
AWS
re:Invent
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PRT055

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Trust your data with data integrity on AWS

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Precisely

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precisely

A leader in data integrity

Our software, data enrichment products, and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000
customers

99
of the Fortune 100

100
countries

2,500
employees

Brands you trust, trust us

Data leaders partner with us

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New trends . . .

85% of organizations will be cloud-first by 2025

90% of all data and analytics innovation will be run in the cloud

70% of applications will be low-code or no-code

same messy data

“We can’t get data at the speed we need it”

“We don’t understand its lineage and business impact”

“We don’t know if it’s accurate and trustworthy”

“We don’t have the context to properly use it”

“We don’t know when it will break”

Bottom line: You can’t trust your data for timely business decision-making

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For trusted data, you need data integrity

Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making



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Precisely has a data integrity vision

You've struggled with traditional solutions.	We believe there's a better way.
Driven by IT with data access granted to business users	Collaboration between IT and business data users
Heavy platforms or loosely integrated, multi-product solutions	Just the interoperable capabilities you need that scale up/down
Data must be brought to the solution	Workflows designed for the cloud that run wherever your data resides
Slow batch or ETL delivery of data to data warehouses	Streaming data pipelines to the cloud
Business metadata embedded in business tools; technical metadata managed in an IT-owned data catalog	Scalable, shared catalog of business and technical metadata
Rules-based data management	AI-driven quality rules and data enrichment; predictive alerts

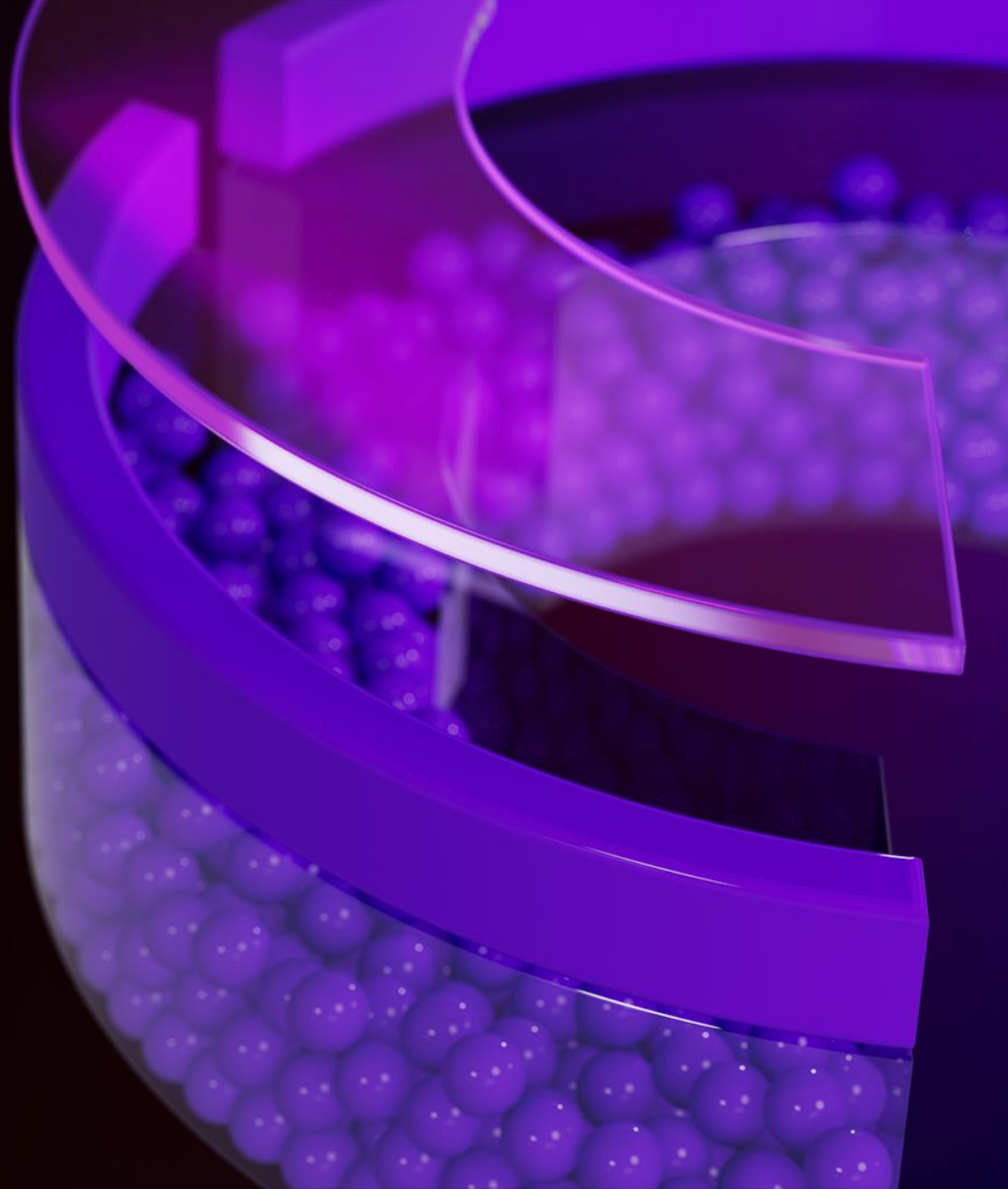
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Data Integrity Suite

