



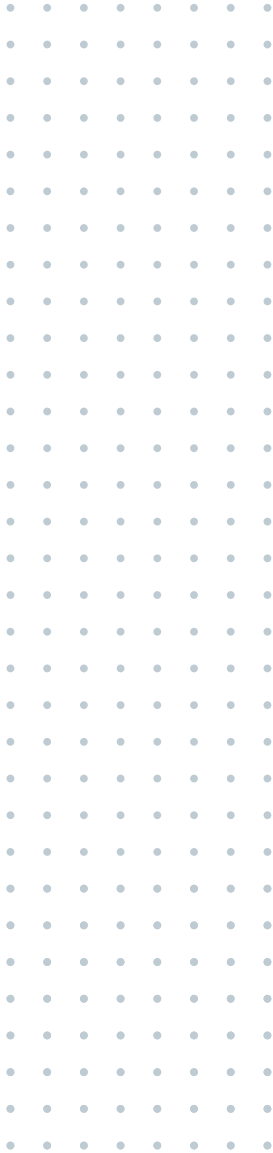
Delivering your system of record for data:

Introducing Collibra Data Intelligence Cloud



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In today's digital age, data is essential to every business.

When used effectively, data delivers insights that improve business outcomes.

Data helps organizations to

- Better understand their customers
- Maximize value from IT investments
- Improve products and services
- Mitigate risks
- Transform their operations

Yet to be effective, data needs to be treated as an asset.

Data needs to be properly maintained. Without due care, its quality can degrade. It can become stale or damaged. It can be misused or misappropriated.

The data environment is evolving, making effective use of data more complex.

175 zb

IDC predicts that the datasphere will increase from **33 ZB to 175 ZB by 2025**

\$1.5 billion

Companies spent almost **\$1.5 billion in data privacy fines and remediation costs** in 2018 and 2019

\$5.8 trillion

McKinsey forecasts that AI will drive up to **\$5.8 trillion in annual revenue globally**

Sources:

1. *The Digitization of the World: From Edge to Core*. IDC. 2018.
2. *The biggest data breaches, fines, and settlements so far*. CSO Online. 2020.
3. *Notes from the AI frontier: Applications and value of deep learning*. McKinsey Global Institute. 2018.



84% of organizations recognize that data is “crucial to business decisions”

But “nearly half of organizations today fail to always or even routinely put data at the core of their business decisions”

Source:

The Business Impact of Data Intelligent Management: How Data Intelligence Strategies Help Organizations Drive Success and Mitigate Risk.
a Forrester Consulting Thought Leadership Paper Commissioned by Collibra, May 2020.

Organizations recognize that they need to be data driven, but struggle to do so since they cannot consistently find, understand and trust their data.

A number of barriers prevent organizations from making the most out of their data.

Siloed architectures:

Organizations support dozens or even hundreds of applications across departments and geographies, hindering enterprise wide collaboration

Inflexible and costly data management:

Tools and systems may work at initial installment but cannot keep pace with the needs of a scaling organization

Lack of security:

Technology solutions don't always have the right sets of policies, controls and operating models to protect data

Poor data governance:

Teams can't take advantage of their data without context and trust

People and processes:

Data citizens lack data literacy and are often resistant to change

Data Intelligence

Achieving Data Intelligence is not just a job for data and technology specialists. It has become a critical business initiative.

Without Data Intelligence, organizations will suffer from:

- Reduced ability to compete, innovate and grow
- Time wasted on non-value add activities
- Intuitive rather than data-driven decisions
- Collaboration impeded by misalignment
- Loss of customer trust
- Regulatory fines and remediation costs





“Conceiving and answering [complex] questions requires an expanded set of data and analytics competencies. It is not just the data and analytics department, but the entire enterprise that gets involved.

Achieving data and analytics success over your competitors requires a much more expansive role for data and analytics in business value generation, and therefore in everything your organization does”

- 10 Ways CDOs Can Succeed in Forging Data-Driven Organization. Gartner. 2020.

What is needed to achieve Data Intelligence?

Data Intelligence can only be achieved through the combination of some core enterprise capabilities.



Data discovery and understanding:

Logically map out active metadata, process flows and dependencies and provide the right context to enable accurate understanding.



Data access and analytics:

Give individuals unified access to high-quality enterprise data, providing them with analytical tools and resources to collaborate and share insights.



