

EDM Webinar

2-part webinar series **Innovations in Data and AI in 2024 and Beyond**

A conversation with



Anthony Deighton
General Manager
Tamr



Randy Bean
Founder and CEO
NewVantage Partners
Innovation Fellow
Wavestone



Salema Rice
Founder and CEO
CDO Today



Today's panel

Moderator



Jim Halcomb

Head of Product
Management
EDM Council



Anthony Deighton

General Manager
Tamr



Randy Bean

Founder and CEO, NewVantage
Partners, Innovation Fellow,
Wavestone



Salema Rice

Founder and CEO
CDO Today



With Great Power Comes Great Responsibility



“Generative AI is a turning point for a lot of organizations. They want to use data as a product. They want to be a data-driven company. But doing so requires quality data that is protected and secure. And that needs to be top-of-mind for CDOs before they introduce these models company-wide.”

Salema Rice

Listen to Podcast -

<https://www.tamr.com/podcast/cdo-today-salema-rice-chief-data-officer>

From Skeptical to Mesmerized... and Terrified!



“It’s incumbent upon us as human beings and business professionals and data professionals, especially knowing what we do, to do everything that we can to safeguard the use of AI and to ensure the quality and integrity of the data that goes into these models. It’s easier said than done.

But over the past 20 years, there's been such an advance in data quality and data cleansing capabilities that hopefully we're moving in the right direction.”

Randy Bean



Listen to Podcast - <https://www.tamr.com/podcast/ceo-new-vantage-partners-randy-bean-ai-data-driven-technology>

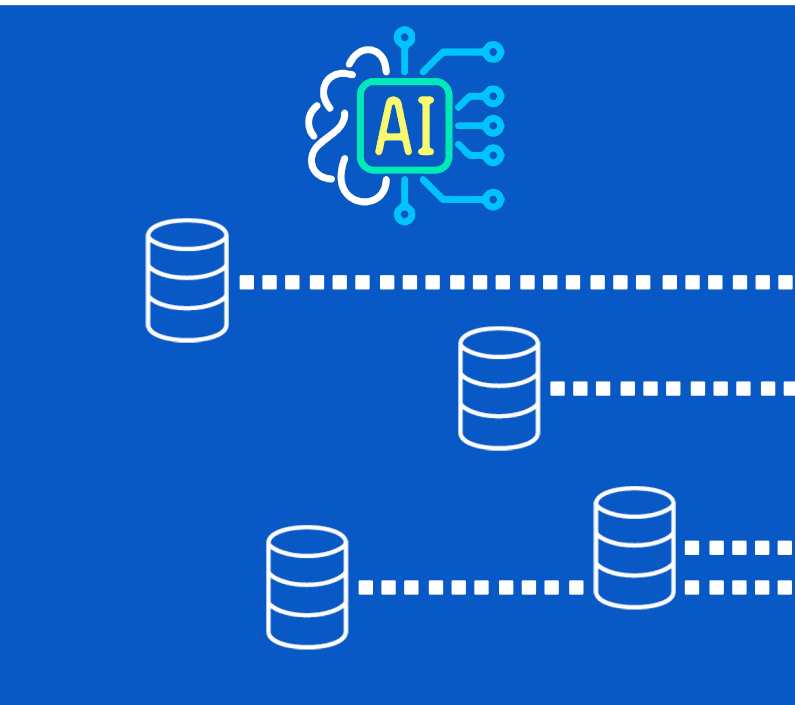
AI is Here to Stay... So Now What?

1

Adopting AI is no longer a question. It's an imperative. Using AI, organizations can future-proof their business by:

- Boosting operational efficiency and drive greater ROI
- Powering exceptional customer experiences
- Spotting new opportunities to grow the business
- Safeguarding the business from unforeseen rise

AI changes how data products are built & managed



When AI models use high-quality data, their results will be accurate. That's why the success - or failure - of AI depends on the quality of the data.

