



Overview

Solving the data reliability challenge to move your business forward

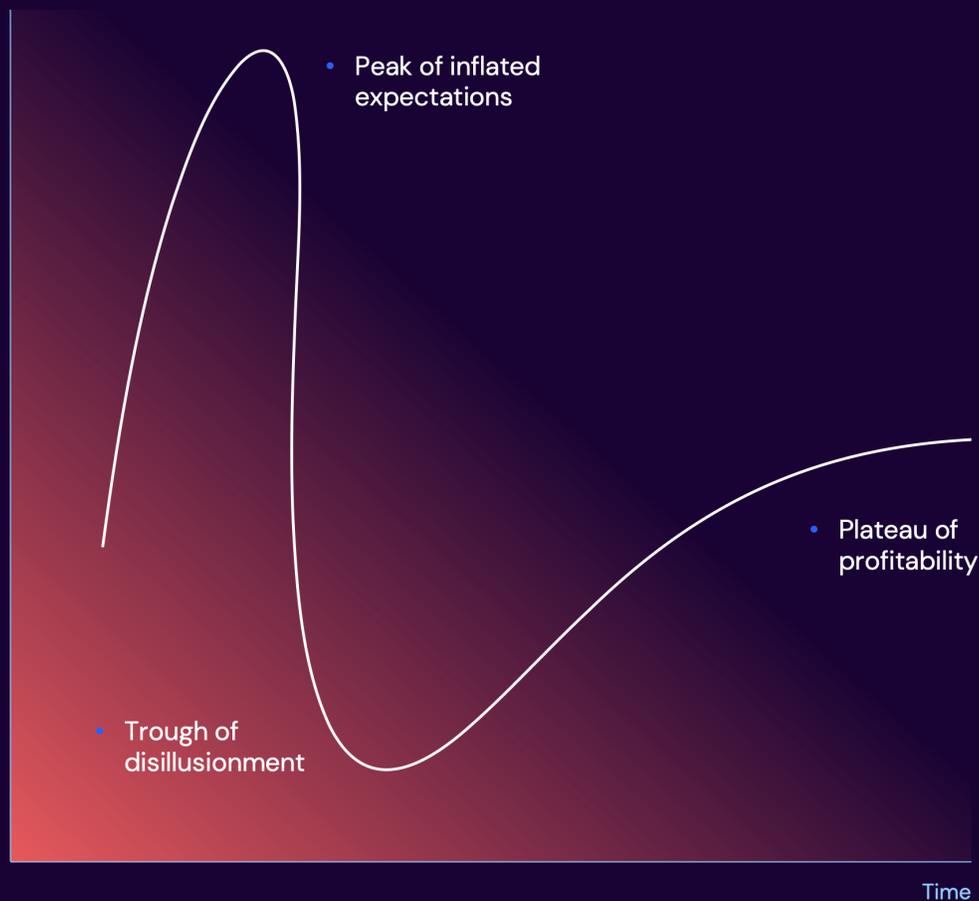


The stakes are high. You're betting on new technology, automated processes, and empowered people to ensure your business can compete and thrive. But getting value from those investments remains a challenge. According to PWC's 2024 annual survey, 88% of CEOs report struggling to capture their expected value from tech investments.

It's a familiar cycle of big hype and expectations at the start and then low adoption, which results in business leaders giving up on their technology initiatives without ever seeing the value.

At Datagence, our experts have partnered with hundreds of businesses on thousands of technology initiatives. The culprits we often see for low adoption are failures to align technology initiatives with business outcomes and low-quality data, resulting in a loss of trust in the data and the systems.

