

EDM Webinar

Looking Forward with Data Integrity: Trends and Insights from a Survey of Data & Analytics Professionals

A conversation with



Antonio Cotroneo
Director, Product
Marketing
Precisely



Cameron Ogden
VP, Product
Management
Precisely



Diana Smith
Principal Sales
Engineer
Precisely



Shalash Koul
Manager, Sales
Engineering
Precisely



Moderated by **Mike Meriton**

Co-Founder, 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, D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)
- EDM Council COO (2020-2023)



Today's panel

EDMC
Moderator



Mike Meriton
Co-founder
EDM Council

Panel
Moderator



Antonio Cotroneo
Director, Product
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Precisely



Cameron Ogden
VP, Product
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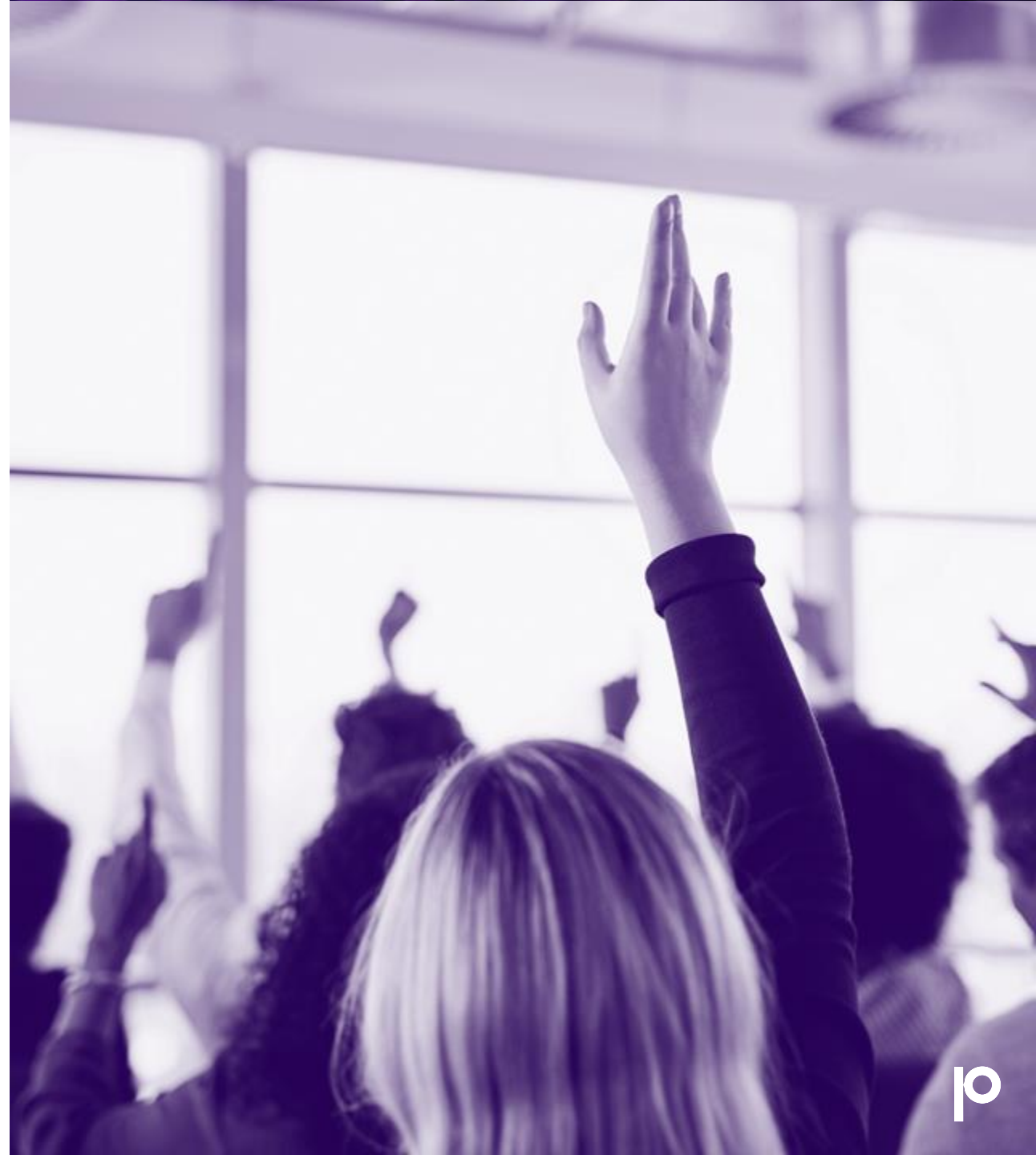
Diana Smith
Principal Sales
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Precisely



