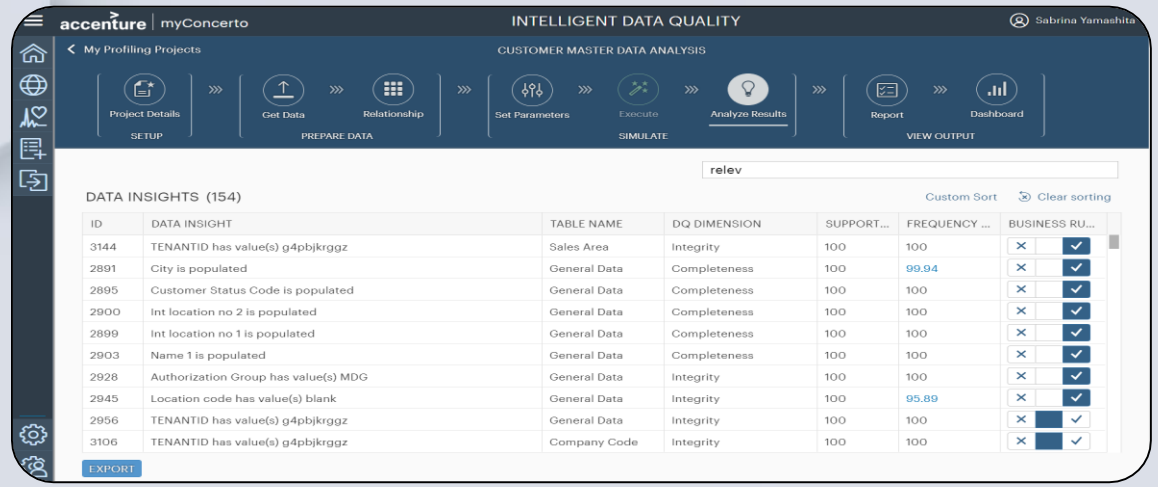
INTELLIGENT DATA QUALITY PLATFORM

JUMP-STARTING UNDERSTANDING



Feature Image: Analyze Results screen in Intelligent Data Quality.

WHAT IS IT?

In the digital age, businesses now rely on their enterprise data for decision making. But that data is only as good as the quality of its inputs. And it's common for human error to generate inaccuracies in those inputs in the master data and may generate incorrect conclusions. For example, if there are duplicated vendor records in the database, this can impact the results in the global spend report and cause contracting issues as well.

Accenture's Intelligent Data Quality (IDQ) Platform uses artificial intelligence, automation and machine learning to jump-start understanding of enterprise data. It runs an organisation's data to 1) identify common attributes and patterns within the data and suggest what the underlying rules should be—replacing the traditional method of defining the rules first, and 2) assess the quality of the data. And soon IDQ will also be able to cleanse the data.

Through an intuitive interface, the user can approve or reject a suggested business rule, and thereby train the tool to make better recommendations next time. And IDQ creates a multi-dimension data quality score and data quality dashboard to help businesses asses reliability.

SAMPLE RULES

Accuracy: Payment Term has values 030, 060, 090 and 120 days only.

Uniqueness: Vendor number is unique.

Completeness: VAT number is populated.

Relevance: All records in vendor master table exist in the purchasing order table (are all vendors still current or are some obsolete?).

BENEFITS

1. Clarity and actionable insights: The IDQ platform can quickly produce data insights and suggest business rules based on existing data attributes for any data set.
2. Speed: IDQ can suggest thousands of insights and rules per minute.
3. Efficiency gains: IDQ suggests what the underlying rules may be, replacing the traditional approach to creating rules with the business and then testing them.