

Characteristics of Data Enrichment Use Cases

Finally, our last and most sophisticated category of cost saving uses cases is Data Enrichment. What all these use cases have in common is that they aim to reduce data combination costs and provide much more capabilities. More specifically, if you notice that the business is struggling with:

- **Not realizing value of External data**, especially when ingest obstacles block potential enrichment
- **Data gaps**, where you know you can fill some data gaps, but merging data keeps new data out
- **Stale data**, where your company can't frequently refresh data from external sources
- **Verification and validation**, where your business analysts are missing out on detecting fraudulent data by comparing against other internal or external records,

you can confidently recommend Data Enrichment to be the next phase of big data-enabled cost savings.

