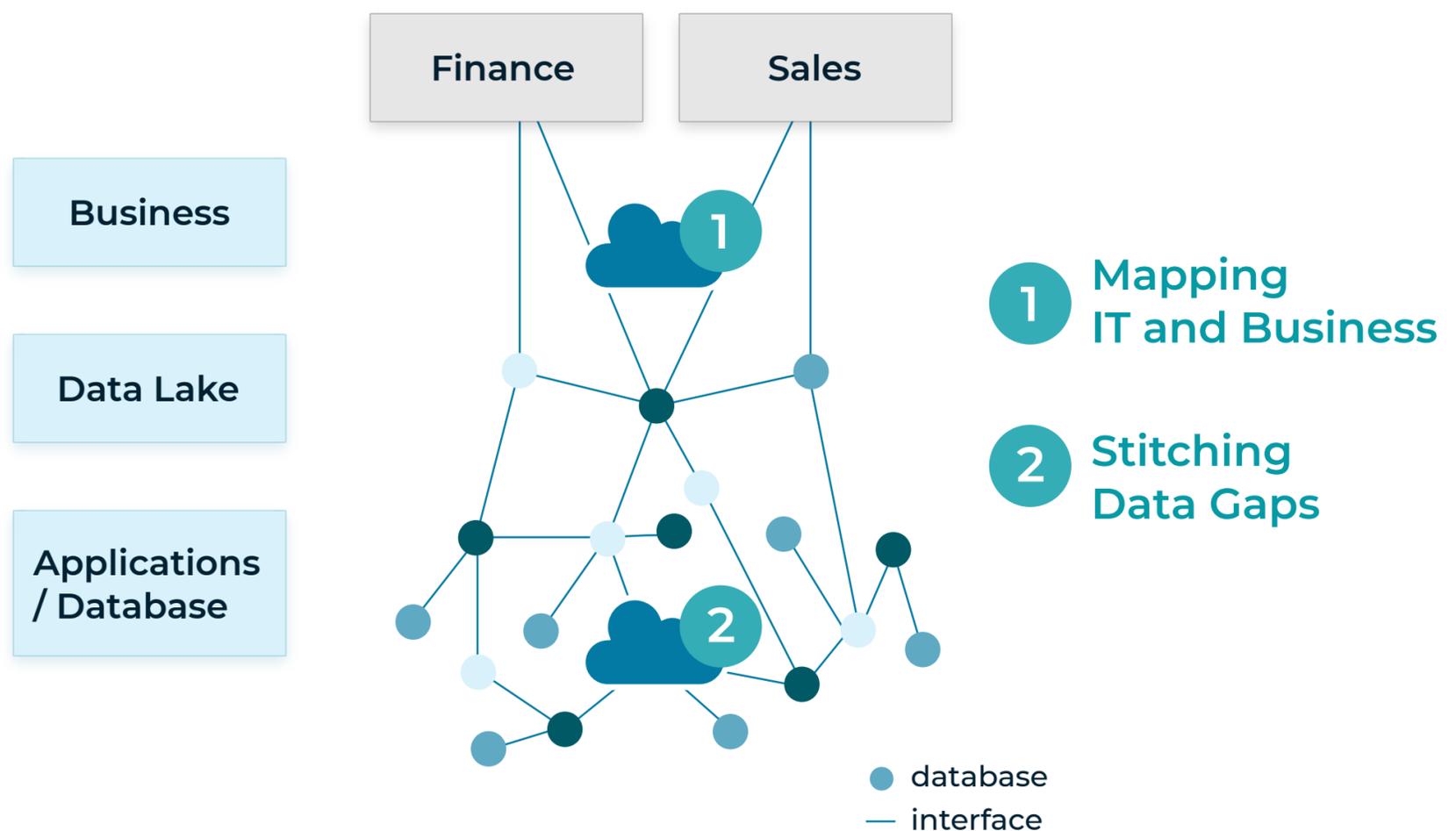# Generating Business Impact through Data Science

Regulators across the world continue to set high expectations intended to maintain a stable global economy and a strong, resilient financial sector. While many firms are struggling under the weight of these regulatory obligations, best-in-class financial organizations are using this opportunity to incorporate new technologies such as artificial intelligence into their data management strategies to capture new markets and embrace new operating models.