Shalaish Koul
Manager, Sales
Engineering
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Agenda

- 2025 Data Integrity Trends and Insights Report overview
- Panel discussion
- Q&A
- Wrap up with use cases



2025 Data Integrity Trends and Insights Report

- Precisely partnered with Drexel University on new research to uncover the current state of data integrity, including data strategies, priorities, and challenges
- Drexel is one of only 39 private institutions to receive the prestigious Carnegie R1 classification as a doctoral university with very high research activity
- The Center for Applied AI and Business Analytics at Drexel University's LeBow College of Business is known for its academic/industry collaboration in analytics, partnering with leading corporations to benefit both students and companies



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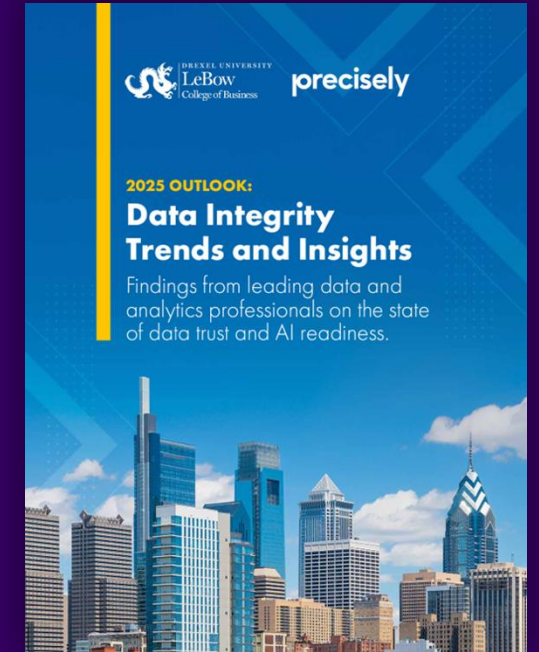
Survey details