Visibility

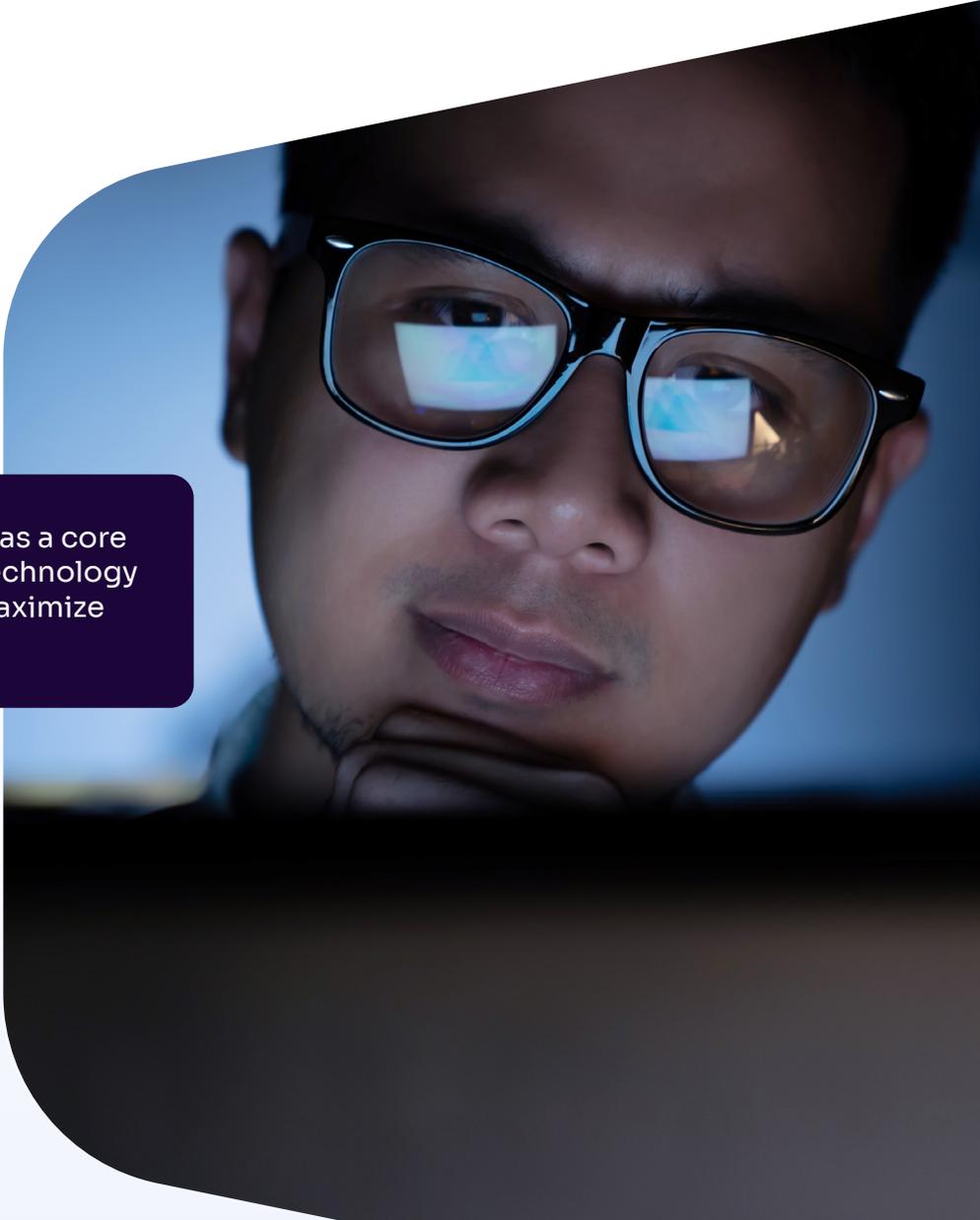


Injecting low-quality data into core systems is a losing proposition

Data is the source of truth and the foundation for trust in customer, partner, and investor relationships. The ability to turn data into insights and action is a competitive differentiator. But too often—it's an afterthought.

Businesses elect to simply “shift and lift” low-quality data into their new systems, immediately diminishing the performance and value of those investments before they've even been deployed. And when your technology investments and reputation depend on reliable data to drive AI models, supply chain processes, customer experiences, and pricing intelligence, it's non-negotiable.

Instead, you must prioritize data quality as a core component of any successful technology or system implementation to maximize the value of your investment.



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Pros and cons of traditional data quality solutions.

Data quality is not a new challenge, and it remains formidable. Unfortunately, traditional data quality solutions are often complicated, insufficient, or black boxes that don't suit your business requirements.



