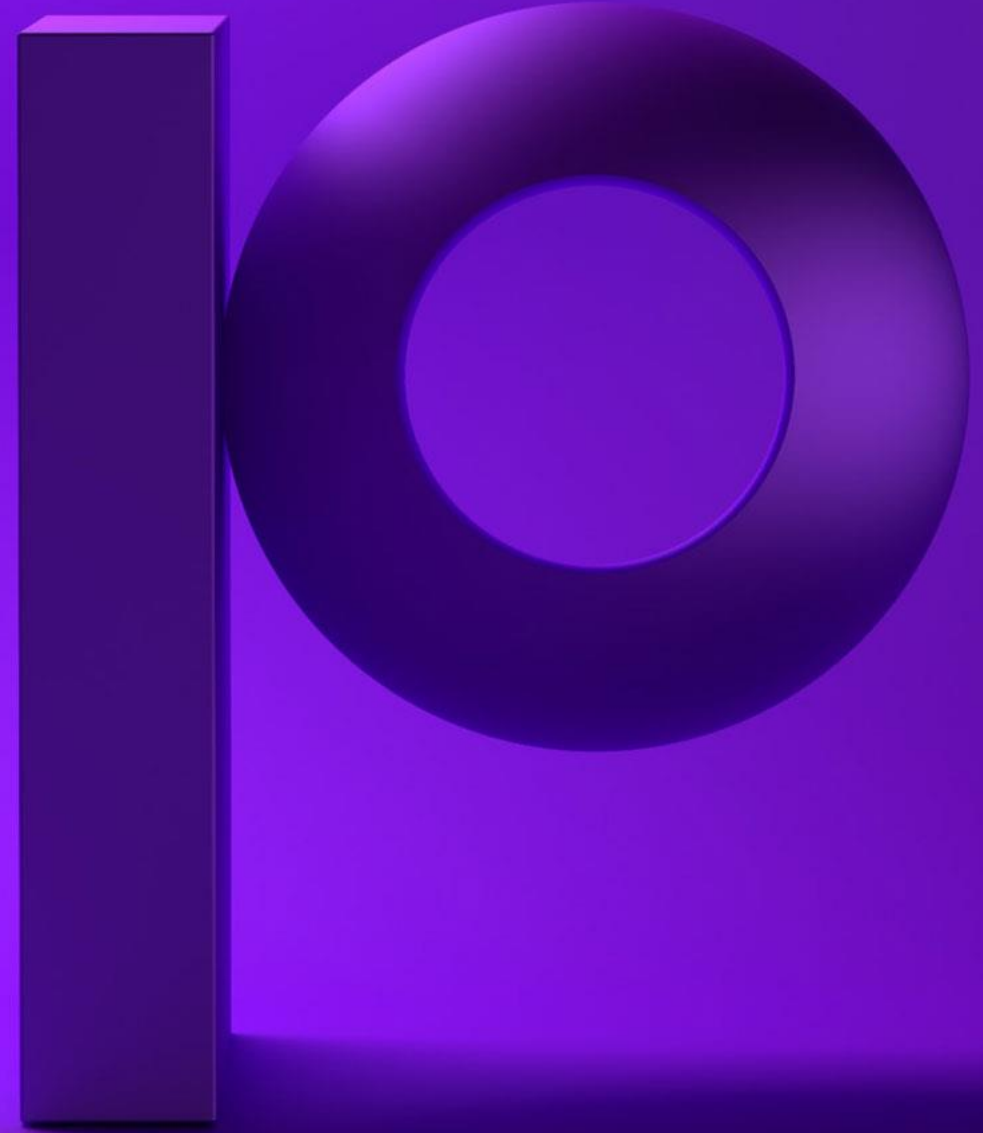


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# Modern Data Governance Requirements

