

Agentic Data Quality

An ADAM Foundational Solution

From Detection to Resolution: Bridge the Data Quality Gap for Improved Trust and Compliance.

Business Challenge

Enterprises face a critical gap in data quality management. While existing tools can detect data issues, they fail to enable timely and effective resolution. This results in prolonged issue lifecycles, inconsistent data integrity across systems, and eroded trust in enterprise data. There is a pressing need for a solution that identifies data quality problems and autonomously guides and executes corrective actions to ensure sustained data reliability and operational efficiency. As a result, it accelerates issue resolution, ensures consistent data quality across systems, and builds sustained trust in enterprise data.

Brillio's Agentic AI Solution for Data Quality

Our solution introduces **agents** that **detect, recommend, and execute corrective actions** in data quality workflows. These agents are:

- **Onboarding agents** (identifying datasets that need quality checks)
- **Execution agents** (suggesting appropriate checks dynamically)
- **Monitoring agents** (continuously scanning for issues)
- **Corrective Action agents** (performing root cause analysis and suggesting or facilitating fixes)

These agents accelerate data quality setup by dynamically recommending checks without the need for explicit rule definitions, and they orchestrate corrective actions in an augmented AI mode where human experts provide the final approval.

Use Case Examples

In a technology enterprise, financial reporting relies on consolidated data from sales platforms, subscription billing systems, procurement records, and employee expenses. Current data quality tools may catch issues like missing values in

a billing table or incorrect currency codes in expense reports. But an Agentic AI approach would be when discrepancies are detected (e.g., revenue reported higher in sales but not matching in finance). Agents would perform a root cause analysis pinpointing whether the issue stems from missing integration records, data transformation errors, or delayed syncs and propose corrective actions like triggering reprocessing jobs or flagging stale source data for business review. Our data quality agents recommend checks and perform continuous monitoring for mismatches between the procurement and finance ledgers. Finally, the human controller approves these suggested fixes, ensuring financial reports are both timely and trusted.

Benefits

- **Bridges the detection-to-correction gap:** Automates checks and the corrective workflows missing in current tools.
- **Improves trust and compliance:** Ensures data feeding critical reports (like financials) is reliable and audit-ready.
- **Faster and more efficient:** Streamlines onboarding, monitoring, and correction into a cohesive flow, reducing time spent on manual investigation and fixes.

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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