

Collibra Data Intelligence Cloud

“Start with the Catalog”

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Sales Engineer

Agenda

Collibra Intelligence Cloud

- **Collibra Overview**
 - Industry Trends
 - Governance Personas
- **Collibra Platform Demo**
 - Shopping for Data
 - Enable confidence in users across the organization
- **Q&A**

Modern data infrastructure is not solving the complexity problem

Personas

Business Analyst

Data Steward

Data Engineer

Data Privacy Manager

Data Scientist

Data Tools

Individual productivity

ETL /
ELT

Data
Modeling

Data
Science

Dashboards
& Analytics

Data Infrastructure

Compute & storage

Data
Warehouse

Data
Lake

Database /
OLTP

Streaming

Query
engines

Real time
Analytics

Hyperscalers

A new approach is needed: *a data system of engagement*

Personas

Business Analyst

Data Steward

Data Engineer

Data Privacy Manager

Data Scientist

System of Engagement

Team productivity



GTM

servicenow

IT & Ops



Collibra

Data

ATLASSIAN

Engineering



HR

Data Tools

Individual productivity

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Collibra as the **data system of engagement**

Govern. Trust. Access.



**Collibra Data
Intelligence
Cloud**



Data Catalog

- Catalog
- ML curation
- Ratings / reviews
- Data marketplace

Data Lineage

- Business lineage
- Technical lineage
- Impact analysis

Data Governance

- Business glossary
- Stewardship
- Data dictionary
- Policy manager
- Reference data
- Data helpdesk

Data Quality & Observability


- Adaptive rules
- Data discovery & enforcement
- Custom rules
- Pipeline monitoring

Data Privacy

- GDPR
- CCPA


Active metadata graph


Core services


 Flexible operating model

 Native connectors

 Reports and dashboards

 Collibra Everywhere

 Workflow engine

 Collaboration

 APIs

 Collibra Insights

Start with the Catalog

Catalog: Personas



I want to avoid report duplication, first to check for similar reports and then create my own report when necessary.

Cliff Baker: Business Analyst



I want to know which reports are trustworthy (or certified), and which ones are not.

John Fisher: Business Steward



I want to understand what data is on my reports (both technical and functional).

Amy Jones: Chief Data Officer



I want to be able to flag the data affected by data issues, to warn our users.

David English: Technical Steward



I want to have all data and metadata to be stored in one system, to give me possibility to see dependencies between them.

Robert Brown: Community Manager



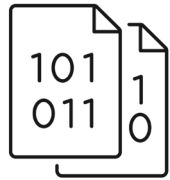
I can't find what I need in the lake, can someone add it?

Victoria Duarte Suárez: Technical Admin

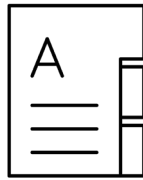
Catalog: Discover and understand data



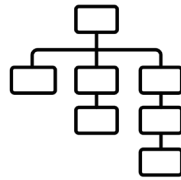
Shop for data



Know what data is available



Know what it means



Know where it originated



Know how accurate and complete it is



Know it is consistent



Know how to access it

Meet Cliff...

Cliff is a marketer at a CPG company who wants to analyze the internet sales of his customers to understand why customers are churning.

He needs to know

- Where customers reside?
- Who are those specific people?
- Which products are key?
- What data is available for him to use?
- What are the product specs and costs?



