EDM Webinar

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

A conversation with

Emily Washington
SVP, Product Management
Precisely

Cam Ogden
VP, Product Management
Precisely

precisely

EDMCouncil

Today's panel

Moderator

Eric Bigelsen
Head of Industry
Engagement
EDM Council

EDMCouncil

Emily Washington
SVP, Product Management,
Precisely

precisely

Cameron Ogden
VP, Product Management,
Precisely

precisely

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
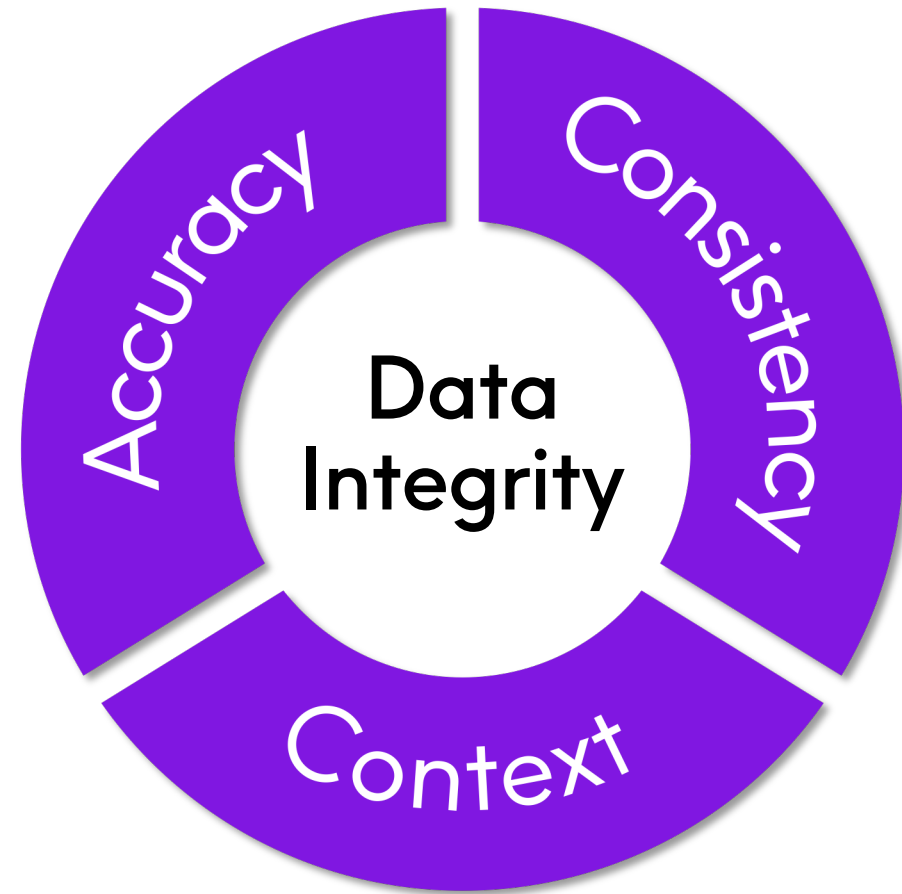
Don't understand it

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?

precisely

EDM Webinar

precisely

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

9

Brands you trust, trust us

amazon · RBS · NEW YORK LIFE · Kellogg's · Westpac

BARCLAYS · ExxonMobil · Mercedes-Benz · VISA · TRAVELERS

blue california · Fannie Mae · T · TRUIST · MERCK

Cigna · COSTCO WHOLESALE · Twitter · TD Bank · L'OCCITANE EN PROVENCE

Data leaders partner with us

databricks · snowflake · aws · CLOUDERA · Google Cloud

splunk> · servicenow · IBM · CONFLUENT · Microsoft

neo4j · TOMTOM · here · SAP · OPENSHIFT

Join EDM Council and our membership community of companies…

EDMCouncil

350+ Member Firms
Cross-industry, including Regulators

25,000+ Professionals

Worldwide
Americas, Europe, Africa, Asia, Australia

edmcouncil.org

DCAM · CDMC EDMCouncil · Data ROI EDMCouncil · ESG EDMCouncil · Open Knowledge Graph INNOVATION LAB · eLearningCurve

EDM Webinar

Thank you!

FOR MORE INFORMATION:

Visit our website:
https://www.precisely.com/contact

Contact the EDM Council:
 info@edmcouncil.org

EDM Council