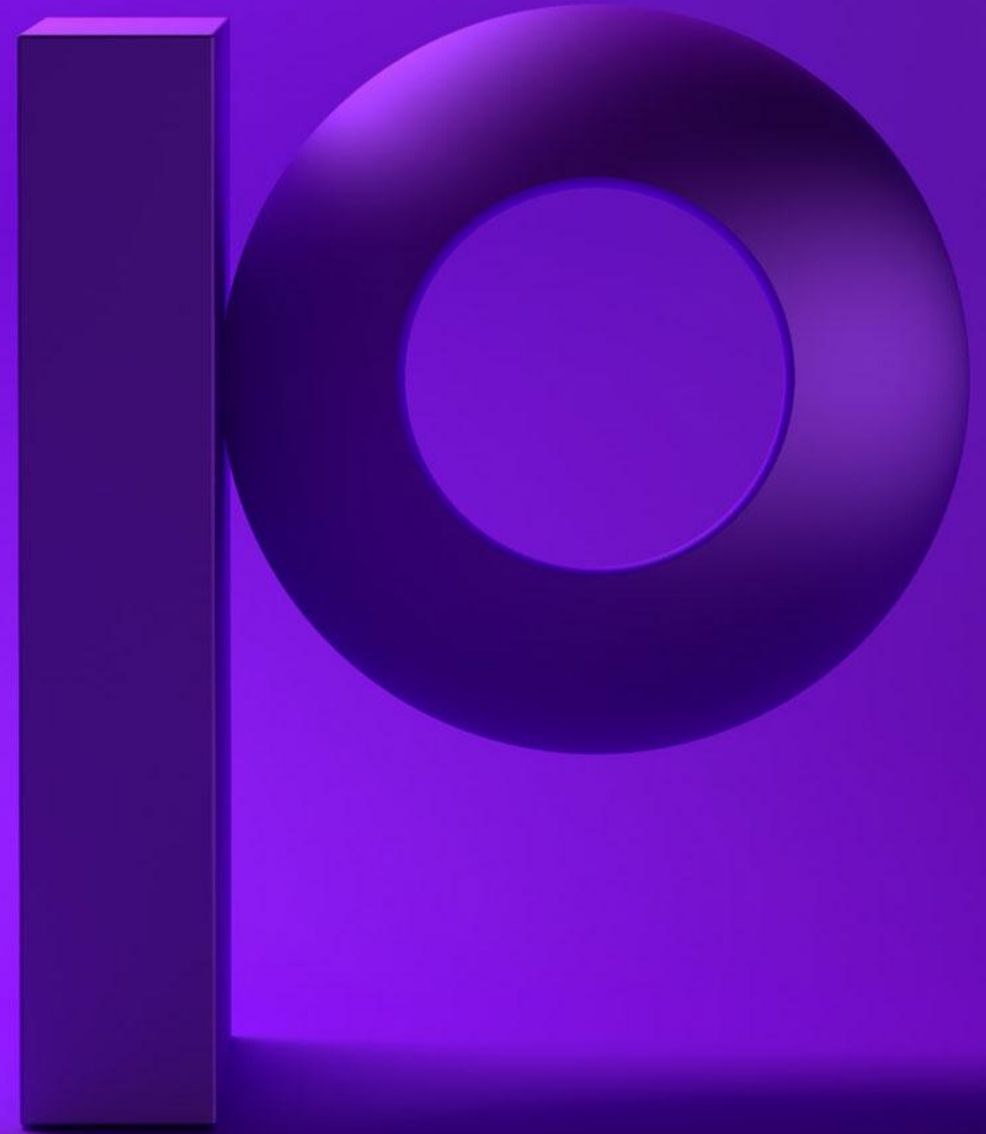




Crucial Considerations for AI-ready Data

Shaun Connolly
Vice President, Strategic Services
Precisely

April 2024





Shaun Connolly

Vice President, Strategic Services

precisely

12,000
customers

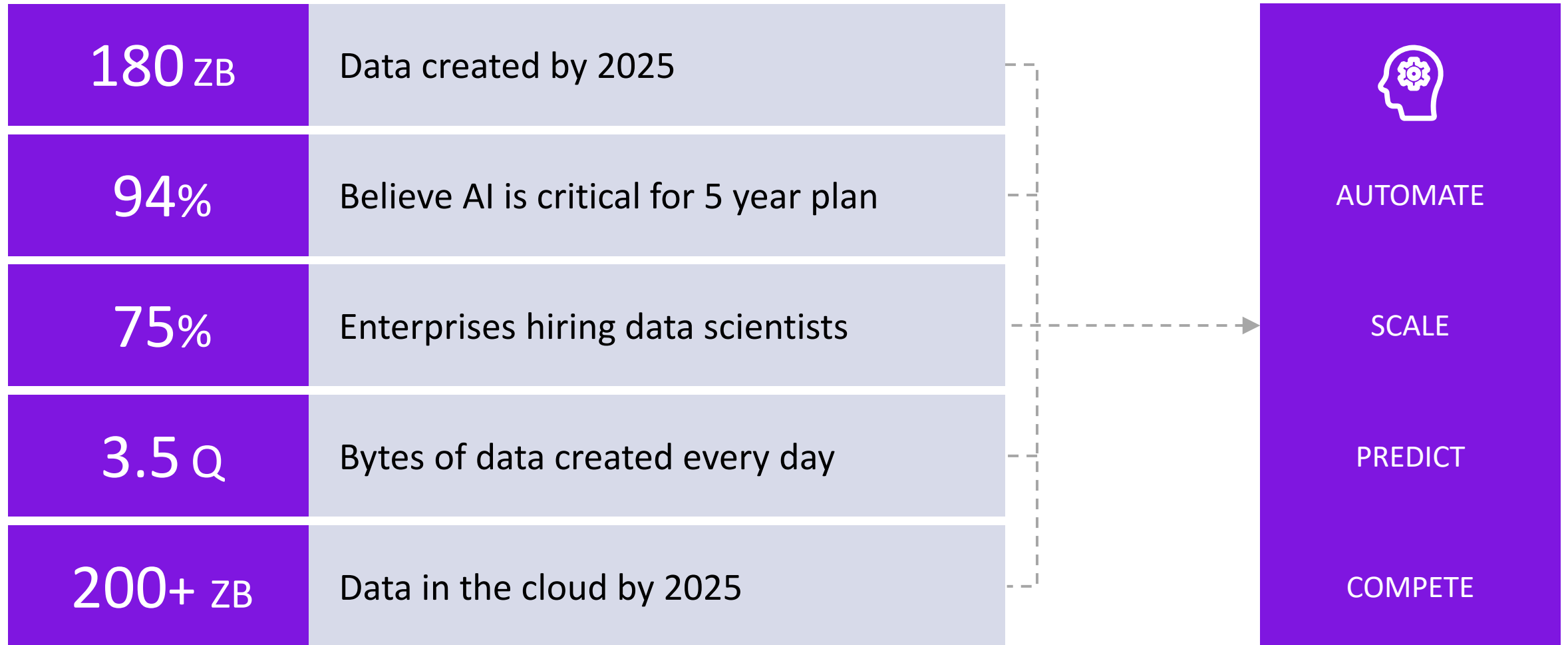
99 of the
Fortune 100

100
countries

2,500
employees



Why AI and ML?



Chances are... you're already invested in AI

91%

of leading businesses have
ongoing investments in artificial
intelligence

Source: NewVantage



Chatbots

AI assistants

Knowledge management

AI-powered workflows

AI recommendations

Contact center intelligence

Chances are... your data is not ready

4%

"Only 4% said their data is
AI-ready."

Source: Gartner® Press Release, Gartner IT Symposium/Xpo 2023 Orlando: Day 1 Highlights, October 16 2023, <https://www.gartner.com/en/newsroom/press-releases/2023-10-16-gartner-it-symposium-xpo-2023-orlando-day-1-highlights>

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Bias & hallucination

Poor model performance

Inaccurate predictions

Lack of relevance or nuance

Excessive time invested in data prep

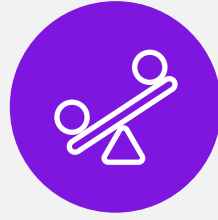
Impacts of bad data on AI



Inaccuracy

Lack of data quality and governance can lead to:

- Incorrect results due to hallucination
- AI failures
- Exposure of internal or private data



Bias

Lack of access to critical, relevant data can result in:

