DQLABS

AI AUGMENTED DATA QUALITY PLATFORM

Increase Revenue by discovering trustable data in minutes.

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AGENDA

- ABOUT

- CHALLENGE

- PLATFORM

- KEY MODULES

- SOLUTION

- BENEFITS

- SUCCESS STORIES

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ABOUT

DQLabs.ai
AI augmented Data Quality Platform was created with a decade of data experience.

2020

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Innovation in AI/ML
Opens LA office with a commitment towards AI/ML and building NLP connectors

2019

2017

Founded
Intellectyx Inc., was created with a focus towards Data Services using innovation.

2014

Recognized as National Champion
Created a national level data registry of kids with visual impairments to aid research, support and systems.

2010

Expands Globally
Provides global support by opening a strategic software development location in India.

✓ Our company was founded with the focus towards data + AI

✓ Decade of experience in providing data related solutions

✓ Immediate ROI using AI for smarter decisioning

THE CHALLENGE

4 MAIN REASONS FOR DATA QUALITY PROBLEM
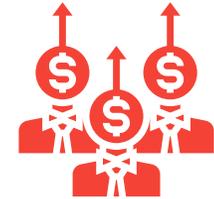
Degrade in data quality trend due to digital era expansion (Anyone, Any Device, Any Location, Any Data…Too much noise)

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 measurement and no systematic way to sustain high quality.

Operational Cost is too high - time and resources and tools and challenged with integration, metadata, curation, governance and master data management issues

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"Organizations believe poor data quality cost them an average of $12.8 million per year in 2019 "

Gartner

By 2022

organizations that rigorously track data quality levels via metrics will generate 60% more benefits.

But ….How to find trustable data in minutes?

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PERSONA

Highly Priced Platforms with skilled labor needs just to realize business strategy has changed

Longer cycle of implementation and doesn't fit with the existing ecosystem.

I spent 80% of time in data preparation vs. focusing on creating / training models

Unable to trust the data because of lack of transparency.. All Initiatives continue to stay isolated from implementations

Leadership

Immediate ROI – recognize value in less than 3 months and adapts to shifts in business and underlying data

Engineering

Easy to use with learning models and plays well with any ecosystem.

Analytics & Analyst

Large scale data processing by ingesting and pushing to any platform

Governance & Steward

Discover and Trust data across organization by identifying Sensitivity and Quality

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MODULES

CATALOG
AI/ML Driven Metadata Management
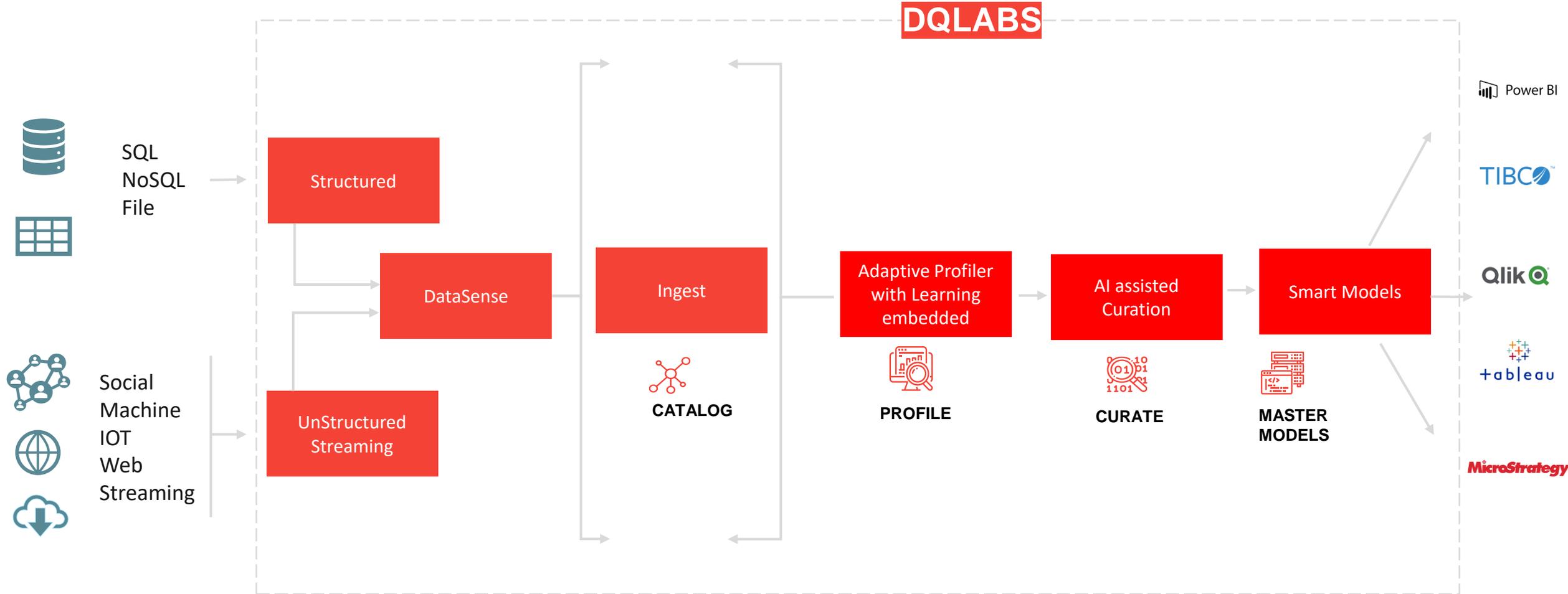
QUALITY
Improve Data Quality

