ADASTRA

DYNAMICS 365

DATA QUALITY

# Solution Overview

Adastra Corporation

# Your #1 Partner For Data and AI Driven Digital Transformation

**Who We Are**
For over 20 years, Adastra has been helping global organizations accelerate innovation, improve operational excellence, and create unforgettable customer experiences, all with the power of their data.

We help enterprises leverage data they can control and trust, connecting them to their customers – and their customers to the world.

**Our Goal**
To accelerate our clients' innovation, revenue and growth by unlocking the value of their data.

# SOLUTIONS & SERVICES

Adastra delivers **industry leading** solutions & services across the **data & digital** spectrum.

## DATA

Cloud
Managed Services
Data Engineering
CRM & ERP
Architecture

## GOVERNANCE

Data Governance
Data Quality
Master Data Mgmt
Reference Data Mgmt
Meta Data Mgmt
Data Lineage

## ANALYTICS & AI

Machine Learning
Statistical Analysis
Natural Language Processing
Visual Analytics
RPA & IPA
Simulation & Optimization

## DIGITAL & DESIGN

Mobile Apps & Web Development
UX/UI
Personalized Videos
Emerging Technologies

# ADASTRA WORLDWIDE

**2000+**

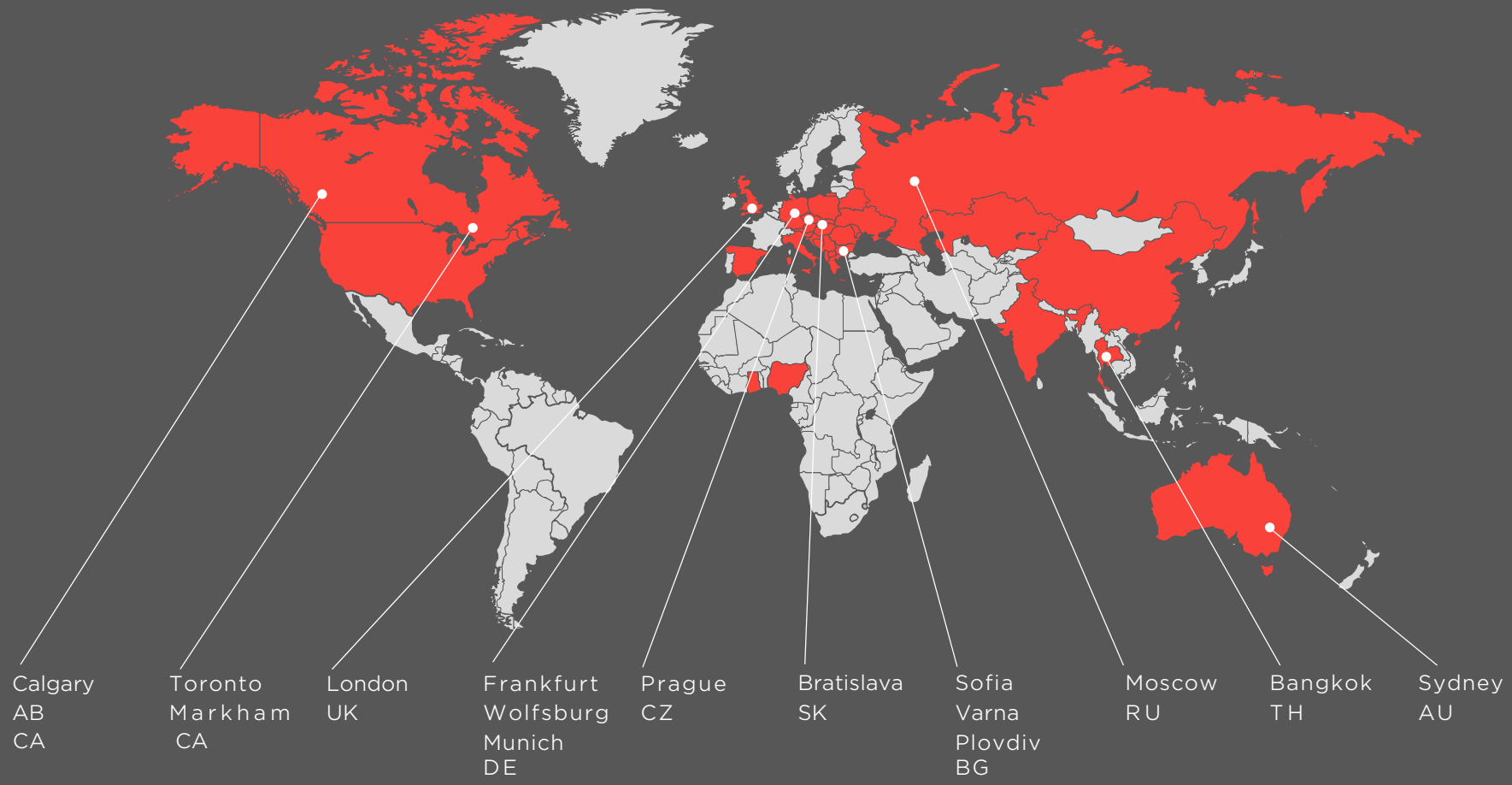
**2000+ professionals**

**1000+**

**Projects in 46 countries**

**1**

**Focus**



# THE ADASTRA DIFFERENCE

## Our People

We hire only **the best and the brightest**, and invest in their training and development.