565
responses

Data and
analytics
professionals

Variety of
industries

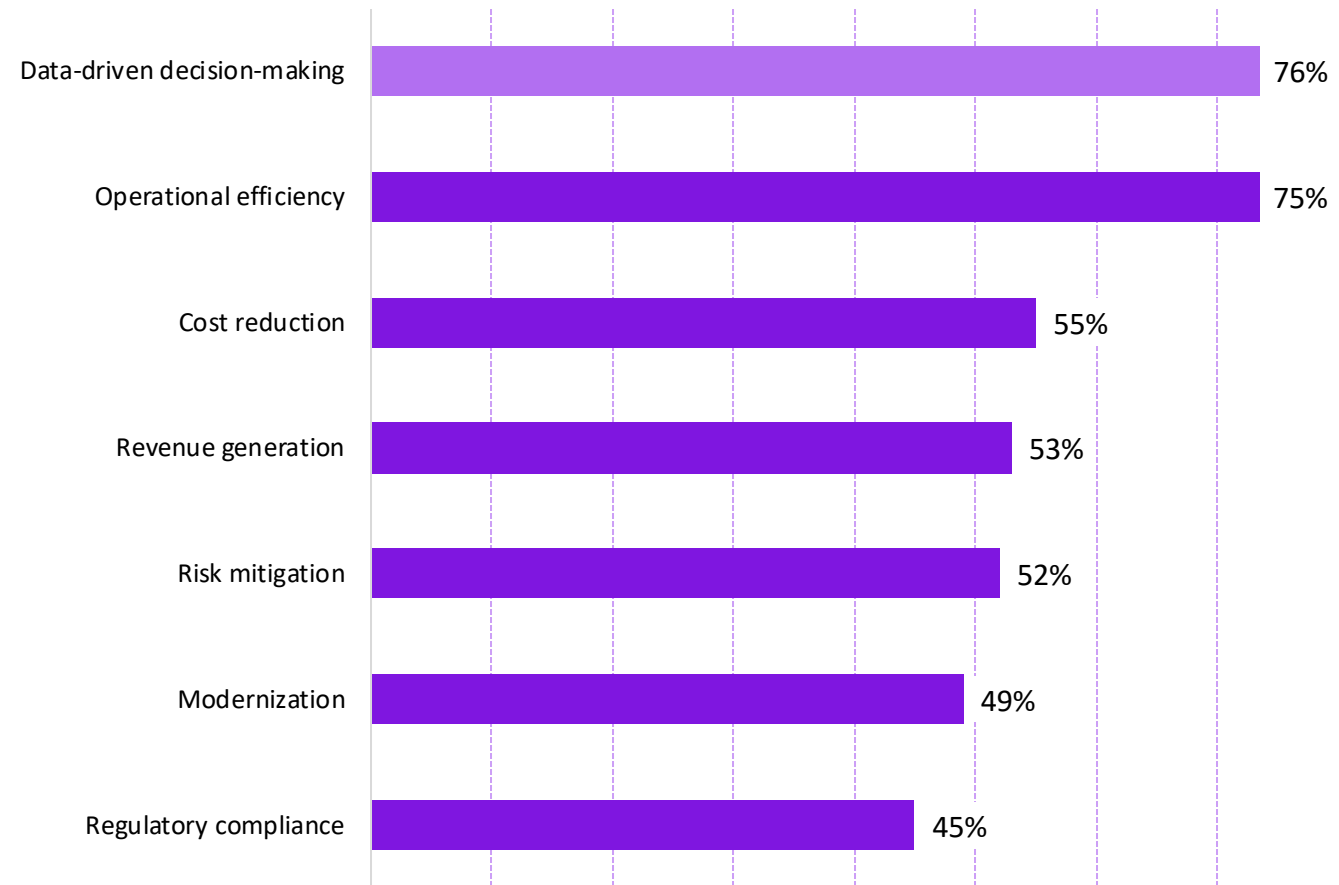
Organizations
of all sizes



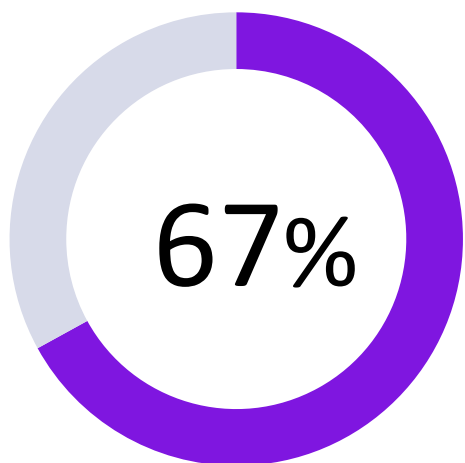
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Organizations are trying to optimize their data use to make better decisions that will increase revenue, attract and retain customers, improve efficiency, drive down costs, and minimize risks to their business.

What are your organization's goals for data programs?