The modular, interoperable Precisely Data Integrity Suite contains everything you need to deliver accurate, consistent, contextual data to your business – wherever and whenever it's needed.

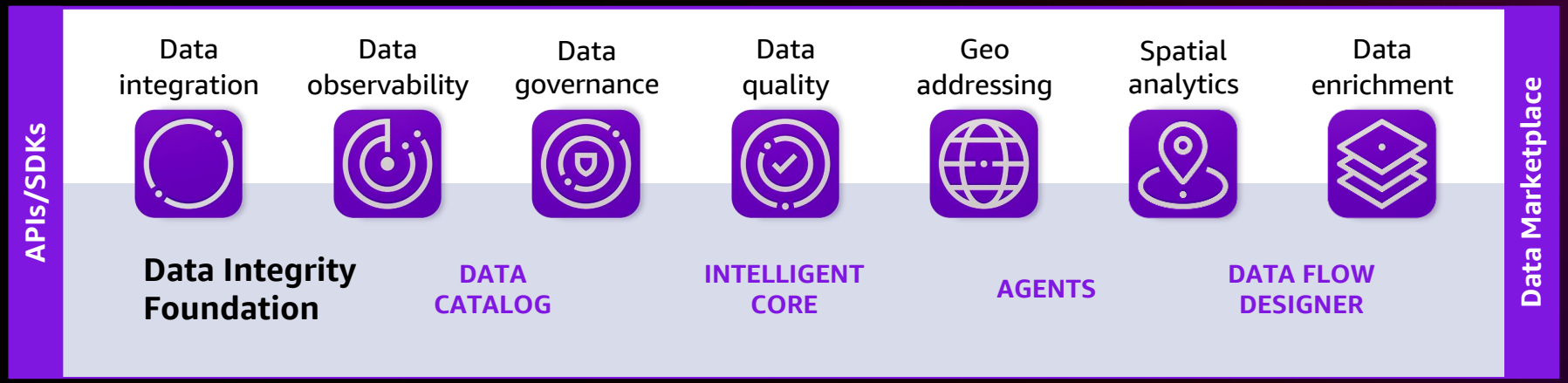


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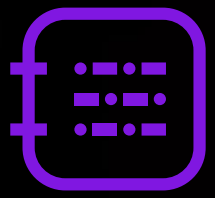
7 modules with a powerful foundation

Data Integrity Suite



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Foundation connects modules to grow value



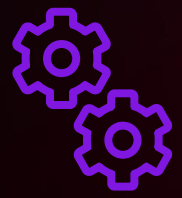
Data Catalog

Enables the metadata gathered by one capability to be shared and built upon by other capabilities



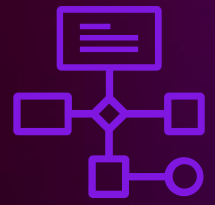
Intelligent Core

Applies AI and ML across the suite to accelerate and augment data integrity design and delivery



Agents

Allow users to design in the cloud and run their workload wherever they choose – in the cloud, on premises, or in hybrid environments



Data Flow Designer

Enables users to visually connect data integrity capabilities – or operators – to create standardized and repeatable workflows

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Modules interoperate to build data integrity



Data Integration + **Geo Addressing** + **Data Governance**

Business problem

- Providing products or services across geographically dispersed business units and brands
- Need for complete customer purchase history/behavior to drive effective analytics and marketing

