



happiest minds

The Mindful IT Company

Born **Digital** . Born **Agile**

DATA TRUSTWORTHINESS

POV

Trustworthiness of Data & Data Cleansing

Our point of view on Data Quality, Cleansing and Harmonization

**"IT'S CAPITAL
MISTAKE TO
THEORIZE BEFORE
ONE HAS DATA"**



**BUT WHAT IF THE
DATA IS NOT
RELIABLE OR
AVAILABLE TO BE
ANALYZED ?**

Trustworthy Data is the driving force for Business Growth

Our point of view on Data Quality, Cleansing and Harmonization

Information is the key asset to drive enterprise value in the digital era and knowledge economy

Trustworthy Data has become the ultimate tool to pivot organization to the next level of **innovation, operational efficiency** and **customer service**



Optimized Customer Experience

- Understand the Customer's Needs
- Know the Customer's Behavior & Requirements
- Optimize superior Customer Journey



Rapid Speed To Market

- Efficient and Faster Decision-making
- Transparency on Performance and Customer Data Points



New Product Innovation

- Innovation
- New Revenue Stream
- New Business Model



Higher Efficiency & Profitability

- Optimized business operations with greater transparency
- Reduce direct and indirect costs



Increased Compliance and Risk Management

- Increase Analytical Reporting with both predictive and prescriptive capabilities
- Regulatory guidelines & Reporting

As per the Gartner Conference 2021, 90% of the data has been generated in last 10 years, however much of it has been dormant of which only 0.5% has been ever utilized because of its sanity.

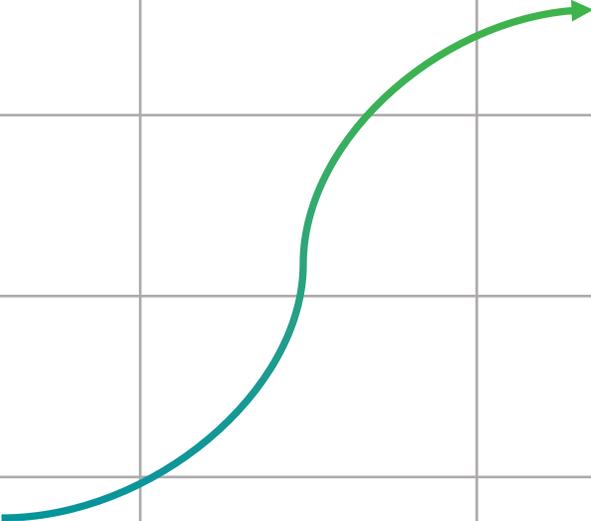
The need for Prioritization & the Matrix for Data Cleansing

What is your organization's Data Confidence on EXISTING Data & its prioritization?

Type of Data & Quality Confidence ↑

	Hindsight	Present	Foresight
	Stage-1 Basic	Stage-2 Intermediate	Stage-3 Advanced
Operational			
Product			
Strategic			
Business Opportunity			

→ Data Quality Advantage Matrix



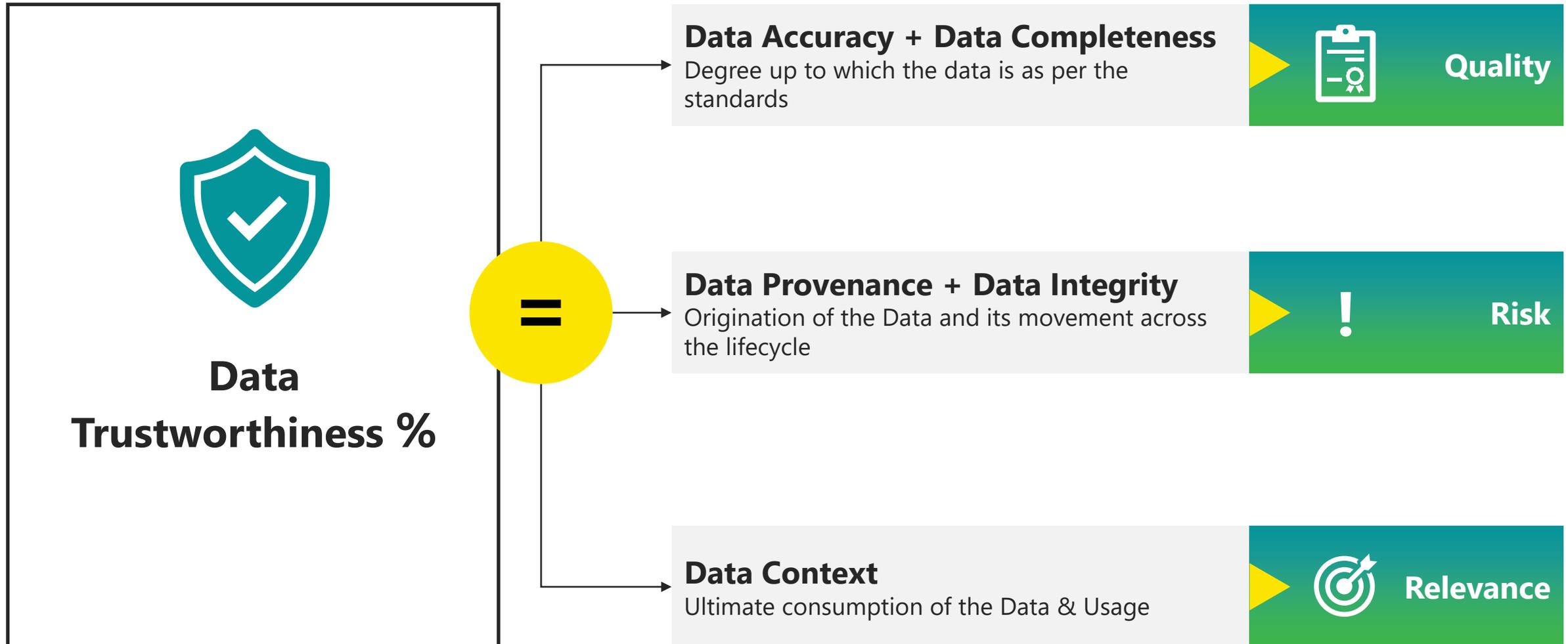
How Trustworthy is your organization's data?