## Excellence Of Execution

Nothing matters if it can't be **delivered on time, on budget, and with expected scope**.

## End-To-End Data & Digital Delivery

Adastra performs **end-to-end delivery** from inception to deployment and maintenance for effortless client execution.

## Focus

Adastra has focused solely on delivering Data related service for 20 years and we do it **better than anyone else.**

# DYNAMICS 365

## DATA QUALITY

Classify, identify and remediate data quality issues with an easy-to deploy application built for D365.

# CRM Data Management Challenges

## Analyze & Validate

Data quality

## Duplication

Identifying duplicate records

## Monitoring

Monitoring business rules and validation.

## Improve DQ

Data Standardization & Cleansing

## Tools

Limited CRM Governance tools for Data Stewards.

# Data Quality Benefits

Data Quality ensures accurate, trusted and actionable data is available,
so your organization can **deliver accurate insights** that drive desired business results.

**Data Quality is Managed**

**Data is Rationalized & Mastered**

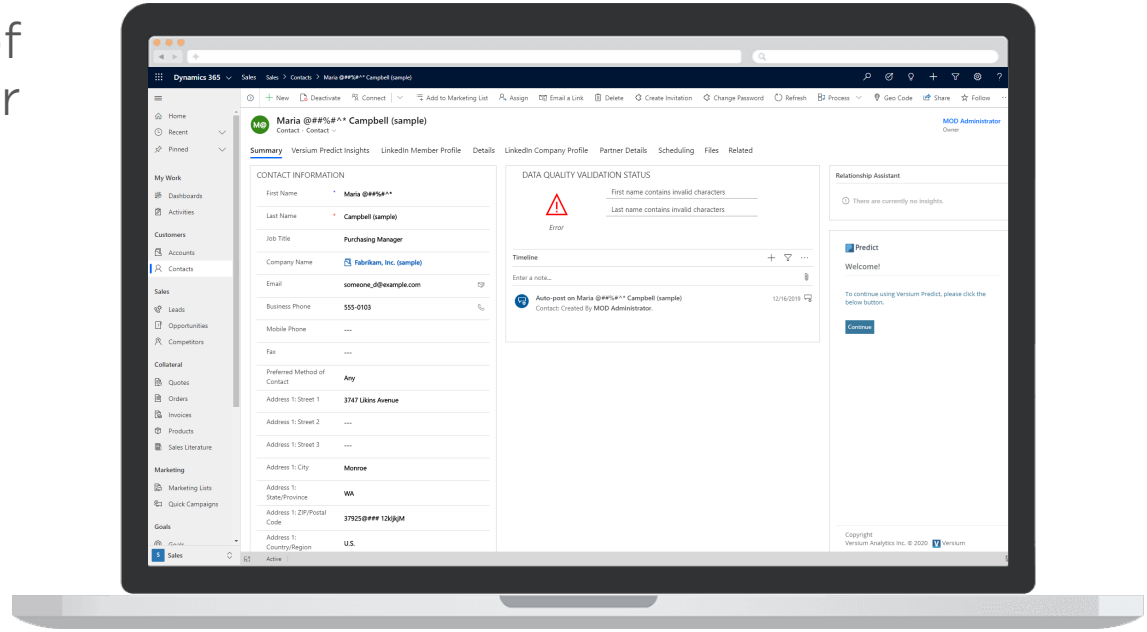
**Data is Understood**

**Data is Actionable**

**Data is Trusted**

# D365 Data Quality

**D365 Data Quality** extends the natural capability of your D365 platform by providing visibility into your data quality and the controls to improve it.




## Features

- Built with Microsoft Native Technology
  - Power Apps
  - Power Automate
  - Common Data Solutions
- Easy to Deploy and Use

