

EDM Webinar

Trust Issues With Your Data? Fix Them Now Using an Integrated Approach

A conversation with



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Poll 1: How would you rate your ability to trust data used for decision-making in your organization?

- Very High
- High
- Low
- Very Low



Confident decisions require trusted data

Organizations want to be more data driven but struggle to trust their data

83%

CEOs want their organization to be more data-driven

IDC

77%

Data-driven decision-making is a leading goal for their data programs

Data Integrity Trends and Insights

79%

Data will be more important to their organization's decision-making over the next 12 months

S&P Global 451 Research

46%

Rate their ability to trust data used for decision making as "high" or "very high"

Data Integrity Trends and Insights

But your team doesn't trust your data

27%

of data practitioners completely trust their data

70%

of those who struggle to trust their data say data quality is their biggest issue



Can't get it fast enough

Don't understand it

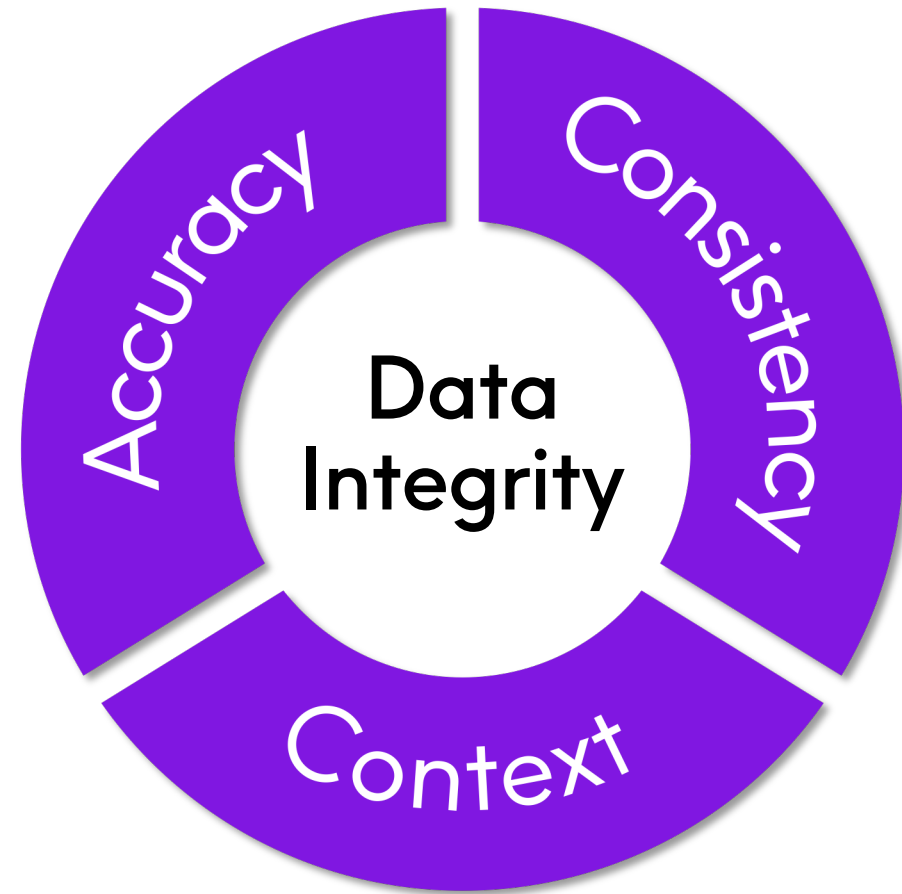
Can't trust it

Don't have the context to use it

Don't know when it's going to break

Data integrity enables trusted decisions

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



Poll 2: What is your organization's top challenge to achieve data integrity?

- Real-time access to data
- Data quality
- Understanding the data's origin and lineage
- Proactive insight into data trends, patterns & anomalies
- Data governance



Questions?

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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

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EDM Webinar 

Thank you!

FOR MORE INFORMATION:

Visit our website:

<https://www.precisely.com/contact>

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The logo for EDM Council features a stylized blue and orange arc above the text "EDM Council". "EDM" is in blue and "Council" is in orange.

