

Solving the Data Quality Puzzle, One Piece at a Time.



Data quality problems are one of the primary challenges facing businesses today. Large, expensive solutions have yet to offer a cost-effective approach that properly curates and analyzes data on a purpose-driven basis. It's time for a new solution that meets the individualized needs of today's data consumers.

The Typical Approach

Organizations typically react to data quality issues through data profiling, data firewalls and load validation. Though an important first step, these approaches are limited in what they provide and may still result in quality issues like:

- Data Anomalies
- Data Inconsistencies
- Data Inaccuracies
- Data Timeliness

Often these issues are bounced between data owners, IT, Informatics and others and remain unaddressed due to lack of visibility and understanding of their direct business impact.

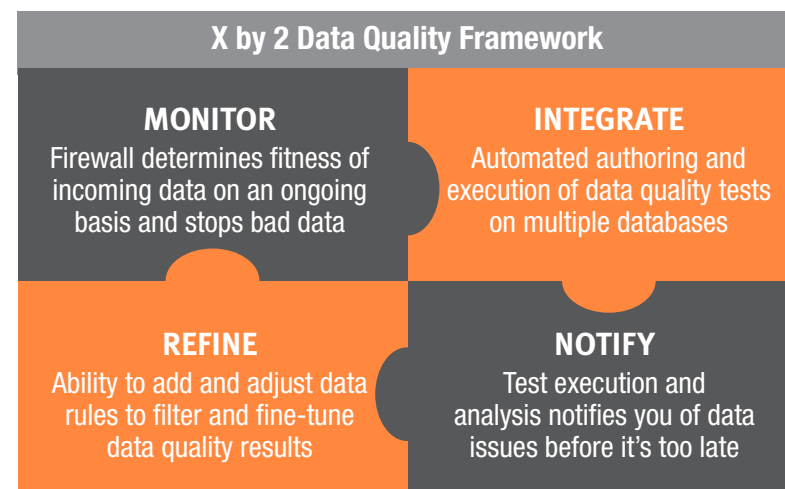
Data Quality Challenges

- Data quality is contextual – a single yardstick can't be created to measure it for every intended use
- As business needs evolve so do data quality requirements. If not addressed, accumulation and consumption channels become misaligned
- Lack of data quality diminishes the consumers' trust in the data being provided
- Data quality issues often remain unknown until the data is actually applied – by then, it's too late

THE MISSING PIECE

The **X by 2 Data Quality Framework** is a fit-to-purpose data quality solution that allows data users to specify both broad-based and use-case specific data quality rules. Unlike oversized data solutions, this lightweight and agile framework attaches to your existing data processes, enabling data users to quickly configure and visualize results.

Improve the quality of your data without the high cost and time-consuming implementation of larger systems, unable to solve your specific data problems.



A FIT-TO-PURPOSE APPROACH

More holistic, historical, and purpose-driven data quality checks determine data's fitness for consumption based on a specific use-case.

