

precisely Data Integrity Suite



Data Quality

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

Overview

The Data Integrity Suite Data Quality Service uses agentic AI to design, apply, and operationalize data quality at scale. It assesses, validates, transforms, and remediates critical data assets to ensure accuracy and completeness for downstream operations, AI, and analytics.

With Gio™ AI Assistant and Data Quality AI Agents embedded across rule creation and transformation pipelines, the service understands business intent, recommends and generates rules, and applies the right transformations automatically—making data quality faster, smarter, and more scalable.

Teams collaborate in a shared cloud-based design environment and execute wherever data lives—across cloud, hybrid, or on-premises environments, without moving or copying data. By validating, enriching, and adding business context in flow, the service moves organizations from basic data checks to deeper insight into the who, where, and why behind business operations.

Benefits

- **Improve efficiency with AI-accelerated, repeatable processes** that standardize how data quality rules are designed and applied.
- **Increase confidence in decisions** by working with accurate, verified, and trusted data across operational and analytical use cases.
- **Control costs with flexible deployment** — 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.

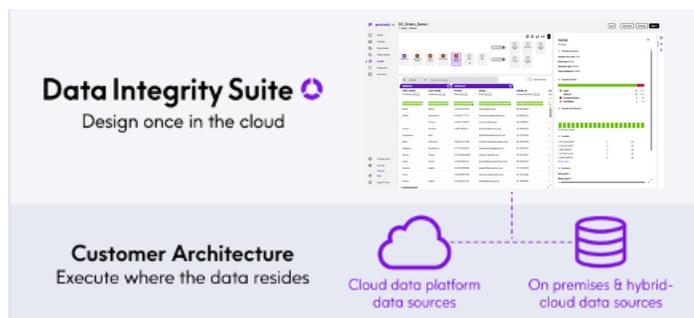
The screenshot displays the 'DC_Orders' data pipeline in the Precisely Data Integrity Suite. The pipeline consists of several steps: 'ORDERS_DC', 'Parse Phone Number', 'Identify Country', 'Verify Address', 'Generate Address', 'Enrich', 'Split', 'In Process', 'Parse Email', and 'Processed Orders'. The 'Parse Email' step is currently selected and its configuration is shown in a side panel. The configuration panel includes tabs for 'Properties', 'Condition', and 'Output configuration (3 of 3)'. The 'Condition' tab is active, showing an 'Expression' field and a list of operators: '=', '!=', '>', '<', '>=', '<=', 'IN', 'IS NULL', 'IS NOT NULL', 'AND', 'OR', and '!'. Below the operators are dropdown menus for 'Fields' and 'Functions'. The main pipeline view shows a data table with columns: 'ORDER_ID IDENTIFIER (String)', 'CUSTOMER_ID IDENTIFIER (String)', 'ORDER_TOTAL_PRICE none (Decimal)', 'ORDER_DATE none (Date)', and 'ESTIMATED_DEL none (String)'. The table contains several rows of data, including order IDs like '80-6596853' and '40-3998837', customer IDs like '35-2722730' and '75-7327646', and dates like '9/23/24' and '10/24/2024'.

How it works

The Data Quality Service simplifies every step of the process, with Gio™ AI Assistant and Data Quality AI Agents embedded across rule creation and transformation 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. Use natural language to generate rule logic and descriptions, or work with Gio™ AI Assistant and the Data Quality Agents to recommend relevant rules and automatically build or link the ones you choose. Spend less time writing rules and more time improving data quality.
- **Validate with Confidence Using AI-Generated Test Data**
Test rules quickly with AI-generated data — 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.
- **Enhance Business Processes with Clean, Reliable Data**
Deliver standardized information for operational, AI, and analytical processes with AI-assisted normalization and standardization. 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 (GenAI) 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**
Proactively track quality trends with continuous profiling. Integration with the Precisely 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 a unique, persistent identifier that links data across systems. Reduce manual effort and unlock faster access to richer insights.
- **Integrate Validation Directly into Processes**
Embed real-time validation and standardization for email, phone, address, and other critical fields directly into operational workflows through APIs. Data is verified, standardized, geocoded, and enriched as it enters your systems—reducing errors, minimizing exceptions, and increasing trust at the point of entry.
- **Design once, execute anywhere**
Create rules and transformation pipelines once in the cloud, then deploy and run them across on-premises, cloud, or hybrid environments—wherever your data lives, without moving or copying it.