



I CAN'T FIND THE #\$%& DATA

Why You Need a Data Catalog



collibra™

Data is everywhere

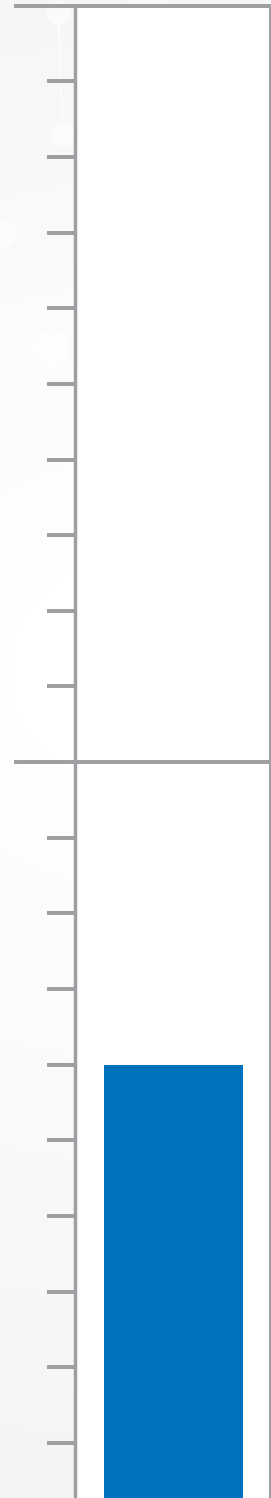
It's embedded in our social media, streaming across the Internet of Things, and stored in the cloud. The volume of data available globally is now being calculated in zettabytes—an almost incomprehensible measure. All kinds of data inform our decisions—and new data sources are being introduced daily.



GOAL

We all know that data matters. It can help organizations improve customer experience, grow more efficiently, and build competitive advantage.

But sadly, too many of today's data initiatives have come up short.



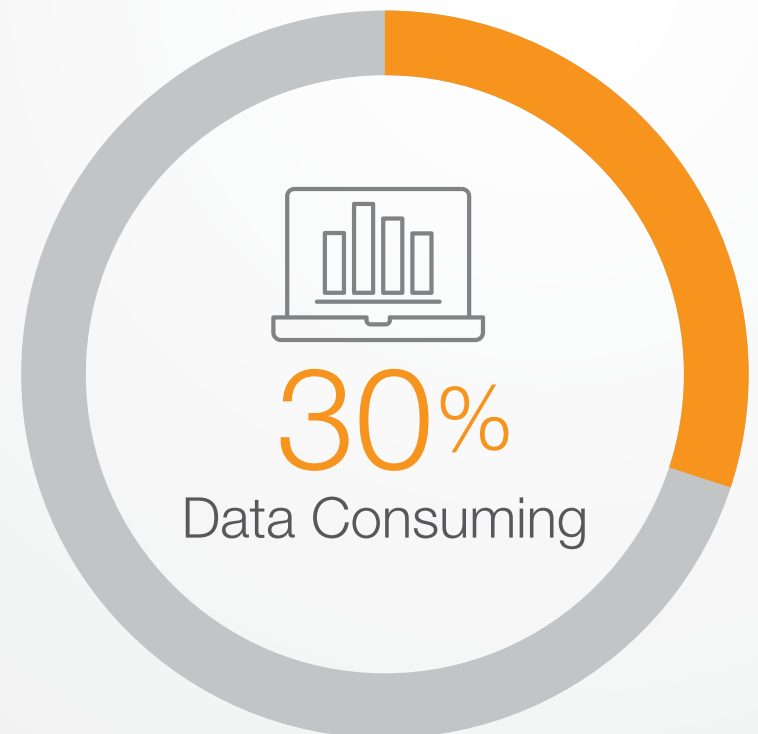
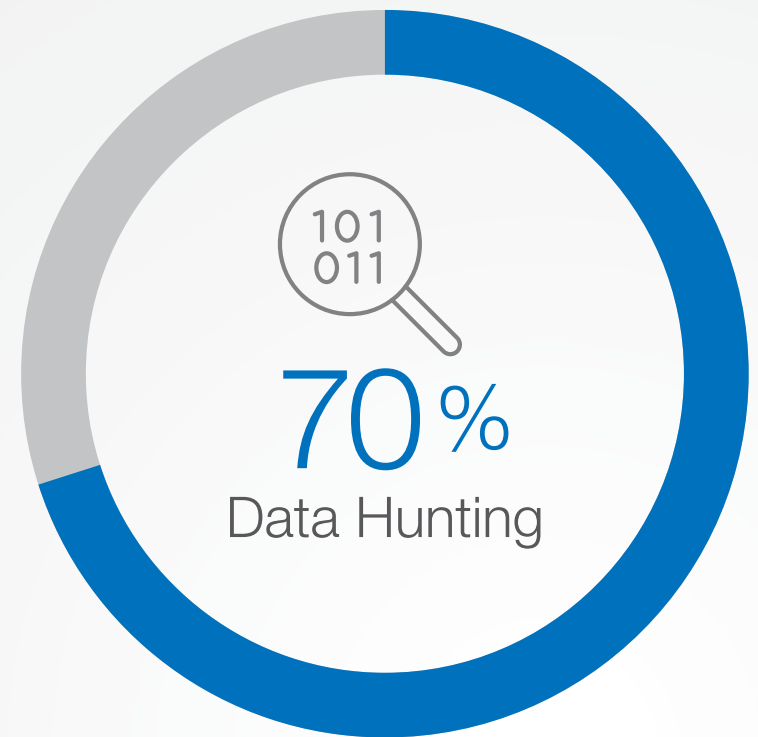



