ACCENTURE MYCONCERTO®
INTELLIGENT DATA QUALITY

- Data is the foundation of what we do today. Improving its quality is one of the most valuable activities any business can undertake.

- Let's say you're planning a big systems implementation project. To ensure its success, you're going to need lots and lots of high-quality data.

- Well, the good news is you've got plenty of data. The bad news? It may be a complete mess. It comes from so many different sources, and you have no idea what policies or processes produced it.

- The traditional way of determining data quality is to first understand what business rules your data follows.

- You then go back to the data sets, look for any anomalies and correct them so that they conform with your rules.

- But Accenture's Intelligent Data Quality tool turns this dynamic on its head.

- It brings the rules to you.

- Intelligent Data Quality uses AI and machine learning algorithms to profile your data sets, inferring the business rules based on the patterns it sees in the data.

- All you have to do is then approve or reject these suggestions, and the tool will cleanse your data according to the chosen rules.

- This is a fundamental shift in how data quality is done - using intelligent automation to both profile and cleanse the data, based on its *existing* attributes.

- Not only does this greatly speed up your data profiling process, but it saves money and helps remove manual errors.

- All while a clear, user-friendly dashboard helps you keep track of your projects and monitor the data quality progression.

- Yes, in today's world, Intelligent Data Quality is the only intelligent choice.