

## QualifyData

### AI-Powered Data Quality Accelerator

**Turn raw, inconsistent data into trusted, business-ready assets at speed and scale.** QualifyData accelerates data quality programs by 45%, automating profiling, rule assignment, anomaly detection, and continuous monitoring.

## The Business Challenge

Traditional data quality approaches create critical bottlenecks in enterprise data initiatives:

### Fragmented Data

Data scattered across ERPs, CRMs, cloud platforms, and legacy systems is impossible to manage consistently

### Manual Rules

Manual rule-writing for data quality is time-consuming, error-prone, and cannot scale

### Lack of AI Intelligence

Traditional tools lack automation and AI intelligence, making it difficult to scale quality checks

### Low Confidence in Insights

Business leaders lose confidence when errors, duplicates, or missing values are discovered too late



# How QualifyData Solves This



## Automated Discovery

Quickly identifies structure, anomalies, and business contextual data types



## AI-Driven Rules

Suggests quality checks for uniqueness, completeness, referential integrity



## Continuous Monitoring

Tracks changes, detects drift, and alerts stakeholders proactively



## Smart Imputation

Recommends or applies ML-based fixes for missing or inconsistent values



## Anomaly Detection

Automatically identifies unusual patterns before downstream impact



## Scalable Integration

Works across Azure, Databricks, Snowflake, AWS, and GCP platforms

# Quantified Business Benefits

- **45%**  
Faster DQ Programs
- **70%**  
Time Saved on Data Prep
- **GDPR/CCPA**  
Compliance Ready
- **Trusted**  
Insights for Executives

- Trustworthy insights for executives
- Reduced compliance risk (GDPR, CCPA, HIPAA)
- Cost savings from automation
- Improved adoption of downstream analytics & AI

## Why Encora QualifyData

### Pre-Built AI-Powered Data Quality Solution

- AI-driven automation unavailable from competitors
- Pre-built accelerator vs. months of custom development
- Proven 45% acceleration in data quality programs

### Faster Time-to-Value

- 40-50% productivity improvement vs. traditional tools
- Weeks vs. months for traditional consulting approaches
- Everest Group Leader for D&AI Services

## Industry Use Cases



### Healthcare

Patient 360, claims accuracy,  
HIPAA compliance



### Financial Services

Regulatory compliance,  
Customer 360 views



### Retail

Product catalog  
accuracy, personalization



## Part of Encora's Data Agents Ecosystem

QualifyData integrates seamlessly with Encora's complete AI-powered data solution portfolio, delivering **up to 50% productivity gains** and accelerating data initiatives by months when combined with TrustIQ (maturity assessment), ProbeData (synthetic data generator), ModernizeBI (BI migration), and ProductizeData (business glossary), and BridgeData (LLM-Powered Data Mapping).

### Ready to Transform Your Data Mapping?

Transform raw data into trusted, business-ready assets at speed and scale

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