

Investigate<sup>DQ</sup>

# Data Quality Trends in 2023

Clean Data.  
Limitless Growth.



# Data Quality Overview

## THE CHALLENGE

Data management is becoming increasingly important as businesses rely more heavily on data to drive decision-making and gain a competitive advantage.

In 2023, we can expect to see several trends emerge in the data management space. Some of the key trends include an increased focus on data privacy, the emergence of machine learning and AI, and a greater emphasis on data governance.

The cost of poor data quality can be significant for every business. Poor data quality can lead to incorrect or incomplete information being used to make important decisions, which can result in lost revenue, wasted resources, and damaged relationships with customers and other stakeholders.

Additionally, poor data quality can also lead to legal and regulatory compliance issues, which can result in hefty fines and reputational damage, along with a lack of trust and credibility with stakeholders, which can negatively impact a company's reputation and ability to form partnerships and strategic alliances.

# Data Quality Trends 2023

## 5 Key Data Trends

### 1. **Increased focus on data privacy and security:**

With the emergence of data breaches and cyber-attacks becoming more common, It is imperative that organisations, large corporates to smaller businesses must proactively protect their customer data. Investing in the right measures to ensure the protection of sensitive information should be seen as a necessity and not a luxury.

### 2. **Machine learning and AI:**

The emergence of AI and new technologies has helped transform businesses. This technology can be used for data management automation, run daily checks, and better use data insights to gain a competitive advantage and customer satisfaction. Before choosing to invest in AI and ML, organisations must consider their overall business strategy, business model and ROI to ensure a right fit.

# Data Quality Trends 2023

## 3. **Greater emphasis on data governance:**

As new laws and regulations come into effect by governing bodies, organisations are placing more importance on data governance to ensure compliance and data quality. Embed a strong data governance strategy in your organisation that is in line with your business goals. This will ensure your data is safe, used properly, and your organisation is compliant with regulations. Proper data governance also fosters cross collaboration and helps with promoting a more data-centric culture across the entire organisation.

## 4. **More use of data storytelling:**

Use data to better communicate insights and make them easily consumable by stakeholders. This will help shape the narrative around the business strategy for executive teams as they gain real insights from their data, ultimately leading to better customer service and business growth.

## 5. **Data management as a service:**

As data management becomes more complex, organisations will increasingly turn to service providers for assistance and see the benefits of data quality. Choosing the right service provider that aligns with your organisation's data strategy goal is critical along with ensuring data security.

# How to automate data quality

## Data quality software

Data quality software tools such as Investigate DQ, can perform a wide range of data validation checks across critical day-to-day functions to identify errors in real time. These tools can be used to identify patterns or discrepancies in the data that may indicate errors or inconsistencies and avoid human error.

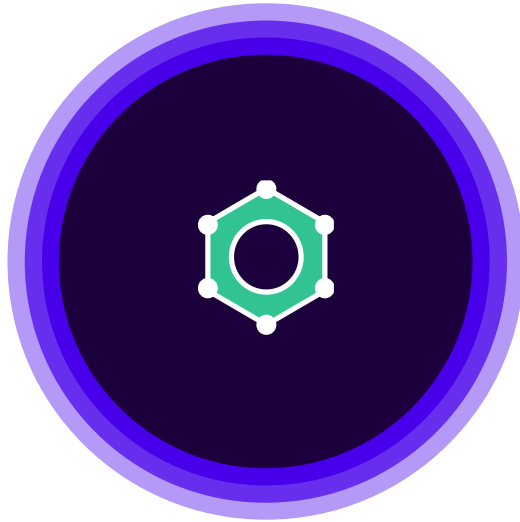
Investigate DQ helps you to easily monitor, validate and reconcile customer and organisational data across any number of different technology platforms or data sources.

Best of all Investigate DQ is system agnostic, which means:

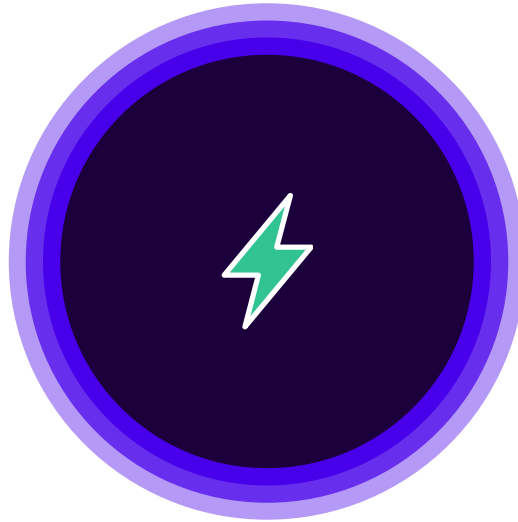
- it connects directly to your data sources,
- you avoid costly and prolonged ETL (extract, transform and load) processes, and
- your data stays within your organisation's infrastructure.

No matter what technology systems you run, Investigate DQ can plug in and be ready on day one.

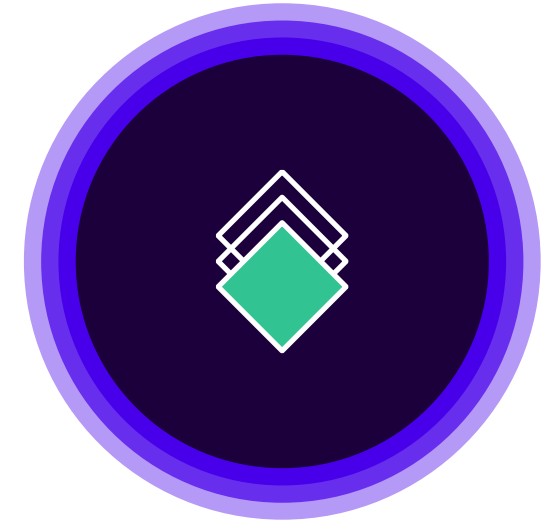
# Why data driven industry leaders choose Investigate DQ



Connects directly to varied data sources including Systems, Databases and Files



Systematically identify Data Quality issues for remediation in a timely manner for better Member outcomes



Reconcile multiple sources of data to ensure accuracy and traceability

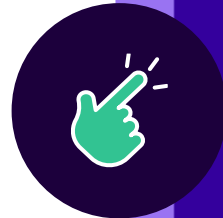
# Key Benefits



Ability to understand, track, manage and report on fraud risk and data quality across systems, products and members



Reduction in remediation and compensation costs through early identification and avoidance of issues



Provide customers with a better experience and outcomes



Enhance quality and confidence in data to establish a foundation for data-driven decisions and initiatives

Investigate<sup>DQ</sup>

Connect with the team  
today to get your  
competitive advantage

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