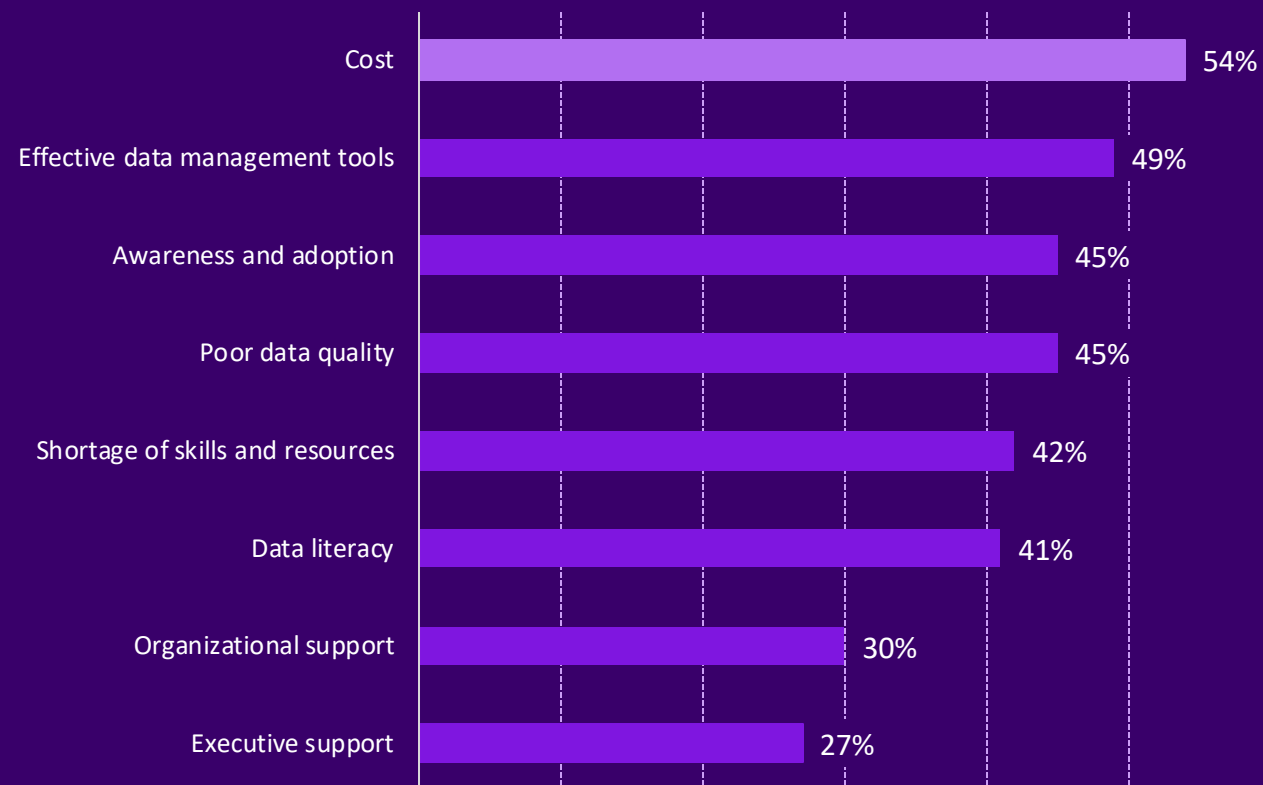


But trust in data remains low...



of organizations still don't completely trust their data

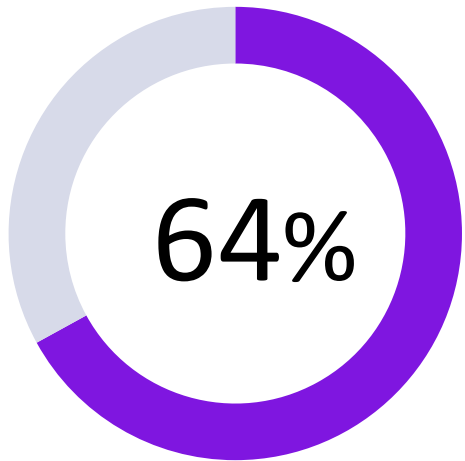
... among other challenges



EDM Webinar Audience Polling Question

What is the biggest challenge facing the success of your data program?

Data quality remains the top data integrity challenge and priority



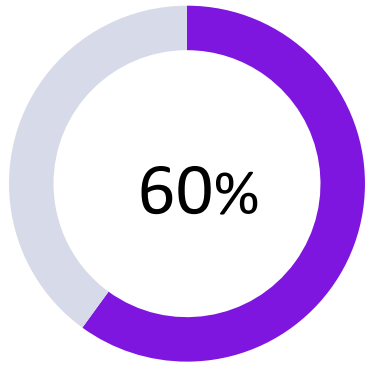
say data quality remains the **biggest data integrity challenge** for their organization

▶ 77% of respondents say their data quality is **average at best**

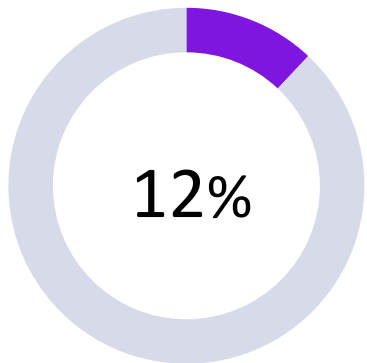
▶ Data quality issues are **more impactful** on businesses **than ever before** due to the speed of advanced analytics, BI, and AI

▶ 50% say data quality is the number one issue **impacting data integration projects** respondents reported