Have you prioritized the quality matrix?

What is the data confidence Score of the data?

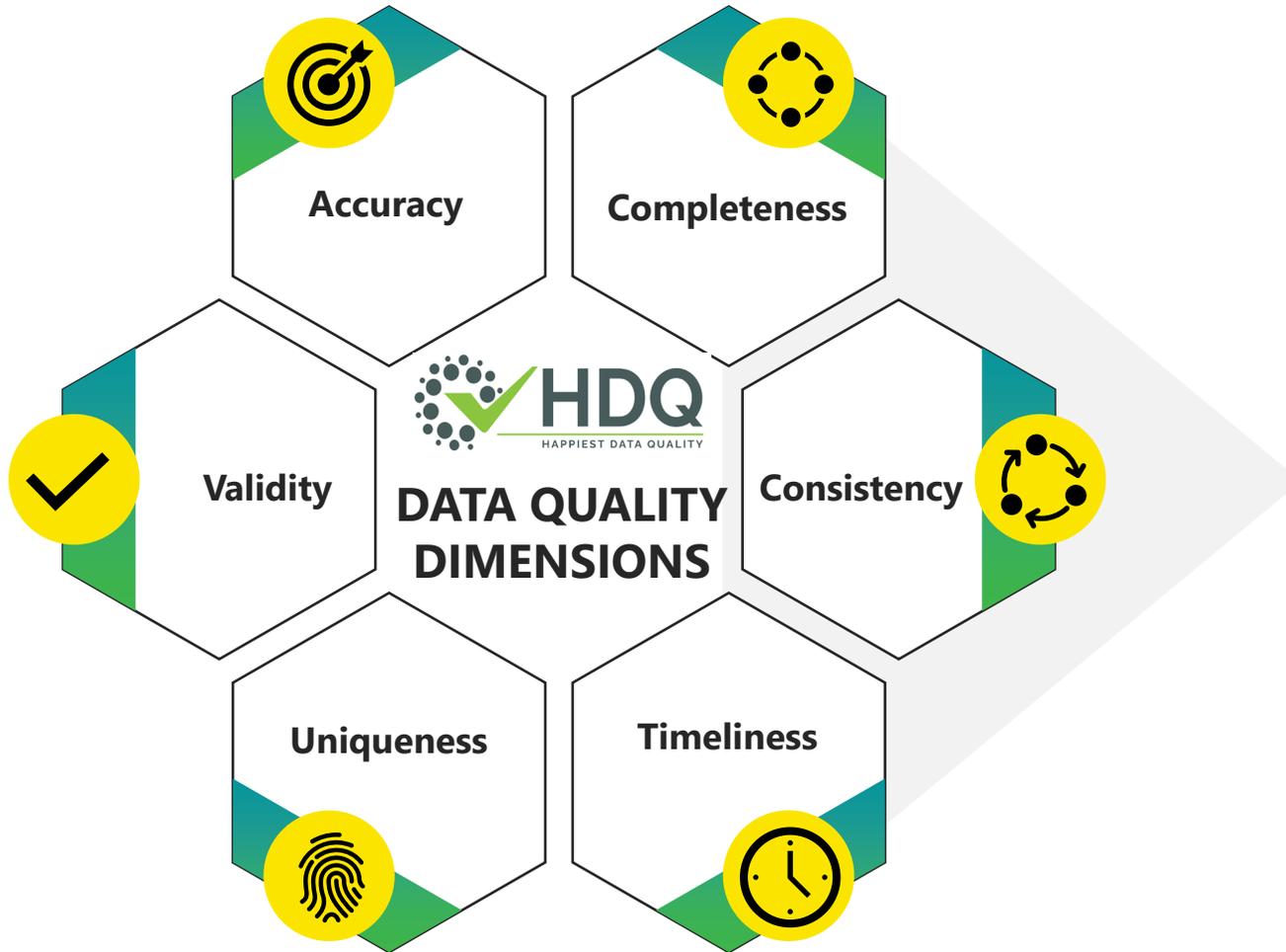
Trustworthiness of Data and Confidence Score

