

— EXECUTIVE EXCERPT

Trusted data, **real ROI**: driving AI automation and cost reduction

Selected chapters from the CDQ whitepaper
“AI in data management | Hype or help?”

What managers should do now



DEFINE



PRIORITIZE



GOVERN



VALIDATE



SCALE

AI impact in data management is a leadership execution challenge. Organizations create measurable value when they start with a focused scope, put governance in place early, and scale only what delivers control, quality, and business results.

Pick the battlefield

Start where business value is high, manual effort is visible, and governance matters from day one.

- ✓ Start with a data domain that directly affects critical business processes, such as **supplier** or **customer** data used in **onboarding**, compliance, invoicing, or payment reliability.
- ✓ Set hard guardrails before automation starts, such as **no direct AI write-back** into core systems and **mandatory review** for sensitive attributes.
- ✓ Assign **clear ownership** from the start across business, governance, and technology.

CDQ supports in identifying the highest-value use cases and translating them into a clear, actionable roadmap built on our AI for Data Management framework.



STEP 1

Narrow the scope

Focus on a small number of high-friction processes and prove value fast.

- ✓ Prioritize two or three use cases with high volume, high repetition, and clear pain points, such as **duplicate detection**, **onboarding checks**, or **lifecycle monitoring**.
- ✓ **Limit** the rollout to **one** region, **one** business unit, or **one** process area to keep complexity under control.
- ✓ Establish a clear **baseline** before launch, including **manual touches**, cycle time, error rates, and rework.

CDQ helps in co-creating agentic AI solution approaches and validating their feasibility and value through a proof of concept with measurable outcomes.



STEP 2



STEP 3

Set the guardrails

Translate governance into rules, thresholds, and evidence requirements that agents follow in practice.

- ✓ Define which sources are trusted for which attributes, for example **legal name from the commercial** register and **tax status from the tax authority**.
- ✓ Set clear thresholds for automatic release, **human review**, and rejection.
- ✓ Require every proposed change to carry **full evidence**, including source, timestamp, confidence, and **lineage**.

CDQ offers support in designing and implementing an AI-policy framework that operates within strict deterministic policies ensuring trusted data.



STEP 4

Control the pilots

Run in a controlled staging setup, measure results closely, and tighten the model as you learn.

- ✓ Use a **staging layer** such as a **Data Mirror** before anything reaches operational systems.
- ✓ Combine **deterministic checks** with AI reasoning, so **hard validations** stay hard and AI focuses on interpretation and ambiguity.
- ✓ Track **weekly progress** with a small set of business and control KPIs, such as cycle time, exception rate, **false positives**, and audit completeness.

CDQ supports enterprises in designing KPI-driven multi-step agentic AI workflows with research expertise and agentic software capabilities.



STEP 5

Scale the system

Expand only after proof, then reuse the same control model across domains and teams.

- ✓ Extend into adjacent domains only after the first scope shows stable gains, for example from **supplier onboarding** into **customer lifecycle maintenance**.
- ✓ Reuse the same **governance pattern**, including **trusted sources**, thresholds, approval logic, and escalation paths.
- ✓ Add **shared intelligence** where possible to detect changes earlier, reduce duplicate validation work, and strengthen automation over time.

CDQ enables customers to scale their AI-driven journey safely and sustainably with enterprise-grade software for AI-ready data.

Who we are and why our perspective matters

CDQ brings a distinctive perspective to AI in data management because it combines long-standing AI practice, trusted external data, governed operations, and applied research. This gives companies a proven way to turn AI into modern, closed-loop data management with real business impact.



CDQ as a provider for innovative data services and AI agents

CDQ provides enterprise-grade cloud software for managing and continuously improving business partner data. The focus is on trusted, explainable, and auditable data as the foundation for efficient operations, compliance, and automation. For more than two decades, CDQ has helped organizations build a governed core for legal entities, addresses, identifiers, and other compliance-relevant attributes.

This capability now extends into agent-based data management. CDQ combines trusted external data, internal data, deterministic services, and domain-specific agents in one controlled operating model. Agents monitor relevant sources continuously, validate evidence, detect meaningful changes, and prepare structured update proposals under clear scopes, thresholds, and approval rules. The Data Sharing community strengthens this model further by enabling anonymized reuse of validated updates under clear governance, reducing duplicate effort while improving speed and confidence.

CDQ therefore delivers more than software features. We deliver a modern data management system built for continuous operation, governed automation, and measurable business impact, optionally integrated with customers' agent-based workflows through agent-to-agent interfaces.

Competence Center CDQ and the evolution of data management with AI

The Competence Center CDQ is a long-standing research initiative dedicated to the advancement of data management. For more than twenty years, it has worked with leading companies across industries and with the University of Lausanne to study how organizations manage, govern, and trust data. Its work follows real business problems closely and develops in step with changing enterprise requirements.

This research has shaped important concepts in data management over time, from governance and accountability to quality models, data sharing ecosystems, and now AI-driven and agent-based data management. That long-term perspective matters because it places AI in a broader context. It separates lasting shifts in operating models from short-term technology cycles and gives managers a more grounded basis for decisions.

This research does not stay theoretical. It shapes the concepts, methods, and design principles behind CDQ's software and operating model.

That gives customers more than advanced functionality, it gives them software built on a strong and continuously evolving research foundation.

Data sharing and shared intelligence

No company detects every relevant data change early enough on its own. Shared intelligence closes that gap. It turns validated updates into a collective advantage, reduces duplicate work, and improves speed and confidence across companies.

KEY TAKEAWAYS

1 More eyes, faster signals

Relevant changes across external sources happen too often and too broadly for any one company to catch early and consistently on its own.

2 Shared signals scale better

When companies reuse validated updates under clear rules, they stop checking the same changes again and again. This cuts effort and speeds up action.

3 Trust makes sharing work

Consent, anonymization, source hierarchy, and shared rules turn data sharing into reliable intelligence. Without them, it creates noise.

Even highly automated data management hits structural limits. No company and no agent detects every relevant change early enough across legal registers, sanctions lists, insolvency notices, ownership disclosures, and other external sources. Many organizations monitor the same signals in parallel, invest similar effort, and still react too late to changes that affect onboarding, compliance, and risk exposure.

Data sharing changes that equation. When companies contribute validated updates into governed sharing pools, detection shifts from isolated effort to collective intelligence. Instead of hundreds of organizations verifying the same change on their own, one validated observation becomes reusable for many.

What scales is not raw data access, but trusted interpretation under shared rules.

In an AI-driven operating model, this effect becomes even stronger. Agents monitor external signals continuously, but their performance depends on signal quality, confirmation, and context. Shared intelligence pools strengthen all three. Agents contribute validated findings, consume trusted updates from others, and detect relevant changes earlier. That shortens reaction times, reduces duplicate validation work, and improves automation outcomes without increasing local effort.

This model does not replace authoritative sources. It builds on them. Official registers and regulatory lists remain the baseline for correctness. Shared intelligence adds timeliness, cross-company validation, and operational context. Because participants contribute under clear governance and with strong incentives for correctness, these pools develop into trusted layers of intelligence rather than noisy data exchanges.

Governance makes the whole model work.

Consent protects control, anonymization protects sensitive data, and source hierarchy ensures that authoritative inputs override weaker signals. Shared semantics and interpretation rules keep participants aligned. Without these mechanisms, data sharing creates noise. With them, it becomes a force multiplier for speed, trust, and scale.

