


# Collibra Lineage

## Get the full story behind your data

In today's digital world, data is generated constantly and continues to grow at exponential rates. But organizations are struggling to keep pace with or manage this volume of data. The problem many companies face is that their data is stored in numerous systems across the enterprise and business users can't easily access the data, understand it or derive value from it. Mastering this data deluge and unlocking the value of data begins with understanding where data is coming from, where it has been, how it is being used and who is using it.

Lineage reveals how data transforms and flows from origin to destination and across interactions with systems, applications, processes, reports and more. Collibra Lineage automatically maps relationships between data to show how data sets are built, aggregated, sourced and used, providing complete, end-to-end lineage visualization. With this enriched context, Data Citizens can immediately hone in on the data they care about and have full confidence in using that data to drive business decisions.



**“Digital adoption is driving an explosive growth of data, creating new challenges to manage and ensure compliant use of large volumes of data. The Collibra platform is bringing context to DNB’s complex data landscape and fuelling the shift to a data-driven organization.”**



**Aidan Millar**  
EVP Group Digital Insights and  
Chief Data Officer (CDO), DNB

### Benefits



#### Automate data mapping efforts

Automatically extract and map lineage from various source systems and easily keep it up to date. Free up resources to focus on strategic initiatives



#### Better understand and trust your data

Understand the full context of your data to ensure accurate, complete and trustworthy data is used to drive business decisions



#### Conduct impact analysis

Enable impact analysis at a granular level — columnar, table or business report — of any changes to downstream systems



#### Help comply with regulations

Support BCBS239, GDPR, CCPA and other compliance efforts by tracking how data flows through various systems from source to destination

## Product Highlights

### Automated lineage extraction

Discover and extract lineage automatically from source systems for an end-to-end view of your data with visibility into full data context

### Business-friendly visualization

Trace data flows with an interactive data map that shows summary lineage from data source to report

### Intelligent faceting and filtering

Filter lineage diagrams to show exactly what you need by choosing the attributes required for analysis

### Detailed technical view

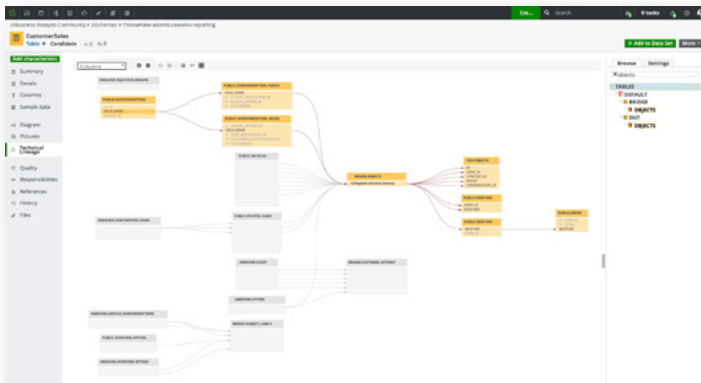
Access detailed technical lineage to drill down into table, column and query-level lineage, view transformations and navigate through your data pipelines

### Indirect lineage

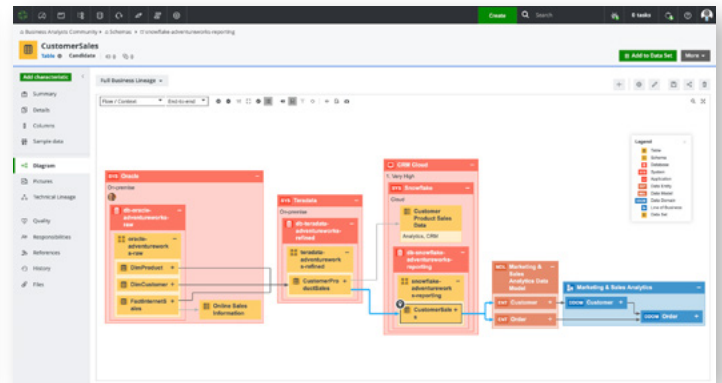
View indirect relationships that influence the movement of data, such as conditional statements and joins

### In-line context of code

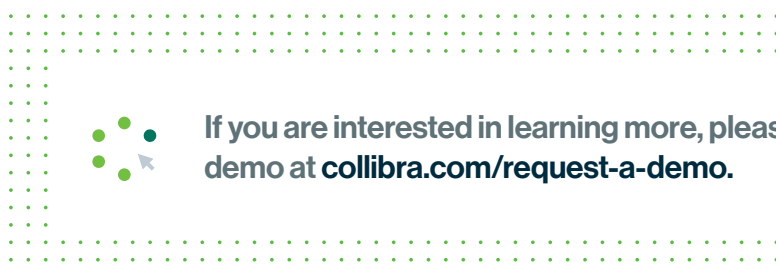
Easily identify and drill down into relevant table and column-level code within lineage diagrams



View detailed technical lineage



Zoom out for a summary lineage diagram



If you are interested in learning more, please visit our website and request a demo at [collibra.com/request-a-demo](https://collibra.com/request-a-demo).