Driving Value Across Teams

Ken Beutler | Sr. Director, Product Mgmt  
Meghan Widmaier | Sales Engineer



# Introductions



**Ken Beutler**  
Senior Director,  
Product Management

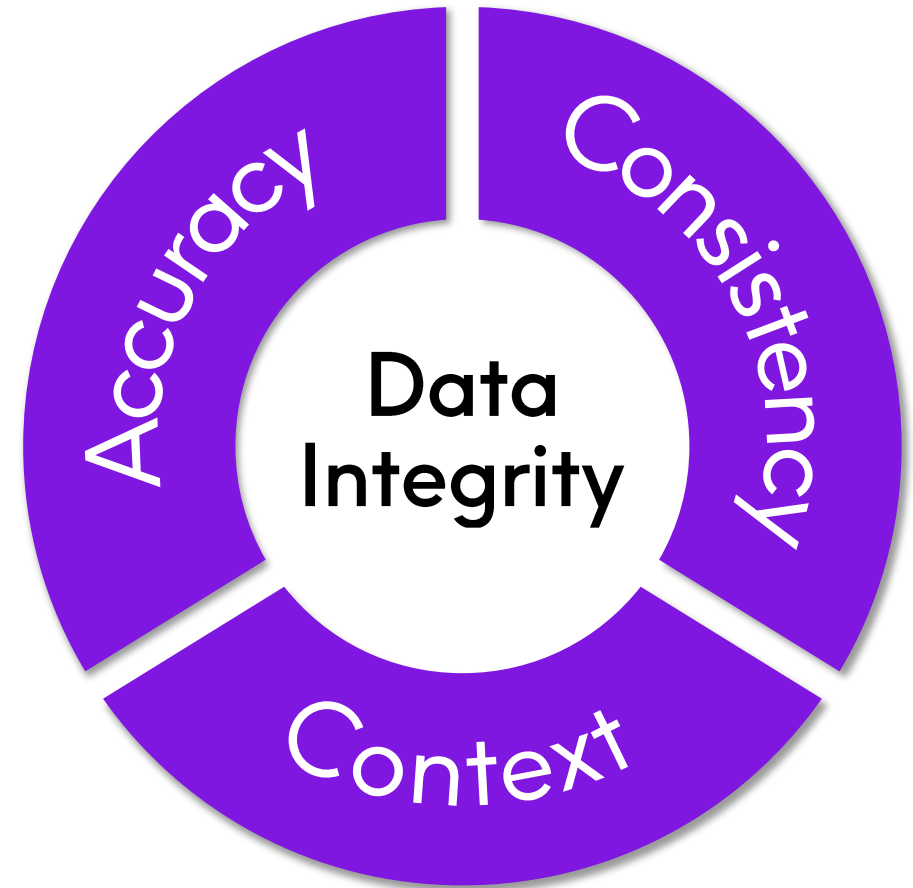


**Meghan Widmaier**  
Sales Engineer



# For trusted data, you need data integrity

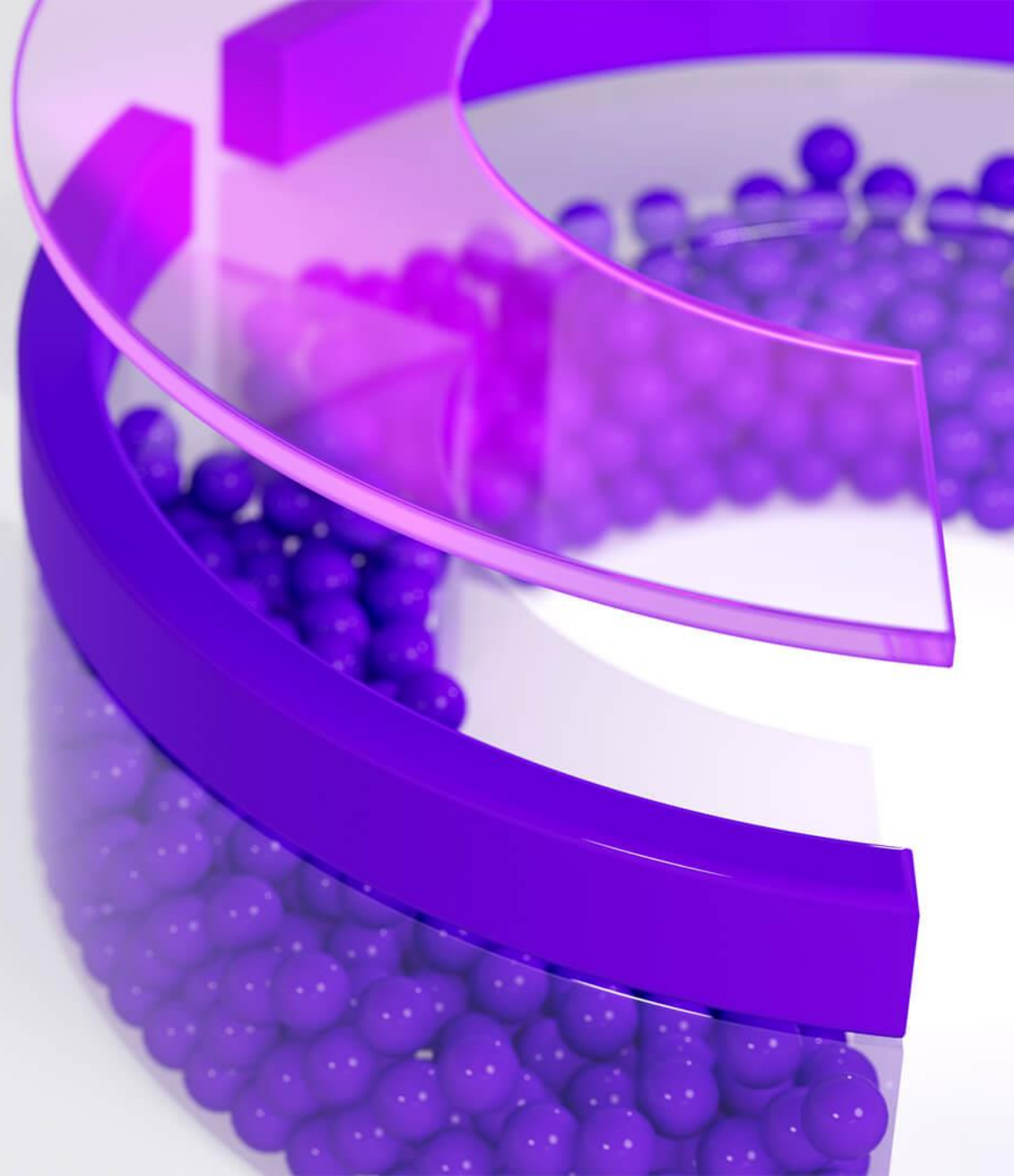
Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making