CURATE
AI Assisted Data Curation

MASTER
Master Data Management

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**AI AUGMENTED
DATA QUALITY PLATFORM**

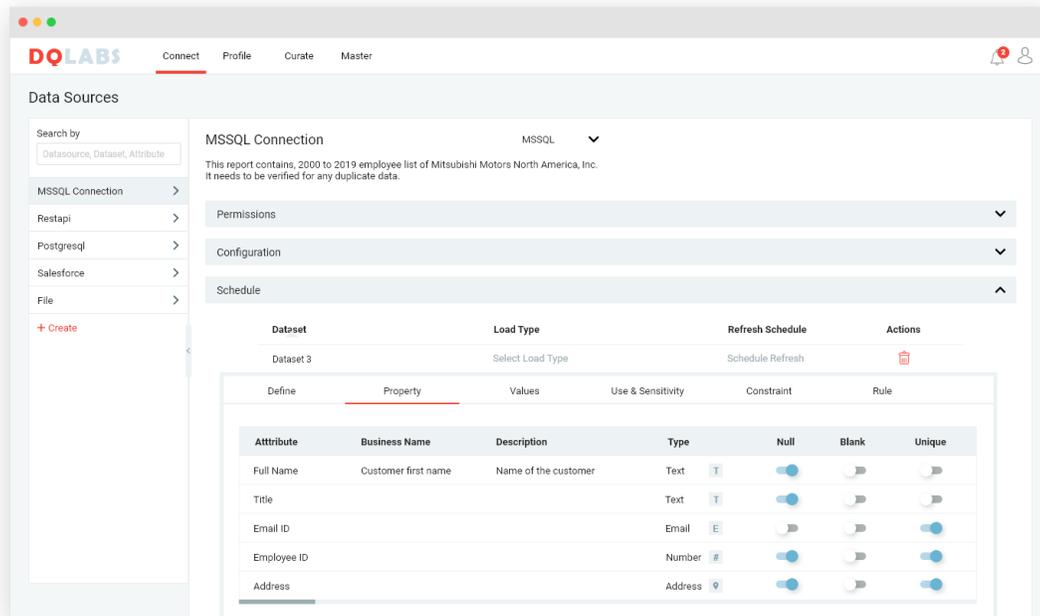A Unified Suite of Modules for your all Data Quality Needs.