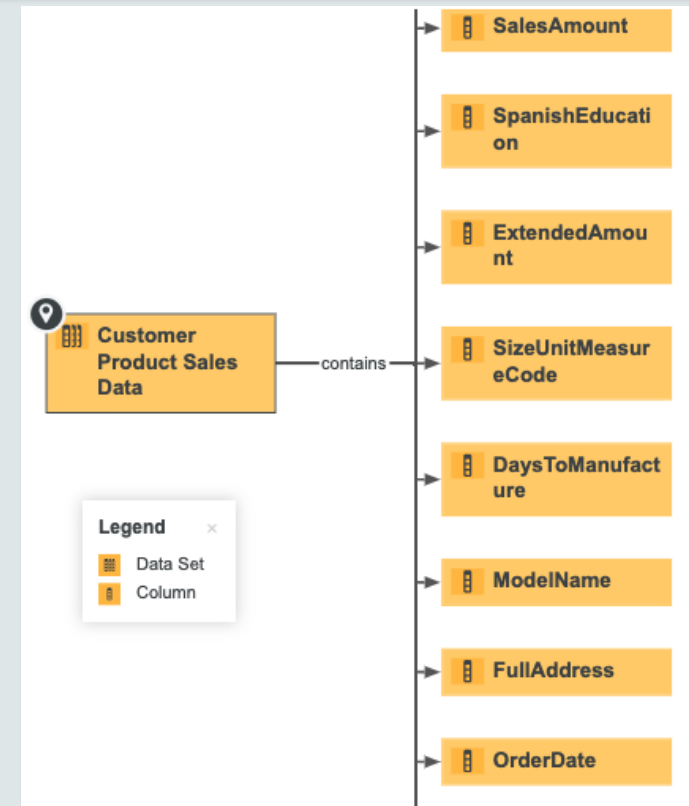
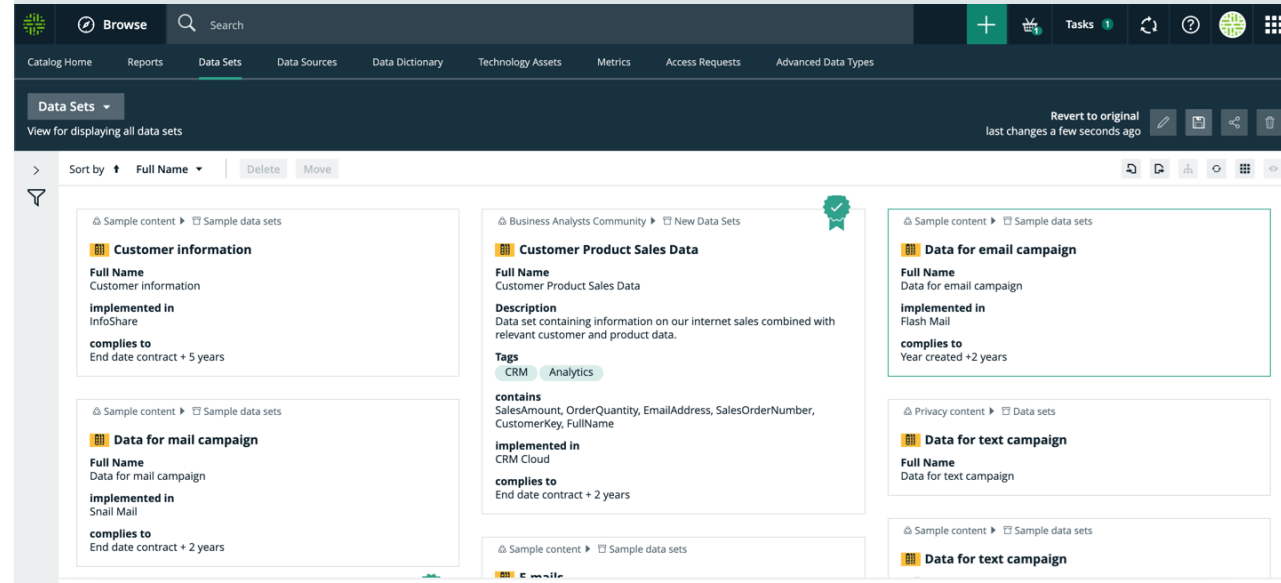
Data Set

Definition

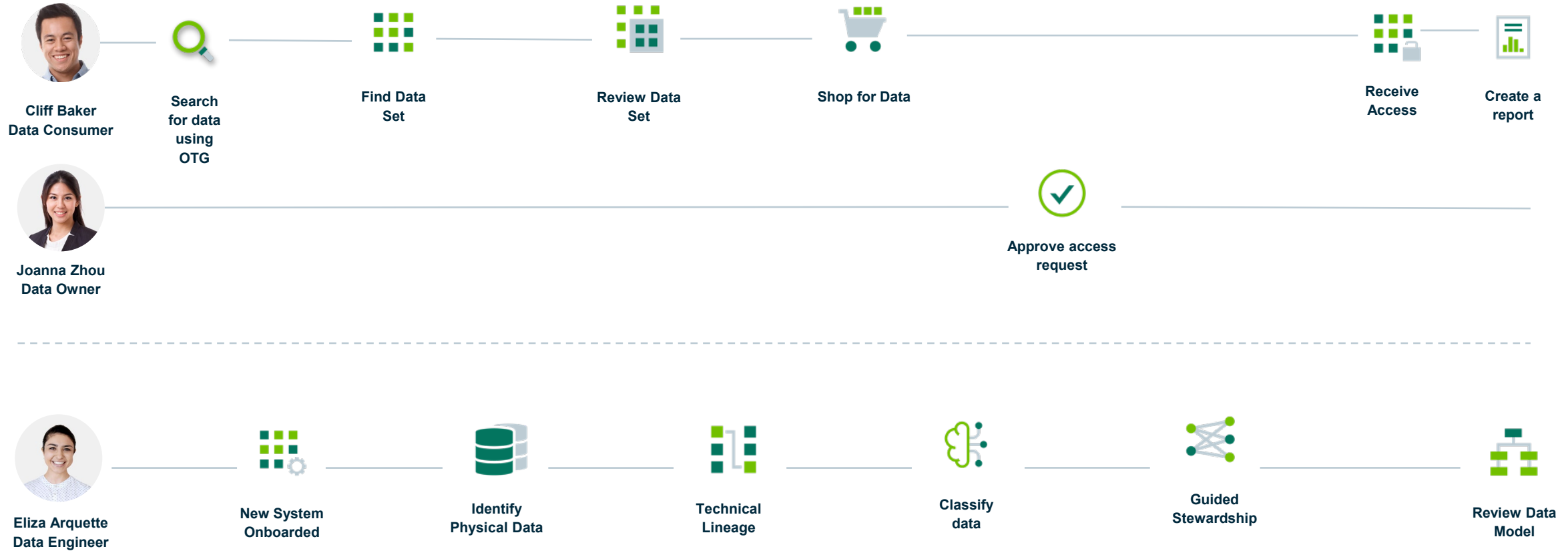
A data set is a logical, handpicked collection of data elements that can come from multiple data sources.

Example purposes:

- Data Set used by a Data Scientist to evaluate new customer segmentation models
- Data Set as inputs to create a specific Report
- Data set as input in internal model in insurance (model points)
- Risk Data Set can be used to evaluate a specific risk
- GDPR Data Set can assemble all personal data stored in the company



User Journey



Collibra Platform Demo

