



The Power of a Data Catalog that is Integrated with the Data Access Layer

Powered by Data Virtualization

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AGENDA

1. Data Catalogs and Data Access Layer
2. Metadata Challenges and Integrated Benefits
3. Enterprise Architecture
 - Data Fabric and Data Mesh
 - Enterprise Data Catalogs
4. Demo
5. Denodo Company
6. Resources
7. Q&A



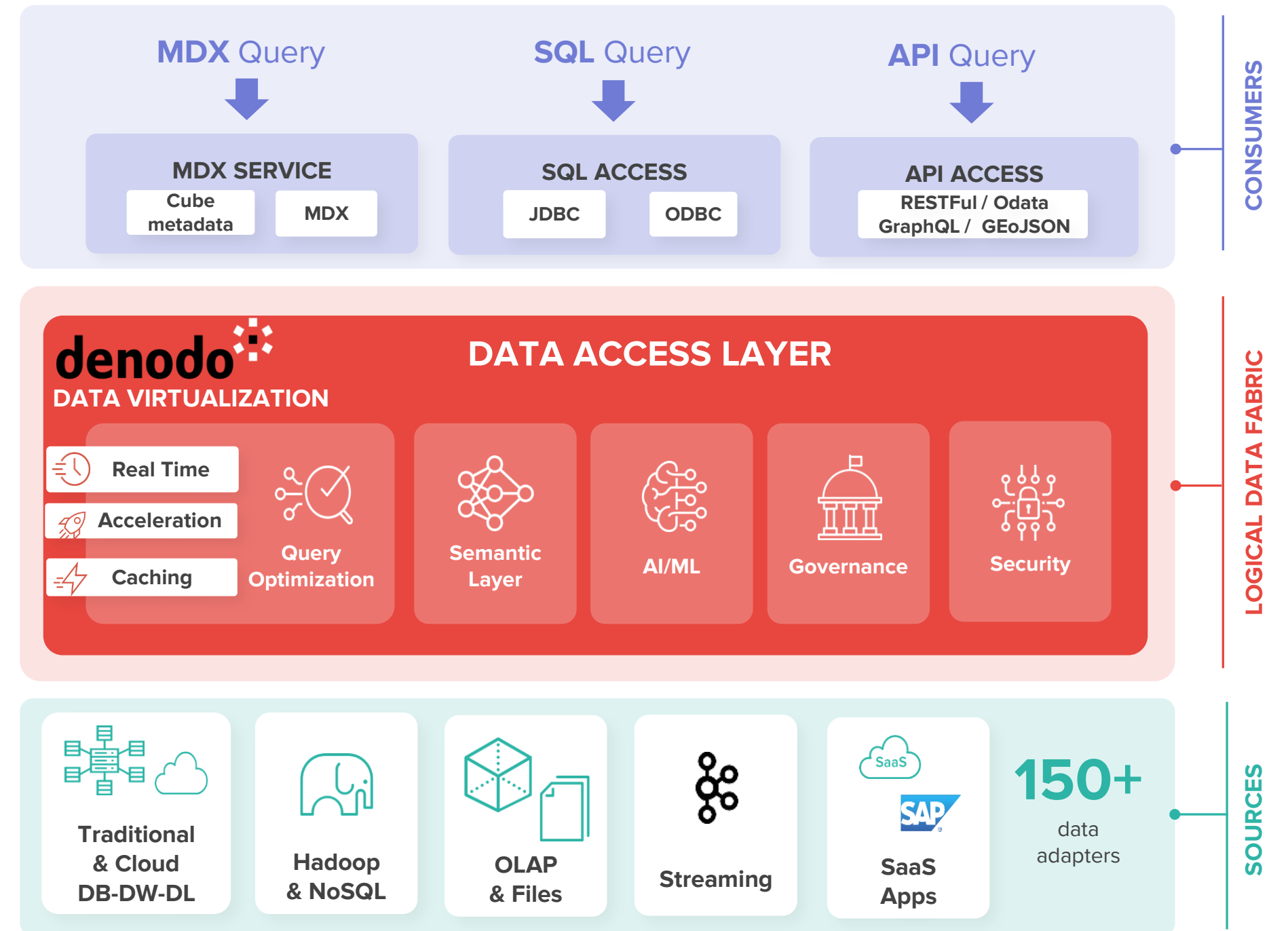
Data Catalogs

- Data Governance
- Data Quality
- Self Service / Data Marketplace
- Single Location (Enterprise metadata)
- AI & Machine Learning / Automation
- Data Catalogs uses / Roles
 - Governance / Inventory - IT Data Stewards and Data Governance teams
 - Consumption - Analysts and Business Users