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ARCHITECTURE

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DATA CATALOG

Leverage DQLabs ML-augmented data catalog as a simplified metadata management
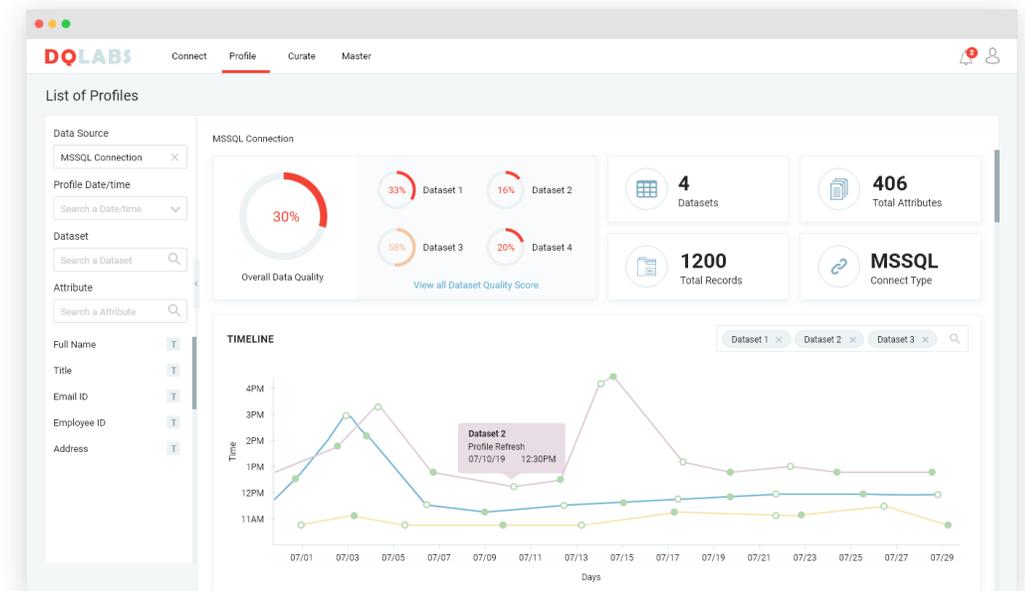to automate the process of discovering, inventorying, profiling and tagging.

↑ Connect to most popular data sources and types

↑ ML assisted Search and Querying

↑ Understand Data Quality Impact

↑ Auto tagging and Classification

↑ Patent Pending DataSense
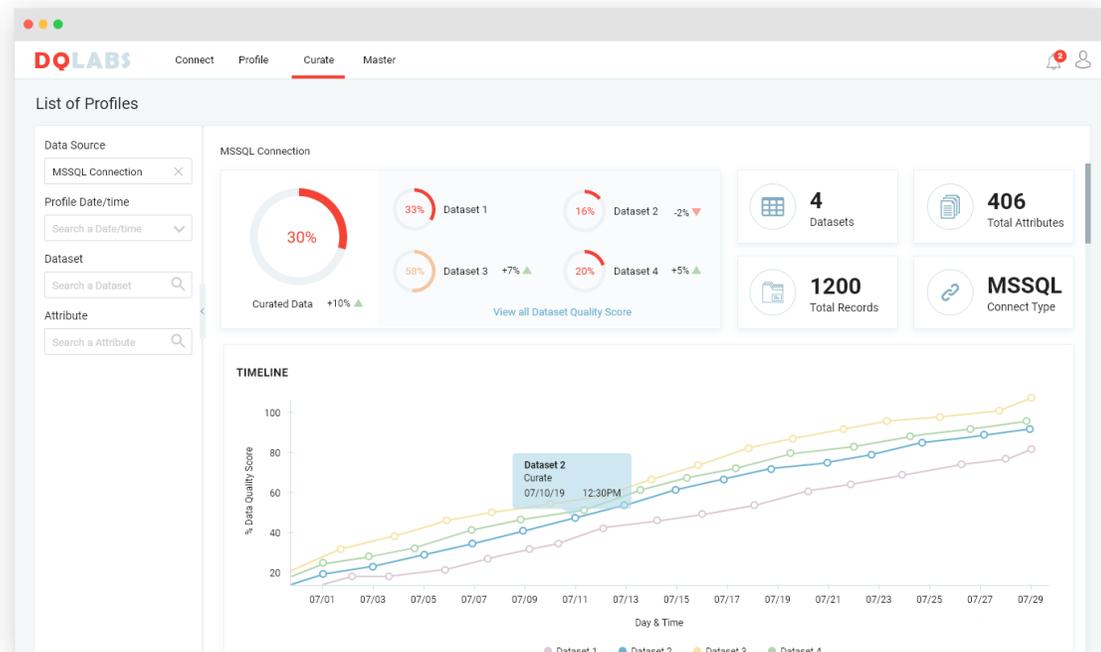
↑ Smart Cataloguing

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DATA QUALITY

Let's put you in the driver seat of managing and preparing high quality data by leveraging DQLabs AI/ML augmented data quality platform that scans various types of data sources and data sets in real time and provides scoring with the ability to track, manage and improve data quality over time

