations



Select an intelligent recommendation for improving your data

## WORKFLOW

### Coordinate all your processes and pipelines

- Design and manage all your processes and pipelines from one central place, cutting costs and saving resources
- Automate and schedule repetitive tasks to reduce data errors and save time on managing individual workloads
- Make it easier for technical and business teams to collaborate on data integrity initiatives

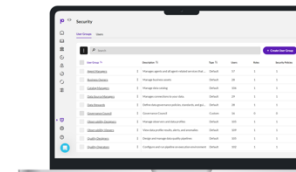


Configure a request change in your Data Governance workflow

## SECURITY

### Safe and secure operations

- Centralized user account management and enhanced Single Sign-On security for strong data protection
- Meets GDPR and CCPA regulations to safeguard privacy, prevent fines, and build customer trust
- ISO 27001 and SOC 2 compliant to reduce risks and prevent unauthorized access



View your organization's user groups within the Security panel

## ADMINISTRATION

### Track and manage usage

- A single, comprehensive view into usage so you have more predictable spend and only pay for what you need
- Get insights into usage that help gauge organizational adoption and ROI
- View your subscription and entitlements, generate API keys, and download the necessary containers and data for private deployments of Data Integrity Suite APIs



View usage details for your account

# Business Scenario



Analyst

Gaining insights to customer engagement



Data Steward

Managing data for use in AI models



Data

Engineer/Scientist

Ensuring AI models are free of bias and risk while delivering insights.

# What you will see



How is my organization using AI



How is the organization managing risk



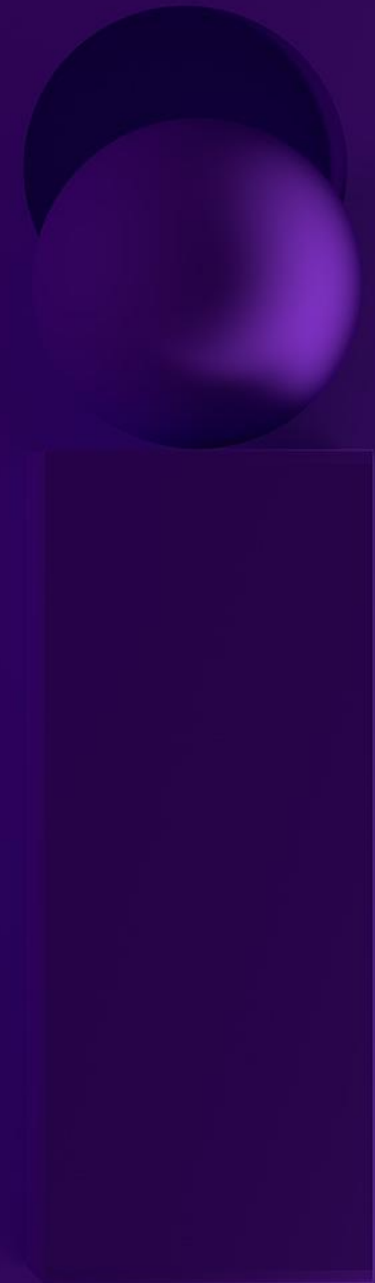
What data is being used for AI



How can I request new AI use cases



Demo





# Value earned

1

How is my organization using AI

Optimize resources and identify improvement areas with accelerated visibility into AI usage.

2

What data is being used for AI

Ensure relevance and accuracy of your AI models with greater insight into the type of data, data sources, & determination if data is fit for purpose.

3

How is the organization managing risk

Ensure compliance and security through proactive monitoring and enforcement of policies and regulations.

4

How can I request new AI use cases

Foster innovation and agility to adapt to new opportunities by accelerating new AI use cases.



# Achieve Data Integrity with Precisely



## Simplified User Experience

Single searchable catalog designed for anyone to explore, understand, and act on enterprise data.



## Flexibility of Data Access

Wide range of sources to capture, catalog & reuse saving time and reducing manual efforts.



## AI/ML Insights & Recommendations

Bring your own LLM and expanded AI/ML driven metadata insights and activation.



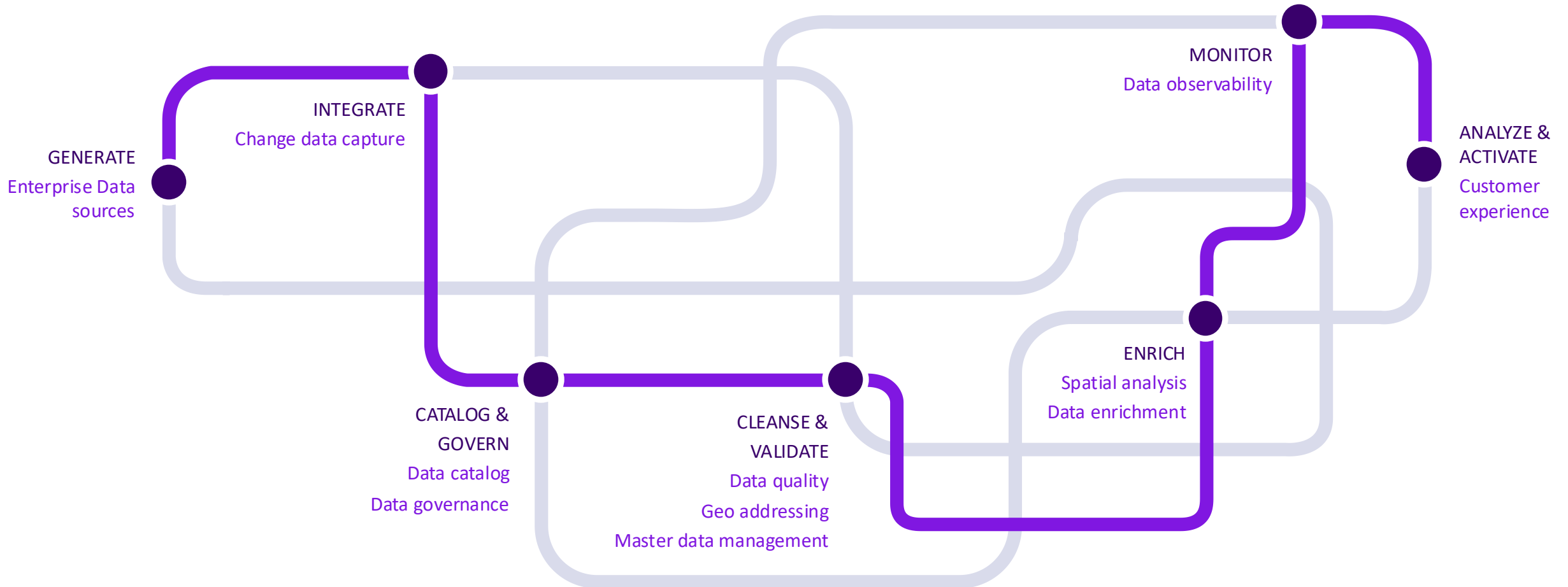
## Scalable, future-proof architecture

Flexible and scalable solution that handles today's data challenges will evolve with your future data strategy.



# Precisely partners with you along the way

Complete set of data integrity capabilities and data strategy services



Questions?

Thank you!



Learn More!

[www.precisely.com](http://www.precisely.com)

Sales: 1 (877) 700 0970