



BE (MORE) WRONG FASTER – DUMBING DOWN ARTIFICIAL INTELLIGENCE WITH BAD DATA

The reactive approach to discovering, analyzing, and correcting data quality issues in business applications has been marginally effective throughout the era of data consolidation for analytics (data warehousing, etc.) and the subsequent onset of “big data.” However, in the “third wave” of data consolidation, driven this time by the application of artificial intelligence (AI) and in particular machine learning (ML), both detection of damaging data anomalies and root cause analysis has become difficult to impossible due to the levels of complexity and abstraction inherent in these techniques and tools.

One of the foundational disciplines to propel digital business transformation into the decades to come are Artificial Intelligence (AI), which encompasses Machine Learning (ML). The organizations that successfully implement these modern capabilities will outstrip their competitors and ensure their future survival. However, the opportunities presented are not without significant risk. Attempting to use these models without fully trusted input data, or repeatedly cleansing the same data for standalone initiatives, can easily cause serious missteps and delays, and even outright failures. Enter Master Data Management





(MDM).

The lifeblood of AI and ML is data, and the data used as input to them must be fully trustworthy. Master data that is suitable for use across disparate business processes and analytics must meet a range of data quality dimensions.

If data quality is not continuously and automatically maintained, the data that was of sufficient quality at a given time for a given purpose will very quickly decay. Such data will not be suitable for use in AI supported business processes. The data that is most critical in this scenario is the master data that describes the core entities involved in these business processes and analytics. MDM is the right solution to use to onboard and

maintain reusable master data, and to control the lifecycle of that data.

As humans we have a natural born capability to understand the complexity of the who, what and where of the core entities involved in business processes and data gathering. Machines must have a digital method of getting that picture. MDM is the best solution for providing AI with an encapsulated description of the related core entities involved in





business processes.

The business advantage of using AI is to automate business processes and get faster and more reliable business decisions. However, if the AI processes are made to utilize data that is not unique, accurate, consistent and timely these processes will not produce reliable results and therefore lead to unwanted business outcomes. Examples of such unwanted business outcomes can be:

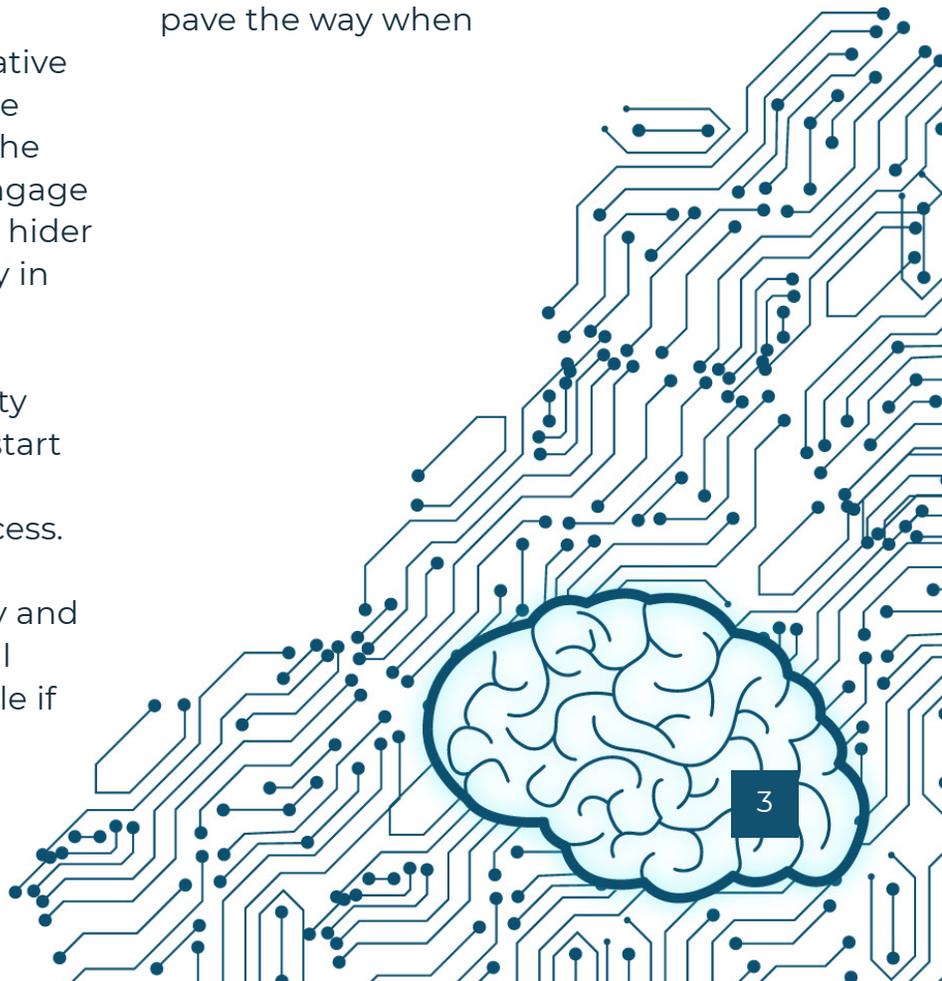
- Making different decisions based two customer or supplier master data records that in fact describe the same real-world party
- Recommending a product to a customer where a very similar product has previously been returned or generated a complaint

Such results can have a very negative impact on business outcomes, the reputation of your business and the willingness of your business to engage new AI initiatives. This in turn will hinder your ability to compete effectively in the future.

A common reaction to data quality issues in an AI process will be to start on-the-fly cleansing the specific physical data that feeds that process. This kind of point solution will unfortunately be extremely costly and unhealthy in the long run and will eventually become unmanageable if

more business processes are to be AI supported by employing standalone data quality solutions. The better way is to cure the data quality issues in a continuous and sustainable way by using a capable MDM solution. This will result in your training datasets becoming rationalized production data having the same master data foundation. Having your AI supported business processes running on top of master data that is unique, accurate, consistent and timely will make a huge positive difference for the business outcomes achieved from applying AI. The results will be reliable, the processes will be repeatable over time, and the concept will be reusable in other scenarios.

Master Data Management (MDM) is your trusted companion in your digital transformation journey that will pave the way when





exploiting Artificial Intelligence (AI) and Machine Learning (ML). You will remove a range of obstacles that will save you from being trapped in roadblocks in the long run. Such obstacles include an incomplete and/or inaccurate 360-degree view of customers and business partners, missing relationships between customers, products, assets and locations and descriptions of these entities. When using MDM intelligently you will only cleanse data once and you will prevent data quality issues from reoccurring. You will manage the complexity of overseeing the many entities and their relations that must be consistently digitally digestible

throughout your deployment of AI supported business processes. You will also rationalize your use of training datasets in ML.

In summary, MDM will put your organization on the fast track to automating processes and decisions while minimizing resource requirements, while simultaneously eliminating the risks associated with feeding AI and ML data that is not fully trusted. In turn, your digital business transformation will be accelerated and your competitive edge will be rock-solid.

Check out the Profisee blog for more helpful resources, best practices, and strategy around Data Management.

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