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# Data Integrity Suite

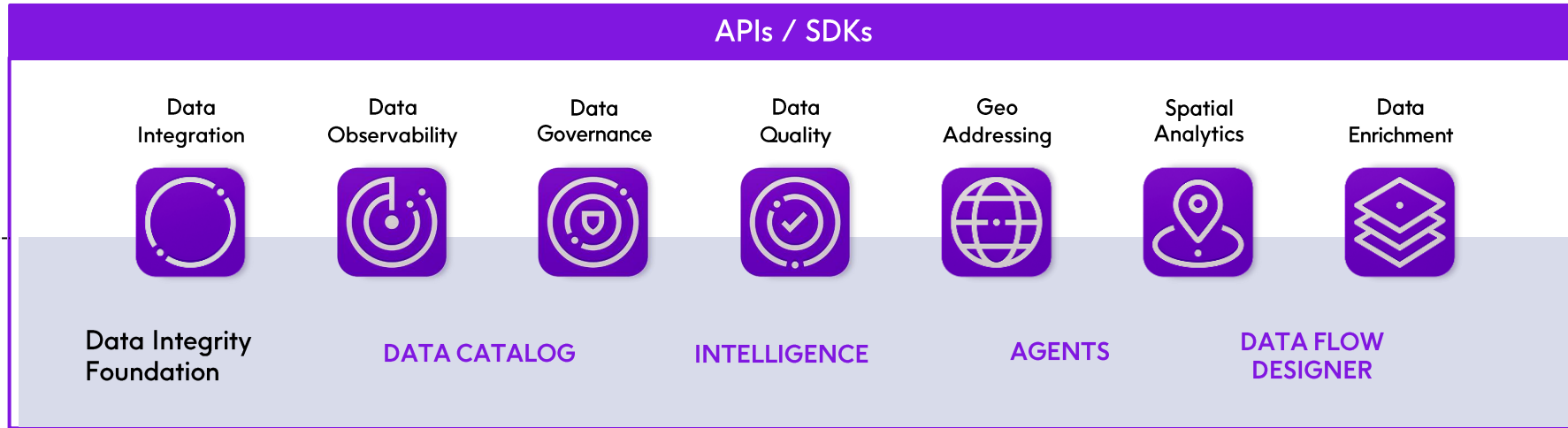
The modular, interoperable Precisely Data Integrity Suite contains everything you need to deliver accurate, consistent, contextual data to your business - wherever and whenever it's needed.



