

INTRODUCING CONTROL-M DATA ASSURANCE



Today, companies rely on data to guide decisions in every facet of their business with devastating and far-reaching consequences when the data is incorrect or incomplete. Likewise, when “bad” data makes it into their application and data pipeline workflows, it can cause issues that cascade downstream and invalidate business outcomes. That means ensuring the validity of that data is vital.

Many organizations attempt data validation within their Control-M workflows using custom scripts, but they struggle with scalability, management, and maintenance as complexity grows. Or they might attempt to integrate specialized data quality tools, requiring significant manual efforts, coordination across multiple teams, and multiple skillset to work. So bad data spreads, wasting processing resources and, most importantly, leading to poor outcomes, flawed decisions, financial losses, and damage to brand reputation. Identifying and resolving these issues post-propagation is costly, delays insight delivery, and risks SLA violations.

The Importance of Trusted Data

Recent reports such as the [Gitnux report](#) show that poor data quality costs the U.S. economy over \$3 trillion annually and is responsible for 25% of the data breaches. Let's take a look at some real-world examples that demonstrate why having valid data is so important.

- **Coverage:** In finance, risk analysis is performed regularly based on transaction data. Having comprehensive data coverage is paramount to avoid financial exposure. You may want to ensure that missing financial data is less than 3% before any risk analysis is performed to ensure accurate risk models.
- **Consistency:** For retail, consistent customer data is key to effective marketing. You want to

focus on age-based segments with an age standard deviation of less than 5 for marketing campaigns. This means your customer segmentation is consistent, and you are targeting the right demographics with the right messages, improving campaign effectiveness.

- **Volume:** In energy and utilities – especially with smart meters – data volume is immense. You can verify identical smart meter row counts before and after data processing in platforms like Snowflake. This ensures no data is lost or duplicated during complex transformations, maintaining billing accuracy.
- **Thresholds:** Telco companies rely on understanding customer behavior. You want to monitor customer usage and ensure it falls within defined normal ranges. This allows you to run retention campaigns for customers who are at risk of leaving.
- **Completeness:** In healthcare, data completeness is a matter of patient safety. You must ensure not-empty patient name and date for safe clinical data. This is vital for accurate patient identification, correct treatment, and avoiding medical errors.
- **Compliance:** Compliance is non-negotiable, especially in the insurance sector. You may need to focus on claim completeness to meet legal and industry standards, and protecting the company from penalties.

Control-M and Data Assurance

Valid data is essential to the success of your business and the application and data pipelines that run it. That's why I'm proud to introduce Control-M's newest add-on, **Control-M Data Assurance**!

With Control-M and Data Assurance, data teams can embed data validation checks directly within their application and data pipeline workflows, so data issues can be detected before they cascade downstream. When a check fails, Data Assurance halts workflow execution, preventing bad data propagation and triggering immediate alerts for intervention.

By tightly integrating orchestration and data validation, Control-M ensures your business workflows and data pipelines not only complete on time, every time, but also generate trusted outcomes. This prevents wasted processing resources, while eliminating the risk of misleading outcomes, and avoiding poor decisions, financial losses, and reputational damages.

Control-M and Data Assurance give you enhanced data and observability, reduced costs and risks, operational simplicity, and trusted outcomes that are on time, every time.

If you want to learn more about how Control-M can help your business, visit our website.

For more information about Data Assurance validates your data, check out our [on-demand webinar](#).