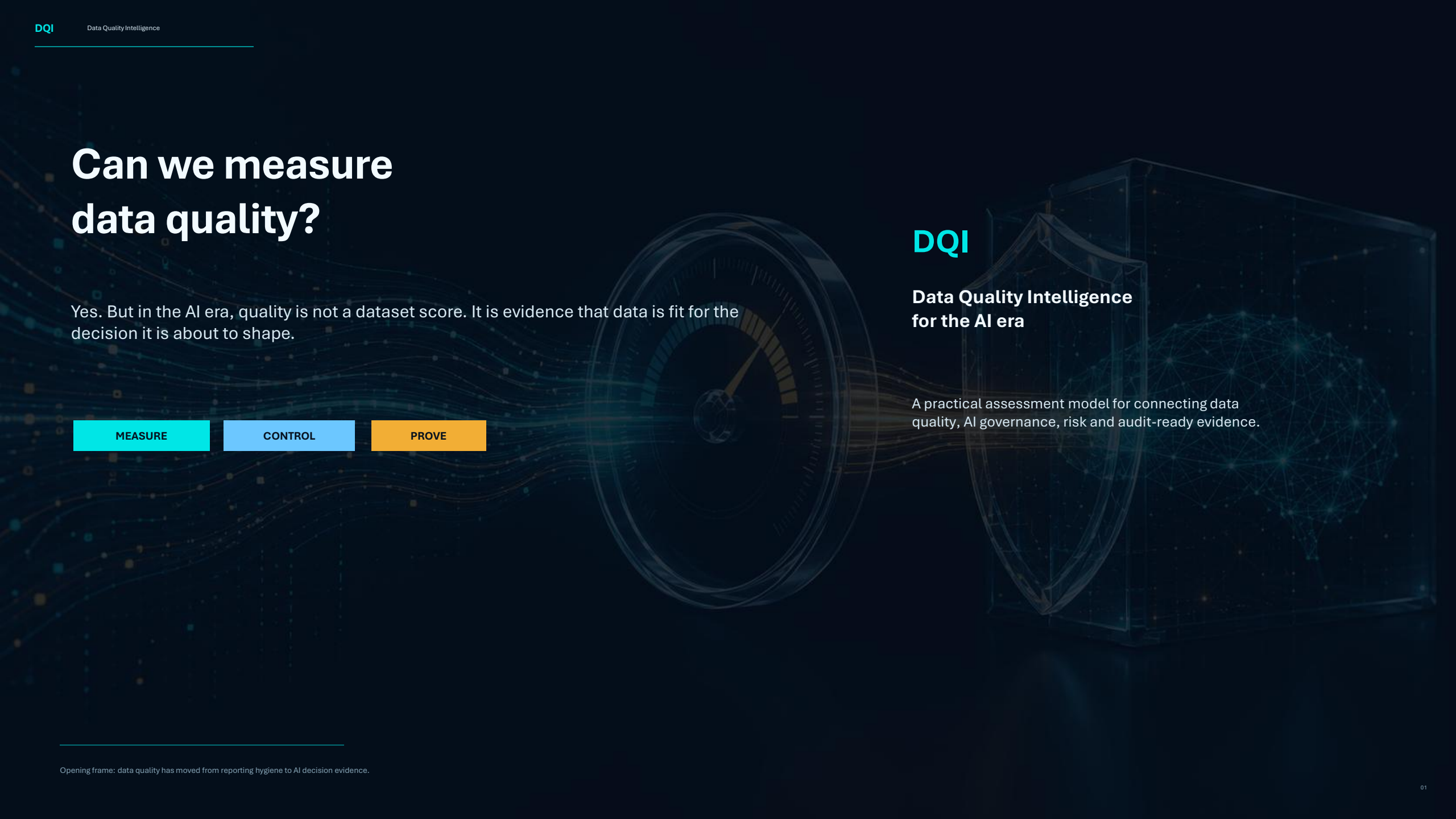
Can we measure data quality?

Yes. But in the AI era, quality is not a dataset score. It is evidence that data is fit for the decision it is about to shape.

MEASURE CONTROL PROVE



DQI

Data Quality Intelligence for the AI era

A practical assessment model for connecting data quality, AI governance, risk and audit-ready evidence.