Using proprietary machine learning models, 4th-IR has developed technology that assists data management teams in achieving the C-Suite of data lineage: *Completeness, Consistency, Composition and Comprehension*. We start by applying customized automated data lineage stitching technology to specific data elements within the application layer to identify gaps, suggest corrections and measure completeness. To enhance insights and drive business value, our AI models also analyze data and meta-data in the data lake to create a semantic map which highlights commonalities and data clusters.

Finance • Sales

Business

Data Lake

Applications / Database

1 Mapping IT and Business

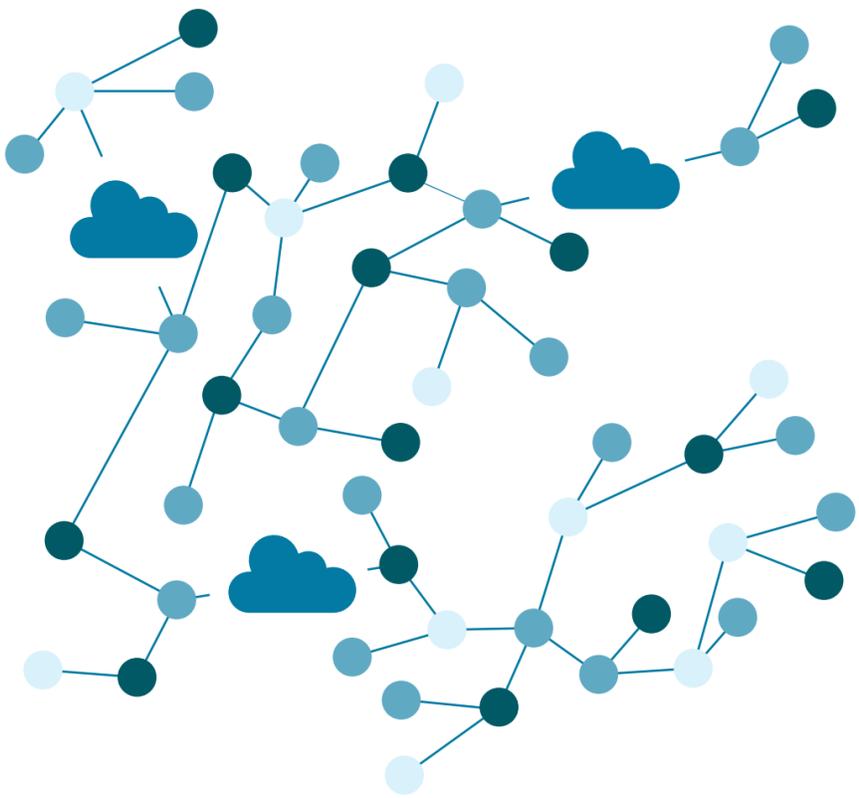**2** Stitching Data Gaps

● database
— interface

Our clients are seeing immediate benefits from their investments in artificial intelligence-powered data solutions which include:

- Complete and trusted data lineage providing vertical trackability from database to business use
- Consistent and documented data flows enabling quicker analysis for product development or application decommissioning
- Composition of critical data elements for faster processing and greater insights
- Comprehension and delineation of insights driving sustainability and growth

Generating Business Impact through Data Science

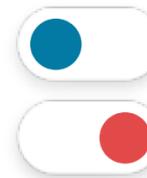**FOURTH - IR**
APPLIED INTELLIGENCE

Data

Business

Is the revenue I am reporting accurate?

Can I switch off this legacy system?

What is the time to market for this new product?

AI
4th-IR

To learn how AI-powered technology can transform your data, please contact:

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