⬆ Understand Quality in consensus

⬆ Improve data quality on any types , any forms , any data

⬆ Highly interactive Visual Learning Environment

⬆ User driven / Interactive Profile Execution

⬆ Out of the box Catalog with Quality Scorecard

⬆ Trend Analysis

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DATA CURATION

DQLabs AI/ML based smart curation modules identifies the optimal data preprocessing strategies and automates data curation with controls on data quality thresholds. This is further enhanced with the help of reinforcement learning and predicts the type of repair needed to resolve an inconsistency and applies to improve quality.
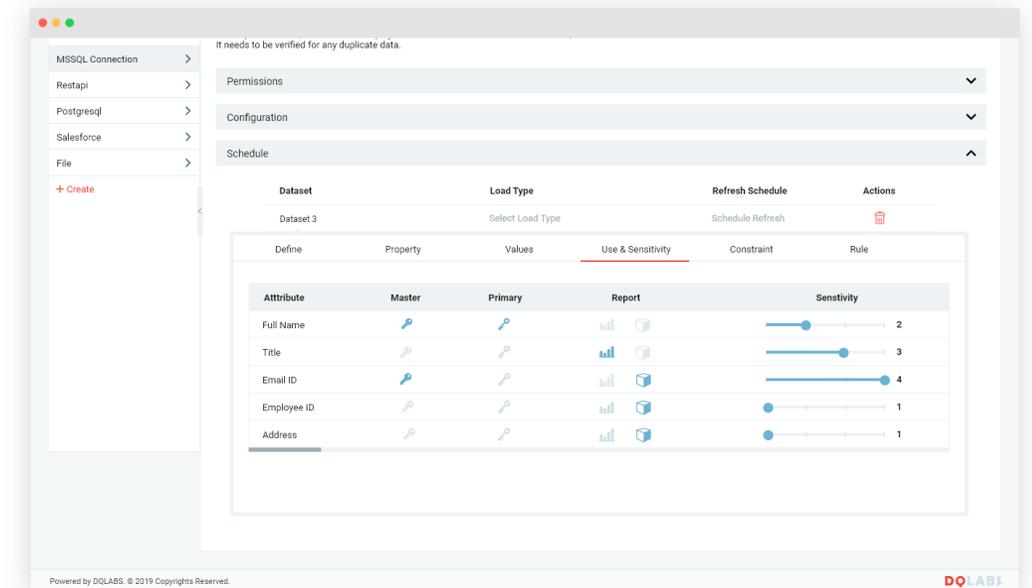

⬆ Generate more accurate data

⬆ Multiple levels of data cleansing

⬆ Inbuilt Continuous Learning

⬆ Visual Learning with Detailed Curation Report

⬆ Human Guided Curation for Reinforcement Learning

⬆ Transform by Configuration

⬆ Standardize in multiple ways

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MASTER

DQLabs AI/ML based MDM provides an extensible framework to create Master Data Management Models for customers, products, devices, and other business entities to automatically generate a 360 view or golden view of records.

⬍ Out of the box models

⬍ Leverage Operationally using API, Search or Extracts

⬍ Build Confidence and Trusted view of Customers Report

⬍ Governance included

⬍ Machine Learning powered MDM

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BENEFITS

⊕ **Immediate ROI and value recognized**

With the use of AI and Machine Learning, decisioning is made possible in all aspects of data management. No more ETL, workflows and rules – leverage the new world of AI decisioning in data management as the platform learns and reconfigures rules automatically as business strategy shifts and demands new data patterns, trends.

⊕ **Business User Focused**

No more gaps between data governance and implementation, manage data end to end without requiring advanced skills. Yes, we are 100% serious about this and the platform enables you to understand the data quality impact of any attribute usage at ease.

