



Data Quality

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

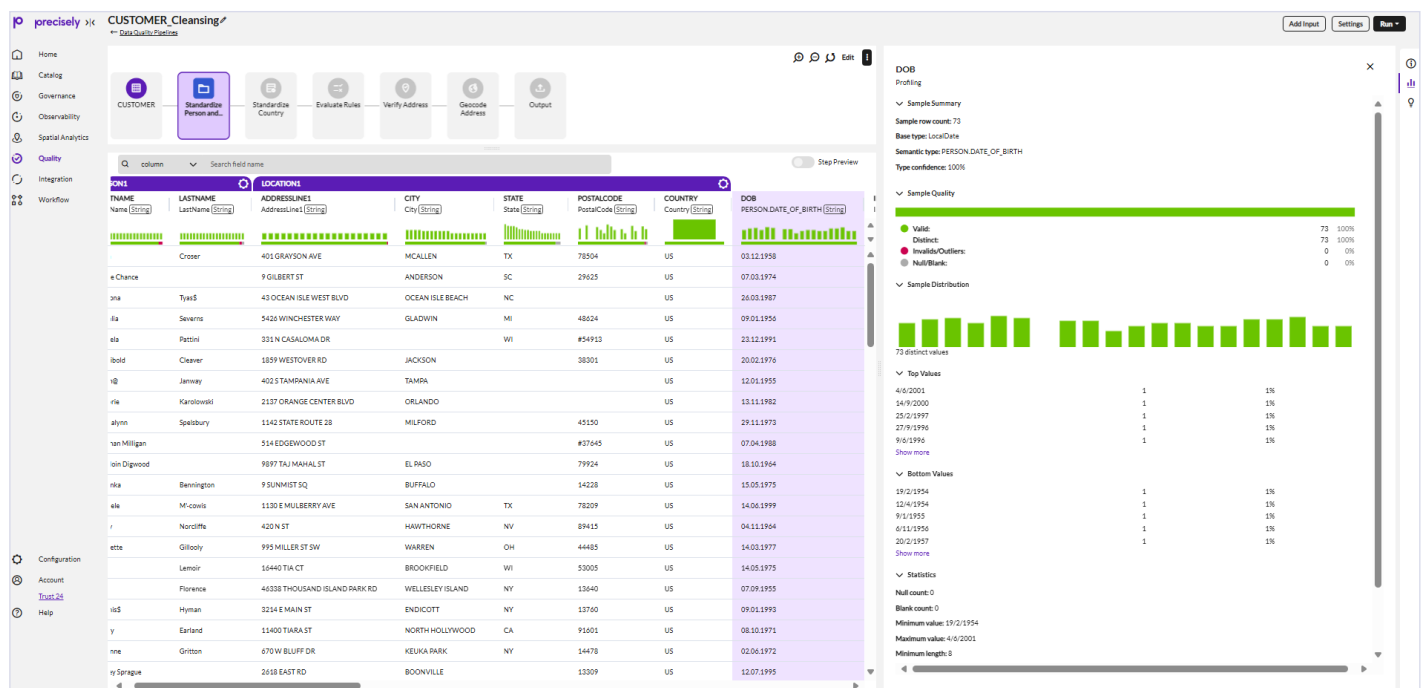
Overview

The Data Integrity Suite's Data Quality service assesses, validates, transforms and remediates critical data assets to ensure accuracy and completeness for downstream operations, AI, and analytics. With an intuitive, guided visual design experience — and AI embedded in both rule creation and transformation pipelines — you can make data quality faster, smarter, and more scalable than ever.

Collaborate in a shared design environment and execute wherever your data lives: cloud, hybrid, or on-premises. By validating, enriching, and adding business context, the Data Quality services move you from basic insights to in-depth analysis that reveals the "who," "where," and "why" of your business operations.