# Data Integrity Suite

## Enterprise Data Sources

- Business Intelligence
- CRM
- Workforce mgmt.
- Data warehouse
- ERP
- Billing



## Enterprise Business Systems

- Enterprise apps
- Analytics tools
- Precisely industry apps
- BI dashboards
- AI/ML



Business & IT collaboration

Streaming data pipelines

Data integrity processes run where the data is

Shared catalog of technical & business metadata

AI-driven rules, alerts, & enrichment

Flexible modular, interoperable solution

# Modern Data Governance Synergies



## Benefits

Delivers business context, ownership, data quality, and data observability trends for high-value data assets

Integrated experience in governing and monitoring the quality of data across IT and business teams

# Synergies Across Business & IT



**Business  
Owner**



**Data  
Steward**



**Data  
Engineer**



**Data Analyst/  
Technical Steward**



# What You Will See



Business Owner – Searchability, Context & Collaboration



Data Engineer – Workflow Notification & Data Access Requests



Data Steward - Profile & Monitor for Changes Over Time



Data Analyst – Workflow Notification & Quality Pipeline Creation





# Demonstration

# What You Will See



Data Engineer –

Seamlessly build out connections to data sources, synchronize data, automatically catalog metadata



Data Steward – Workflow Notification & Data Access Requests

Automated workflow to facilitate and expedite self-service data access



Data Analyst - Profile & Monitor for Changes Over Time

Be proactive in understanding AI/ML enabled data trends that could have significant impact



Business Users – Workflow Notification & Quality Pipeline Creation

Automated workflow to initiate data quality pipelines and enrichment



# Modern Data Governance Differentiators



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Cross-functional teams collaborate and understand the full lifecycle of data pipelines in a single solution



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Robust data access, quality & observability capabilities are seamlessly integrated

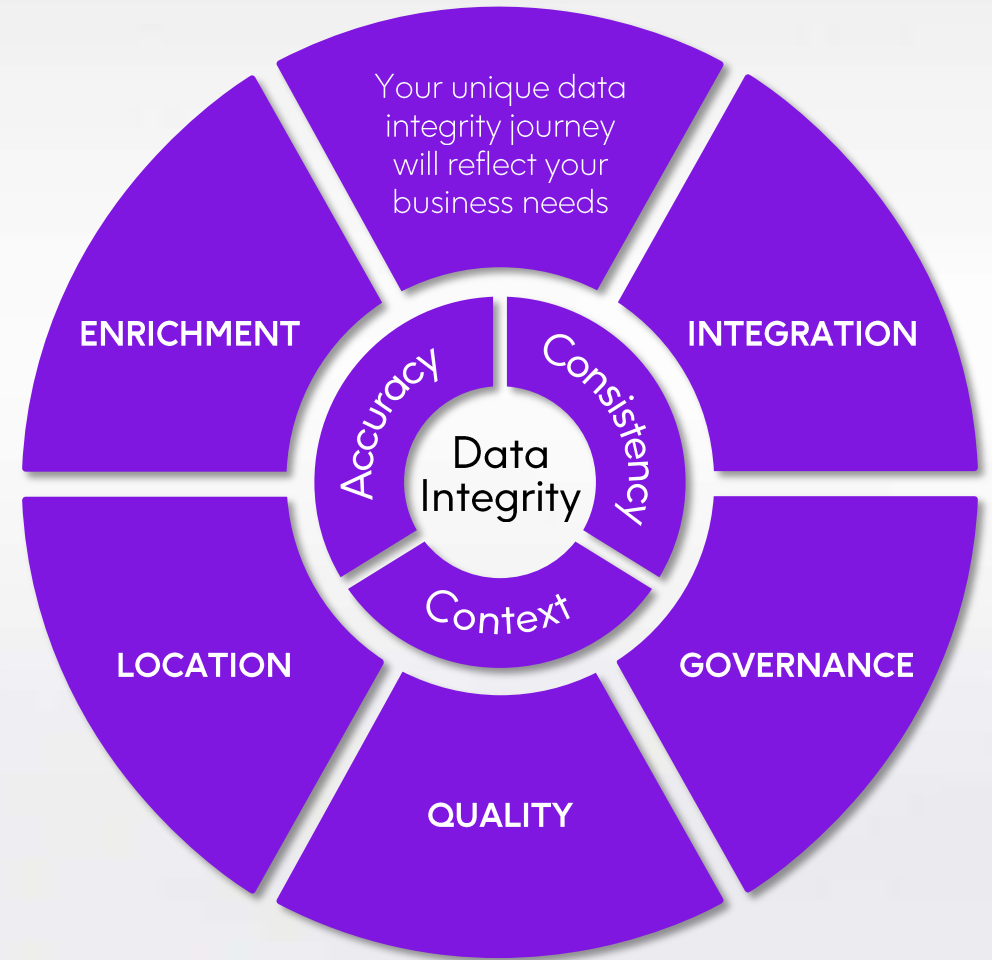


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Critical metadata is automatically harvested & cataloged in a single solution