⊕ **Onboard in any existing ecosystem**

Onboard with minimal skills in any existing ecosystem and leverage business-centric capabilities and use cases at ease.
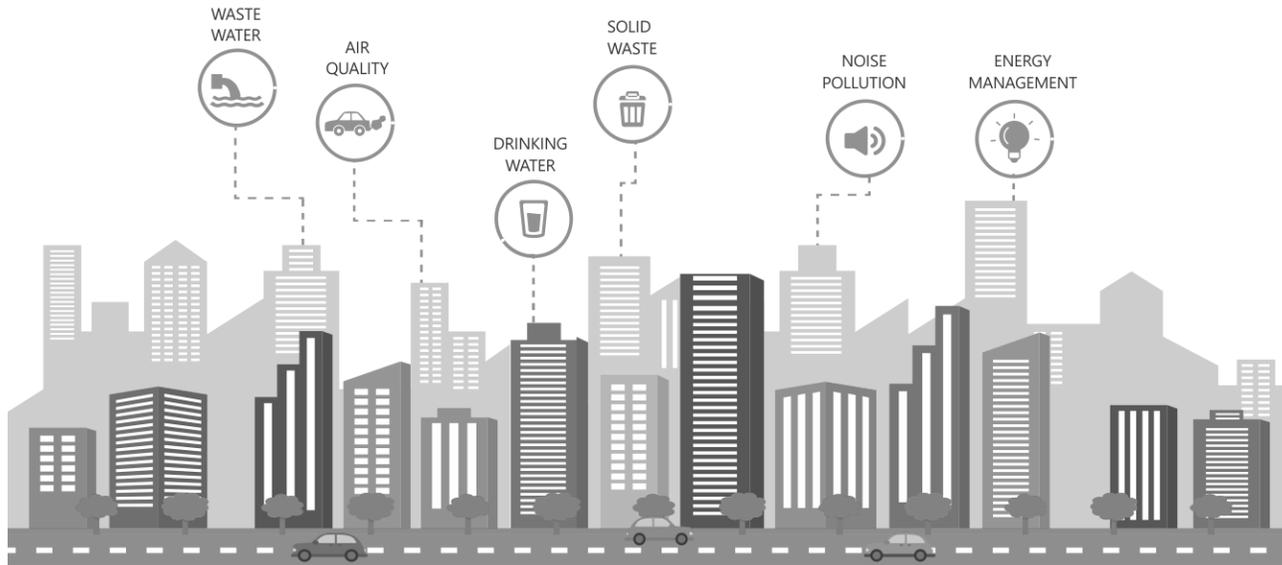
⊕ **Manage data effectively with self-service capabilities**

Let DQLabs manage your data and provide the ability to pinpoint the root cause of quality issues to source with self-service capabilities.

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SUCCESS STORIES

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PUBLIC, GOVERNMENT & NON-PROFIT

SMART CITIES INITIATIVES

As a part of the smart city initiative — City Administrators were looking for an end-to-end, comprehensive, enterprise scale, Master Data Management solution which can provide information that promotes government transparency, accountability and provide citizens with information that encourages and invites public participation and feedback. The solution should ingest large volume of data from various sources in real time and build an MDM Citizens model to ingest reference data back into originating systems plus enhance meaningful transparency reports. Discover how the major city overcame data quality, curation and data management challenges
and successfully implemented an MDM solution using AI powered DQLabs platform.

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BANKING, FINANCE & WEALTH MANAGEMENT

ASSET MANAGEMENT CHALLENGES

The day to day challenge of a leading U.S based Asset Management Provider is that they must run specific data quality routines and data preparation on the top of their enterprise systems and ingest lots of custodial data from different businesses like bank, brokerage firms, trust companies, insurance providers which involves different data sources like the Investment Accounting System, Trading Systems, Compliance and Billing systems etc.

Discover how this major asset management provider implemented AI powered DQLabs data quality platform to scale their data quality and business rule gaps across the enterprise without any human intervention.