- Ageism & sexism
- Racial bias
- Classism, urbanism, conservatism, & anachronism



Irrelevance

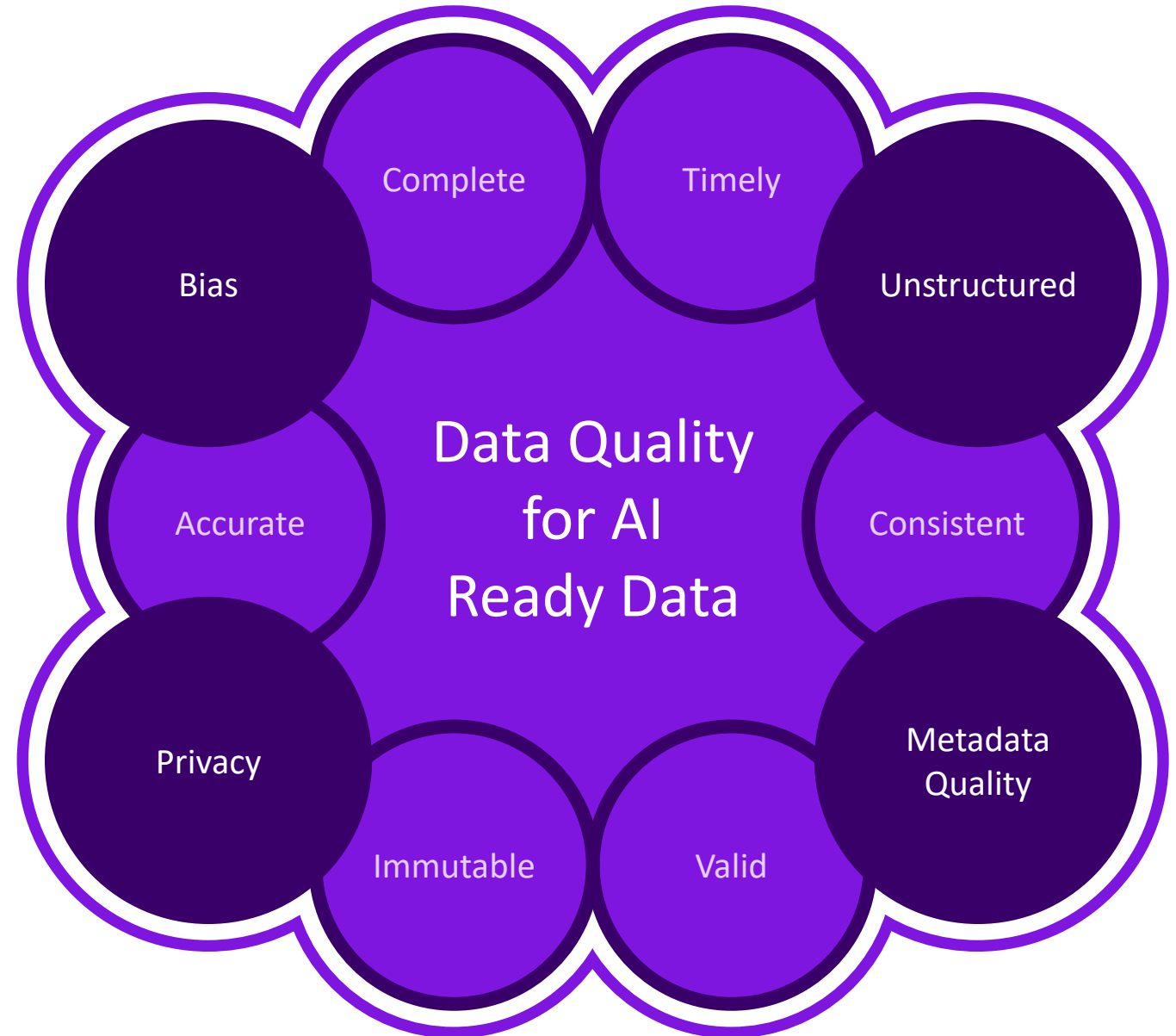
Lack of data context and nuance exposes you to:

- Weak insight into real-world characteristics
- Poor decision making with severe impacts
- Missing nuance and user connection