Data management and quality:

Combined with human skill and judgment, machine learning-based data classification, data scoring and matching can help identify data quality attributes, drive consistency and promote quality in underlying source data.



Data governance and compliance:

Clarify where sensitive information is stored, how and why it is processed, as well as which policies apply to ensure compliance.

To be truly Data Intelligent, organizations need to move from traditional to world-class capabilities.

Capability	Traditional	World-class
Discovery and understanding	Manual, anecdotal across multiple sources	Automated active metadata management, data catalog and data lineage
Access and analytics	IT-centric, several analytics tools and databases	User-centric, single analytics, collaborative
Management and quality	Rigid data management, point-solutions, no profiling with scoring, no governance	Automated, machine learning-based data classification, scoring, matching and governance
Governance and compliance	Multiple sources of governance, no lineage, no privacy protection	Unified, enterprise data governance, lineage and privacy protection



What do organizations stand to gain?

Data Intelligence enables better business decisions. It allows organizations to be more competitive in a variety of ways:

- Revenue growth
- Operational efficiency
- Risk management
- Data modernization



Introducing the Collibra Data Intelligence Cloud

Your system of record for data

The Collibra Data Intelligence Cloud is your system of record for data. It delivers the only end-to-end, integrated Data Intelligence platform that is purpose-built to automate data workflows and deliver trusted data insights to users.

The Collibra Data Intelligence Cloud brings together deep visibility into the data ecosystem without moving data, so information assets stay protected.

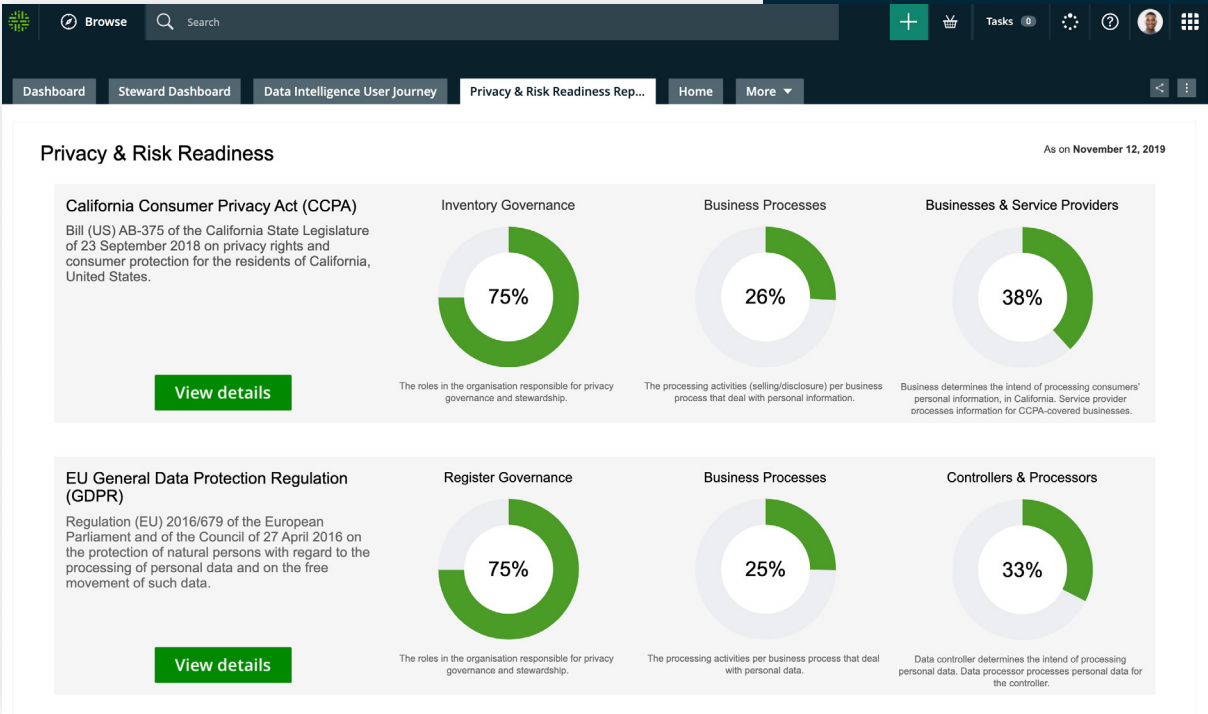
The Collibra Data Intelligence Cloud makes data meaningful

Our platform

- Automates data processes
- Gives context to data to aid analysis
- Instills trust in accurate and consistent data
- Provides collaborative frameworks to share insights

“The Collibra Platform is bringing context to DNB’s complex data landscape and fuelling the shift to a data driven organization.”

