

zensar

Zensar's Data Buddy - Data Quality

AI powered Data Guardian Tool

Why do we need Data Quality

What are the businesses doing?

Businesses are empowering themselves with cutting-edge data quality and integrity testing tools. These tools streamline data management processes, empowering businesses to ensure completeness of data for making well informed decisions

What are the challenges?

- **Inaccurate Data:** Businesses face challenges of misleading analysis and decision-making due to data that is incorrect or contains errors.
- **Incomplete Data:** Data that is missing important elements or has gaps, leads to limiting its usefulness for analysis and reporting.
- **Inconsistent Data:** Data that varies across different sources or systems, making it difficult to compare and analyze.
- **Redundant Data:** Duplicate or unnecessary data that can clutter databases and make analysis more complex.

Throwing light on some facts

30%

of data- related errors can be reduced by investing in data quality initiatives as per a study by Gartner

\$12 Mn/
year

Average costs that businesses bear due to data quality issues as per Forrester Research,

What is Data Buddy: Data Quality

About us: Zensar is a global technology consulting and services company with a strong presence across 30+ locations and a team of over 11,500 associates. We empower over 145 leading enterprises to drive disruption, agility, and competitiveness through our expertise. Our focus lies in conceptualizing, designing, engineering, marketing, and managing digital products and experiences for high-growth companies seeking innovation and velocity.

Our offering, *Zensar's Gen AI Data Buddy - Data Quality*, is a generative AI-infused service. It helps

- businesses to accelerate data quality improvement with AI-powered tools
- enhance data accuracy and consistency across systems
- ultimately optimize data processing and analysis for faster insights
- businesses to reduce data-related costs, such as fines and operational inefficiencies
- cut across multiple industries and can be repurposed across environments

With our team of experts and AI-driven efficiencies, we accelerate time-to-market intervals, enhance innovation, and deliver high-quality solutions for our clients.

Unleash the power of AI to accelerate digital transformation and lead to a competitive advantage

01. Data profiling and reporting on metrics

- Analyze data to identify data types, formats, ranges, distributions
- Detailed reports on data quality metrics

02. Data Standardization Control

- Users defined custom rules to validate data
- Ensure data standards and consistency is maintained

03. Data cleansing and deduplication

- Point data errors, inconsistencies, anomalies, remove duplicate records
- Ensure data accuracy and consistency

04. Real-time monitoring and scalability

- Real-time monitoring and alerts for quality related issues
- Handle large datasets as per data needs

05. Business rule-based data validation

- Allow users to define business rules
- Validates data against these user defined custom business rules

Data Buddy optimize data quality hence improving analysis and decision-making

01. Improved Accuracy

~30%

Reduce data errors leading to improvement in decision-making accuracy

02. Enhanced Consistency

15-25%

Reduction in data discrepancies and improvement in data analysis outcomes

03. Data Completeness

20-30%

Improved data analysis coverage and reduction in missing data-related errors

04. Reduced Redundancy

35%

Identify duplicate records, enforce data standards to improve data storage

05. Improved Governance

15-20%

Increased compliance with security and data management rules

Potential Use Cases by Industry



Finance

- Ensure completeness of customer information and compliance with data quality regulations
- Identify fraudulent activities by detecting anomaly, inconsistency



Manufacturing

- Ensure accurate product quality data to monitor performance and identify defects
- Accurate supply chain data to optimize inventory management, logistics and bottlenecks



Retail/ E-commerce

- Maintain accurate customer data, including purchase history, preferences
- Ensure accurate inventory data to prevent stockouts and overstocking



Healthcare

- **Healthcare claims:** Accuracy, completeness of healthcare claims to prevent errors and fraud
- Integrity of clinical trial data to ensure accurate research findings



Telecom

- Maintain customer data, including service usage, and billing information to prevent disputes
- Validate network performance data to identify and address issues



Government

- **Citizen data accuracy:** Including demographics, addresses, and contact and compliance with standards
- Validate accuracy of data used in government programs and initiatives

How we do it – 5 Day Plan

Zensar's structured approach to ensure data integrity via Data Quality is executed with below steps

Day 1: Assess



Discovery & Need Assessment

- Understand customer **business** and **objective**
- Understand data sources, systems, and processes
- Discuss **data quality issues**: inaccuracy, inconsistency, and incompleteness.
- Clarify **goals** and how improved data quality can help achieve them

Day 2: Evaluate



Explain Data Quality

- **Module Demonstration**
- Explain key **dimensions**: accuracy, uniqueness, completeness, consistency
- Discuss the **impact** of not having up to mark data quality
- Demonstrate value of tool
- Evaluate the tool's **compatibility** with customer's data sources

Day 3: Review



Hands-on Exploration & Use Case Identification

- Showcase capabilities of data quality tool through hands-on demonstration
- **Identify potential use cases**: how the tool can be applied to specific customer challenges
- **Explore benefits and ROI**: Estimate the potential benefits and return on investment

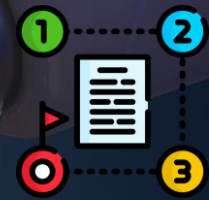
Day 4: Rationalize



Integration & Benefits Analysis

- Evaluate the feasibility of integrating data quality with the existing systems and processes
- **Analyze potential benefits**: Quantify the expected benefits in terms of improved data accuracy, consistency
- **Develop a roadmap**: Outline a plan for implementation

Day 5: Next Steps



Wrap-up & Next Steps

- **Key Findings & Value Proposition**: Summarize assessment and discuss the potential value our tool can bring
- **Address Concerns**: Answer remaining questions/ concerns
- **Steps Forward**: Discuss next steps, including potential pilots/ consulting as per customer needs

Why partner with us?

- We follow Privacy & Security by Design
- Varied skilled team of AI experts, Prompt Engineers & SMEs across geographies
- We leverage due diligence and explainable AI by design
- Train faster & shorten GTM
- Cost effective solutioning
- Right partner to create co-sell AI solutions
- Onboard a data guardian to ensure data completeness, consistency with Zensar's AI Model: Intelligent data standardization verification and gap filling

Take your next step with us by scheduling a 30 min discussion with our experts.

Contact: data.buddy@zensar.com

Zensar helps businesses understand and utilize the benefits of generative AI through brainstorming and conversations with your team. By bringing together our AI specialists we will dive into your organization's unique needs and goals and help identify if our solution is suited to your specific business scenarios & if there is any other solution that we offer that can drive the most significant benefits from generative AI.

Together we can determine the next steps based on the results of the initial conversations. This may involve conducting a 5-day comprehensive assessment to evaluate the use case and the possibilities of pursuing a Proof of Concept (PoC) or Minimum Viable Product (MVP) build to demonstrate the value of the technology.