For data to be actionable, it needs to be discoverable. But locating the data you need should be a whole lot easier.

Too often, data users don't know where to look for the data they need to do their jobs. They spend hours wandering the data aisles, searching for information hidden deep within the systems and departments throughout their organization.

The problem isn't isolated to citizen data analysts.

Even trained data scientists are spending as much as **70%** of their time hunting for the right information.



The background features a target with several arrows. One arrow is in the bullseye, while others are in the outer rings. The target is set against a blue and yellow gradient background with a network of white dots and lines. The text is overlaid on an orange rounded rectangle.

Understanding what all this data means is no easy task, either.

When it comes to using business intelligence to drive business results, McKinsey & Company found that **86%** of executives agree that they're missing the mark.

But despite the challenges with finding and understanding the data, one thing is certain:

The lines between data consumer, data analyst, and data scientist will continue to blur as the demand for business intelligence grows.





Data citizens: the new data consumers

The digital marketplace has transformed our consumer experience. When we visit Amazon, we expect to find the items we need quickly, pop them into a single online shopping basket, and have them delivered to our doorstep almost immediately. We also expect Amazon to suggest related items or other relevant add-ons. It's a model that works because it's reliable, convenient, and fast.

Data discovery should be just as simple.



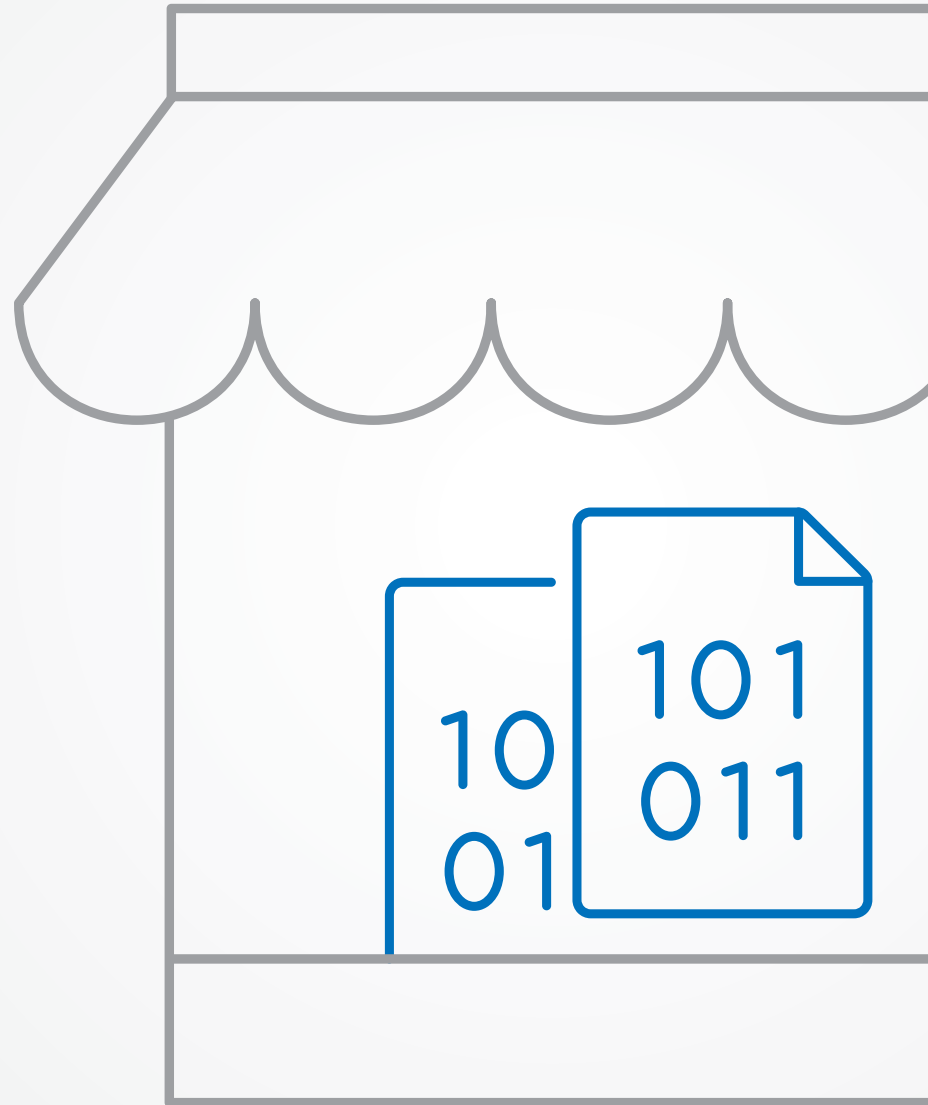
Collibra Catalog revolutionizes self-service business intelligence by making trusted data easy to find by the people who need it to solve real business challenges.

All data citizens can easily “shop” for information, add the datasets they need to their shopping baskets, and access that data quickly and securely.



By taking a consumer approach to data discovery, Collibra Catalog provides a new way for data citizens to find and access the data they need, evaluate its lineage, and enrich its value.

Simply put: it's one-stop shopping for all your data needs.



Where can I find...

For data citizens to solve real business problems, they need to think in real business terms. And that starts with how they search for data.

With Collibra Catalog's semantic search capabilities, all data citizens can perform real-language searches using the business terms they're familiar with. Because the data catalog looks at the full context of a query, semantic search is better at recognizing intent, returning more accurate, meaningful results.



You might be interested in...

When you shop at Amazon, you're connecting to an online store that sells over 12 million products (and that excludes books and media!).

Finding what you need isn't just a matter of simple (or even semantic) search.

Amazon, like many retailers, relies on recommendation engines to surface products we might find useful or fun based on our past buying behaviors and other information.



Purchase History



Recommended for you





Collibra Catalog uses the same principles to make data recommendations to data citizens, uncovering the information they need to do their jobs.