Aidan Millar
Chief Data Officer, DNB



Collibra empowers data citizens

When data citizens have access to the trusted data they need, businesses can transform into modern digital enterprises ready to collaborate, innovate and grow.

We empower data citizens to drive change, to drive Data Intelligence.

“Collibra has helped us better manage metadata and end-to-end data governance at the firm. We have been able to deliver more value with quality data through automation for more than 10,000 users.”

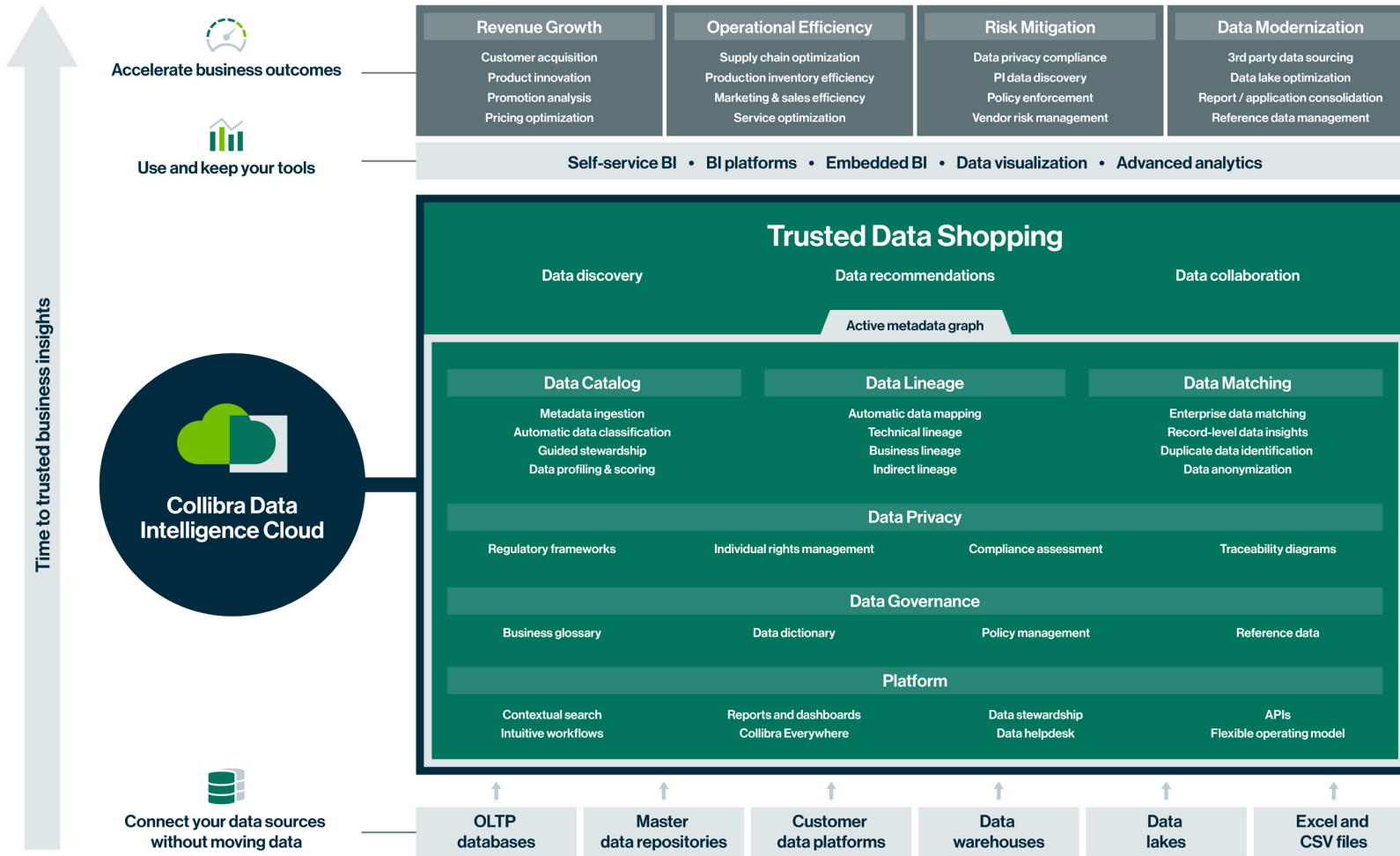
Anu Jain

Head of Enterprise Data Technology,
JPMorgan Chase & Co.

