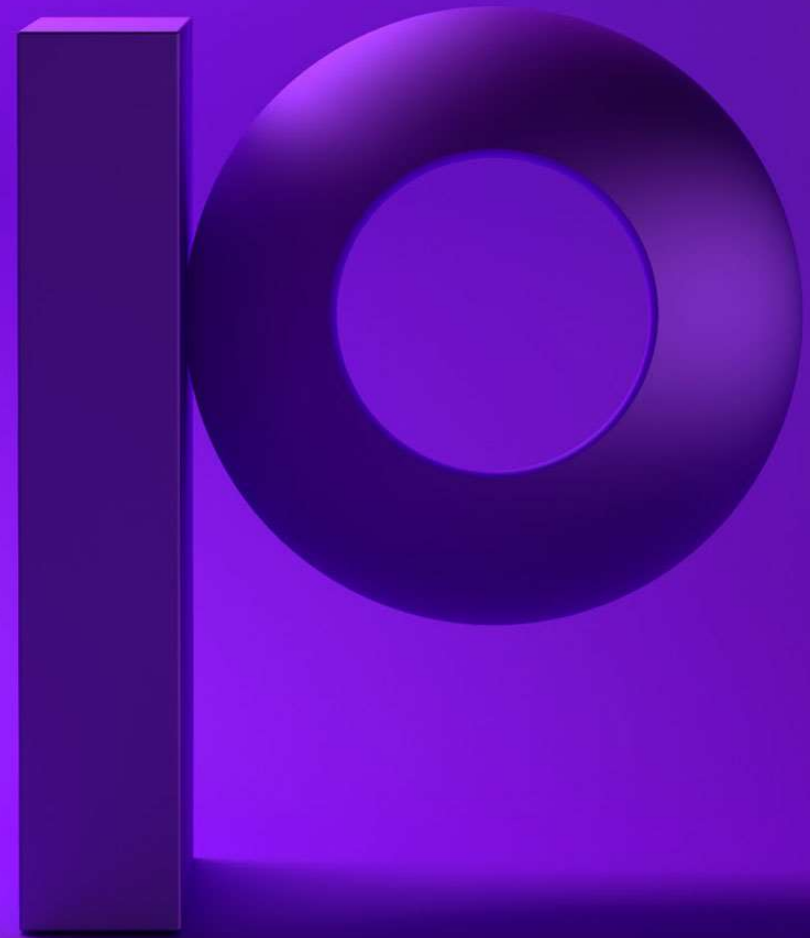# Top Tips To Get Your Data AI-Ready

**Sam Darmo**
Senior Sales Engineering
Precisely

Nov 2024

# Why AI and ML?

## 94%

of business leaders
believe AI is critical
to their 5-year plan

Deloitte

## 75%

of enterprises are
hiring data
scientists

Forbes

## 200+ ZB

of data in the cloud
by 2025

# 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."

- Bias & hallucination
- Poor model performance
- Inaccurate predictions
- Lack of relevance or nuance
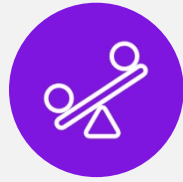- Excessive time invested in data prep