Data problem

- Data is siloed in mainframe and relational databases, but need to optimize analytics on AWS

Data Integrity Suite

In one pipeline:

- Moves data to cloud data warehouse
- Enriches with address information
- Catalogs metadata for ongoing governance

Results

- Clean, centralized address data in cloud data warehouse
- More accurate analysis of purchase behavior

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Modules interoperate to build data integrity



Data Governance + **Data Observability** + **Data Quality**

Business problem

- Need to easily see the activity for a customer in one place
- Lacking trustworthy data for communication with customers

Data problem

- Data resides both on AWS and in on-premises sources
- Customer records entered inconsistently, possibly from different systems

Data Integrity Suite

- Integrated experience to govern and monitor quality of customer data
- Provides business context, ownership, data quality, and data observability trends for high-value data assets

Results

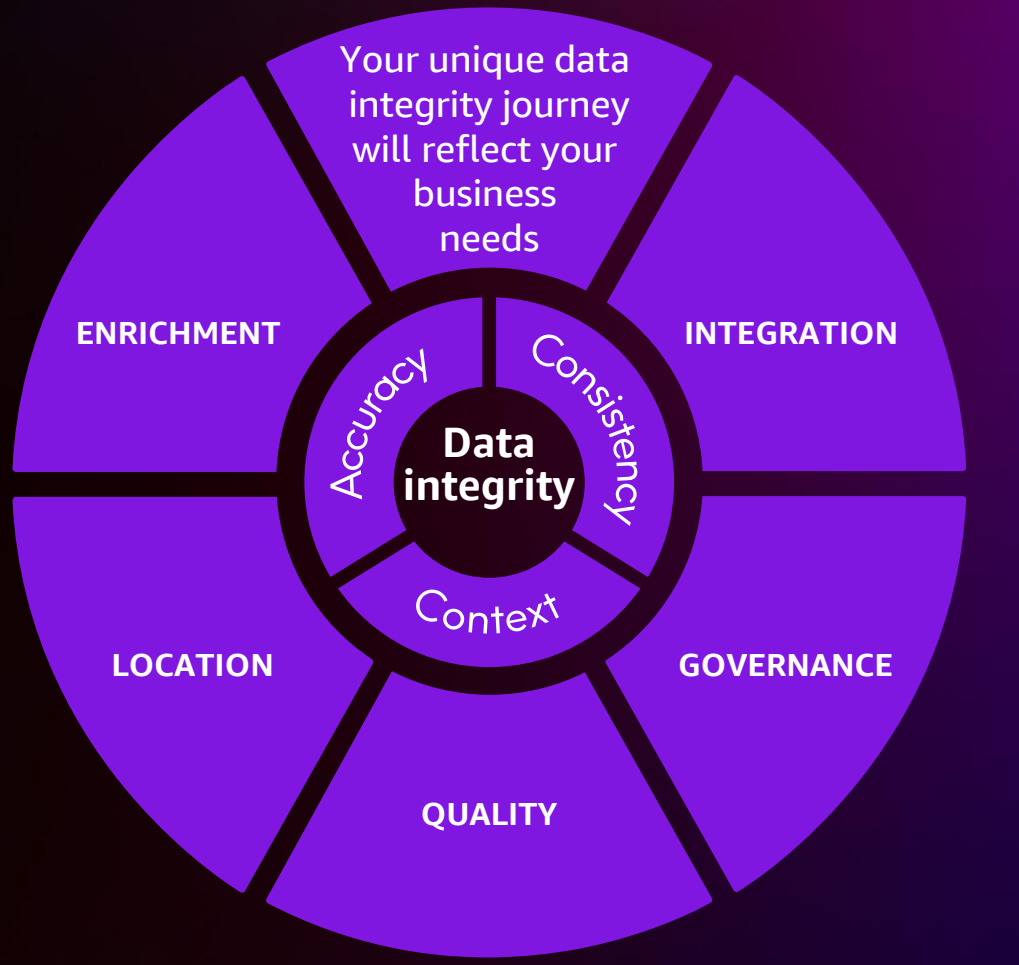
- Single view of customer data with context
- Confidence in the health of data used for customer communications

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Get started on your path to data integrity

- Every journey uniquely driven by your business
- Strategic Services can help your chart your path
- The Data Integrity Suite gives you the tools you need to deliver trusted data to your business



Learn more! See a demo!

Visit Precisely at booth 2852

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Thank you!



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