- **Semantic validation and cleaning** reduces volume & complexity of transformations that need to be developed
- **Smart identification of relationships between records** enables data products to include a broad scope of sources
- **Enrichment of sparse data** elevates standard of data quality without heavyweight top-down governance
- **Human-machine feedback loop** builds confidence & trust

Data quality matters

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2



BI & Reporting



Data science



Process automation
(e.g., CDP)



Data apps



AI/ML models
(e.g., LLMs)



Data needs to be clean & standardized



It should have a lot of attributes



There should be a 'single view of a customer'



Issues should be quickly fixed when flagged by users

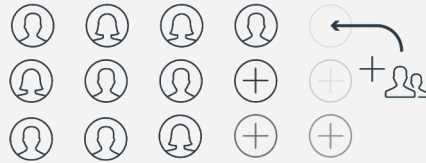


Garbage in, reputation damage out

Data quality in an AI-driven era: why traditional MDM is dead

3

Throw people at it



Manual data curation

Integrating and maintaining an
array of tools

Building custom solution

Limited sources/data

Costly & slow

Lock it down



Rule-based and manual in
nature

Limited sources

Static data

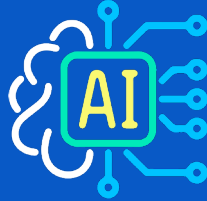
Platform play

Costly & ineffective

Data quality in an AI-driven era: why traditional MDM is dead

3

New approach



Trained models

Built-in Data quality &
Enrichment

Millions of data records

Continuously updating

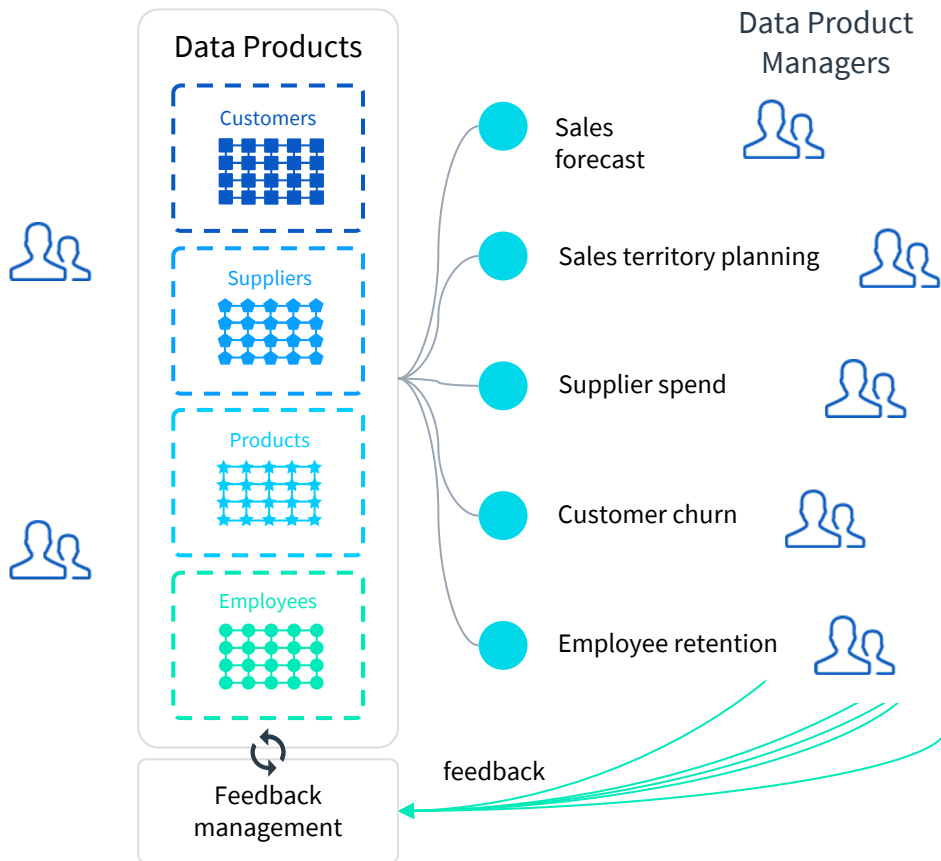
Fast time-to-value

4 Essential capabilities of data products

1. Built for consumption
2. Mastered using AI/ML
3. Designed to improve data quality
4. Engineered for enrichment

The new data culture

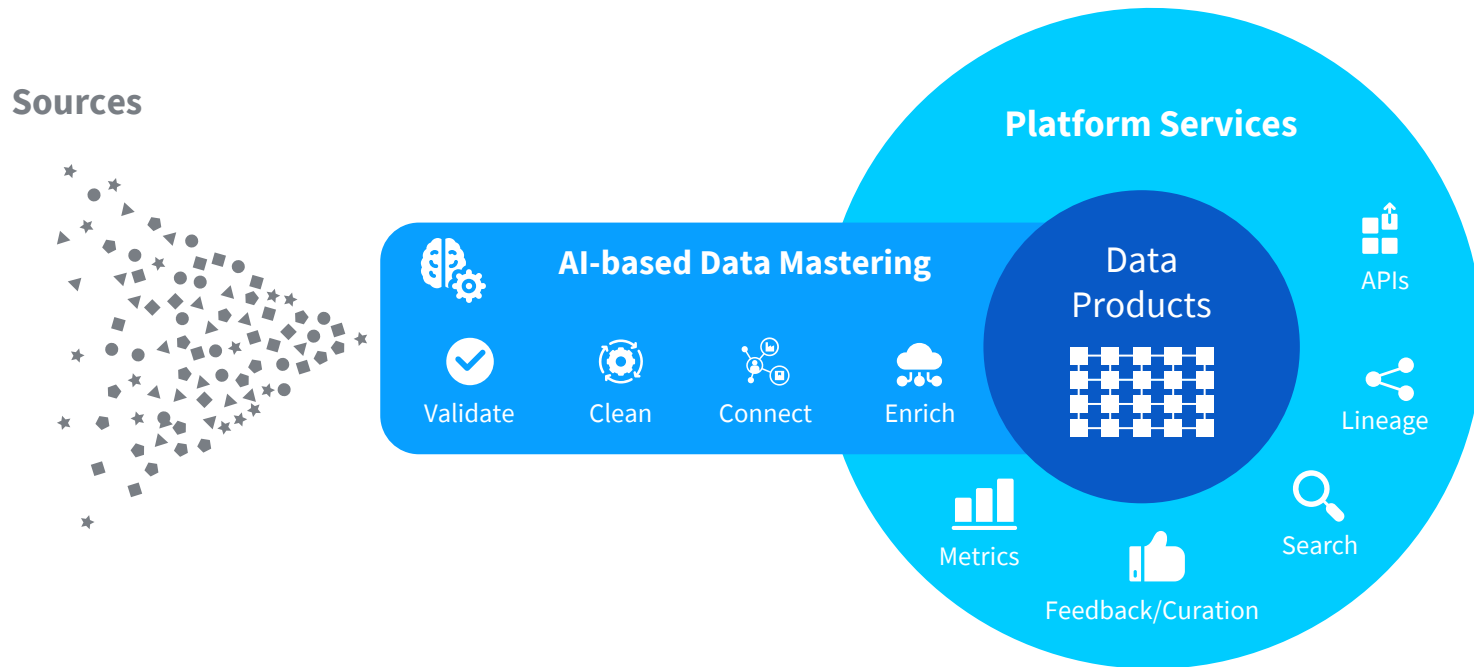
4



AI requires human oversight, collaboration across the organization is becoming increasingly important.

Data product managers oversee the entire lifecycle of data products.

Establishing a data product platform (Tamr) increases chances of success



Questions?



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Take home an ebook and a mug!

Download the Data Masters Perspectives ebook and take home a swig mug!*

Scan the QR code now!