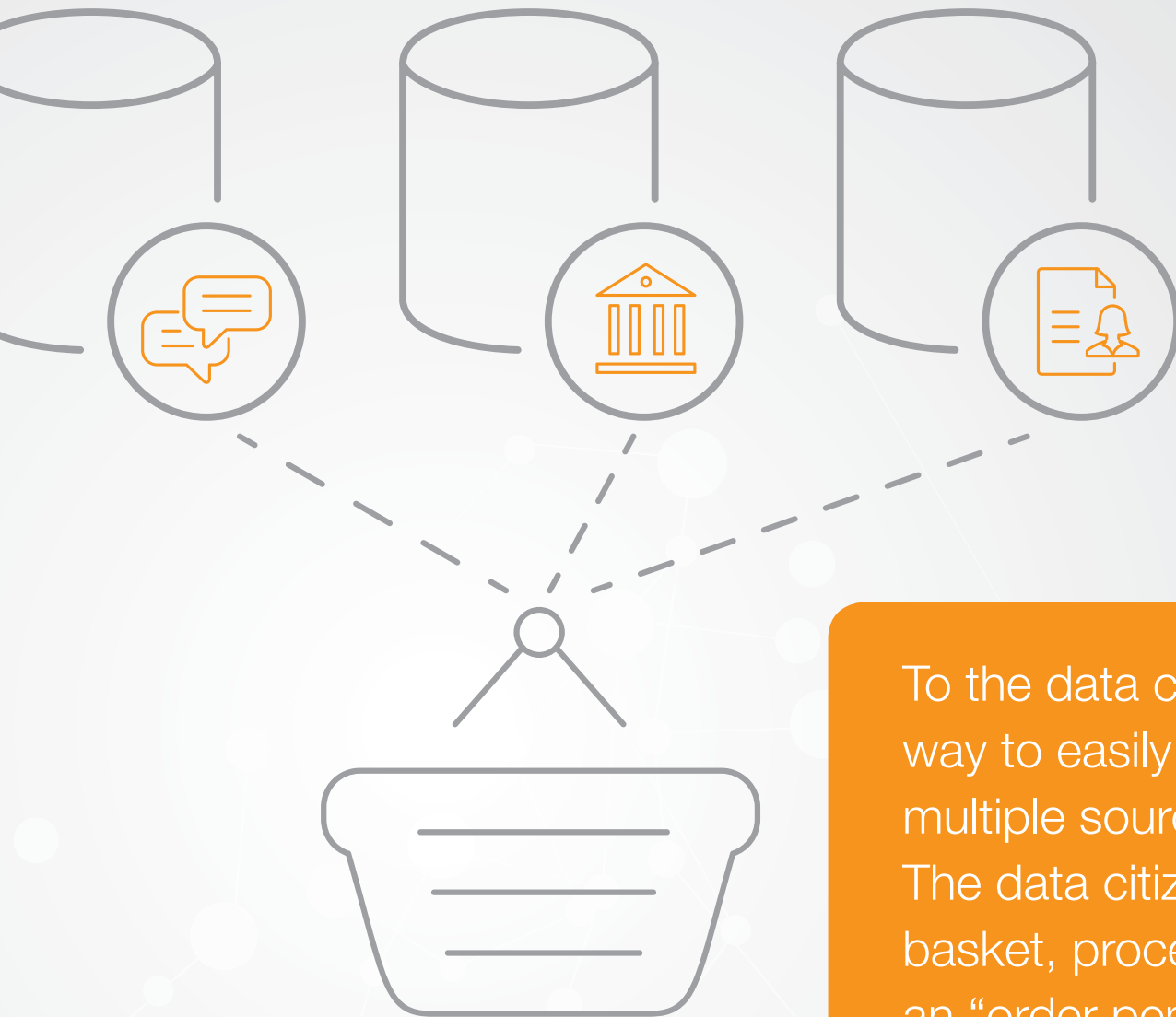
Recommendations are based on several variables including their past “data purchases” as well as the data purchasing behaviors of people across the organization. Recommendations are data sets—not data tables—so they return more holistic, and immediately usable, results.

Your data basket

In the digital marketplace, an online shopping cart is purely transactional. It exists so that we can pay for an item and have it delivered.

Collibra Catalog's data basket is a little bit different. Because once a data set lands in your data basket, the real magic begins.