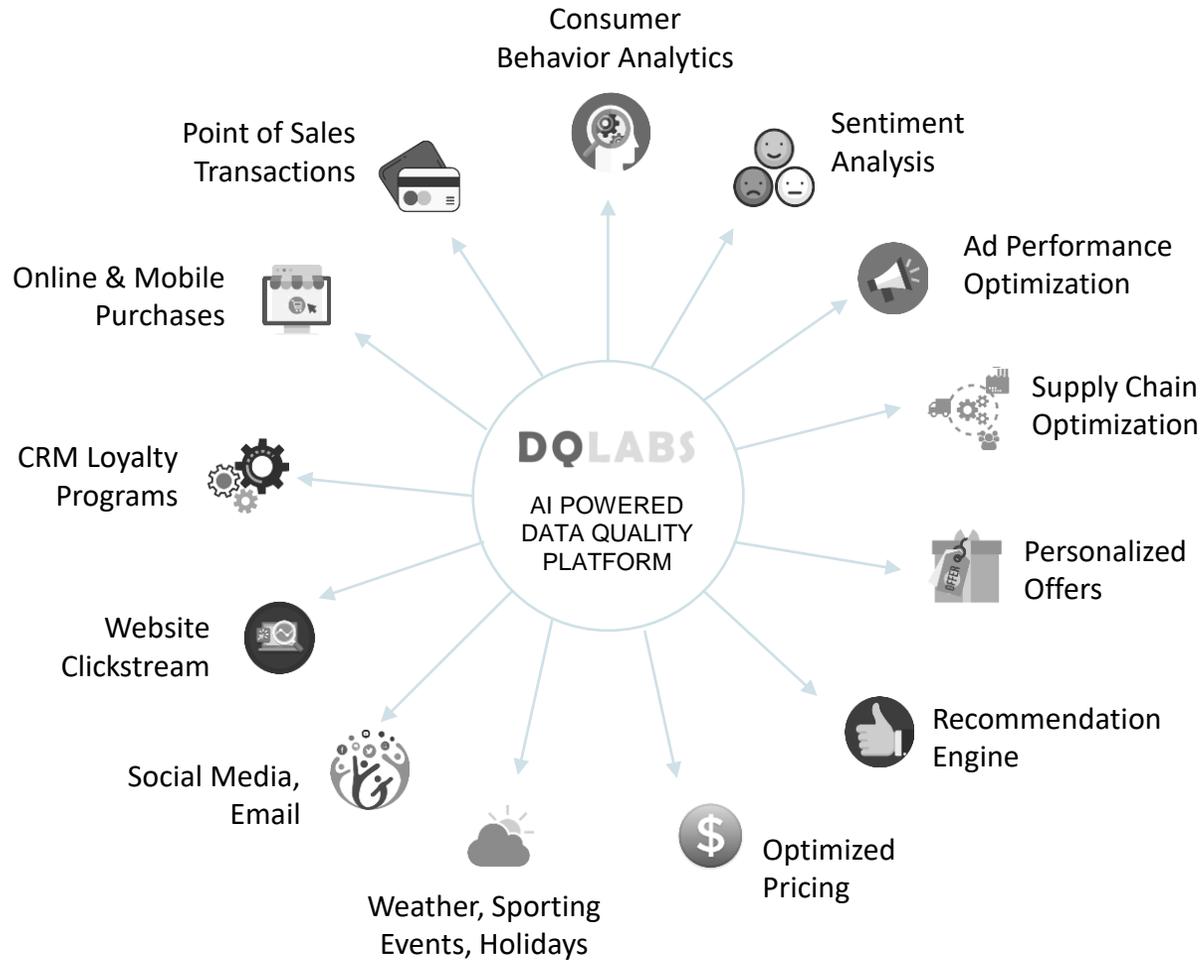dqlabs.ai

AUTOMOTIVE & MANUFACTURING

PRICE & OPERATIONAL ANALYTICS

A major automotive software provider is in the business of consolidating data from different dealerships using Dealer system providers. These data coming from various sources had lots of data challenges, duplication, typos and data issues that involved huge amount of time investment on the data preparation as preparing data is foundational to any analytics initiative.

The proposed solution was demanded to adapt to evolving data types, various use cases around automotive and a modern streaming, real time modern data preparation and data quality, curation, integration platform and practices along with smart profiling using AI/ML and NLP technologies. Discover how this automotive vendor overcame the challenges of automating data stewardship and DataOps tasks using AI powered DQLabs platform.

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RETAIL & INVENTORY

Consumer Behavior Analytics

Point of Sales Transactions

Sentiment Analysis

Online & Mobile Purchases

Ad Performance Optimization

CRM Loyalty Programs

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Supply Chain Optimization

Personalized Offers

Website Clickstream

Social Media, Email

Recommendation Engine

Weather, Sporting Events, Holidays

Optimized Pricing

360-DEGREE CUSTOMER INTELLIGENCE

One of the largest retailers in US faced challenges in managing data quality, data integration and data management while creating a single view of the customer using a data management platform that can connect with various data sources and types. The problems with various data source ingestion, quality and cleansing and required transformation dictated a seamless, easy to manage platform that can strengthen marketing, analytics, reporting capabilities across the enterprise and provide better customer engagement.

Discover how the major retailer implemented a highly available and scalable Customer Data Platform using AI powered DQLabs platform.

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THANK YOU

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