AI POWERED DATA QUALITY PLATFORM

AGENDA
1. PROBLEM
2. PLATFORM – DQLABS.ai
3. USE CASES
4. DEMO

PROBLEM
⇣ Degrade in data quality trend due to digital era expansion
(Anyone, Any Device, Any Location, Any Data...Too much noise)
⇣ Classic “Garbage-in | Garbage-out” issue leading to bad predictions, poor outcome and loss of investment.
⇣ No consensus on definition of data quality, lacks formal Customer experience is a critical driver behind their data quality initiatives
B2B Sales & Marketers believe data quality drives the right campaigns but only half are...
Businesses see value in implementing a data quality initiative
90%
89%
87%
measurement and no systematic way to sustain high quality.
Data analysis effort is spent on finding, cleaning, preparing data and takes too long to get...
75%69%0% 20% 40% 60% 80% 100%
75%69%0% 20% 40% 60% 80% 100%

CURRENT LANDSCAPE
⇣ Limited to traditional use cases and lacks innovation in data preparation, machine learning, streaming data and predictive analytics technologies
⇣ Lacks ability to pinpoint the root cause of quality issues to source and limited to no self-service capabilities.
⇣ No built-in standardized process to monitor ongoing data quality issues.
⇣ Failure to solve business-centric capabilities and use cases.
⇣ Difficulty of implementation, use and needs specialized skilled resources.
Inconsistent performance with scalability issues.

Heavy pricing models with poor product and services support.

**AI POWERED DATA QUALITY PLATFORM**

A Unified Suite of Modules for all Data Management Needs.

**MASTER Master Data Management**

**CURATE Intuitive Data Curation**

**PROFILE Improve Data Quality**

**CONNECT AI/ML Driven Metadata Management**

DQLABS – AI POWERED DQ PLATFORM

**CONNECT**

- Connect to offline, online and real time sources using out-of-the-box connectors
- AI driven DataSenseTM module, DQLabs modernizes the meta data, catalog and taxonomy management
- Integrated AI/ML and automated Smart rules and learning capabilities.
- Multiple Data Source, Data Set management at ease
- Search and query capabilities of metadata to facilitate discovery of data assets.

**PROFILE**

- Standard Key Metric based Quantifiable Data Quality Score across DataSource, DataSet and Attribute level.
- Organization aligned Process made available to track, manage and improve data quality over time.
- Ability to discover patterns, insights, fraud, missing values and correlations across attributes using all connected datasets and data sources within fraction of minutes.
- Statistical based visualization with data preview for further pinpointing of the root issues in the underlying data sources.

**CURATE**

- ML based smart curation module to automatically curate the data based on the metadata definition.
Schedule and automate data curation with controls on data quality thresholds.

Reinforcement Learning made possible with user input on all three levels of curation – Basic (metadata/rules based), Reference (using third party data) and Advanced (using fuzzy logic, algorithmic intelligence matching)

Learns as each curation is done and predict the type of repair needed to resolve an inconsistency.

MASTER

Easy entity definition to create master records for customers, products, devices, and other business entities

Automated processing of master records into MDM, update, and extract MDM for processing and export for further ingestion and reference data in other applications.

MDM layer is supported with Pre-built APIs, RESTful web services for viewing and controlling master data directly in other applications.

Master Records Creation and Data Stewardship & Authoring

USE CASES A Unified Suite For All Vertical Needs