Opening frame: data quality has moved from reporting hygiene to AI decision evidence.

The AI pressure cooker has finally blown

Everyone is rushing to breathe the new air. CIOs are left to make it safe.

The board sees acceleration. The CIO inherits the evidence burden.

Board urgency
Move faster, show AI progress, avoid being left behind.

User adoption
Teams are already using tools before governance catches up.

Regulatory scrutiny
Risk, transparency, data governance and human oversight are becoming explicit.

Operational exposure
Bad data, weak controls and missing evidence scale faster than manual review.

The problem is not AI ambition.
It is ambition moving faster than evidence.

Set the “why”: AI pressure has turned data quality into an executive control issue.

Data quality is no longer IT hygiene

It has become the control surface for AI trust, risk and scale.

OLD WORLD
Data quality meant accuracy, completeness, consistency and timeliness for reporting and operations.

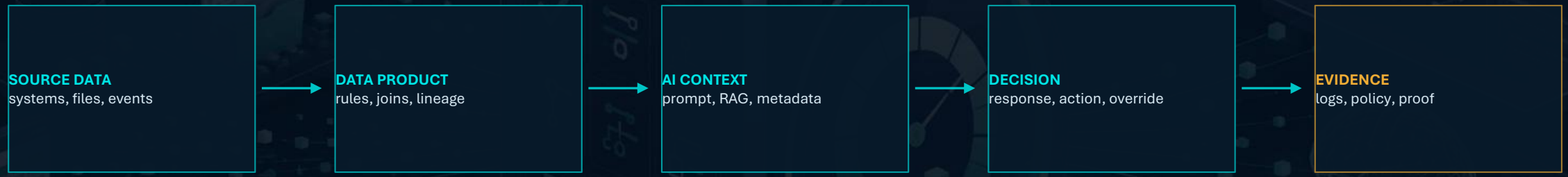
AI ERA
Data quality means whether data is safe, governed and suitable for the decision an AI system is about to influence.

The CIO question has changed from “is the data clean?” to “can we defend the decision?”

The measurement must move from dataset hygiene to decision fitness.

The invisible chain that decides whether AI can be trusted

A model answer is shaped by data, context, policy, people and evidence.



Traditional data quality often sees the first two boxes.
AI governance has to evidence the whole chain.

The most important risks appear at the point of use, not only inside the database.

Traditional quality is necessary — but incomplete

AI needs the old measures plus a new layer: suitability for use.

TRADITIONAL QUALITY
Is the data valid?

- complete
- accurate
- consistent
- timely
- deduplicated

AI DECISION QUALITY
Is the data safe for this use?

- purpose fit
- risk tier
- policy match
- human oversight
- audit evidence

Data is not “good” in the abstract. It is fit, or unfit, for a specific decision.

Keep classic quality metrics; add purpose, risk, policy and proof.

The risk shows up as confidence

Poor AI data quality often looks like a confident answer, not a system failure.

PLAUSIBLE WRONG ANSWER
Bad context becomes a persuasive response.

SILENT POLICY BREACH
Sensitive or restricted data enters prompts without approval.

AUDIT GAP
Teams cannot prove what was allowed, blocked or changed.

TRUST EROSION
Users either stop believing the system or over-trust it.

The CIO risk is not that AI gives an answer.
It is that the organisation cannot prove whether the answer was trustworthy.

This is why data quality measurement must produce evidence, not just opinions.

AI adoption is outrunning governance

The risk is no longer theoretical. AI is already inside business workflows.

63%

of breached organisations studied lacked AI governance policies

97%

of organisations with AI-related breaches lacked proper AI access controls

20%

of studied organisations had breaches linked to shadow AI

These are not just security statistics.
They are symptoms of a missing governance control surface.

Source: IBM Cost of a Data Breach Report 2025 / IBM Think AI oversight and shadow AI findings.

Five questions every CIO must be able to answer

If the answer is “we think so”, the control is not mature enough.

