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A PROPHECY SOLUTION

Unifying Your Data: Practical Readiness Checklist

AI doesn't start with algorithms — it starts with alignment.

To fuel AI with trusted, connected insights, organizations must unify data across systems, teams, and business units. This means agreeing on definitions, breaking silos, and designing data flows that support real-time decision-making.

Use this checklist to evaluate how unified — and therefore how AI-ready — your data really is

1. Define What You Want to Measure

- Have you clearly articulated the business outcomes AI and analytics need to support (e.g., customer satisfaction, revenue growth, operational efficiency)?
- Do you know which KPIs or metrics matter most — and where the supporting data resides?
- Have you mapped the decision-making processes that depend on accurate, timely data?

You can't unify what you haven't defined. Clarity comes before connectivity.

2. Standardize Terminology and Taxonomies

- Are key business terms (e.g., "customer," "policy," "asset," "incident") defined consistently across departments?
- Do all data sources use common naming conventions, units of measure, and timestamp formats?
- Are data dictionaries or glossaries maintained and accessible to all teams?
- Do dashboards and reports reflect the same logic and labels across business units?

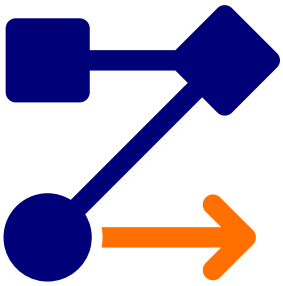
Inconsistent language creates inconsistent insight. A shared vocabulary ensures every team — and every model — is speaking the same truth.

3. Identify Key Stakeholders and Data Owners

- Have you identified data owners for each critical system or domain?
- Are there established governance roles (stewards, custodians, approvers) to maintain data quality?
- Do business, IT, and analytics teams collaborate regularly to align priorities and resolve conflicts?
- Is there executive sponsorship driving a unified data strategy across the organization?

Data unification is not just technical — it's cultural. Ownership ensures accountability.

4. Map Your Data Landscape



- Have you documented all data sources, integrations, and dependencies?
- Do you know where data duplication, latency, or integrity issues occur?
- Are integrations real-time, event-driven, or batch — and are they fit for purpose?
- Can your systems exchange data seamlessly via APIs or an integration platform (iPaaS)?

Visibility is the first step toward unification.

5. Cleanse, Normalize, and Govern

- Are validation rules and cleansing routines applied at data entry points?Are duplicate, outdated, or incomplete records systematically identified and resolved?
- Is master data managed and synchronized across applications?
- Are governance frameworks documented and enforced (e.g., who can create, change, or delete data)?

Quality is the foundation of trust — and trusted data drives better AI outputs.

6. Integrate and Automate

- Have you eliminated manual data hand-offs or spreadsheet consolidations?
- Are you using automation or iPaaS solutions to synchronize data between systems?
- Can you trigger workflows or alerts based on unified data events?
- Are integrations scalable and adaptable as your systems evolve?

Integration turns static data into a living ecosystem.

7. Monitor, Measure, and Improve

- Are you tracking data quality KPIs (completeness, consistency, accuracy, timeliness)?
- Do you have continuous feedback loops to detect and fix data issues early?
- Is your data maturity reviewed regularly as part of your AI or analytics strategy?

Data unification is not a one-off project — it's a continual process of refinement.

Your Data Unification Score

- **18+ checks:** You're operating from a unified, intelligent data ecosystem.
- **10–17 checks:** Strong foundation — focus next on ownership and governance.
- **<10 checks:** Begin by defining what to measure and who owns your data.

Next Step

Get a Data Unification Consultation with emite.

emite's Advanced iPaaS and Analytics Suite helps enterprises connect, standardize, and contextualize data from every system, turning disconnected data into a single, trusted source of truth ready for AI.

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