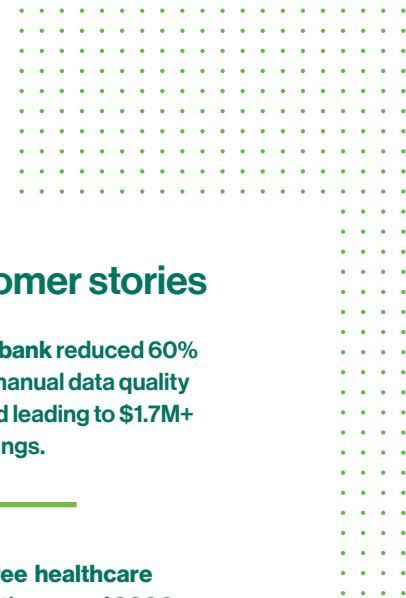# Collibra Data Quality & Observability

Use predictive data quality to continuously improve trust in your data and analytics

Data teams are often constrained by manual rule writing and management, with limited data connectivity and a siloed view of data quality. As a result, they lack an enterprise data quality foundation to respond to regulatory, analytics and AI demands in a scalable and continuous way. This in turn leads to massive productivity loss and costly fines, along with significant potential revenue loss.

Collibra Data Quality & Observability leverages machine learning to generate adapt checks and rules that proactively identify data quality issues across a variety of databases, files and data streams. Predictive, continuous, and self-service data quality helps rule writers focus on high-impact tasks such as eliminating the root causes of data errors, and helps business users access high quality data for their analytics and AI modeling work. Leveraging predictive data quality and autonomous rule management, Collibra centralizes and automates data quality workflows to gain better control over end-to-end data pipelines and streamline analytics processes across the enterprise.

Customer stories

A top 10 bank reduced 60% of their manual data quality workload leading to $1.7M+ cost savings.

A top three healthcare organization saved 2000 hours during a cloud migration requirement.

A top insurance organization completed a **regulator audit in** just **four weeks**, instead of two years with their previous tool.

Benefits

Reduce manual rule management efforts.

Reduce complexity, bottlenecks, repetition and guesswork in data quality rule management

Gain efficiency through streamlined data operations

Streamline end-to-end data pipeline development to accelerate business initiatives

Respond to regulations in a scalable way

Audit data and generate reports to comply with regulations (GDPR, CCAR, BCBS 239, HIPAA and more)

Make trusted business decisions

Leverage high quality and trusted data to drive strategic decisions across the enterprise

Product Highlights

Auto-discovered and adaptive rules

Leverage ML to autogenerate SQL-based, non-proprietary, explainable and adaptive data quality rules

Horizontal and vertical scalability

Scan large and diverse databases, files and streaming data with Spark-based parallel processing

Anomaly detection

Detect data drift, outliers, patterns, and schema change to ensure accuracy and performance of analytics models over time

Data reconciliation during data movement

Identify missing records, values and broken relationships across tables or systems as you move data
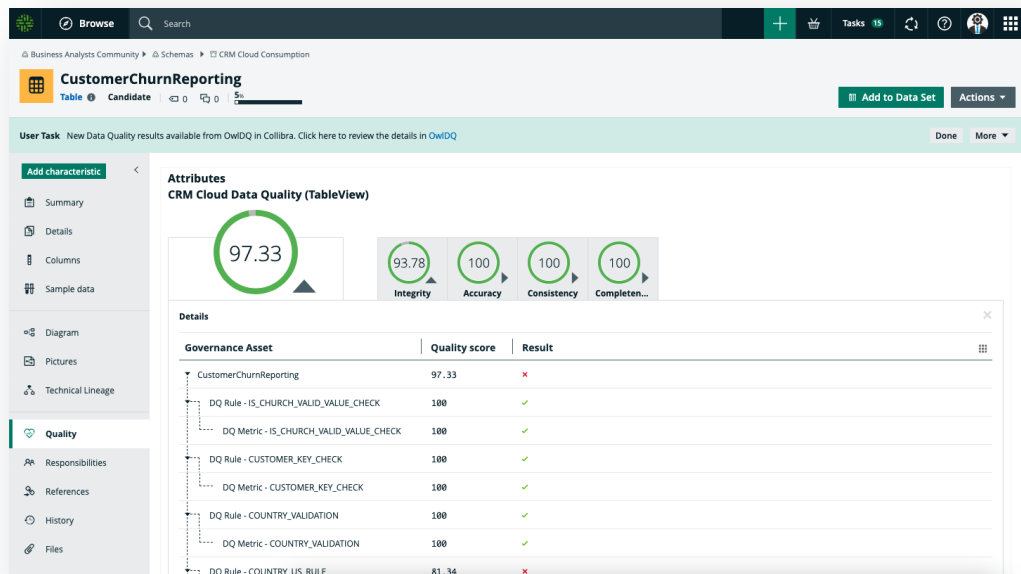
Sensitive data discovery

Automatically understand the semantic schema of your data to classify, label and mask sensitive data

Self-service data quality

Empower technical and business users with a unified scoring system and personal alerts to proactively identify and assign the issues

Continuously improve the quality of your authoritative data sources and critical data elements

If you are interested in learning more, please visit our website and request a demo at collibra.com/request-a-demo.