Every year, poor data quality costs organizations an average $12.9 million, and ad-hoc data quality approaches expose organizations to regulatory risks & inaccuracies in data-driven insights. Through 2025, 30% of generative AI projects will be abandoned after proof of concept due to poor data quality, inadequate risk controls, escalating costs or unclear business value. As organizations embrace generative AI to transform business decision-making, the quality of data used in AI will be a key determinant of success. To stay on the leading-edge of AI, businesses should adopt a holistic approach to data quality across key dimensions such as accuracy, timeliness, relevance, and accessibility, and prioritize the identification and remediation of quality issues closer to the source.

IBM Data Fabric solutions enable organizations to build a trusted data foundation for AI and analytics, with integrated capabilities for data quality, governance, observability and lineage. Accelerate and scale your AI initiatives with automated data quality built on a trusted data foundation.

Explore the key data quality capabilities that IBM Data Fabric solutions can bring to your data and AI efforts, including:

- **Augmented data quality management**: Use genAI to automatically profile data, design and apply data quality rules, discover data quality violations, cleanse, and augment data.
- **Data monitoring**: Continuously monitor data quality levels with data observability capabilities to identify potential issues before they become larger problems.
- **Data quality SLAs and remediation**: Focus your data quality efforts on the assets & pipelines that matter with service level agreements (SLAs) on critical data elements and build remediation workflows.
- **Data lineage**: Gain transparency into data flows and identify potential issues to ensure that the right data is used for decision-making.
- **Entity resolution**: Enable powerful data matching capabilities for accurate, 360-degree views of master data.

Learn more: Access the [2024 Gartner Magic Quadrant for Augmented Data Quality Solutions](https://www.gartner.com/smarterwithgartner/how-to-improve-your-data-quality) to see why IBM’s a leader the 17th year in a row.

Ready to chat with our experts? [Reach out to schedule a 1x1](mailto:).