The rise of AI is hampered by a lack of data readiness

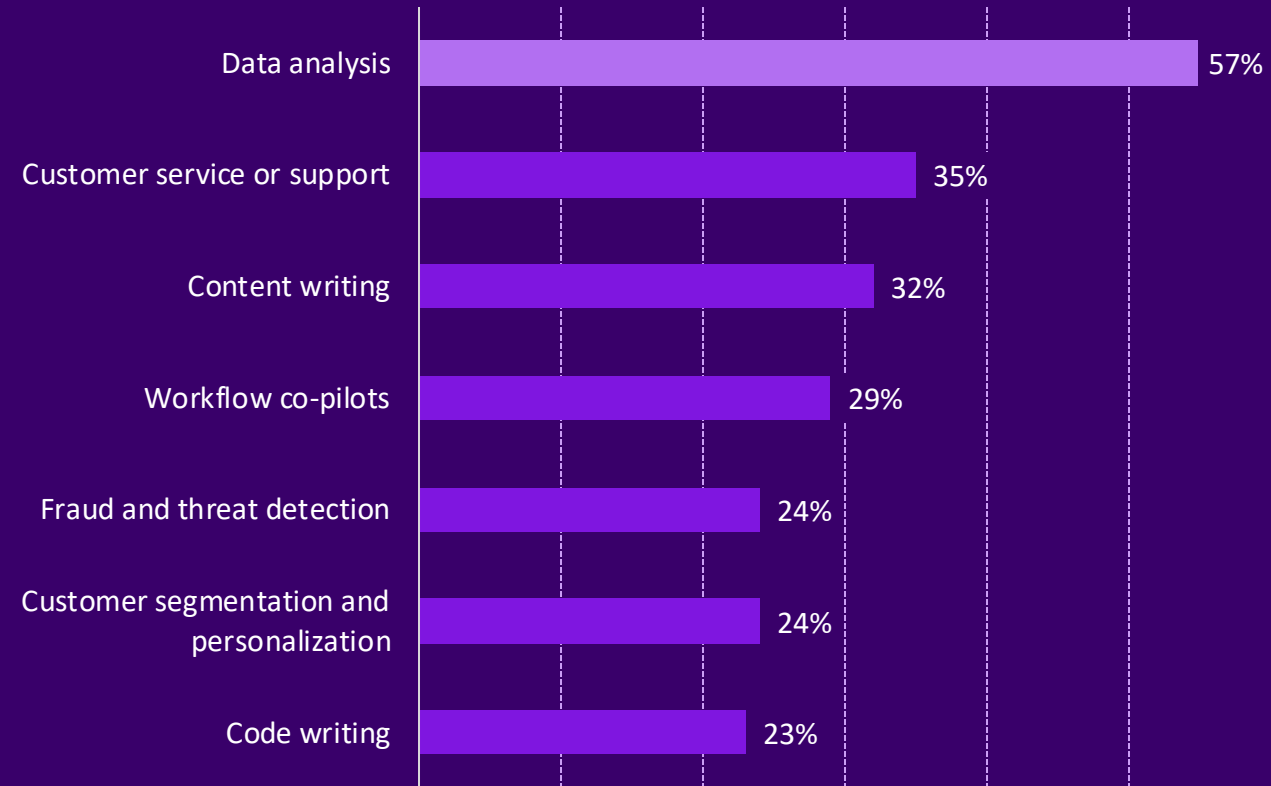


say AI is a key influence on their data programs



Yet **only** 12% report their data is ready for AI initiatives

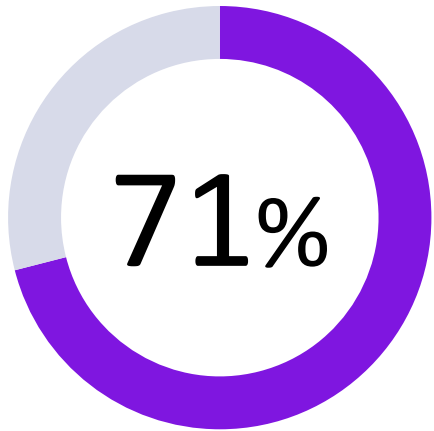
Uses of AI Tools for Business Operations



EDM Webinar Audience Polling Question

How ready is your organization
to adopt AI technologies?

Data governance adoption has risen dramatically



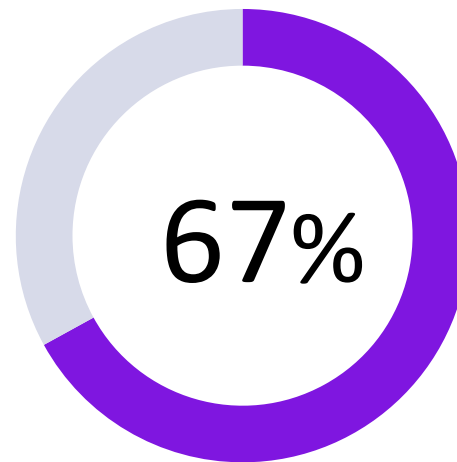
of respondents reported having an **ongoing data governance** program, compared to just 60% last year

... and other data governance insights

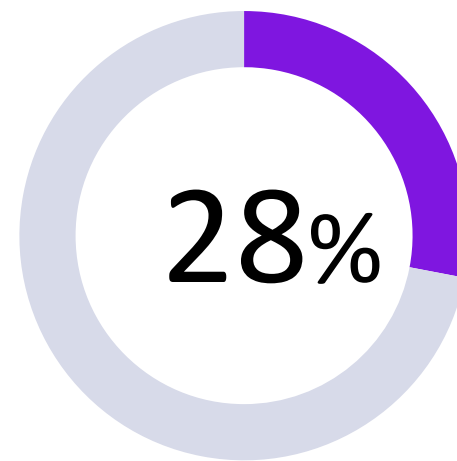
- ▶ Data governance is the most-cited challenge inhibiting organizational progress across AI initiatives (**62%**)
- ▶ **58%** say **their data governance program improved both the quality** of their data and the quality of data analytics and insights
- ▶ Data Governance is the second-most reported priority for data integrity (**57%**) – a **39% increase!**

Location Intelligence and Data Enrichment are on the rise

As organizations aggressively seek **innovation, operational efficiencies, and competitive advantages** in the marketplace, they are turning to location intelligence and data enrichment



of respondents use location intelligence



of respondents report data enrichment as being a data integrity priority in 2024, up from 23% in 2023.

