CASE STUDY

96% Reduction
in Data Quality Issue Resolution Time and Improved Data Operations Result in Millions of Dollars in Savings for Global Data Provider

Executive Summary

A global leader in commercial data and analytics, managing a vast database of over 600 million businesses across 250 markets worldwide. They have insights into trade payment experiences (200M with 2B updates per month), beneficial ownership (367M+ companies), corporate family trees (153M), and more.

Customer Profile

Global leader in business data and analytics

600M+ businesses
240+ markets

2.5-3PB of data
500M+ records on GCP
3000+ attributes per company

Trusted by **90%** of Fortune **500** companies

> ❝
> ## Don't let dirty data come inside your home!
>
> Acceldata has revolutionized our data quality management, reducing processing times from weeks to hours. This efficiency enables us to proactively address data issues, ensuring our clients receive the most reliable information possible.
>
> **Vice President,
> Data Quality Insights**

Challenges

⚠ Siloed Data Quality
Data quality checks were isolated and inconsistent, making it hard to maintain standards across teams.

⚠ Slow Rule Execution
Rule creation and execution required heavy developer involvement, delaying onboarding and innovation.

⚠ Scaling & Cost Limitations
Legacy tools struggled with 500B+ rows and petabyte-scale data, leading to high compute/storage costs.

⚠ Reactive Issue Resolution
Customers often found data issues before internal teams, risking churn and compliance failures.

Solution

Multi-Layer Observability

End-to-end visibility across infrastructure, processing, and data layers, with real-time monitoring and automated alerts.

Proactive, Automated Data Quality

Reusable, extensible rules library for rapid onboarding and policy enforcement. Auto-actions and self-healing capabilities to resolve issues before they impact customers.
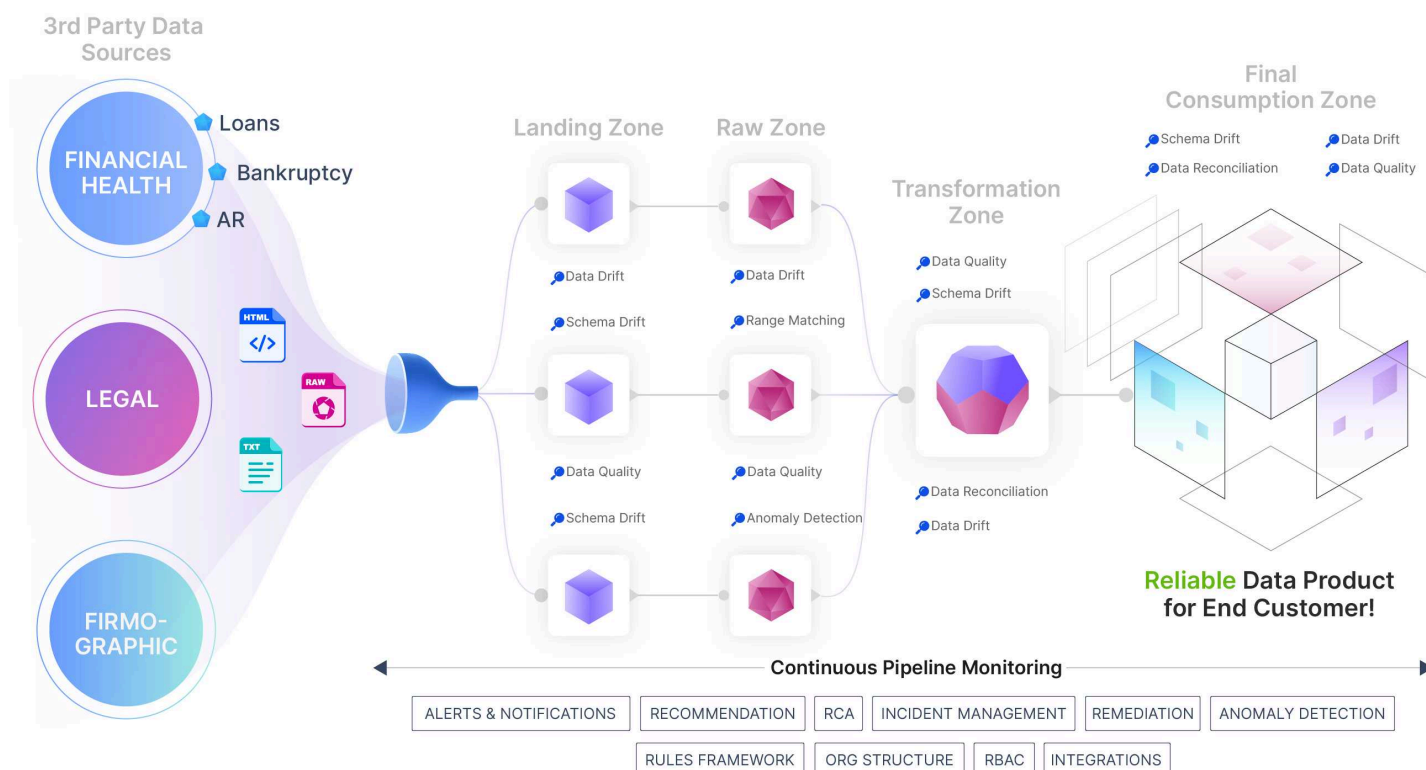
Scalable, AI-Driven Operations

