Assess & Improve Data Quality for AI & Analytics

Deliver trusted, AI-ready data for reliable analytics and decisions

AI and advanced analytics promise faster decisions, sharper insights, and new opportunities for innovation. Those outcomes depend on high-quality, well-understood data; but when data is incomplete, inconsistent, or biased, models drift and analytics mislead. By investing in strong, scalable data quality practices, organizations improve confidence in insights, reduce risk, and unlock the full value of their AI and analytics initiatives.

The Challenge

1. Complex, fragmented data ecosystems slow insight delivery
    30% of the average workweek is spent searching for data.
    Modern architectures span hybrid cloud, lakehouses, streaming platforms, and distributed domains—making data harder to locate, understand, and use.
    - Data is difficult to find, interpret, and access across environments
    - Limited visibility into data lineage, ownership, and flow
    - Excessive time spent searching for the "right" data

2. Organizations struggle to trust the data that powers analytics and AI
    Only 12% of organizations say their data is ready for AI and advanced analytics.
    Without consistent, automated quality controls, teams must rely on manual validation and rework that results in slowing progress and increasing risk.
    - Data cannot be trusted without manual preparation and remediation
    - Analysts spend more time fixing data than analyzing it
    - Higher risk of incorrect, biased results or model drift

3. Data quality processes don't scale securely beyond experimentation
    Just 15% of organizations have capabilities to deploy AI at scale.
    Point solutions and manual processes break down as data volumes grow, increasing cost, risk, and operational complexity.
    - Data quality rules are duplicated and inconsistently enforced
    - Manual deployment and remediation drive up operational costs
    - Data movement and replication introduce security risk, latency, and confusion
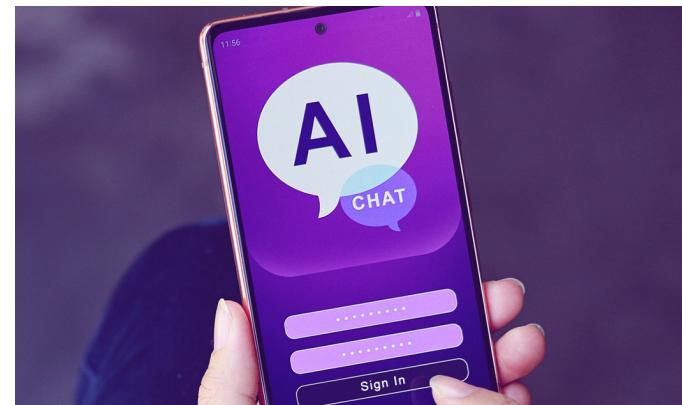
How Precisely Helps

Discover

Precisely automatically catalogs data across hybrid, multi-cloud, and domain-owned environments, capturing technical and business metadata with end-to-end lineage. Teams can quickly find the right data, understand what it means, where it comes from, and how it can be confidently used for analytics and AI.

Assess

Precisely continuously profiles and scores data to reveal quality issues, anomalies, and risk before data is used for analytics or AI. Standardized metrics provide clear visibility into data readiness and help teams prioritize the most critical data that needs attention.

Improve

Precisely applies centralized, reusable data quality rules to validate, standardize, match, and remediate data where it lives. Automated workflows replace manual cleanup, ensuring data is accurate, complete, and consistent across systems.

Scale

Precisely allows users to fix data quality where the data lives, without rebuilding or moving data. Observability prevents drift and failures, enabling organizations to scale AI and analytics confidently.

SOURCES:
1. TheCrisisofFracturedOrganizations https://assets.ctfassets.net/wl95ljfippl8/1Jar0jBTIw36VcfwIJlMft/b95f3b6b4f301070c1b4501a3aa5c176/The_Crisis_Of_Fractured_Organizations.pdf
2. 2025 Data Integrity Trends & Insights Report (LeBow) - https://www.precisely.com/resource-center/analystreports/lebow-report-2024/
3. How to Create a Business Case for Data Quality Improvement https://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement

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Who It's For

- CDO, CDAO, VP/Head of Data & Analytics seeking trusted, explainable data
- CIO, CTO, Chief AI Officer modernizing data platforms and scaling AI initiatives
- Data Quality and Data Operations leaders who are accountable for data trust and SLAs
- Data engineering and architecture teams who are building and operating data pipelines
- Analytics and business data users who are delivering insights and decisions

Benefits

- Higher confidence in analytics, KPIs, and AI-driven decisions
- Less time spent on manual data cleanup and recurring data issues
- Clear visibility into data lineage, ownership, and quality across systems
- More reliable, observable data pipelines across hybrid and multi-cloud environments
- Scalable, reusable data quality practices that support new AI and analytics use cases
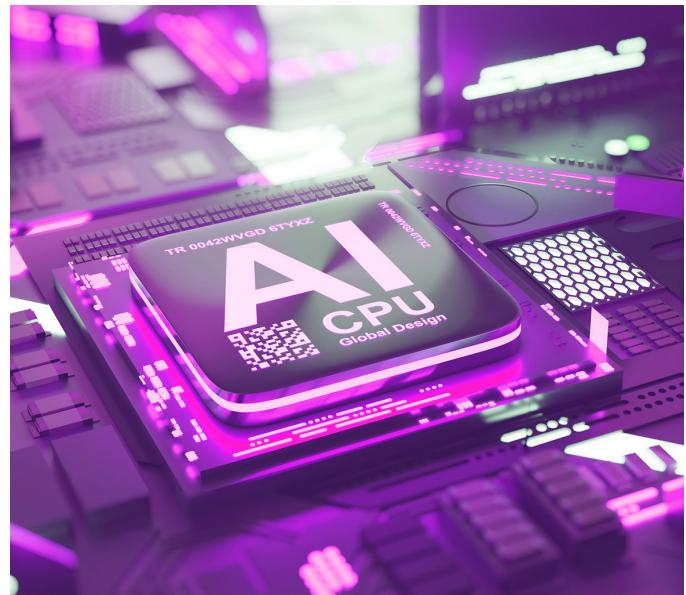
Precisely's Solution

Deliver trusted, analytics-ready data to power AI and business outcomes

Precisely centralizes discovery, data governance, data quality, and observability so organizations can continuously assess and improve the data that feeds analytics and AI. Instead of scattered checks and ad hoc fixes, teams gain a unified, repeatable approach to data trust across platforms, domains, and use cases.

- **Simplified data integrity experience:** Unify, data quality, governance, observability, in one interoperable user experience.

- **Advanced data quality, everywhere:** Use AI and automation to generate, apply, and scale robust & reusable data quality rules across workloads.

- **Data quality where your data lives:** Run data quality where your data lives with flexible, cost-efficient pushdown optimization across all environments.

- **Pinpoint accurate address verification and enrichment:** Verify global addresses with market-leading accuracy, and enrich thousands of contextual attributes with PreciselyID