Takeaways



Data integrity is critical for trust and business decision-making



Quality and governance are imperative for data program success

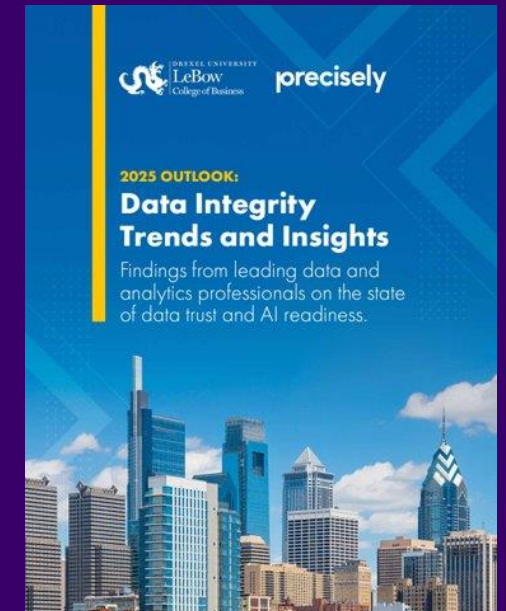


Location intelligence and data enrichment offer competitive edge



Organizational AI ambitions meet readiness gaps

For all the details,
download



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DREXEL UNIVERSITY
LeBow
College of Business

EDM Webinar Audience Polling Question

What is your organization's top priority for its data programs in the next year?

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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customers worldwide

93

of the Fortune 100

2,500

employees



Brands you trust,
trust us



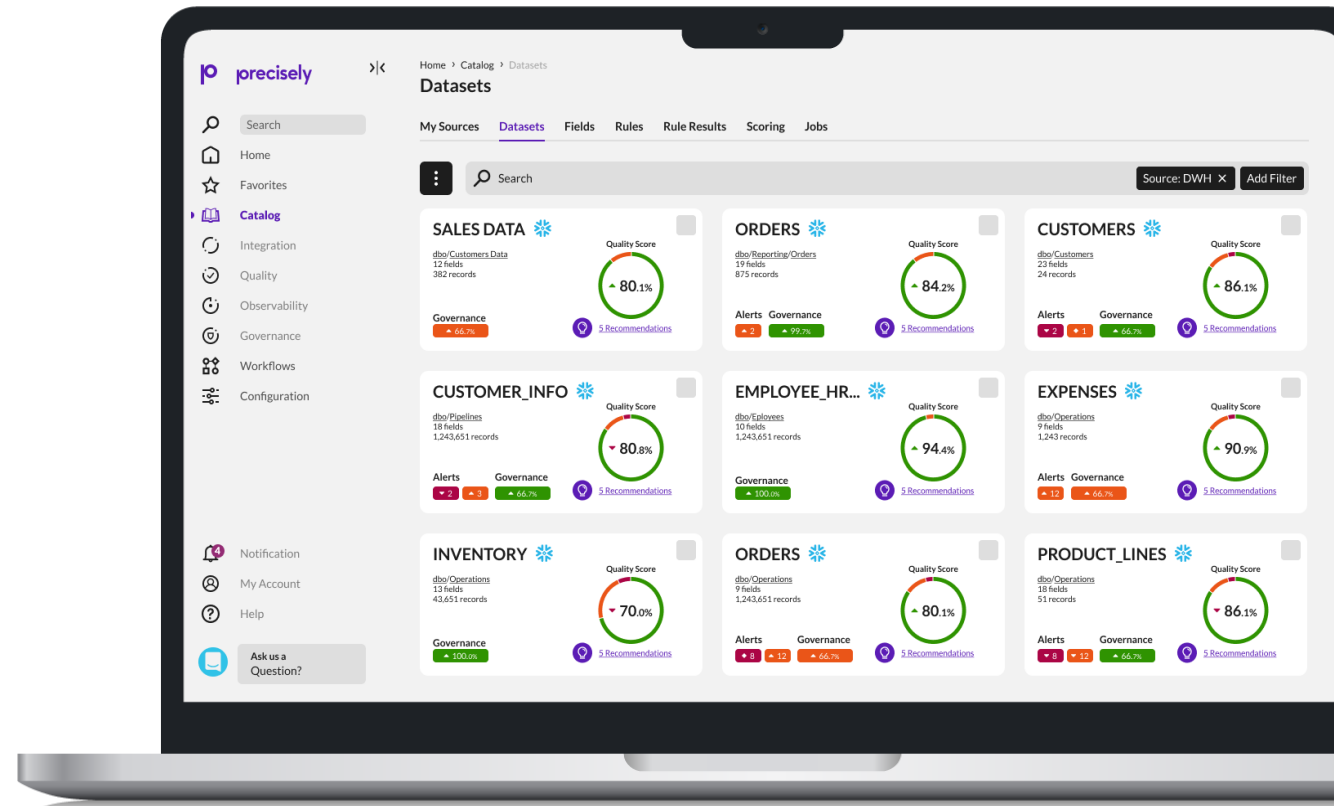
Data leaders partner
with us



Industry analysts
recommend us

Data Integrity Suite accelerates the journey

- Flexible, interoperable SaaS services
- Runs where data lives - on-premises or in the cloud
- Business-friendly user experience with AI-driven suggestions
- Unique in the market in its breadth of capabilities
- Common foundation with shared data catalog connects all capabilities