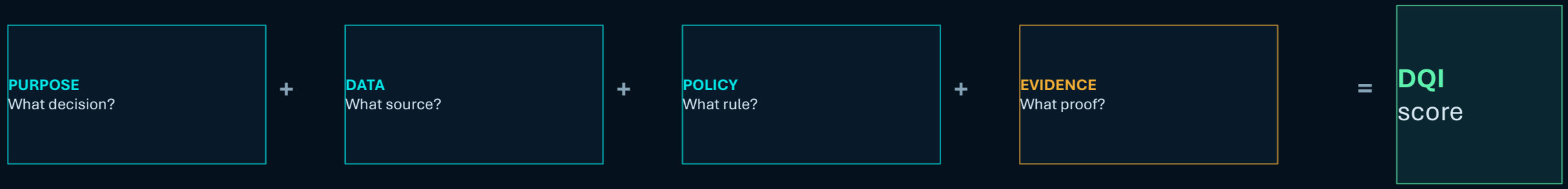
1. **Where is AI being used?**
2. **What data is entering the model?**
3. **What risk tier applies to each use?**
4. **What policy allowed or blocked it?**
5. **Can we produce evidence on demand?**

DQI
turns these questions into measurable signals through an evidence-led assessment.

The CIO needs answerable governance, not another spreadsheet.

DQI turns quality into a measurable operating signal

The score is not magic. It is an evidence baseline for decision fitness.



A practical indicator of whether a data or AI use case is ready to proceed, needs remediation, or should be stopped.

Core principle: quality = purpose + data + policy + evidence.

What the DQI assessment measures

A structured enterprise assessment across 12 domains, 112 measures and evidence-led scoring.

0–5
maturity scoring
per measure

0–100
scaled DQI score
for leadership

112
measures across
critical controls

EVIDENCE
gaps, impact and risk
per measure

Data Value & Alignment	**Ownership & Stewardship**	**Core Data Quality**
Pipeline Operations	AI Readiness & Provenance	Governance & Compliance
Security & Privacy	Tooling & Technology	Transparency & Access
Lifecycle & Retention	Organisational Readiness	Sustainable & Maintainable

DQI assessment: 12 equally weighted domains; high-criticality low scores drive findings and actions.

What the CIO gets from the assessment

Not a long report for the shelf. A decision pack that shows where AI can scale and where it cannot.

Executive DQI score
A clear 0–100 view of readiness and risk.

Domain heatmap
Where quality, governance and controls are strong or weak.

Critical findings
High-impact gaps that need immediate attention.

Remediation roadmap
Practical next actions, ownership and prioritisation.

Evidence gaps
What must be captured to satisfy governance and audit.

The outcome is a measurable baseline: what is safe now, what needs fixing, and what should wait.

Available now: DQI Assessment free trial.

Assessment now. Platform controls next.

DQI starts with a free trial assessment. Runtime enforcement and integration controls are coming soon.

AVAILABLE NOW
DQI Assessment

Measure data quality, AI readiness, governance posture and evidence gaps.

COMING SOON
DQI Enforce

Runtime policy checks, classification, redaction, approval and evidence capture.

COMING SOON
DQI Integrate

Controlled data flows, preparation, enrichment and integration governance.

The free trial is for the assessment. The rest of the platform roadmap is designed to turn findings into governed execution.

Clear product framing: assessment first; enforce and integrate roadmap capabilities to follow.

What good looks like on a CIO dashboard

Not vanity metrics. Control metrics that show whether AI can scale safely.

AI inventory coverage
% of AI use cases captured and assessed

Data readiness
% above agreed DQI threshold

High-risk visibility
number of high-risk data and AI use cases

Policy effectiveness
blocked, escalated and approved interactions

Evidence completeness
% with adequate audit record

Remediation velocity
days to close critical data and control gaps

When quality is measured this way, AI governance becomes a performance system — not a blocker.

Translate data quality into CIO dashboard language: coverage, readiness, risk, evidence and remediation.

INVITATION

Try the DQI assessment free trial.

Start by measuring the data quality and governance posture that will decide whether your AI programme can scale safely.

1. **Visit www.getdqi.com**
2. **Run the DQI assessment**
3. **Take the scorecard to your governance forum**

Scan to visit the website and start the assessment journey.

Assessment free trial available now. Enforce and Integrate capabilities coming soon.

End with one clear action: start with the assessment, then build the roadmap.