Handles 30PB+ of data monthly with minimal manual intervention. Supports compliance, governance, and business agility at enterprise scale.

Acceldata transformed and optimized the customer's internal data supply chain. All data is validated and cleansed by Acceldata before it enters the data supply chain.

Data Observability For Data Providers

3rd Party Data Sources

FINANCIAL HEALTH
- Loans
- Bankruptcy
- AR

LEGAL

FIRMO-GRAPHIC

Landing Zone
- Data Drift
- Schema Drift
- Data Quality
- Schema Drift

Raw Zone
- Data Drift
- Range Matching
- Data Quality
- Anomaly Detection

Transformation Zone
- Data Quality
- Schema Drift
- Data Reconciliation
- Data Drift

Final Consumption Zone
- Schema Drift
- Data Reconciliation
- Data Drift
- Data Quality

Reliable Data Product for End Customer!

Continuous Pipeline Monitoring

ALERTS & NOTIFICATIONS | RECOMMENDATION | RCA | INCIDENT MANAGEMENT | REMEDIATION | ANOMALY DETECTION

RULES FRAMEWORK | ORG STRUCTURE | RBAC | INTEGRATIONS

How the Customer is Using Acceldata

- Cataloging and creating metadata for all data sources and files
- Reusing policies across multiple data assets, including rapidly bringing new data sources into production
- Running data quality and data validation rules on both static and streaming data
- Can handle large data volumes, including data files with 100+ million records
- Can now identify and alert data owners to data issues within hours, rather than weeks

- Deployed 600+ custom data policies on 500+ billion rows in just six months using Acceldata's rules framework
- Ability to write data quality and validation rules using SQL, Python, and Spark
- Detecting schema, and attribute-based changes
- Pipeline observability enables quality checks on data in pipelines, including at landing zone, and in data assets
- Benefiting from automated recommendations for resolving data quality, pipeline, and cost issues.

Results

Metric	Before Acceldata	After Acceldata	Impact
Data Quality Issue Resolution Time (MTTR)	15–45 days	2–4 hours	**96% reduction**
Data Processing Time	22 days	7 hours	**75x faster**
Data Checked Monthly	<5PB	30PB+	**6x increase**
Rule Creation & Onboarding	Weeks	Hours	**20x faster**
Customer Churn Risk	High	Significantly reduced	**Improved retention**
Compliance (FTC, etc.)	Manual, error-prone	Automated, reliable	**Audit-ready, risk mitigated**
Engineering Morale	Low	High	**Focus on innovation, not firefighting**

Our Customers

Nestlé   HCSC Health Care Service Corporation   PhonePe   HERSHEY THE HERSHEY COMPANY   MERKLE

PubMatic   true   Telkom Indonesia   Circana.   ACT FIBERNET

Get started today

Request Demo