Data Access Layer (Semantic Layer)

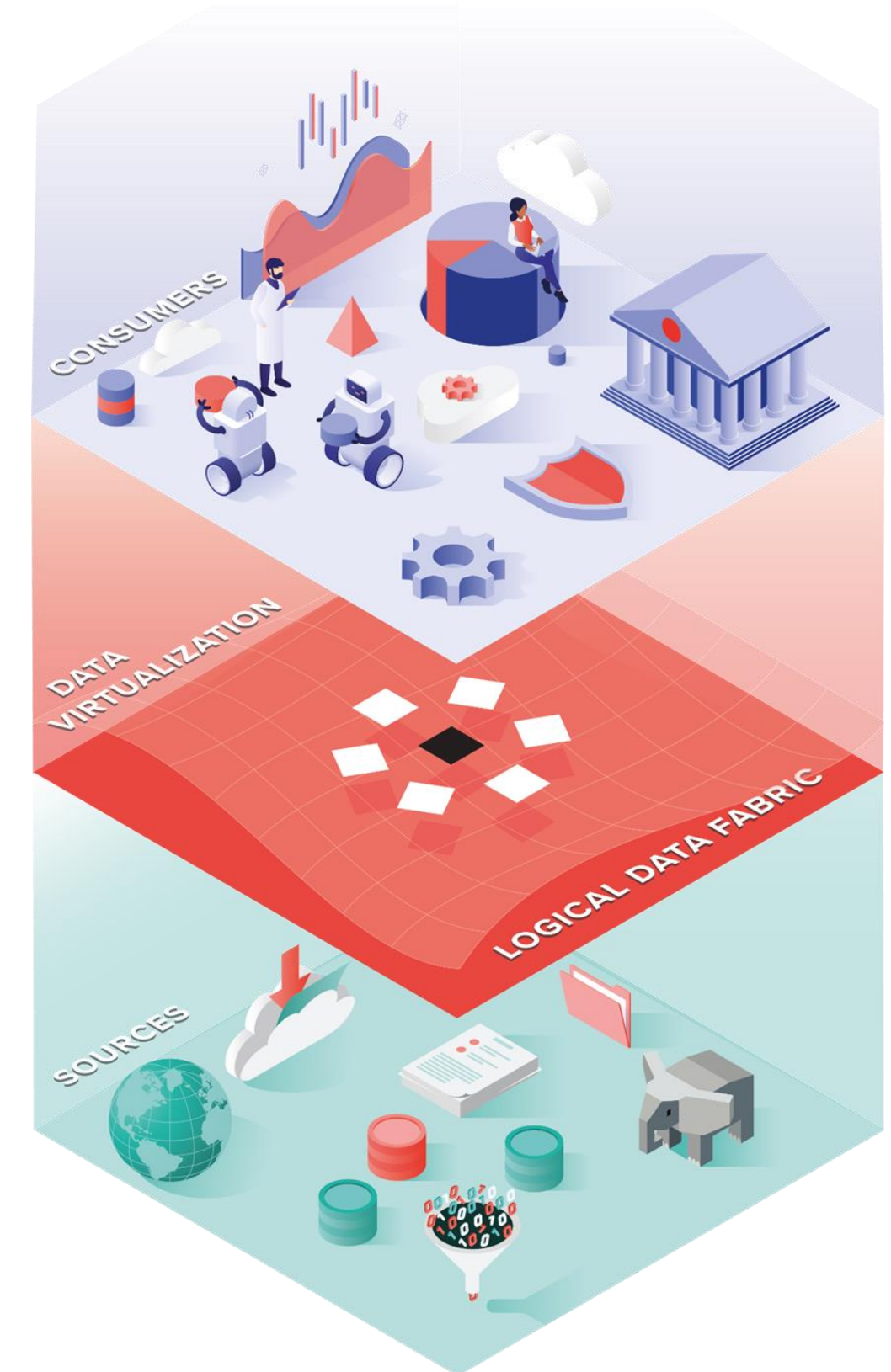
- Insulates users from underlying data complexity
- Business friendly terms
- Access/Semantics Layer examples
 - SAP Business Objects Universe, Cognos Framework Manager, Tableau Data Model, Power BI Premium/Azure Analysis Service
- Denodo Data Access Layer
 - Semantic layer (technical and business metadata)
 - Universal access - BI Tool agnostic
 - Centralized semantic model
 - Centralized security and governance
 - Query and performance optimization
 - Access to all types of data



