

# EDM Webinar

## AI-Ready Data The Key to Transforming Projects into Production

*A conversation with*



**Antonio Cotroneo**  
Director, Product Marketing  
Precisely



**Sanjeev Mohan**  
Principal  
SanjMo



# Today's panel

Moderator



**Eric Bigelsen**

Head of Industry Engagement  
EDM Council



**Antonio Cotroneo**

Director, Product Marketing  
Precisely



**Sanjeev Mohan**

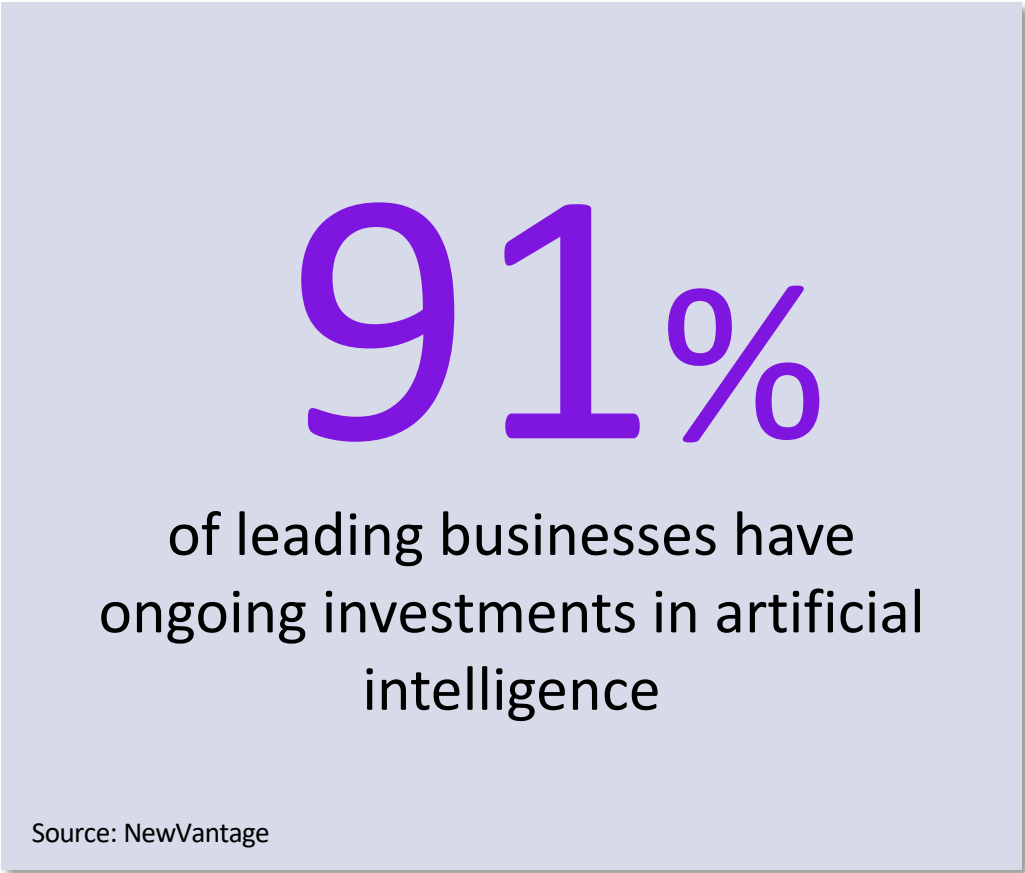
Principal  
SanjMo



## At what stage is your organization in adopting AI technologies?

- Exploring possibilities
- Developing pilot projects
- Scaling up solutions
- Fully integrated

# Chances are... you're already invested in AI



- Chatbots
- AI assistants
- Knowledge management
- AI-powered workflows
- AI recommendations
- Contact center intelligence

## What is your biggest challenge in preparing data for AI projects?

- Data Integration
- Data Quality and Governance
- Data Enrichment
- Other

# Chances are... your data is not ready

4%

"Only 4% said their data is AI-ready."

Source: Gartner® Press Release, Gartner IT Symposium/Xpo 2023 Orlando: Day 1 Highlights, October 16 2023, <https://www.gartner.com/en/newsroom/press-releases/2023-10-16-gartner-it-symposium-xpo-2023-orlando-day-1-highlights>

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## Precisely View

- Bias & hallucination
- Poor model performance
- Inaccurate predictions
- Lack of relevance or nuance
- Excessive time invested in data prep

# Impacts of bad data on AI



## Bias

Lack of access to critical, relevant data can result in:

- Ageism & sexism
- Racial bias
- Classism, urbanism, conservatism, & anachronism



## Inaccuracy

Lack of data quality and governance can lead to:

- Incorrect results due to hallucination
- AI failures
- Exposure of internal or private data



## Irrelevance

Lack of data context and nuance exposes you to:

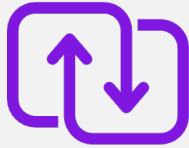
- Weak insight into real-world characteristics
- Poor decision making with severe impacts
- Missing nuance and user connection

## How much is your organization currently investing in data management?

- Significantly
- Adequately
- Not enough
- Not at all



# For trusted AI, you need data integrity



Comprehensive  
data integration



Data quality &  
governance



Enriched data

Strategize and drive your AI/ML initiatives with a business outcome driven approach



**precisely**

eBook

# Trusted AI 101:

## Tips for Getting Your Data AI-Ready



DOWNLOAD NOW:

[precisely.com/trusted-AI](https://precisely.com/trusted-AI)



# Questions?

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## The leader in data integrity

Our unique combination of software, data and strategy services delivers **trusted data**. Data that is accurate, consistent, and contextual to power more confident business decisions.

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12,000

customers worldwide

99

of the Fortune 100

2,500

employees



Brands you trust,  
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# 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 a prominent Join now button. The main header features the EDM Council logo and a large title: "Global Advocates for Data & Analytics Management". Below the title, a sub-header reads: "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." Below this banner are 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**



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Thank you!

**FOR MORE INFORMATION:**

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