

Operational Data Quality

Rank, de-duplicate and trust your operational data.

Every downstream process is only as good as the data underneath it.

Operational data comes from many tools, each with different coverage, freshness and reliability. Without a way to rank and reconcile them, teams either trust the wrong source or trust none.

uControl measures and improves data quality.

uControl **Insights** feeds multi-source discovery, and uControl **Core** normalises it, ranks quality by source, resolves conflicts against gold-standard sources and tracks improvement over time.

Executive summary

Operational Data Quality gives you an objective handle on how good your data is and how to make it better. Insights supplies discovery; Core normalises, de-duplicates, scores quality by source and surfaces conflicts with lineage.

Confidence stops being a feeling and becomes a tracked metric that improves over time.

The business challenge

Poor data quality is expensive and invisible:

- Sources disagree with no arbiter
- Duplicates inflate counts and cost
- Stale records mislead decisions
- No lineage back to the original source
- No measure of whether quality is improving

So automation misfires, reports mislead, and audits stall.

The uControl approach

uControl treats quality as measurable. Insights provides discovery evidence; Core normalises every source to a common model, applies identification rules, ranks quality by source against gold standards, and tracks alignment over time.

How it works

Normalise & reconcile Core

Core normalises structured and semi-structured sources to a common model and reconciles records into one trusted asset.

Quality scoring Core

Ranks data quality by source and tracks alignment to gold-standard sources over time.

De-duplication Core

Identification rules merge or flag conflicting records, removing duplicates.

Full lineage Core

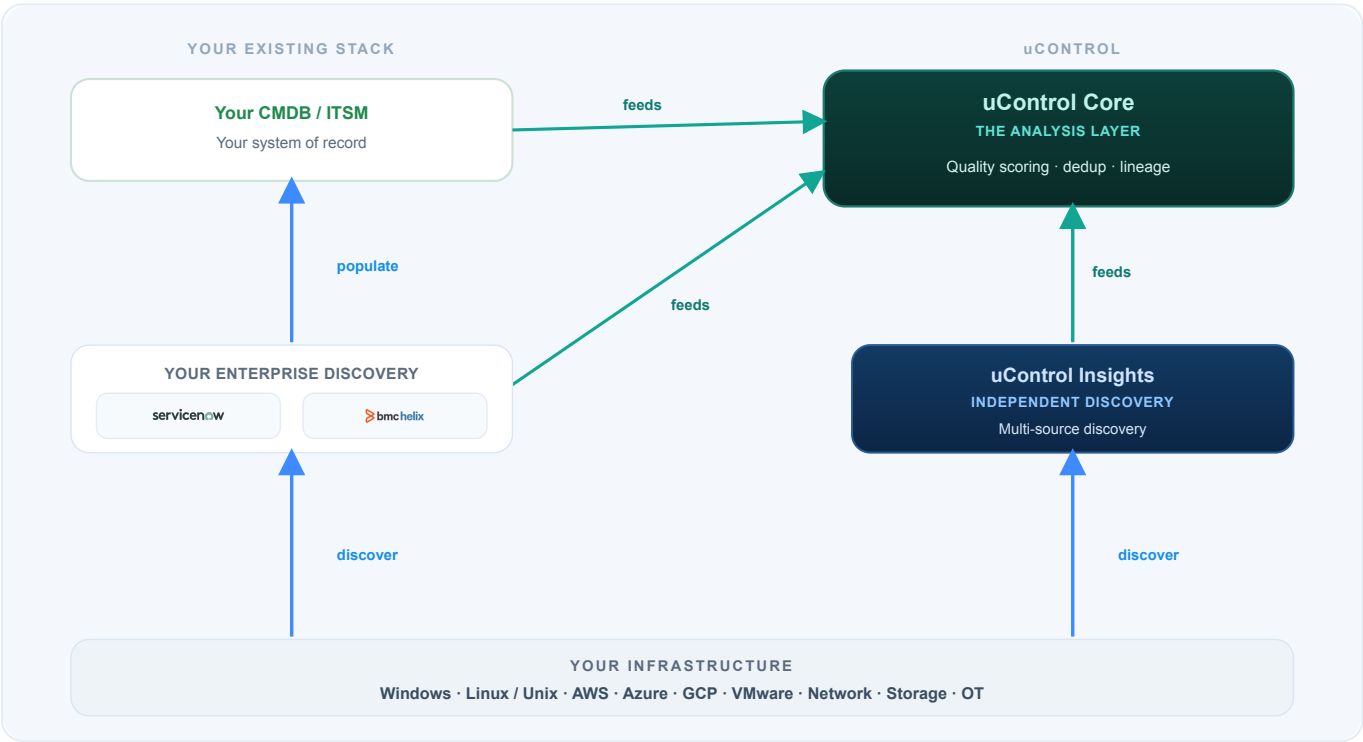
Track source-to-asset lineage with audit-ready change history.

Discovery evidence Insights

Insights supplies fresh, independent discovery to reconcile the rest against.

Reference architecture

Your enterprise Discovery populates your CMDB, while uControl Insights discovers independently. uControl Core takes feeds from your Discovery, your CMDB and Insights to do the analysis.



Customer journey

1 Ingest

Bring ITSM, discovery, cloud and custom sources into Core.

2 Normalise

Core maps every source to a common model.

3 Score

Rank quality by source and identify conflicts.

4 Resolve

Merge duplicates and align to gold-standard sources.

5 Track

Watch quality improve over time.

Key capabilities

✓ Multi-source normalisation (Core)

✓ Data-quality scoring by source (Core)

✓ Gold-standard alignment tracking (Core)

✓ Identification rules & de-duplication (Core)

✓ Source-to-asset lineage (Core)

✓ Independent discovery evidence (Insights)

✓ Conflict surfacing & resolution

✓ Audit-ready change history

✓ Quality-improvement trends

Business benefits

✓ Know which source to trust, and why

✓ Fewer duplicates and stale records

✓ Measurable, improving data quality

✓ Reliable inputs for automation and reporting

✓ Full lineage for audit

✓ Confidence you can defend

Illustrative scenario

Multi-tool estate — illustrative

Conflicting asset counts across tools made every report contestable.

uControl normalised the sources, scored their quality and reconciled them against gold-standard sources — giving the team one trusted dataset with lineage, and a quality metric that improved measurably over the following quarters.

Frequently asked questions

How do you decide which source wins?

Core applies prioritised identification rules per source and ranks quality against gold-standard sources, so conflicts resolve consistently and transparently.

Can we trace a value back to its source?

Yes — full source-to-asset lineage and change history are maintained.

Is quality a one-off clean-up?

No — quality is scored and tracked continuously, so you can see it improve over time.