The screenshot displays the Collibra Data Intelligence Cloud user interface. At the top, there is a dark navigation bar with a search bar, a plus icon, a crown icon, and a 'Tasks' button. Below this is a secondary navigation bar with tabs for 'Home', 'Operations', 'Privacy', 'Tutorials', 'Finance', and 'More'. The main content area features the heading 'Collibra is true data intelligence.' followed by a paragraph: 'With the Collibra Data Intelligence Cloud, business users can gain visibility into their data, collaborate intelligently and build a data-centric culture among their peers. The Collibra Data Intelligence Cloud enables Data Citizens to easily access trustworthy data, automate processes, manage compliance and, ultimately, make their data meaningful.' Below this text are five feature cards, each with an icon and a brief description: 1. 'Data Governance' with a folder icon, described as 'Define, validate, certify and share critical business terms and other data.' 2. 'Data Catalog' with a database cylinder icon, described as 'Discover and understand data that matters.' 3. 'Data Privacy' with a shield icon, described as 'Operationalize privacy policies to comply with regulation in a scalable way.' 4. 'Data Lineage' with a tree diagram icon, described as 'See how data moves from system to system with end-to-end lineage visualization.' 5. 'Data Matching' with a Venn diagram icon, described as 'Unlock the value of connected data across disparate sources without moving data.'

A world-class Data Intelligence platform

The Collibra Data Intelligence Cloud delivers all of Collibra's leading product capabilities as a fully integrated cloud-native platform.



With world-class products



Platform:

Connect IT and the business in a central location where they can collaborate around their data, turn data into insights and deliver meaningful business outcomes



Data Governance:

Automate governance and stewardship tasks, so data citizens can understand and find meaning in their data and accelerate digital transformation



Data Privacy:

Collaborate on and operationalize privacy policies in a centralized location, manage the entire data process lifecycle, and scale compliance across multiple regulations



Data Catalog:

Empower business users to quickly discover, understand and trust the data they need, when they need it, so they can generate impactful insights that drive business value



Data Lineage:

Automatically map relationships between data points to show how data moves from system to system and how data sets are built, aggregated, sourced and used



Data Matching:

Quickly unlock the value of connected data across multiple sources, anonymously and securely without moving data for Data Scientists

The benefits that Collibra delivers



Intelligent decision-making:

Increase speed, quality and confidence in decision-making by offering unified access to trustworthy, accurate data.



Privacy by design:

Anonymize sensitive data, provide contextual insights without moving underlying source data, and overlay policies to ensure compliance with all relevant regulations.



Easy implementation:

Maximize value of existing investments by connecting to your current data and technology architecture.



Nurtured information assets:

Establish a central location to manage and maximize value from enterprise information assets through their lifecycle.