AI-readiness requires
data quality



But AI-ready data
has additional
considerations



Ensure data is accurate, trusted, & fit for purpose

THE SOLUTION

Data governance & quality capabilities

- Increase trust in AI data with proactive data quality rules around data pipelines, metadata, and structured/unstructured data
- Quickly identify anomalies and recommend/create rules with automated or AI/ML driven techniques
- Protect your data with clear governance of privacy and security requirements
- Confidently leverage data for AI models with a clear understanding of data management processes (source, usage, storage, compliance)



Minimize Bias



THE SOLUTION

Data integration capabilities

- Avoid incomplete and biased analysis with integrated data across silos
- Increase timely updates by automating data integration to where your AI applications exist

Increase relevance



THE SOLUTION

Spatial analysis and data enrichment capabilities

- Enhance location nuance of your models with spatial analytics
- Enrich contextual relevance with third-party data



MORTGAGE FINANCING, & INFORMATION LEADER:

Create ML models to understand housing market trends and risks

\$7 BILLION

uncovered in
multi-family homes

34%

increase in
availability

Data challenges
addressed:

- Data quality
- Geocoding accuracy
- Data enrichment

LARGE NATIONAL MORTGAGE ASSOCIATION:

ML-driven assessment of mortgages with small banks on the secondary market

Reduced time to build trusted data from

13⁺_{HRS} ► 3.2_{HRS}

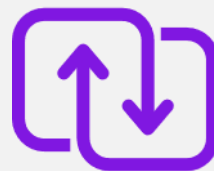
Data challenges
addressed:

- Data quality
- Geocoding accuracy
- Data enrichment

For trusted AI, you need data integrity



Data quality &
governance



Comprehensive
data integration

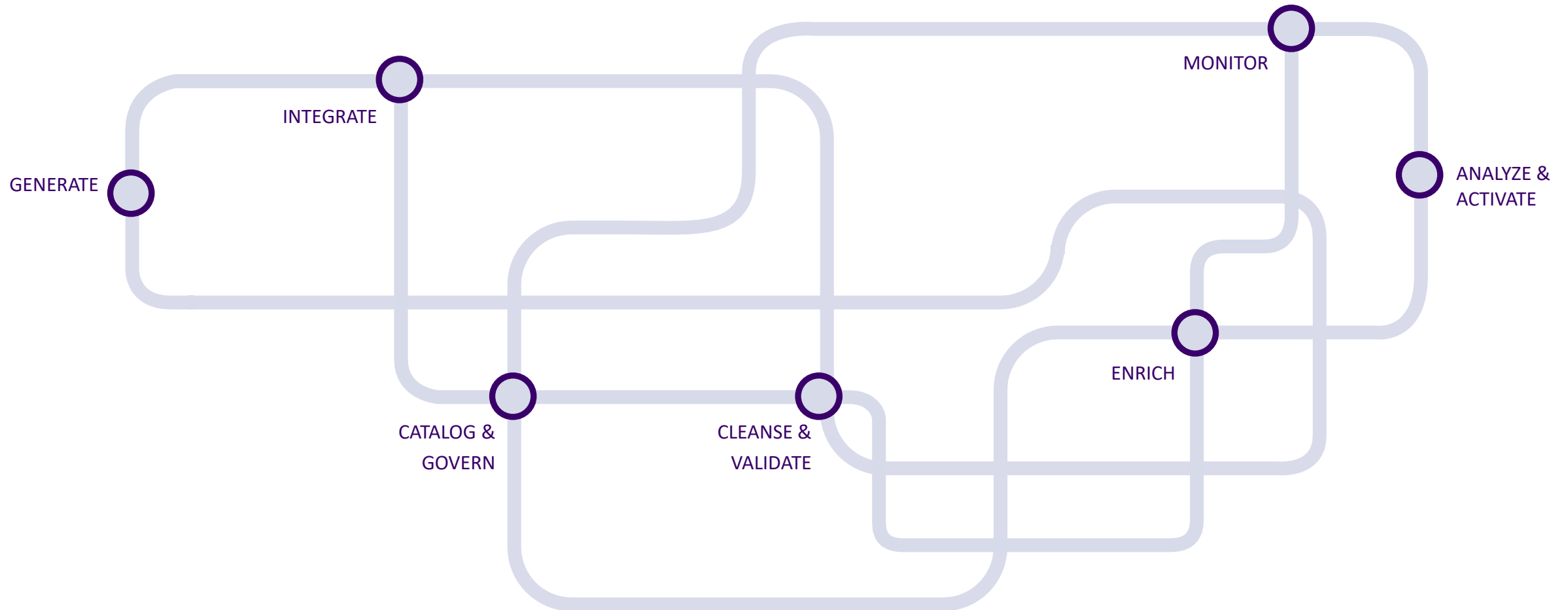


Enriched data

Strategize and drive your AI/ML initiatives with a business outcome driven approach

