

# What would AI do with your data today? Put a number on it.

Everyone agrees data should be better, but "better data" rarely wins budget against projects with a clear return. These checks draw on real work at one of our customers, a large agrifood manufacturer (€7.5B revenue).

How to use this page. Pick the one card closest to your board's agenda, run its check (about an hour), work out your number, then turn it into a short pitch with section 02.

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The real value would be in chatting with the data... But to get there, you need to have the data quality up at a certain level.

A data leader at a logistics group

## 01 Pick one priority and run its check

- Your people work around bad data with what they know. AI doesn't, so it repeats each error on every record.
- Each card gives the board question, what AI does today, a check you can run alone and your number.

### Invoices go out and get paid

#### BOARD ASKS

"Will our e-invoices arrive now that Peppol is mandatory?" (Belgium: since 1 Jan 2026)

#### AI TODAY

An agent copies a wrong VAT number, legal name or Peppol ID into every invoice it sends.

#### CHECK

- Take 100 active customers.
- Validate VAT numbers; explain missing ones using local exemption rules.
- Check the register for ceased companies, wrong entities and outdated legal names.
- In Belgium, check the Peppol ID (0208 + KBO number).

#### YOUR NUMBER

% wrong × invoices per month × minutes to fix and resend, plus cash that comes in late.

### Correct answers from our data and our AI

#### BOARD ASKS

"Why do finance and sales report a different margin, and when does our AI go live?"

#### AI TODAY

Copilot answers "what's our Benelux margin?" with one of several definitions. Finance disputes it, so the use case stays a pilot.

#### CHECK

- Agree the KPI definition with finance, sales and operations.
- For active customers, compare status with the latest invoice date.
- Check open CRM deals for discontinued products.
- Trace 5 AI pilot answers back to their source.

#### YOUR NUMBER

Controller hours reconciling per month × hourly cost, plus AI team cost × months past go-live.

### Real examples from a Metagem customer audit

Agrifood manufacturer · €7.5B revenue

- **Missing VAT numbers.** About a quarter of the German sample was flagged; after exemption review, the estimated gap was below 10%.
- **Wrong legal entities.** Register checks found ceased companies and identifiers belonging to another company.



## Real examples from a Metagem customer audit

Agrifood manufacturer · €7.5B revenue

- **Deals on discontinued products.** Open CRM deals still offered products that were no longer for sale, so sales forecasts counted revenue that couldn't be delivered.
- **Products sold to the wrong segment.** Customers were buying feed meant for a different animal species, a mismatch no internal report had flagged.

### Integrating acquisitions

#### BOARD ASKS

"Are we getting the synergies we paid for?"

#### AI TODAY

Asked for your top 50 customers, it counts one customer three times under three IDs, so cross-sell lists and credit exposure come out wrong.

#### CHECK

- Take your 100 largest customers.
- Normalise VAT numbers (no spaces, dots or country prefix).
- Find the same number under several IDs, across entities and ERPs.
- Add up credit limits and open invoices per customer. Three IDs at €200,000 each means €600,000 of real exposure.

#### YOUR NUMBER

- HBR puts the failure rate of acquisitions at 70 to 90% (Christensen et al., 2011).
- Count your top 100 customers that sit under more than one ID.
- Count those whose combined limit is higher than you'd approve for one customer.

### ERP migration on time

#### BOARD ASKS

"Will we make the go-live date?"

#### AI TODAY

AI mapping moves duplicates and free-text variants straight into the new ERP, so you get the same mess faster.

#### CHECK

- Get the load template (required fields) from your integrator.
- Take 100 random records due to migrate.
- A record is wrong if a required field is empty or invalid.
- It's also wrong if it already exists under another ID (same VAT, or same name + postcode).

#### YOUR NUMBER

$\% \text{ wrong} \times \text{records} \times \text{minutes per fix} = \text{cleanup hours}$ . Compare that with the hours left before the last test load.

## 02 Your pitch: build the business case

- 1 **Executive summary.** Problem, fix and investment. Open with what doing nothing costs per quarter.
- 2 **Strategic context.** Link data quality to one of the running initiatives (from 01, or something else).
- 3 **Problem and impact.** Bring a story on the business impact, with examples they understand.
- 4 **Costs and benefits.** Your number from 01, set against the cost of fixing it. Let us help you here.
- 5 **Risks.** Bad data as a strategic risk: From compliance fines to lost market share, plus 3% opportunity cost per year AI waits. Once you build up credibility in 1-4, be bold here. Risk is unpredictable per definition!

## 03 Tips before you walk into the room

- Build the number with finance/operations first. People rarely shoot down what they helped build.
- Back up every number and mark what's assumed, so push-back lands on one assumption, not the idea.
- Bring real examples with register links. Confirm each example and its business impact with the business owner first.