# Classify and Track Data Quality

## Data Quality Classification

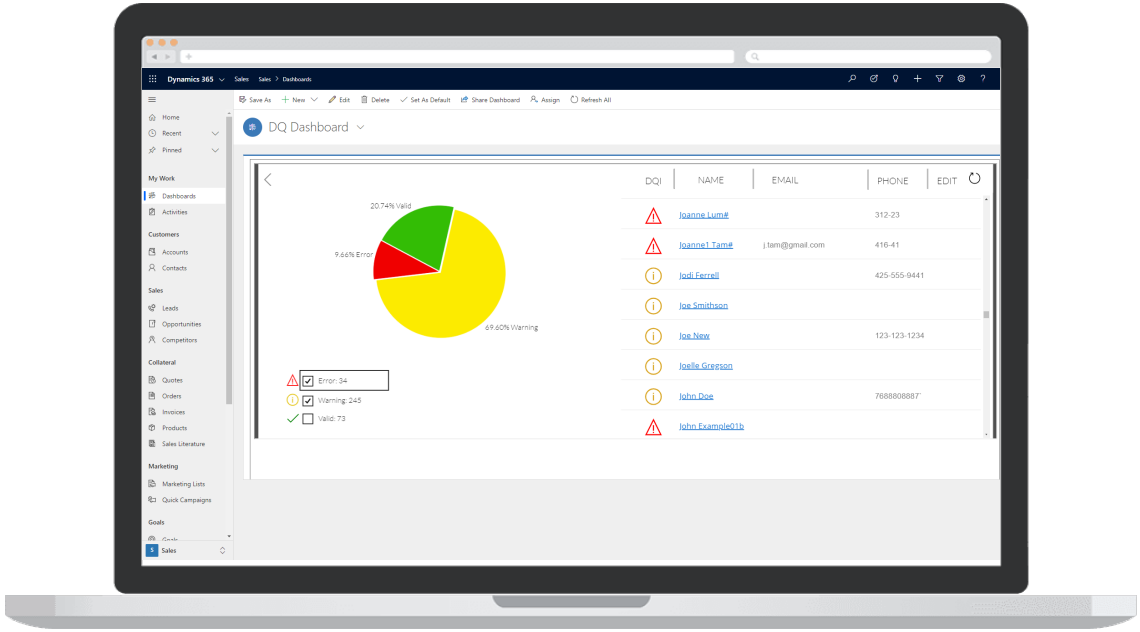
- Instant DQ validation with “Valid, Warning, or Error” classification

## Business User Alerts

- Receive automated alerts for immediate data quality intervention

## DQ Dashboard

- Review aggregated data quality for key master entities and drill down to specific issues



# Review and Remediate Issues

## Review

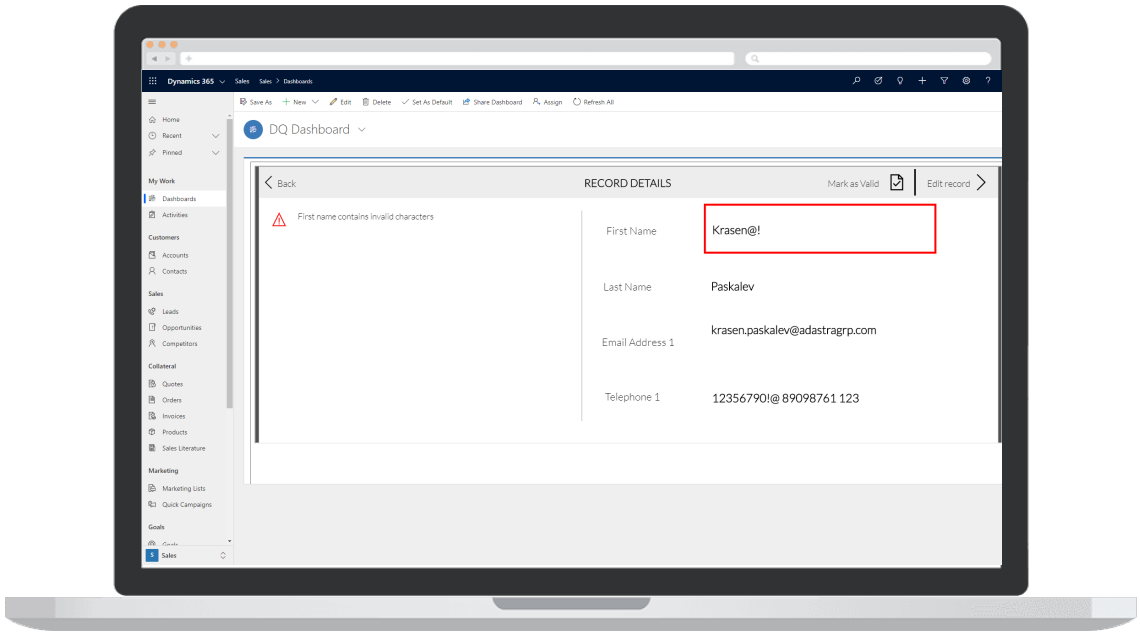
- Evaluate records and their key fields influencing “Warning” or “Error” classifications

## Edit

- Jump directly to record data entry to correct issues

## Override

- Data Stewards have the flexibility to override DQ rules to mark records “Valid”



# Customize For Your Platform

**Configure your Data Quality rules for your unique system**

- **Turn Rules On and Off**
- **Modify Rule Severity**
- **Edit Rule Description**
- **Create New Rules**

# Thank you

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