Fast-track a data-driven culture with Collibra's Data Marketplace

Extend the benefits of SAP's business data fabric architecture to everyone in your organization

The balance between how much organizations invest in data and how much they benefit from it is way off. And that's largely a matter of scale — few organizations can bridge the gap between possessing data and empowering their people to use it responsibly.

Making the leap to a data-driven organization means empowering everyone with trusted data — and the means to understand it — so they can create new insights and applications from it.

SAP makes it easy to combine SAP data with non-SAP data to produce rich new insights without sacrificing context and precision.

Collibra unifies and enriches governance across every data source, and Collibra's Data Marketplace empowers all users to trust, comply and consume data. It's a path toward data literacy and data empowerment for your whole organization.

A curated search experience empowers users

Scaling data literacy won't happen if you have to train everyone to use technical catalogs. Collibra's Data Marketplace lets you create a filtered search experience that will feel simple and familiar to data consumers at every level of technical ability.

Your users can discover data products, datasets, reports and analytics to help them create insight and make fact-based decisions.

Data consumers can use filters to search for specific asset types (such as datasets and

reports). They can then refine these filters even further — filtering by data domains, departments or operating units — to hone in on the most relevant data without wading through loads of irrelevant information.

This intuitive experience opens up data to every user, helping your organization achieve a higher degree of data sophistication.

Self-service without the pitfalls

Building a culture of data innovation means making it easy for everyone to find and use data while creating effective safeguards to prevent misuse. The Collibra + SAP partnership provides a foundation for self-serve data use and safe autonomy.

Collibra + SAP makes it easier and safer for people to use your data. SAP Business Data Cloud lets users combine SAP data with other data sets without mistakes or duplication. It preserves SAP definitions and business context so your people know exactly what they're looking at. Collibra's Data Marketplace enhances this capability by adding additional lineage, quality and business details — while also empowering users to find, understand and access SAP and non-SAP data.

Once users find the data they need, they can preview columns and other details that confirm the data is what they're looking for. From there, they use Collibra to request access, giving your data team a simple and systematic way to manage requests.

From data naivete to data literacy

Giving someone access to a data product they don't understand is like handing over an X-ray to a patient and letting them figure out what's going on. Collibra's Data Marketplace gives your people the context they need to understand what they're looking at so they can use data to produce accurate insights, not dubious conclusions.

Context comes in many forms:

- Lineage visualizations that show where the data originates and what other ways it's being used

- Guidelines, recommendations and limitations for using the data product

- Data quality and freshness

- Ratings and comments that show how useful peers found it

- Whether the data relates to other datasets, reports, KPIs or data domains

- Details on how a metric is derived or calculated

- Associated definitions — SAP business definitions and glossary definitions owned by lines of business data owners

- Tags and asset descriptions

Data consumers can also query data product owners and experts directly from the platform. It's a long way from the days of hunting down data and not knowing what it means or who owns it!

Data Confidence™ is key

When you have the right infrastructure in place, you can deliver data into more hands, faster, and with a higher degree of trust and compliance.

- Expedite time to data value

- De-risk data projects

- Use trusted data with AI

- Extend and unify data governance across all data stores

- Streamline data initiatives

- Accelerate competitive advantage

Instill more confidence in data outputs when everyone understands the inputs.

Collibra + SAP: Better together

Collibra helps SAP customers empower users to innovate with data for exploration, analytics and AI — while keeping your organization safe. It means you can accelerate every use case.

Enhance data discovery and collaboration

The partnership lets people find and access data across your whole organization. Give your people access, context and guardrails to empower safe innovation.
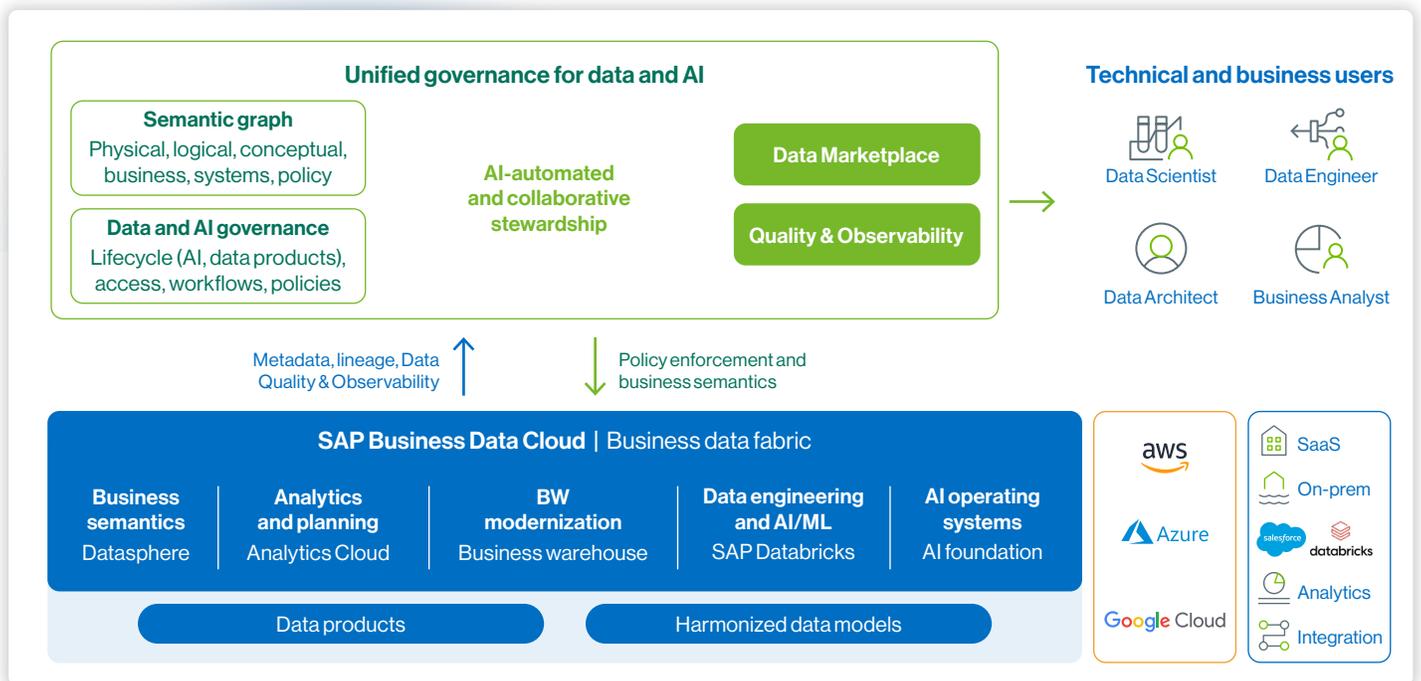
Build trust in data

Scale data reliability and build trust in data-driven initiatives. The partnership gives you access to automations that ensure data quality across all sources and at every stage of the data pipeline.

Deliver trusted AI

Enhanced data governance for every source fuels better AI outcomes. Automate visibility, control and tracing with Collibra's AI Governance module, the first to create active links between data and AI use cases, from input through output.

Learn more:

collibra.com/request-a-demo

collibra.com/tour-collibra-sap

SAP® Endorsed App
Premium Certified

To find out more, call your SAP representative today or visit us online at the **SAP Store**.