

SOLVING DATA QUALITY IN REAL TIME

with
AI ANALYTICS and
ANOMALY DETECTION

DIRTY DATA IS COSTLY

Data fuels insights...unless it's wrong

Businesses today recognize the importance of the data they hold, but lack of trust in the quality of their data prevents them from achieving strategic business objectives.

According to Gartner, poor data quality is a primary reason for 40% of all business initiatives failing to achieve their targets. The costs of working with dirty data are staggering, estimated at costing US companies \$600 billion per year according to TDWI.

Inaccurate data doesn't just suggest the potential for serious errors, but also means painstaking amounts of time and human effort to fix the data. Data integrity managers found that they spend most of their time massaging rather than mining or modeling data for decisions.



Poor-quality data is costing organizations on average \$14.2 million annually.

Gartner

The State of Data Quality: Current Practices and Evolving Trends

March 16, 2016 | Saul Judah, Ted Friedman



ARTIFICIAL INTELLIGENCE FOR IMPROVING DATA QUALITY

The never-ending story...improving data quality

Artificial Intelligence can be used to rapidly transform vast volumes of big data into trusted business information. Machine Learning can automatically learn your data metrics' normal behavior, then discover any anomaly and alert on it.

You can immediately address problems saving weeks of dealing with inaccurately reported data. Renewed trust in the quality of that data directly impacts business priorities.



Analytics outputs provide early visibility of data quality issues.

Gartner

How a Chief Data Officer Should Drive a Data Quality Program

October 14, 2016 | Alan D. Duncan, Mei Yang Selvage, Saul Judah



E-COMMERCE COMPANY MISSES KEY EVENT



BACKGROUND

This e-commerce company's mobile app generates event data that is sent to their central data repository to drive their data analytics and customer strategy.

Data is collected from hundreds of events, including:

- Clicks
- Products added to a cart
- Products removed from a cart
- Search executions
- And much more

PROBLEM

An error occurred when a new version of the mobile app was deployed, and as a result the business team made a costly decision based on incorrect data:

- Bug in new version prevented collection of specific event data for certain iOS versions
- The fact that event data for specific iOS versions was missing got lost among the hundreds of other reported events
- The problem went undiscovered for weeks

BUSINESS IMPACT

Perceiving a drop in purchases, the business team increased the marketing budget for a specific product sales ad, but in reality there was no need.

SOLUTION

Anodot's AI-powered Analytics solution automatically learns the normal behavior for each event stream, identifying when the stream starts behaving abnormally. Correlating across multiple related anomalies, Anodot immediately gets to the full story of the incident. Using Anodot prevents incidents like this one, ensuring that decisions are based on correct data, and the marketing budget is allocated correctly where it is needed.

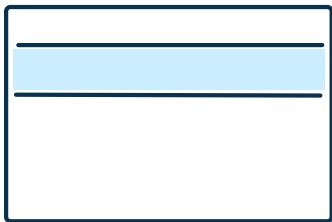


ENSURE DATA QUALITY

Missing event data can go undiscovered for weeks. With Anodot's AI-powered analytics solution, you can rapidly transform your vast volumes of critical data into trusted business information.

[REQUEST A DEMO](#)

CREDIT CARD COMPANY SETS A NULL FIELD



BACKGROUND

Every time a customer swipes their credit card, at any location around the world, that information reaches a central data repository.

Before being stored, however, the data is analyzed according to multiple rules, and translated into the company's unified data format.

PROBLEM

With so many transactions, changes can often fly under the radar:

- A specific field is changed by a merchant (e.g. field: “brand name”)
- Field translation prior to reporting fails, and is reported as “null”
- Appears as an erroneous drop in transactions for that merchant's brand name
- Drop goes unnoticed for weeks, getting lost in the averages of hundreds of other brands they support

BUSINESS IMPACT

Setting back the data analytics effort, the data quality team had to fix the initial data and start analyzing again.