Benefits

- **Improve efficiency with repeatable, automated processes** that standardize how data quality rules are applied.
- **Increase confidence in decisions** by working with accurate, verified, and trusted data.
- **Control costs with deployment flexibility** — run rules where the data resides, whether in the cloud, on-premises, or hybrid environments.
- **Accelerate readiness for operations, AI, and analytics** by reducing the time spent preparing data.
- **Elevate trust at scale** with consistent, enterprise-wide data quality that grows with your business needs.
- **Unlock new possibilities with AI** — accelerate rule design and transform data dynamically with embedded AI and LLMs, enabling richer insights and unlimited flexibility.



How it works

The Data Quality service simplifies every step of the process, with AI embedded across rules and pipelines to accelerate results:

- **Connect and catalog** – Quickly connect to reusable data sources, which the system automatically catalogs for future use.
- **AI-accelerated rule design** – Speed up rule creation with AI-driven rule creation, then generate or upload sample data to validate and refine your rules.
- **AI-powered transformations** – Apply machine learning and LLMs directly within transformation pipelines to cleanse, enrich, and reconcile data with virtually unlimited flexibility.
- **Design with confidence** – An intuitive, cloud-based designer keeps your data at the center of the experience.
- **Visualize in real time** – Instantly see the impact of changes, validating outcomes before deployment.
- **Deploy at scale** – Operationalize rules and transformations directly in your pipelines for execution across one or many environments.

Design in the cloud, run anywhere



Features

- **Accelerate Rule Creation with Natural Language**
Build rules faster using simple prompts — no coding required. AI generates rule expressions and descriptions so logic aligns with business intent. Spend less time writing rules and more time improving data quality.
- **Validate with Confidence Using AI-Generated Test Data**
Test rules quickly with synthetic data generated by AI — no need to access production data. Gain confidence through thorough, privacy-safe testing while accelerating the iteration cycle.
- **Assess and Score Data Quality with Confidence**
Identify data quality issues instantly using pre-built and customizable rules integrated with the Data Catalog. Generate quality scores to highlight trusted datasets and uncover areas needing improvement. Connect with the Data Governance service to focus cleanup on the most critical assets.

- **Gain insights with intelligent recommendations**
Leverage AI-powered suggestions tailored to each dataset's unique characteristics. Automatically enrich data with semantic tags and resolve anomalies early through seamless integration with the Data Observability service.
- **Enhance Business Processes with Clean, Reliable Data**
Deliver standardized information for operational, AI, and analytical processes. Ensure that critical data — from customer contact details to addresses — is consistent, complete, and ready for confident decision-making.
- **Accelerate Transformation with Natural Language**
Generate custom transformation steps from plain-language prompts — no manual scripting required. Move faster from intent to execution while maintaining control, consistency, and transparency across pipelines.
- **Embed GenAI into Your Pipelines**
Leverage LLM integration to embed generative AI directly into your data quality pipelines. Enable intelligent automation and transformation with the flexibility to choose how GenAI is applied — the control to ensure it aligns with your business rules and standards.
- **Eliminate duplication with AI-powered matching**
Unify entities seamlessly by removing duplicates and consolidating records. Intelligent, configurable match rules ensure your data is accurate, unified, and actionable.
- **Continuously Monitor and Detect Anomalies**
Track quality trends proactively with continuous profiling. Integration with the Data Observability service extends your practice with intelligent alerts and early issue detection.
- **Drive Operational Confidence with Accurate Addresses**
Verify and correct addresses through integrated verification services to ensure accuracy across operational systems. Reduce wasted resources and avoid costly errors with Precisely's industry-leading address validation.
- **Simplify data enrichment with PreciselyID**
Connect datasets seamlessly with PreciselyID — a unique, persistent identifier that links data across systems. Reduce manual effort and unlock faster access to richer insights.
- **Integrate Validation Directly into Processes**
Automate field checks for phone, email, and other key data points through APIs within existing processes. Improve efficiency and trust at the point of entry.
- **Design once, execute anywhere**
Deploy rules seamlessly across on-premises, cloud, or hybrid environments. Create once in the cloud and run processes wherever your data resides to maximize flexibility and efficiency.