Our proven Data Cleansing Framework and Trustworthiness % Scoring



Data Trustworthiness & Quality(DTQ) & Accelerators approach

Our proprietary **Happiest Data Quality (HDQ)** tool its features, functionality & capability



The smartphone mockup displays the HDQ interface with the following features:

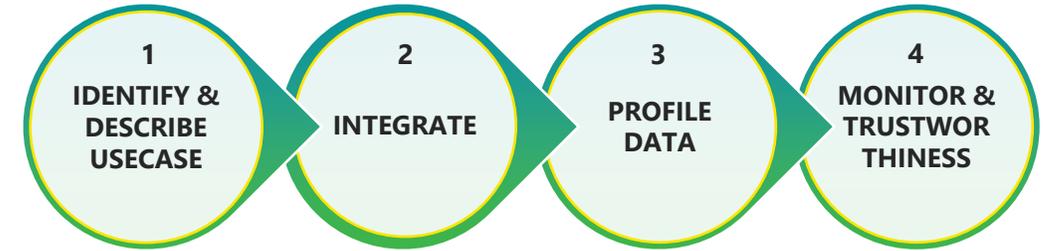
- Rule based DQ Engine** to built own Data quality engine
- Inbuilt & Custom-made Dashboards** to monitor DQ
- AI & ML driven Alert mechanism (preview)** to continuously monitor anomalies
- Over 60+ ~ Auto generated Data Profiling metrics**
- Support Datawarehouse, APIs and Cloud Data warehouse**
- High performance due to **flexible deployment** options. E;g Push down
- Deployment options available for **both On-prem and Cloud**

Happiest Minds Data Trustworthiness DETAILED approach

4 Step Approach from use case identification to monitoring and trustworthiness certification

Approach

Our linear and iterative 4-Step **Diagnostics Approach**, from identifying the Data Quality Use cases to facilitating visibility to data quality challenges through accelerated and automated AI/ML-Based (preview) homegrown HDQ Tool, provides faster and more accurate outcomes in an agile fashion.



	4 Step↓	Detailed Approach and Different Phases	Our Mode of Operation and Detailed Activities	Accelerated through
1	IDENTIFY & DESCRIBE USECASES	Discover & Assess	1) Business Design Thinking Workshop 2) Stake holder discussion to identify issues and challenges 3) Business and Technical Agreement on Quality Rules, 4) Accountability, Parameters and Outcomes Success criteria	Happiest Minds TDQ Framework
		Describe	1) Identify the Domains and Business Functions 2) Domain Master Data and Scope 3) Trustworthiness Data Quality Scope & Prioritization Matrix with HDQ Framework	
2	INTEGRATE	Design & Architect	1) Enterprise Solution Design with HDQ with Internal and External Eco-System 2) Define end to end Data Flow for Data Value Chain 3) Define Data Quality Diagnostics Parameters 4) Design Trustworthiness Formula, Acceptance Score and Agreement 5) Define DQ Process Flow along with Domain data	HDQ Accelerated Tool with more than 60 + Auto generated metrics and 23 + Datawarehouse/Lake/Cloud Plugins
		Pre-Built Integration	1) Identify Sources to Integration solutions for online/offline/Cloud/Non-cloud services 2) Configure/Develop the plugin	
3	PROFILE DATA	Develop and Configure	1) Synthesize the Data Quality Rules 2) Configure /Develop the Quality Rules on HDQ	
4	MONITOR & TRUSTWORTHINESS	Display & Monitor	1) Configure the Dashboards 2) Customize the Dashboard	Accelerated HDQ platform with 5 + pre-built domain specific Dashboards to get going from Day -0 . Customizable dashboards based on source structure
		Certify and Distribute	1) Implement the Trustworthiness Success Criteria / Certification 2) Produce outcome reports 3) Distribute reports and extracts	