# 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
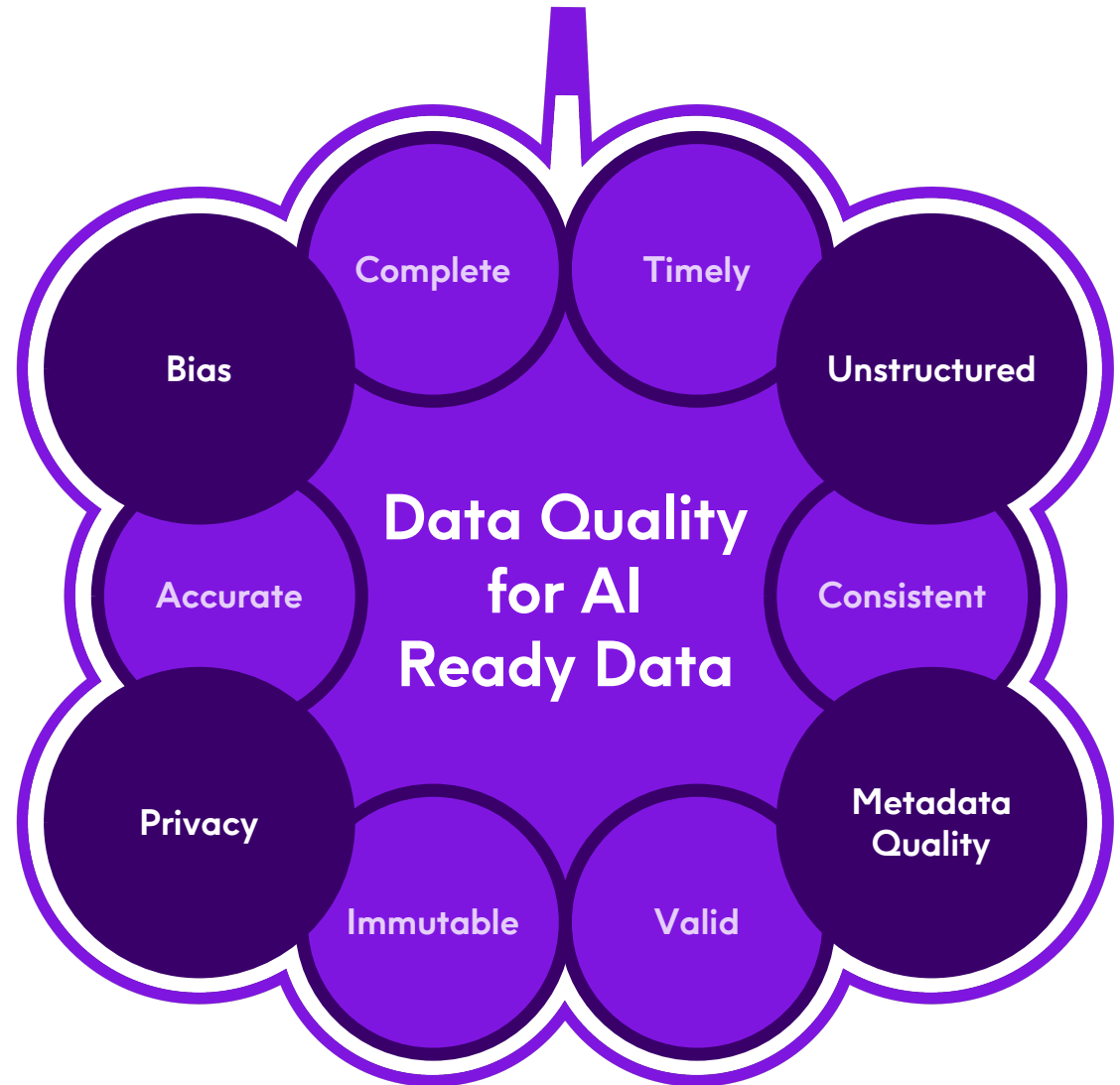
**Irrelevance**

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



Data Quality for AI Ready Data

- Complete
- Timely
- Unstructured
- Bias
- Consistent
- Accurate
- Metadata Quality
- Privacy
- Immutable
- Valid

# 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

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
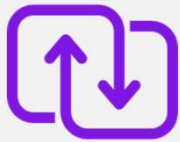
# Increase relevance

