

# Building data integrity, maximizing the value of data

## Making data reusable and accessible across silos

Creating a working environment that values data integrity.

**Data integrity** = complete + consistent + accurate throughout data lifecycle



## Data = all original records and true copies, including:

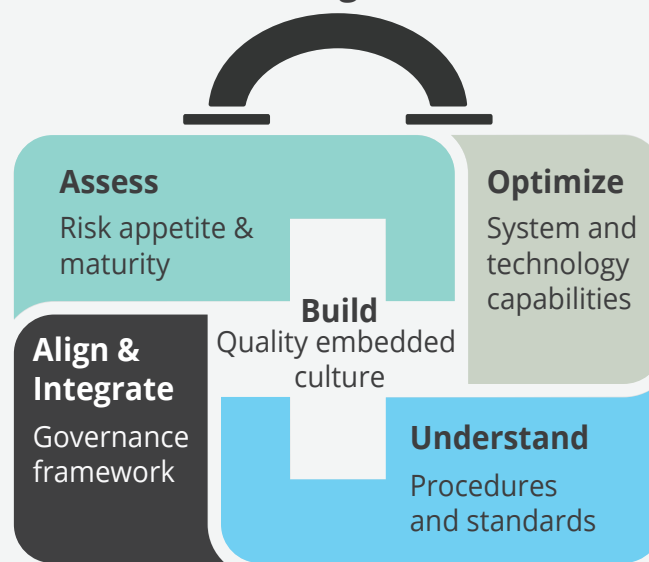
- Source (raw) data
- Metadata
- All subsequent transformations and reports

## Priorities:

- High expectations for data quality
- Linking data and teams across silos
- Maximizing data value



## Implementing data integrity across an organization



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