Benefits of Highly Integrated Data Catalog and Data Access Layer

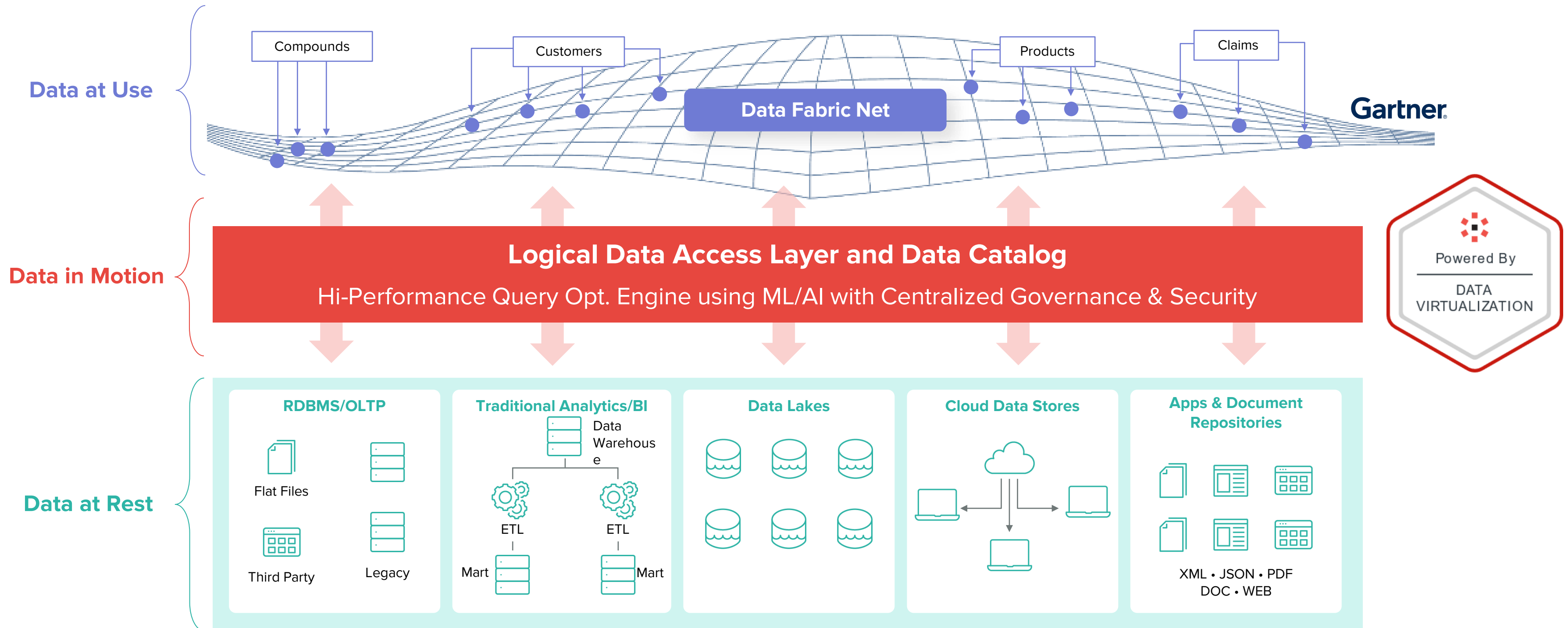
Denodo

- Detects source changes
- Impact analysis (show dependencies)
- Source changes propagated to Data Access Layer and Data Catalog
 - Changes in Data Access Layer immediately in synch with Data Catalog
 - Minimal manual intervention
- Data Catalog users
 - See current metadata / semantic layer
 - Run full queries directly against semantic layer
 - Launch BI tools (PowerBI and Tableau) against semantic layer
- Management
 - Metadata is integrated
 - Common security model/policies between Data Catalog and Data Access Layer
 - Performance optimization built into Data Access Layer and transparent to users