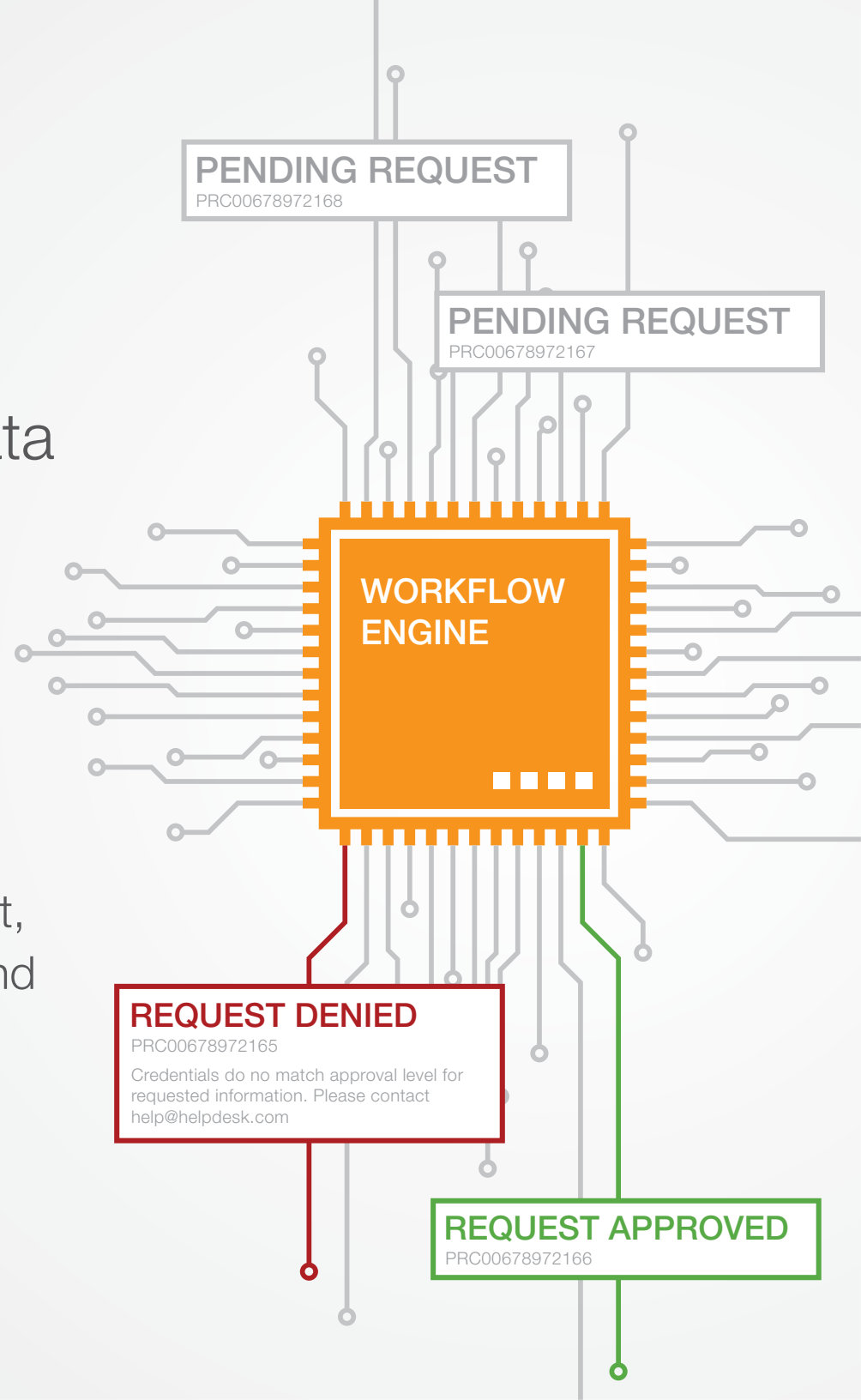


To the data citizen, the data basket is a way to easily request access to data from multiple sources across the organization. The data citizen adds the data to their basket, proceeds to checkout, and receives an “order pending” confirmation.

It's a process that's simple – and familiar.

But behind the scenes, the data basket is hard at work.

Its workflow engine verifies who is responsible for the data and where it is stored, a process that once fell on the shoulders of the data citizen. It also determines if the person “purchasing” the data has the right to access it. If they don’t, Collibra Catalog provides a reason why, and who to contact for more information.





By simplifying the process for requesting and accessing data sets, data citizens now have the confidence to use existing data in new ways, combine data for new insights, and share data with other users across the organization.

**That's not just transactional.
That's transformative.**

On-the-go access

Life moves fast. Work is no different. Collibra helps users on the go get quick answers to their data questions, collaborate with colleagues, and identify authoritative data sources. It helps all data citizens make the best use of their data in the office, in a meeting, or on the road.

Better data discovery for better insights

With the rise of big data, machine learning has emerged as an important data discovery tool. Massive, unstructured data sets can be parsed and analyzed automatically at almost unimaginable speeds.





Collibra Catalog incorporates machine learning capabilities to automate data discovery, personalize search results, and find new insights that would otherwise remain hidden.





It's clear that data citizens are clamoring for useful, reliable data that's easy to locate and easy to understand.

Collibra Catalog helps every data citizen find the right data quickly and turn it into actionable intelligence.



Better access



Better collaboration



Better insight

What's in your (data) shopping basket?



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