# Data integrity is a journey

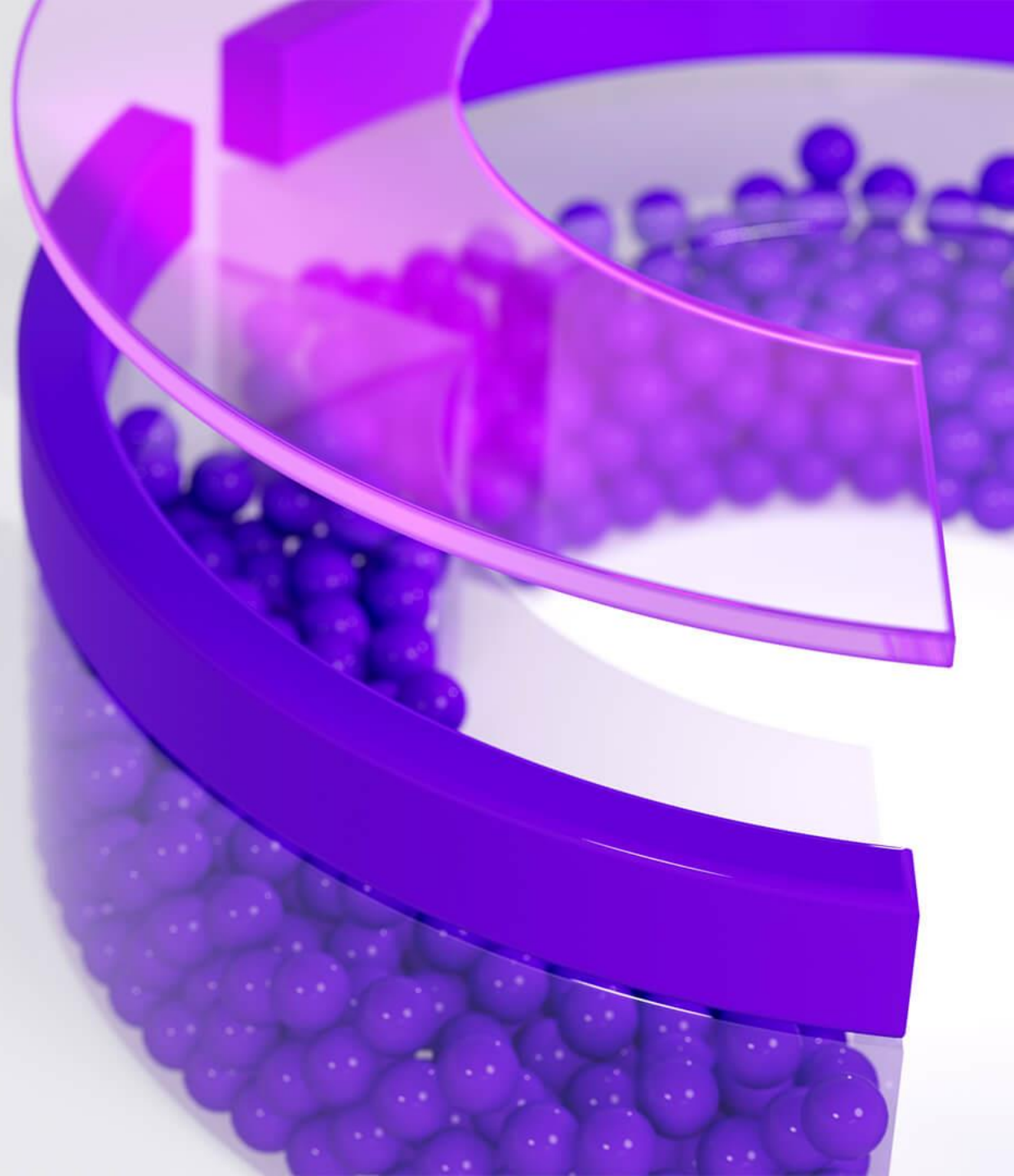
- Every journey to data integrity is unique and driven by business initiatives
- Market trends are accelerating the need for data integrity
- Precisely can help you at every step of your data integrity journey



**precisely**

# Data Integrity Suite

The modular, interoperable Precisely Data Integrity Suite contains everything you need to deliver accurate, consistent, contextual data to your business - wherever and whenever it's needed.



Questions?



## The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000

customers

99

of the Fortune 100

100

countries

2,500

employees

### Brands you trust, trust us



### Data leaders partner with us



# Thank you!

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

Sales: 1 (877) 700 0970