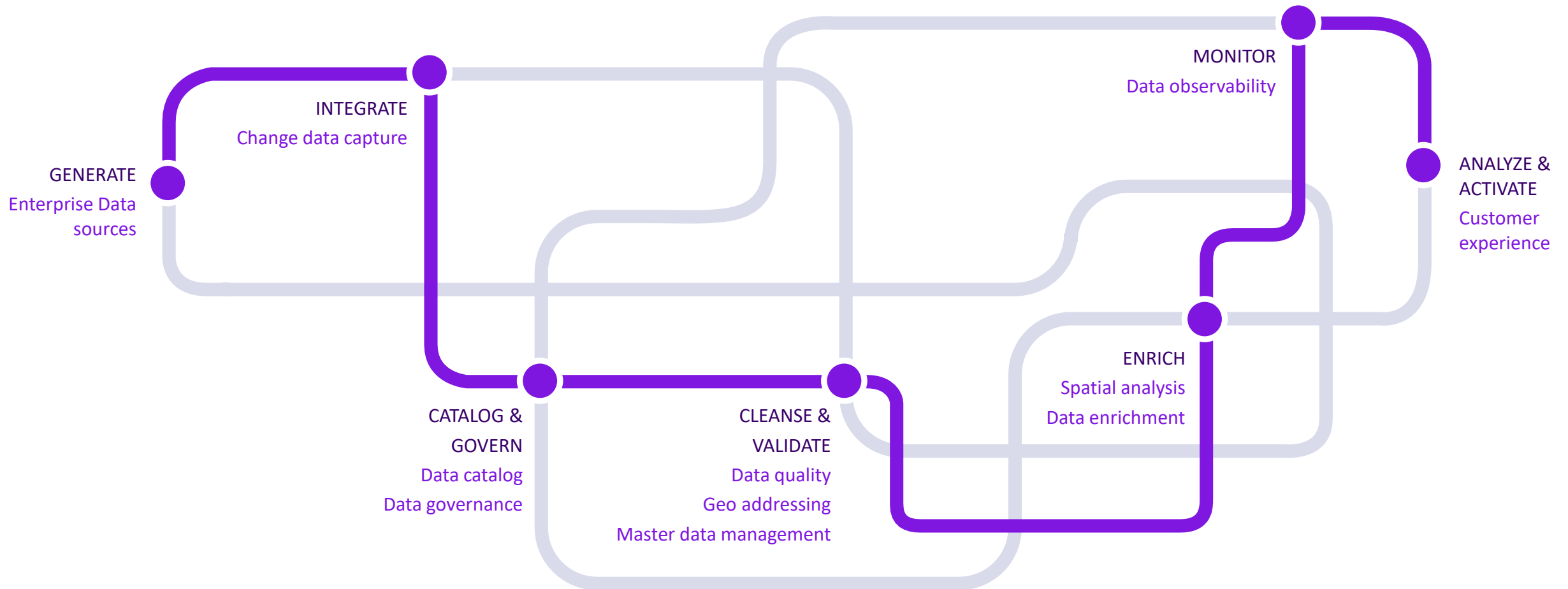


The data journey is complex and ongoing



Precisely partners with you along the way

Software, data, and strategy services to meet all your data integrity needs



precisely

Data Integrity Suite

- Business-friendly UX
- Runs where your data lives – on premises or in the cloud
- AI-driven suggestions
- Common data catalog

Flexible, interoperable SaaS services



Data
Governance



Data
Quality



Data
Integration



Data
Observability



Geo
Addressing



Spatial
Analytics



Data
Enrichment

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- Visit us at **Booth 11** and scan your delegate pass to go in the draw to win a SGD \$200 voucher for the award-winning LeVel33 rooftop restaurant.



Thank you!



Learn More!
www.precisely.com