precisely
Data Integrity Suite



Data Integration



Data Observability



Data Governance



Data Quality



Geo Addressing



Spatial Analytics



Data Enrichment



MAJOR CABLE PROVIDER

Using Precisely solutions for serviceability

60k net new subscribers

20k cross-sell to internet service

~90M in revenue from customers added

Data challenges:

- Cost: ~\$1,000 per serviceable address
- Serviceable addresses don't show up in systems
- Missed revenue opportunities



Without context, there is no such thing as AI in the field of location intelligence

30+ ML models with integrated data from multiple vendors

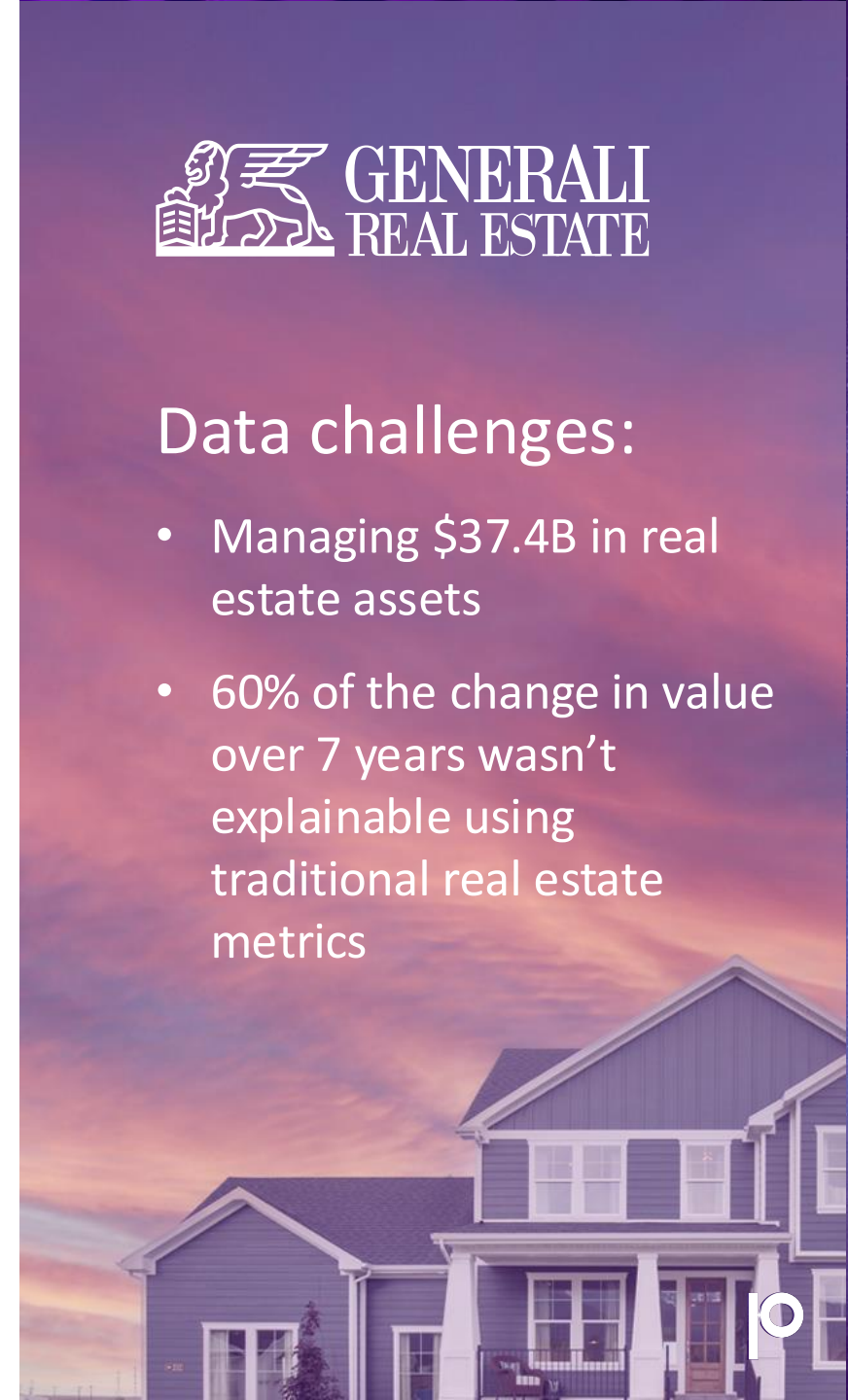
800+ variables on sociodemographics, POIs, consumer behavior, mobility, ESG data, satellite data, and more