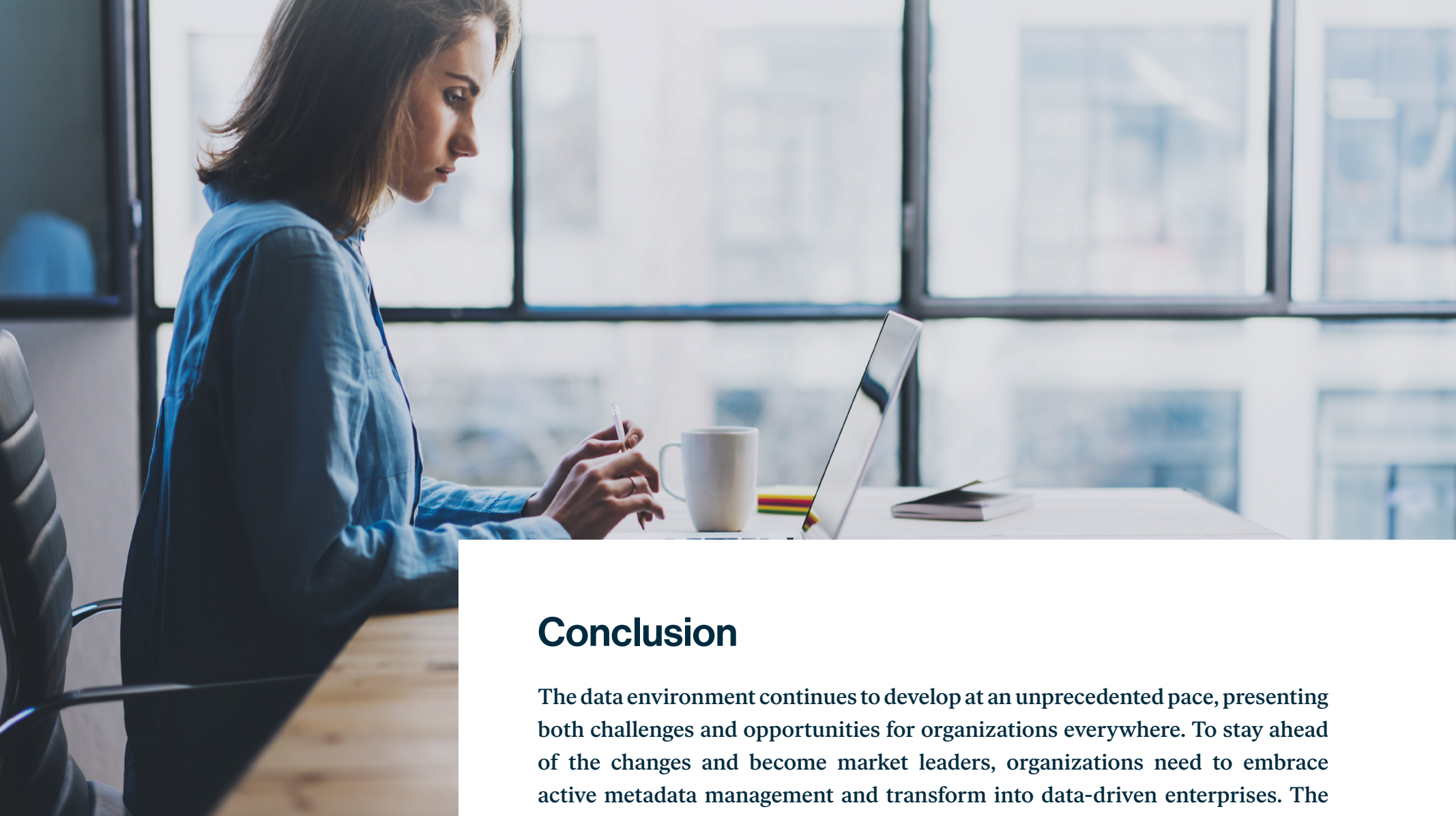
Improved data workflows:

Help to automate manual processes, leverage AI/ML capabilities and collaborate more efficiently across the enterprise.

“Collibra enabled us to unlock data knowledge to everyone in the company, it’s a game changer to become a truly data driven enterprise.”

Jeroen Diepstraten

Director, Enterprise Data Architecture, Philip Morris International



Conclusion

The data environment continues to develop at an unprecedented pace, presenting both challenges and opportunities for organizations everywhere. To stay ahead of the changes and become market leaders, organizations need to embrace active metadata management and transform into data-driven enterprises. The Collibra Data Intelligence Cloud offers a platform that connects all data citizens, empowering them to collaborate, shop for trusted data and attain optimal business outcomes.



Featured customer story



Deepening data culture by engaging employees

Company Info

Headquartered in San Jose, California, Adobe is one of the largest software companies in the world with over 18,000 employees and revenue of approximately \$7.3 billion in fiscal 2017. The company's mission is to give everyone – from emerging artists to global brands – everything they need to design and deliver exceptional digital experiences.

Strategy

Creating a seamless way for Adobe employees to view definitions of terms, and have the information from Collibra readily available in other solutions such as Tableau was key. Accomplishing this allowed the organization to open up new approaches to understanding data and unlock the power of the company's data to every employee.

Goal

Adobe wanted to strengthen the organization's data culture by making definitions of terms that are part of the vocabulary used for discussing data – housed in Collibra's Business Glossary – available to everyone while they were working in other solutions.