In the meantime, the company was pursuing misguided business strategies - costing lost time for all teams, damaging credibility for the data analytics team, adding uncertainty as to the reliability of their data, and generating incorrect decisions (or entirely missed decisions) based on the wrong data.

SOLUTION

Anodot's AI-powered Analytics solution automatically learns the normal behavior for each data stream, flagging any abnormal behavior.

Using Anodot, changes leading to issues such as null fields would be immediately alerted on, so that they could be fixed. This prevents wasted time and energy and ensures that decisions are made based on the complete and correct data.



TRUST YOUR DATA

Incorrect data doesn't look any different from correct data.

Anodot automatically detects outliers and auto-correlates among related anomalies, to preemptively identify trends before they become data quality issues.

[REQUEST A DEMO](#)

ANODOT AI ANALYTICS

With Anodot you can trust your data

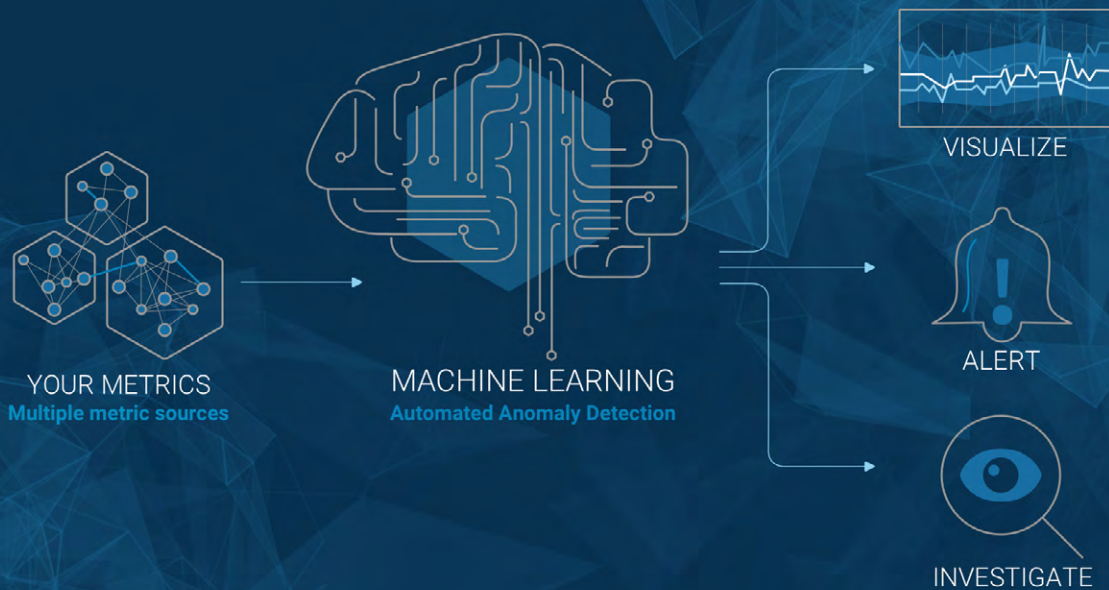
MACHINE LEARNING ENGINE

Anodot's patented big data machine learning algorithms are specifically designed to detect outliers in time series data and auto-correlate among related anomalies, pre-emptively identifying trends and issues before they become problems - clearly pointing to the root cause of the issue. Its short integration process lets you seamlessly send data to Anodot, deriving immediate value and new efficiencies.

INTEGRATES WITH ANY DATA SOURCE

Automatically monitors all your business data





PREDICTIVE ANALYTICS

Anodot offers many features for making sure data is correct and ready for analysis:

- **Auto correlation and detection:** Advanced, robust algorithms can handle any number of data variables, intelligently correlating related alerts to avoid alert storms and focus on problem areas.
- **Analyzes any and all data:** Anodot algorithms can handle complex data considering many dimensions, such as validity, completeness, consistency and accuracy.
- **Built to scale:** Ready to handle the millions of metrics that data-driven companies need to track, analyzing multiple time scales simultaneously, Anodot can ensure the reliability for the quality of your data and promote the success of your business initiatives

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