Spatial analysis and data enrichment capabilities

- Enhance location nuance of your models with spatial analytics

- Enrich contextual relevance with third-party data

# For trusted AI, you need data integrity

**Comprehensive data integration**
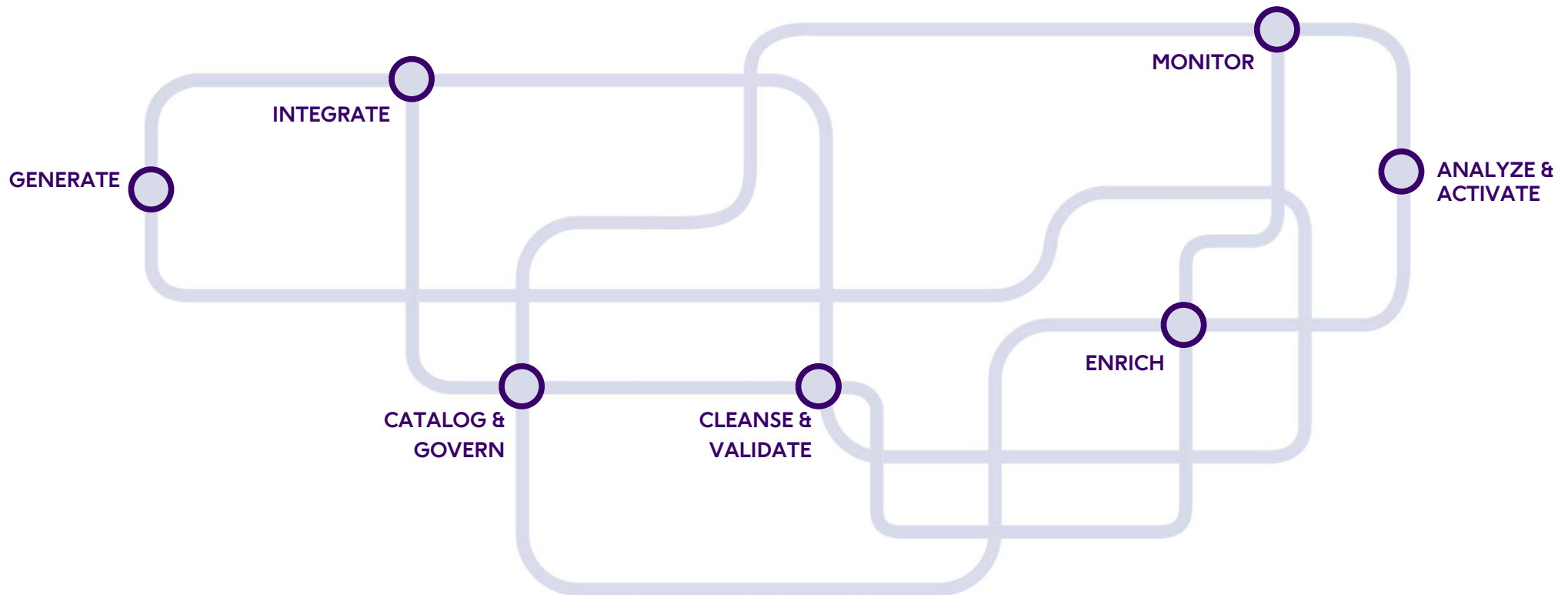
**Data quality & governance**

**Enriched data**

**Strategize and drive your AI/ML initiatives with a business outcome driven approach**
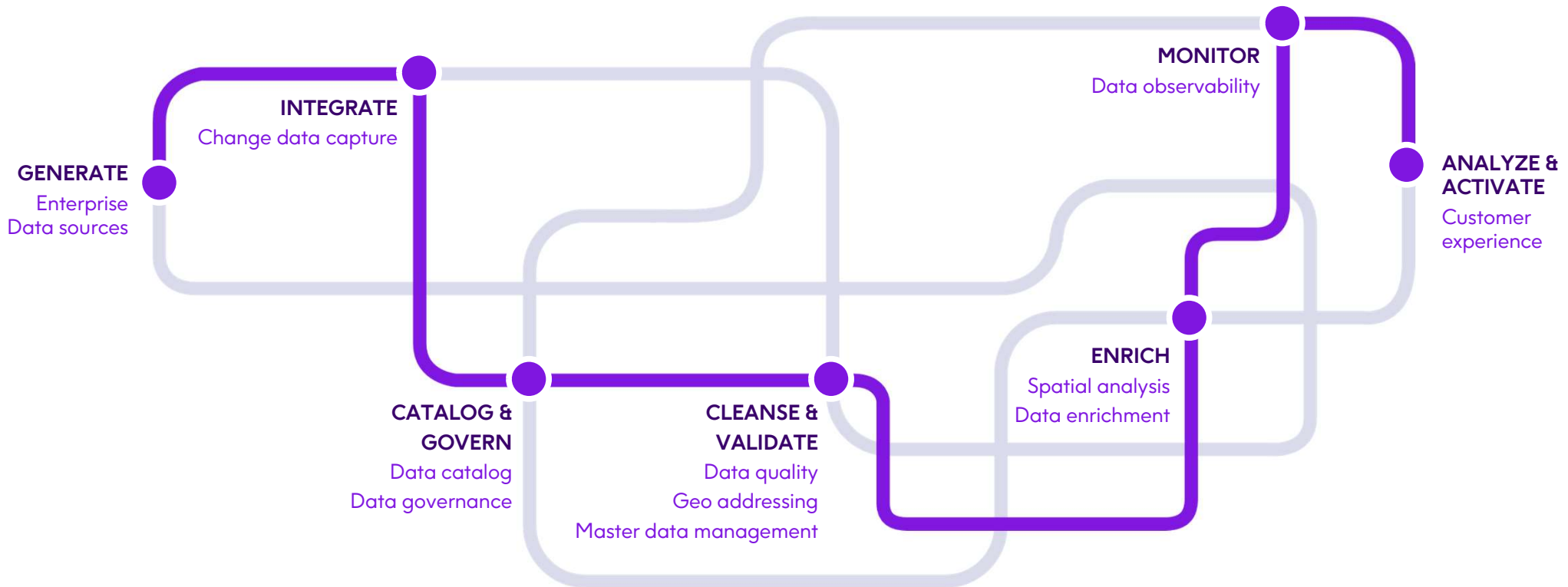
# The data journey is complex and ongoing

# Precisely partners with you along the way

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

**GENERATE**
Enterprise
Data sources

**INTEGRATE**
Change data capture

**CATALOG &
GOVERN**
Data catalog
Data governance

**CLEANSE &
VALIDATE**
Data quality
Geo addressing
Master data management

**ENRICH**
Spatial analysis
Data enrichment

**MONITOR**
Data observability

**ANALYZE &
ACTIVATE**
Customer
experience

# 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 Integration

Data Observability

Data Governance

Data Quality

Geo Addressing

Spatial Analytics

Data Enrichment

# Thank you!

## Learn More!
www.precisely.com