

## Case Study: Precisely Data360 case study excerpts

Before corporations implement a data governance strategy, they frequently struggle answering some very straightforward questions about their critical data assets.

What does the data mean?

Where does the data come from?

Can I trust it?

Is it the same thing to everyone?

How do I find it?

Who do I ask?

Precisely customers leverage Precisely Data360 to provide a centralized and collaborative solution to answer these questions. Precisely Data360 provides key features like a workflow to allow collaboration, a data quality dashboard to capture metrics, and a business glossary that includes definitions, ownership and associated policies.

Connectors to systems like Eagle Investment, Markit EDM, Bloomberg and Salesforce continuously extract metadata to provide a powerful data dictionary, business data lineage and impact analysis.

### Case Study #1:

#### Company

Rapidly growing global investment manager with more than \$250B AUM.

#### Problem

Spreadsheets no longer sustainable to manage large data sets necessary for advanced quantitative techniques for uncovering market opportunities.

#### Solution

CTO initiated an enterprise data management project (Markit EDM) covering more than 80% of the company's data assets. Pro-actively avoided a 'data swamp' by using Precisely Data360 to bring collaborative governance & transparency enterprise-wide.

### Case Study #2:

#### Company

Investment Manager with revenues in excess of \$1B annually.

#### Problem

Lack of governance around Master Data Management system (Markit EDM) reduced confidence in insights from critical data assets.

#### Solution

Transparency and insight immediately established around Markit EDM with Precisely Data360. Successful data governance in this system led to expansion into Eagle PACE data warehouse, Salesforce and other systems and projects.

### Case Study #3:

#### Company

Privately-held investment manager with more than \$50B AUM.

#### Problem

SVP of Data Governance struggled to find a way to start the program in a low cost and timely manner.

#### Solution

Precisely Data360 offers an easier way to manage and govern data by providing three key capabilities: (1) Asset management knowledge/Markit EDM connectors, (2) Cloud based/low overhead and IT involvement, (3) Enabled rapid growth with centralized governance.