City Forward leading European real estate location intelligence platform



Data challenges:

- Managing \$37.4B in real estate assets
- 60% of the change in value over 7 years wasn't explainable using traditional real estate metrics



2025 OUTLOOK:

Data Integrity Trends & Insights

The state of data trust and AI readiness

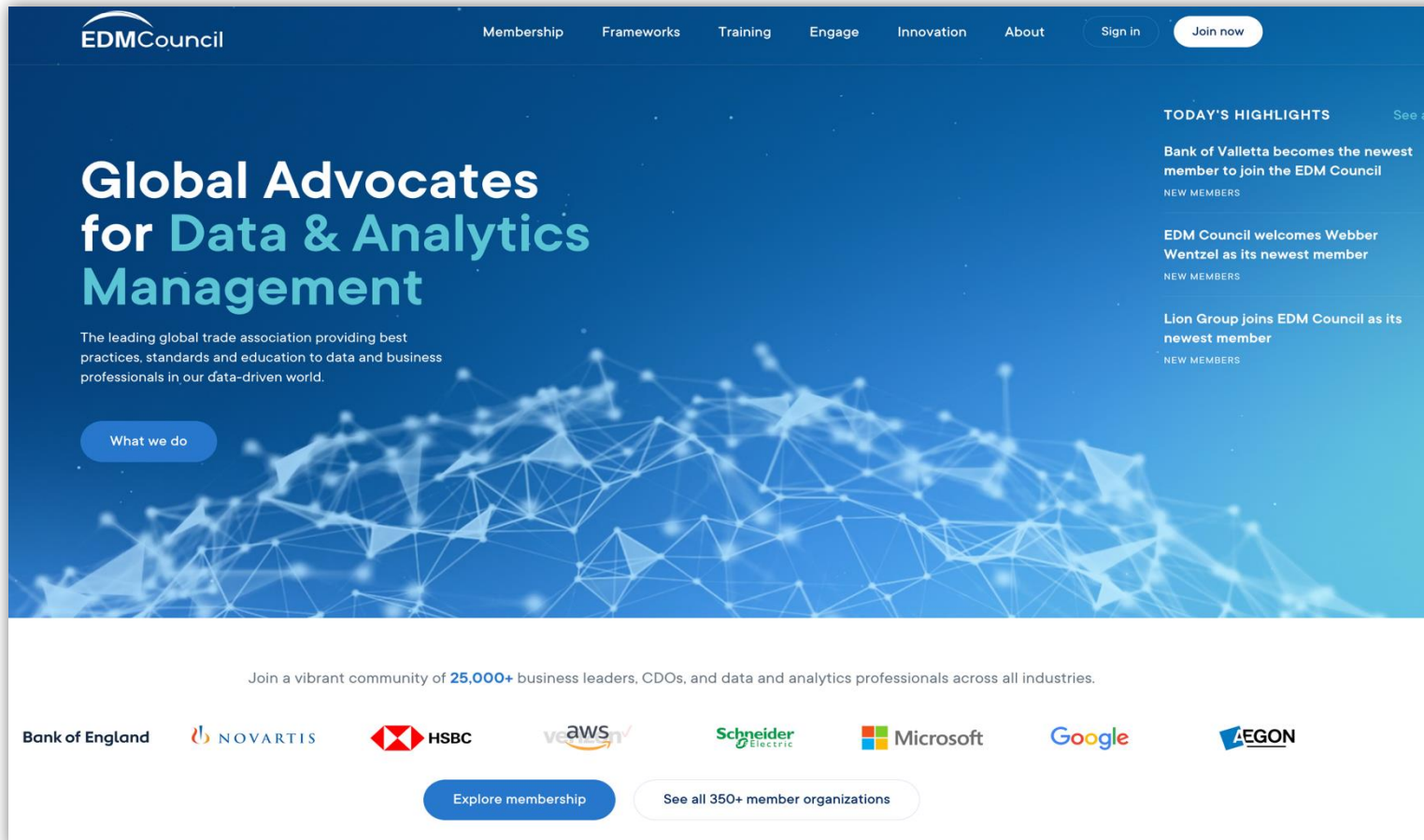


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Thank you!

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