Doing it yourself

on spreadsheets and analytics tools is cumbersome, error-prone, and manual, and internal teams lack the expertise in the intricacies of data quality.



Data quality point solutions

have limited capabilities and support from experts and don't meet today's complex data demands



Enterprise platforms

have too many unnecessary bells and whistles that many businesses don't need, wasting resources and causing frustration.



Consulting and integration firms

have a complicated approach to data quality that's expensive and doesn't work for every organization.

While clean data is essential for technology adoption, businesses actually want and need reliable data in today's real-time, connected world. Reliable data moves freely across systems, and processes, and into the hands of the right people in your organization to make smarter decisions. And with the arrival of AI, it's no longer optional, driving both the need for more reliable data and solving traditional data quality challenges.

Data reliability impacts every role in your organization.

- Executive management relies on data to navigate the global marketplace, make strategic investments, maintain financial performance, and drive learning and growth.
- Middle managers rely on data to run efficient operations, mitigate risk, ensure regulatory compliance, turn customer feedback into product improvements, and facilitate employee development strategies.
- Front-line workers use data to manage inventory, maintain equipment, analyze opportunity history for sales, build targeted marketing strategies, and measure performance.

What is data reliability?

Data reliability ensures that data is consistently accurate, usable, trustworthy, and portable for various applications so stakeholders and front-line teams can make informed business decisions. Reliable data is required to avoid costly mistakes, project delays, and strategic missteps.



Data reliability is the difference maker for your business.

Every business requires data reliability. But when you're investing in a new technology, system, or process transformation, it's the difference maker to maximize the value of those initiatives in driving business outcomes, including:

- ERP implementation or migration from legacy platforms
- Cloud migration from legacy on-premise technologies
- Master Data Management (MDM) projects to create a single, accurate data set
- AI data readiness project for adopting AI models and applications
- Data unification to drive accurate, real-time analytics and insights
- Integration of newly acquired companies or assets

Organizations often lack the in-house skillsets and expertise to combine the right technology, resources, and processes to execute a sustainable data reliability solution. Furthermore, data reliability is an always-on requirement, not a one-time task to be thrown away and forgotten at the end of a system or cloud migration. That's where business data reliability solutions like Datagence can help navigate the intricacies and ongoing requirements to maximize the value of your strategic investments.



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The Datagence Business Data Reliability solution

Datagence is a full-service and end-to-end solution using AI, advanced technology, and expertise to ensure your data is business-ready anytime, anywhere, and accessible to every authorized member of your organization.

Founded by data quality experts and specialists tired of seeing companies struggle with generating value from business and technology innovation because of unreliable data, Datagence believes reliable data is achievable for every organization.

The Datagence Business Data Reliability solution is a process that combines a data health assessment of your data estate, data unification to wrangle siloed data, and an advanced data quality engine to execute your requirements. Every engagement includes a team of experts that can scale up or down to meet your needs and built-in governance frameworks and standards to streamline the process and ensure success.

The Datagence Business Data Reliability solution

-  **Data Unification**
Combining data sources to create a single view for understanding the data
-  **Data Health**
-  **Data Governance & Compliance**
-  **Data Reliability Expert Services**



Data Health

The data health snapshot or ongoing assessment to measure the integrity of your business-ready data.

Datagence offers a data health snapshot and ongoing assessments of your data estate to understand and maintain its integrity. The snapshot is included in every Datagence engagement to help you understand the current state of your data and identify opportunities and potential risks to your business and tech initiatives. As an ongoing assessment, it indicates the reliability and integrity of your data for business operations, decision-making, and success.

What is data estate?

A data estate encompasses all the digital assets and applications a business uses to manage its operations. It includes everything from on-premise applications to cloud-based (SaaS) applications, data warehouses, data lakes, and analytics tools, forming the backbone of a company's data management strategy.

How it works

Datagence analyzes a representative sample of your data estate against global standards to get a snapshot or as an ongoing assessment of your overall data reliability and integrity. Results indicate the reliability and integrity of your data integrations, quality, and risks. Datagence experts partner with you to review the results and offer potential solutions to address any data reliability and integrity concerns.