Our Proprietary tool HDQ's, Unique features & functionality

HDQ Tool and Trustworthiness Dashboards



HDQ Platforms Unique Feature to Measure the Data Quality Trustworthiness (TDQ)

On Demand Integration 23 + Plugins

Configurable Data Quality Rules Engine

AI-ML Powered Realtime Alert Mechanism (preview)

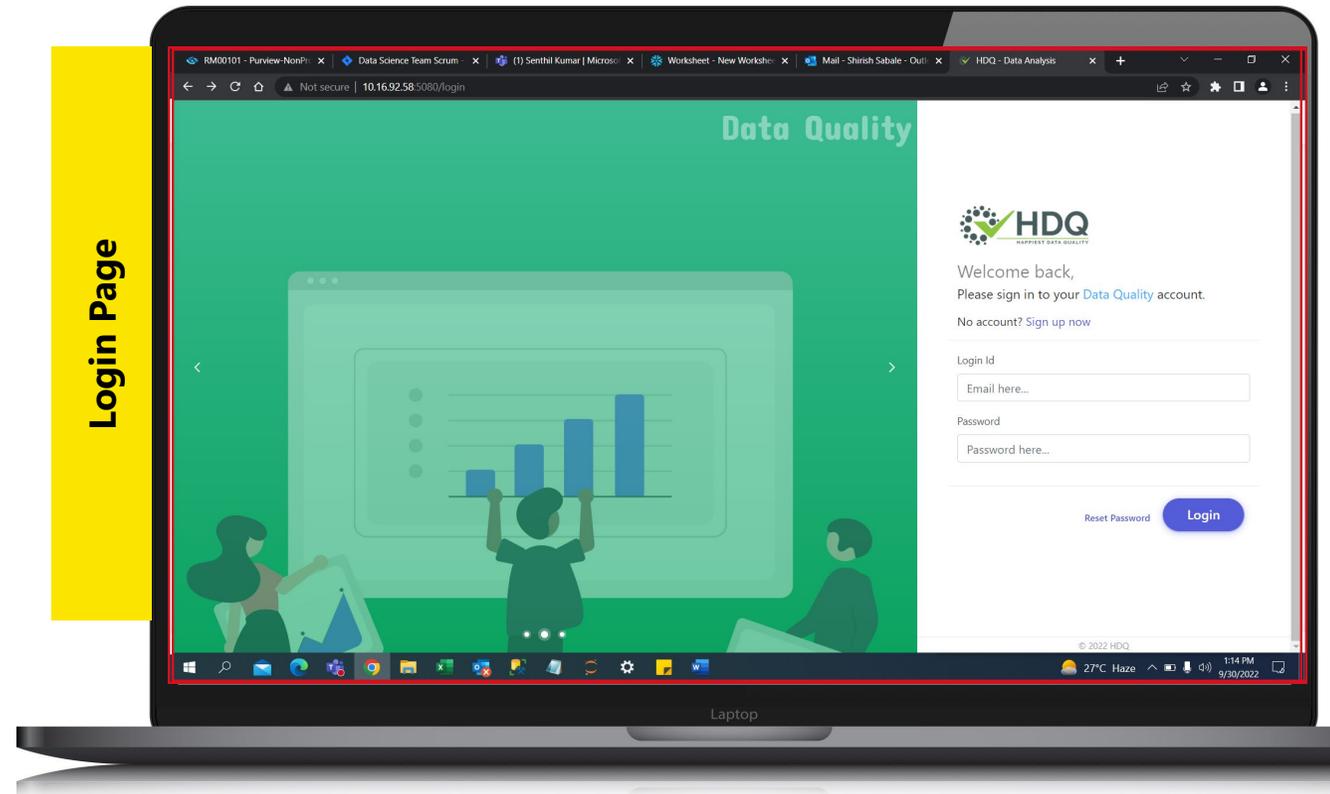
**Flexible Deployment Options (Cloud/On-Prem/
Offline/Online)**

**Pre-Build reusable Dashboards with forward integration
for upstream actions (alerts,**

Persona Specific Dashboards for better governance

HDQ Platform User Journey and Experience Screen Shots

[Click here for
Platform Demo](#)



About Happiest Minds Technologies

Happiest Minds Technologies Limited (NSE: HAPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, edutech, engineering R&D, hi-tech, manufacturing, retail and travel/transportation/hospitality.

A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia and Middle East.