Outcome

Seamless access to definitions for business and data terms has helped to drive a deeper understanding of data across Adobe. Today, Adobe has 50 to 100 unique Collibra users per day via this channel. As of the summer of 2018, more than 4,000 unique users had come into Collibra to get information, which is about 22% of Adobe's employee population.

“The integration of Collibra with our business intelligence and other tools has helped us foster understanding in our organization by bringing data governance to our users. We are excited about the next phase of our data governance journey and see many more possibilities ahead.”

Ryan Cook Senior Business Intelligence Developer, Adobe

Featured customer story

DNB



Driving digital transformation through people, process and technology

Company

Norway's largest bank, DNB faced a pressing priority to drive digital transformation. The challenge confronted by the bank was the same one that faced its peers. The financial industry is undergoing a period of unprecedented competitive pressure, triggered not only by the arrival of new entrants who are unencumbered by legacy technologies, but also new requirements from increasingly demanding customers as well as more exacting regulators.

Strategy

DNB looked to people, process and technology to operationalize digital transformation. With people, DNB took a federated approach by distributing data stewardship responsibilities across the organization. With process, the bank established a strong ownership culture among people at all levels to ensure full engagement. With technology, the bank used Collibra to create a collaborative environment and enable the business to nurture data and turn it into a true asset.

Goal

DNB's primary goal focused on being able to innovate and deliver more value to customers through better use of data. With over 900 data silos, DNB's technical debt made it much harder to achieve desired business outcomes; such as establishing a single view of customers, understanding value chains, or complying with regulations like BCBS 239 and GDPR.

Outcome

DNB is seeing success with Collibra through tremendous operational improvements and innovative new tools and services. For example, the bank used Collibra to develop churn algorithm that identifies customers at risk of leaving the bank. Another new service that has been enabled entirely through better use of data is a report provided to corporate customers showing customer demographics and spending trends relative to industry peers. As the bank continues its digital transformation journey, they look forward to continuing to promote engagement and data collaboration across the organization.

“Everyone talks about going digital, but it’s not merely a thing; it’s a new way of doing things. You can’t just deploy an app and a nice fancy website. You really need to understand your information flows and your data flows across all your business processes – this is the most important thing.”

Aidan Millar Chief Data Officer, DNB



Read the full story →



Featured customer story



LOCKHEED MARTIN



Building an information marketplace helps unleash digital transformation

Company

Lockheed Martin is renowned as a global leader in the security and aerospace industry. But delve deeper and one discovers that data and technology lie at the core of its operations. The company’s mission to “solve complex challenges, advance scientific discovery and deliver innovative solutions” can only be achieved using a rigorous data-driven approach.

Strategy

Lockheed Martin partnered with Collibra to build out an internal marketplace and make its information assets more accessible. The goal was to quickly populate the marketplace with as much data as possible, so business analysts could immediately derive value from it. Building a critical mass of data meant that analysts and data scientists were drawn to the marketplace for their data. The next step was to on-board Tableau reports so users could share their insights.

Goal

Lockheed Martin had a simple set of goals for its digital transformation program. It wanted to drive speed, competitiveness, insight and agility across its operations. Business analysts using tools from a variety of vendors (Tableau, Alteryx, Domino Data Lab and Mendix) had common questions about the data they were accessing: how clean was it, how current was it, which was the best instance to use?

Outcome

A key benefit from the rollout of its information marketplace has been the way data lineage is captured. The integration between Collibra and Tableau enables users to trace sources of data populating a workbook. This capability has not only provided assurance to business users, but also yielded technical benefits by mapping out dependencies and enabling the organization to better manage the impact of change to its systems. This has allowed the organization to build trust in its information assets. Ensuring data subject matter experts play a key role in the certification process has been a crucial factor in the governance program.

“Tableau’s availability within Collibra has been key to engaging with business users. They can immediately share their reports and show where the data in those reports has come from, even down to specific calculations.”

Adam Mohr Software Engineering Manager, Lockheed Martin



Read the full story →



Collibra is the Data Intelligence company. We accelerate trusted business outcomes by connecting the right data, insights and algorithms to all Data Citizens. Our cloud-based platform connects IT and the business to build a data-driven culture for the digital enterprise.

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