 Data Unification

Data unification of your estate delivers eye-opening insights and previously invisible gaps.

Data unification enables the discovery of insights to optimize your finance, operations, inventory, supply chain, customer experience, and other critical business functions by unifying your data across all sources and systems. This unified data set ensures consistency across your systems and readies it for data reliability applications and orchestrations.

How Data Unification works

Datagence has over 800 built-in APIs and connectors that wrangle and consolidate your disparate data sources. The data is cleansed, normalized, and deduplicated into a single dataset and can be applied to your many business applications or AI models.



Data Quality Engine

The data quality engine delivers accurate, portable, and reliable business-ready data for your organization.

At the core of the Datagence solution is the data quality engine. It executes your data reliability requirements as a one-time or always-on service with a proven process and set of applications using AI and cutting-edge technology, ensuring you never worry about unreliable data again. Receive a reliable, automated data stream to your core systems and business processes, including ERP, CRM, marketing automation, media systems, and internal operations platforms that adhere to your established standards and requirements.

How the Data Quality Engine works

The Datagence data quality engine applies one or all of the following to support specific business technology projects or as an always-on process:

- Validate every record and verify against our global identity graph for accuracy and authenticity
- Enrich validated records from multiple sources with missing or additional fields while adhering to pre-set rules
- Standardize data against ISO 8000 specifications, ANSI, or any custom standard set by your organization
- Purify the data to remove errors, duplicates, and inconsistencies, and deliver data back into your systems according to any custom rules
- Authorize user consent and maintain compliance with global regulatory or organizational standards for who, what, when, and where data can be accessed
- Segment the data to support downstream marketing systems for precise targeting and relevant communications that drive business outcomes





Safeguarding your data and your trust is our top priority.

When you entrust your data with us, we take that seriously. That's why we're committed to always going the extra mile to learn your systems, processes, governance frameworks, and business use cases before, during, and after your project, ensuring our understanding so nothing is missed. And we work every day to continue improving to earn your trust.

Foundational to the solution is a data governance framework with built-in standards according to industry best practices and global organizations, including ISO 8000, established by ECCMA and the American National Standards Institute (ANSI). These standards ensure you have a reliable data set that moves freely across your core systems, processes, and by authorized users.

- Data Modeling
- Data Integration & Unification
- Data Transformation & Operations
- Data Portability
- Data Quality
- Data Storage & Warehousing
- Metadata
- Business Intelligence
- Structured & Unstructured Data
- Reference & Master Data





Data reliability experts are by your side and accountable for your success.

Consider us as part of your team. Whether you have partners, an entire team, or just you, Datagence is accountable for your results and success. Expert guidance and accountability are included in all engagements and can scale up or down based on your business needs and resources.

Your Datagence team includes a dedicated customer success manager and access to a solutions architect, integration engineer, business analyst, and pipeline engineer who are committed to your data reliability project.

Additional expert resources are also available to help you get the full value of reliable data, including:

- Improving internal data processes
- Establishing data quality standards
- Building data governance standards
- Certifying your organization's data with ISO 8000 and ANSI
- Implementing data reliability for technology projects
- Administering employee training
- Ongoing data assessment and reliability services





Datagence's mission and focus is on your business data reliability and success. We recognize that data reliability is not a one-and-done event, and achieving data quality requires more than just software and technology. You need a shift in process and mindset. Many organizations and their leaders struggle to navigate the change management necessary to retain the integrity of their data and make it actionable for business.

That's why, alongside our process and technology, we have a team of trusted data experts who understand what it takes to execute data initiatives successfully. Our team has decades of expertise leading data, technology, and business transformations, and we partner directly with you or alongside your partner firms every step of the way. Not only do we help organizations achieve data reliability, but we're also participating in setting the data quality standards as members of the United States Technical Advisory Group for Risk Management (US TAG).

Together, we solve your data reliability challenges so you have actionable, trusted data you can be confident will deliver the results you need for your business to thrive.

For more information, visit:

[DATAGENCE.IO](https://datagence.io)