



Data Quality

Deliver data that's accurate, consistent, and fit for purpose across operational and analytical systems

Overview

The Data Integrity Suite's Data Quality service assesses, validates, cleanses and enriches critical data assets to ensure accuracy and completeness for downstream operations and business analytics. This guided visual design experience allows users to ensure data is accurate, consistent, and fit for purpose and provides the ability to execute in a cloud-native environment or wherever your data resides.

The Data Quality service offers a library of capabilities, including the ability to add context to your critical business data when validating and enriching it, moving you from basic insights to in-depth analysis that reveals the "who," "where," and "why" of your business operations.

Benefits

- Improved efficiency with standardized and repeatable data quality measures
- Increased confidence in decisions with accurate, trusted data
- Decreased costs by no longer storing and managing multiple copies of data
- Improved timeliness of decisions through robust software and enrichment data
- Reduced time spent on tasks to make the data ready for operations and analytics

precisely Data Integrity Suite

Quality > Pipelines > ScottCopy_CUSTOMER_CRM_NET_Pipeline

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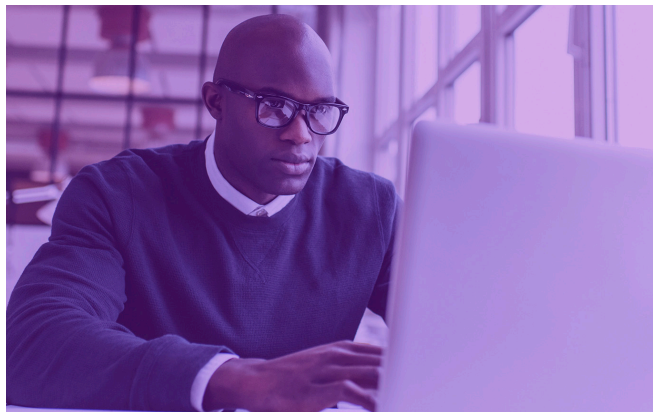
Original Dataset Search And Replace Parse Name Match and Group Add Step

Q Column Search Field Name

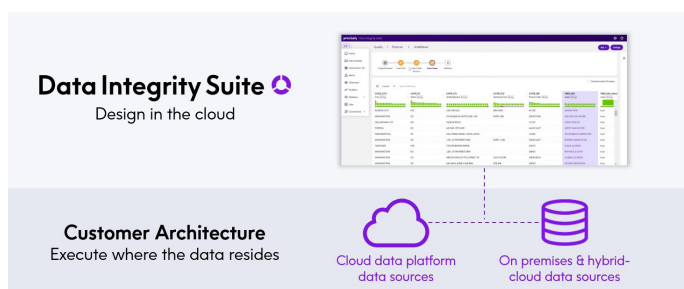
LOCATION1	ADDRESSLINE1 AddressLine1 (String)	ADDRESSLINE2 AddressLine2 (String)	CITY City (String)	STATEPROVINCE State (String)	POSTALCODE Postal Code (String)	COUNTRY Country (String)	EMAIL Email (String)
	PO Box 263		Benedict	MD	20612	US	
	PO Box 263		Benedict	MD	20612	US	
	PO Box 263		Benedict	MD	20612	US	
vanelli	4200 Parliament Pl		Lanham	MD	20706	US	
anelli	4200 Parliament Pl	Ste 600	Lanham	MD	20706	US	Greaseman@mail.com
semanelli	4200 Parliament Pl	Ste 600	Lanham	MD	20706	US	
anelli	4200 Parliament Pl	Ste 600	Lanham	MD	20706	US	OscarG@mail.com
	12643 Rousby Hall Rd		Lusby	MD	20657	US	wildthing12@mail.com
	12643 Rousby Hall Rd		Lusby	MD	20657	US	MarySmith@mail.com
	12643 Rousby Hall Rd		Lusby	MD	20657	US	
	12643 Rousby Hall Rd		Lusby	MD	20657	US	John.Smith@mail.com

How it works

- **Connect** to reusable data sources, which are automatically cataloged by the system
- **Generate** or upload sample data to be used for designing the data quality processes
- **Design** your data quality process in the cloud using the intuitive designer to guide you
- **Visualize** changes in real-time with the data at the center of the design experience
- **Deploy** the rules in the pipeline for execution in one or many environments



Design in the cloud, run anywhere



Features

- **Streamline rule creation with an intuitive interface**
Visualize data changes in real time, streamlining rule design and reducing the amount of time spent creating data quality rules.
- **Gain insights with intelligent recommendations**
Receive AI-powered suggestions for improving data quality, tailored to your data set's unique characteristics. Automatically add semantic tags, enabling faster insights and greater trust. Detect and resolve anomalies early through seamless integration with the Data Observability service to avoid costly downstream impacts.
- **Design once, execute anywhere**
Ensure flexibility and efficiency by running processes wherever your data resides – on premises, in the cloud, or across hybrid environments. Design rules once in the cloud and deploy them seamlessly across multiple systems to streamline your operations.
- **Pinpoint data quality issues**
Quickly identify where your data falls short using pre-built and customizable rules, fully integrated with the Data Catalog for automated profiling and actionable insights. Generate data quality scores to highlight trusted data sets and uncover areas needing improvement. Leverage integration with the Data Governance service to understand which data sets are most critical to your operations, helping your team focus on high-value cleanup efforts.

- **Enhance business processes with clean data**

Deliver accurate, standardized data for operational and analytical processes. Ensure critical data such as contact information (name, company, email, and phone) and addresses are reliable, helping your team make confident decisions.

- **Eliminated duplication with AI-powered matching**

Improve customer engagement and operational efficiency by removing duplicates and consolidating entities. Use intelligent, configurable match rules to ensure your data is accurate, unified, and actionable.

- **Drive operational confidence with accurate addresses**

Ensure your address data is accurate and complete, eliminating wasted resources and avoiding operational disruptions caused by misdirected correspondence.

- **Simplify data enrichment with PreciselyID**

Enhance your data's location intelligence, including latitude, longitude, and the PreciselyID – a unique, persistent identifier – whether you are working across different systems or joining datasets. Accelerate data enrichment and unlock new insights with ease.

- **Seamlessly integrate validation into workflow**

Build trust in your data by validating key fields such as address, phone, and email within your existing workflows using APIs. Automate quality checks with precision, improving efficiency where it matters most.