

**EDM** Webinar 

# Reimagining Data Quality: Key Modern Considerations

*A conversation with*



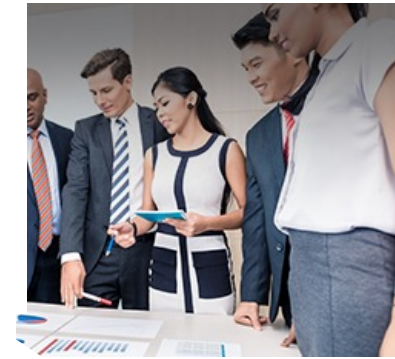
**Emily Washington**  
SVP, Product Management  
Precisely



**Scott Arnett**  
Sr. Director, Product Management  
Precisely

**precisely**

**EDM**Council



# Moderated by **Mike Meriton** Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)



# Today's panel

Moderator



**Mike Meriton**  
Co-Founder & COO  
EDM Council



**Emily Washington**  
SVP, Product Management  
Precisely



**Scott Arnett**  
Sr. Director, Product  
Management  
Precisely



# Poll 1: What is the current level of data quality maturity in your organization?

- Not Initiated
- Early Stage
- In Progress
- Mature



# Organizational needs are changing...



# ...and so are data quality needs

THEN

AND

NOW

## Manual deployment processes

Manually deploy and maintain software and data quality processes



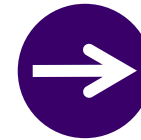
## Technical SME to manage DQ

Dedicated resources to configure and manage data quality



## Data replication to validate

Replicate data within data quality tool to identify data issues



## Automated deployment processes

Automated access to latest features and data quality process deployments



## Intelligent data quality and usability

Leverage semantics, profiles, and observations in a seamless user experience to enable more users



## Native data quality execution

Run data quality natively within environment data is stored

## Poll 2: Which of these trends is most impacting your business and related data quality initiatives in 2023?

- Rapidly increasing volume and variety of data sources
- Data-driven decision-making culture
- Artificial Intelligence and Machine Learning applications
- Data integration and interoperability
- Data Democratization



# Questions?

precisely

EDM Webinar 

---





## The 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



# Join EDM Council and our membership community of companies...



The screenshot shows the EDM Council website homepage. At the top, there is a navigation bar with links for Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main heading reads "Global Advocates for Data & Analytics Management". Below this, a sub-heading states "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." A "What we do" button is visible. On the right side, there is a "TODAY'S HIGHLIGHTS" section with three news items: "Bank of Valletta becomes the newest member to join the EDM Council", "EDM Council welcomes Webber Wentzel as its newest member", and "Lion Group joins EDM Council as its newest member". At the bottom of the screenshot, there is a banner with the text "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." and a row of logos for Bank of England, NOVARTIS, HSBC, AWS, Schneider Electric, Microsoft, Google, and AEGON. Two buttons are present: "Explore membership" and "See all 350+ member organizations".



**350+ Member Firms**

Cross-industry,  
including Regulators



**25,000+**

Professionals



**Worldwide**

Americas, Europe,  
Africa, Asia, Australia

[edmcouncil.org](https://edmcouncil.org)



**EDM Webinar** 

**Thank you!**

**FOR MORE INFORMATION:**

[www.precisely.com/contact](http://www.precisely.com/contact)

+1 (877) 700 0970

**precisely**

 EDM Council