Data Fabric Architecture - New Approach to IT Modernization

A unified data architecture that integrates data from various sources and make it accessible to users across an organization



Data Mesh Principles

A Data Mesh is a set of data management principles for breaking down monolithic data architectures into smaller, more autonomous units and managing data in a distributed, decentralized way

1 Domains SMEs can model their Data Products through the Data Access Layer.

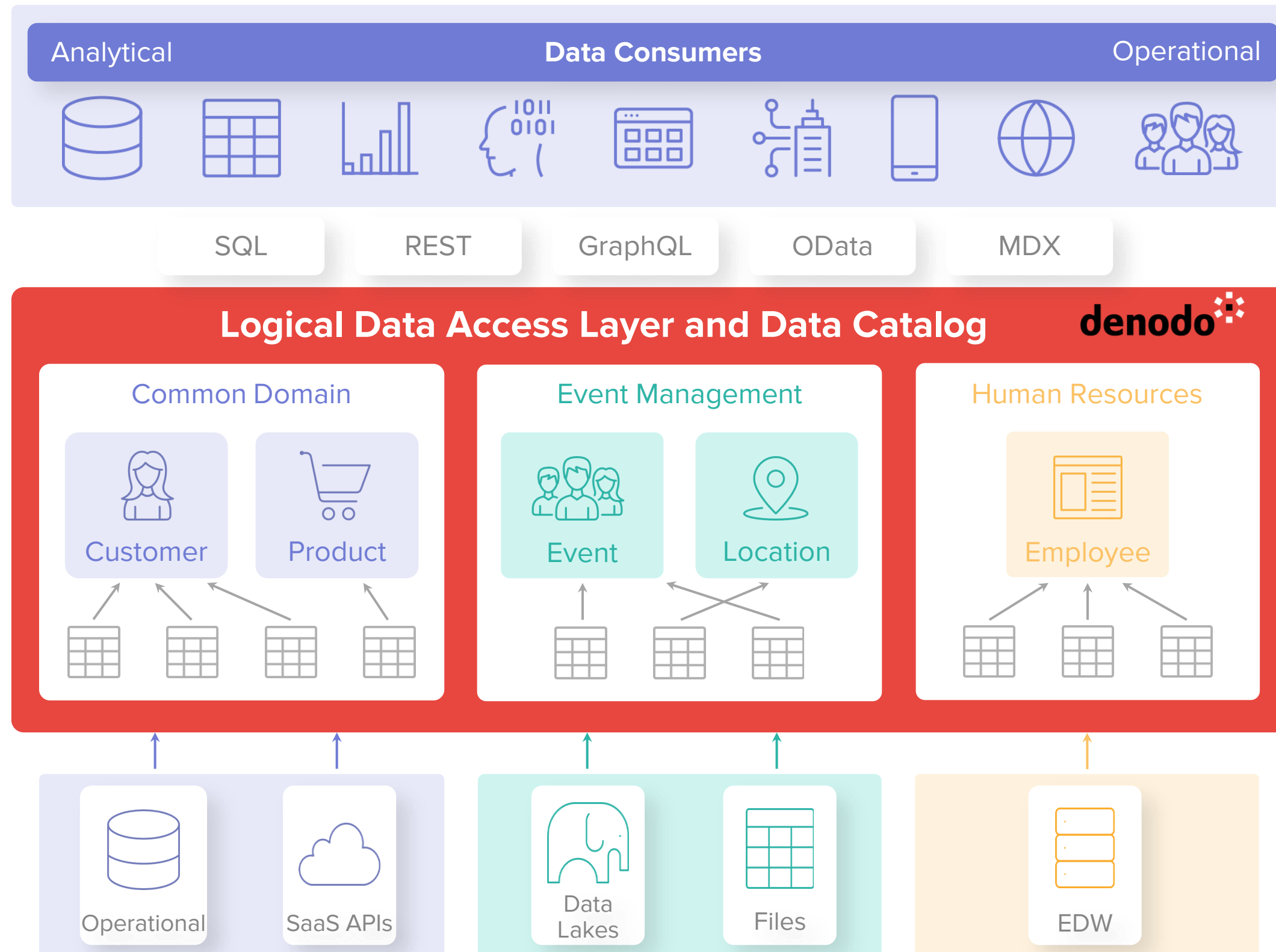
2 Domains connect their data sources

3 Data Products are mapped to data sources. No data is replicated

4 Products can be accessed via SQL, MDX or exposed as an API. No coding is required