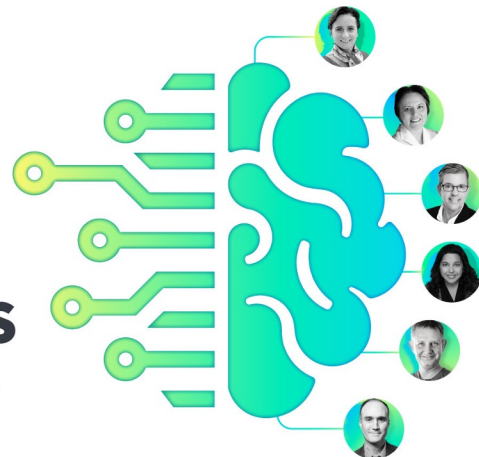


*Limited offer expires
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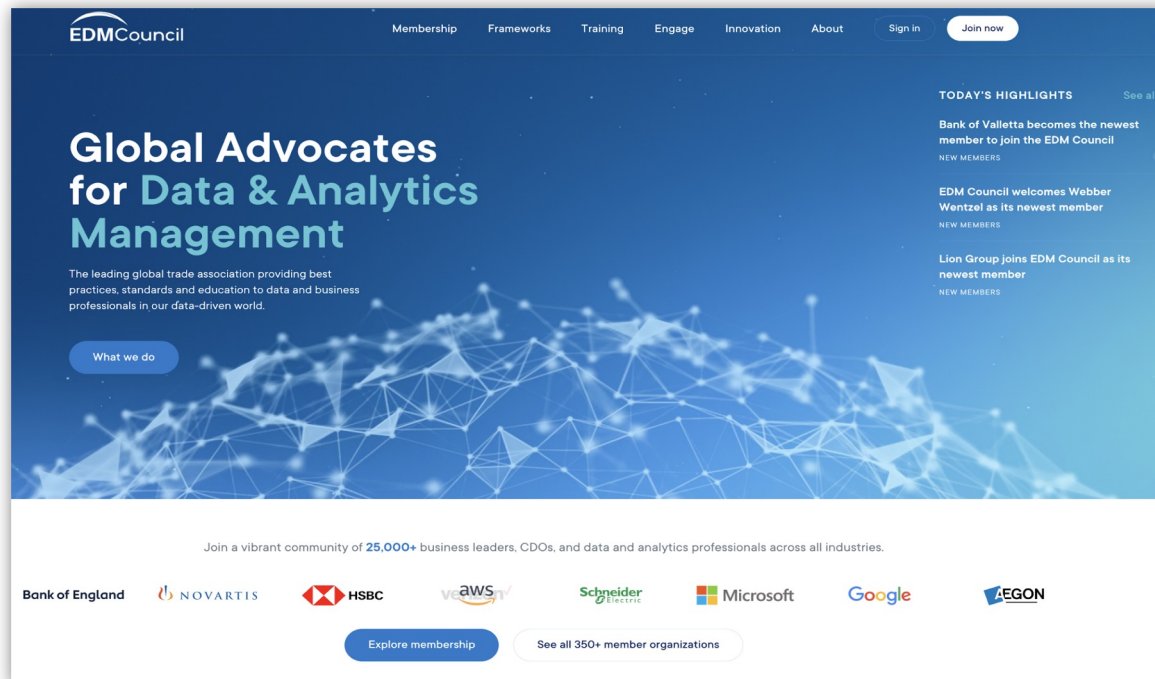
DATA MASTER PERSPECTIVES

Innovations in Data and AI
in 2024 and Beyond



Visit: tamr.com/2024perspectives

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



The screenshot shows the EDM Council website homepage. The header includes the EDM Council logo and navigation links: Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main content area features a large blue banner with the text "Global Advocates for Data & Analytics Management" and a sub-headline "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." Below this is a "What we do" button. To the right, a "TODAY'S HIGHLIGHTS" section lists recent member additions: Bank of Valletta, EDM Council welcomes Webber Wentzel, and Lion Group. The footer includes a statement "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." and a row of partner logos: Bank of England, NOVARTIS, HSBC, AWS, Schneider Electric, Microsoft, Google, and AEGON. Two buttons at the bottom are "Explore membership" and "See all 350+ member organizations".



350+ Member Firms

Cross-industry,
including Regulators



25,000+

Professionals



Worldwide

Americas, Europe,
Africa, Asia, Australia

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Thank you!