5 A central team can set guidelines and governance to ensure interoperability

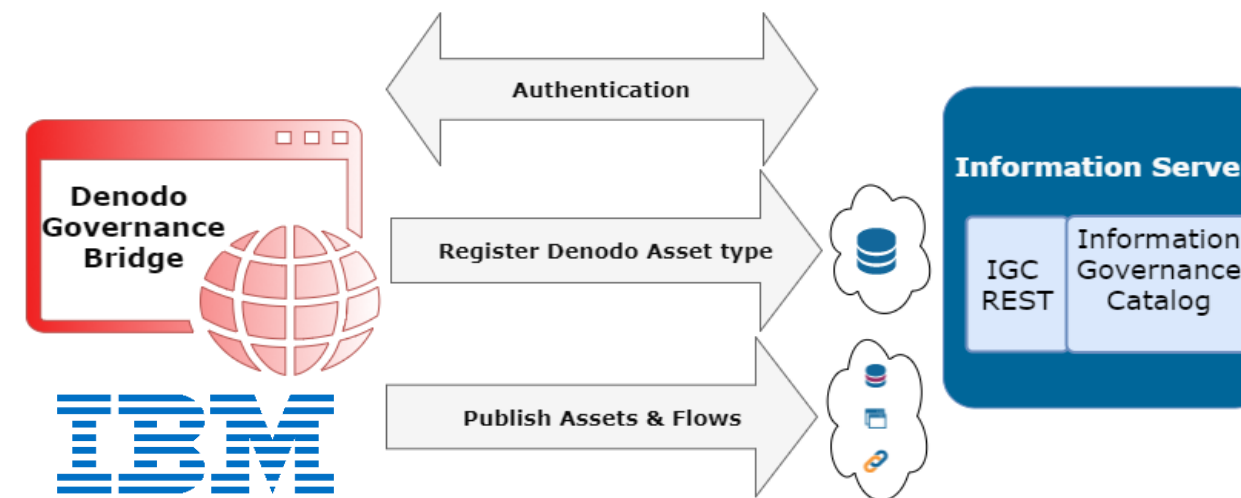
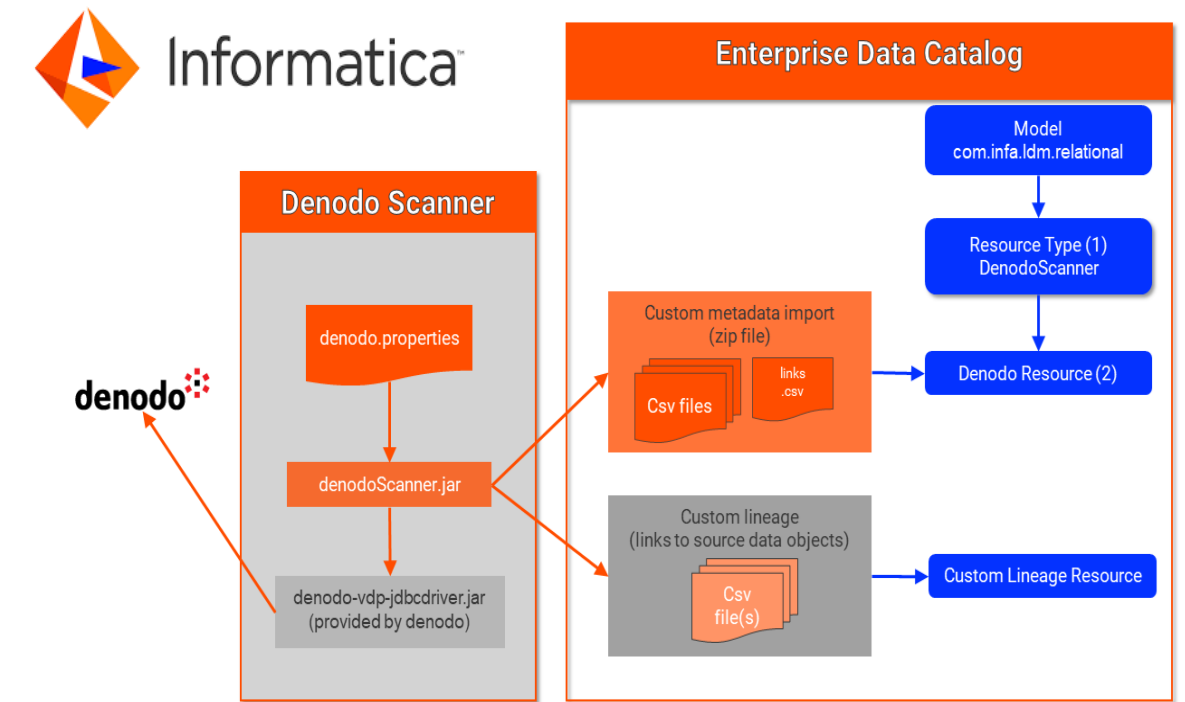
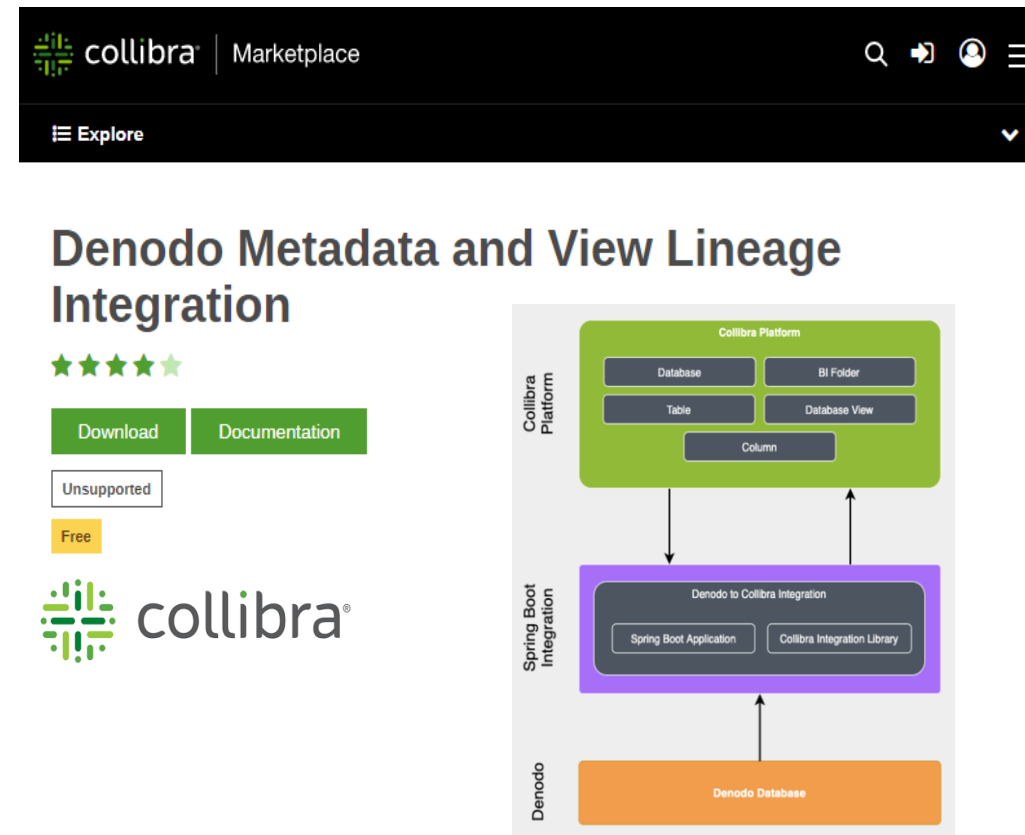
6 Infrastructure can easily scale out in a cluster



Enterprise Data Catalogs and Integration

Enterprise Data Catalogs

- Collibra
- Informatica
- IBM
- Alation



Demonstration

Data Catalog

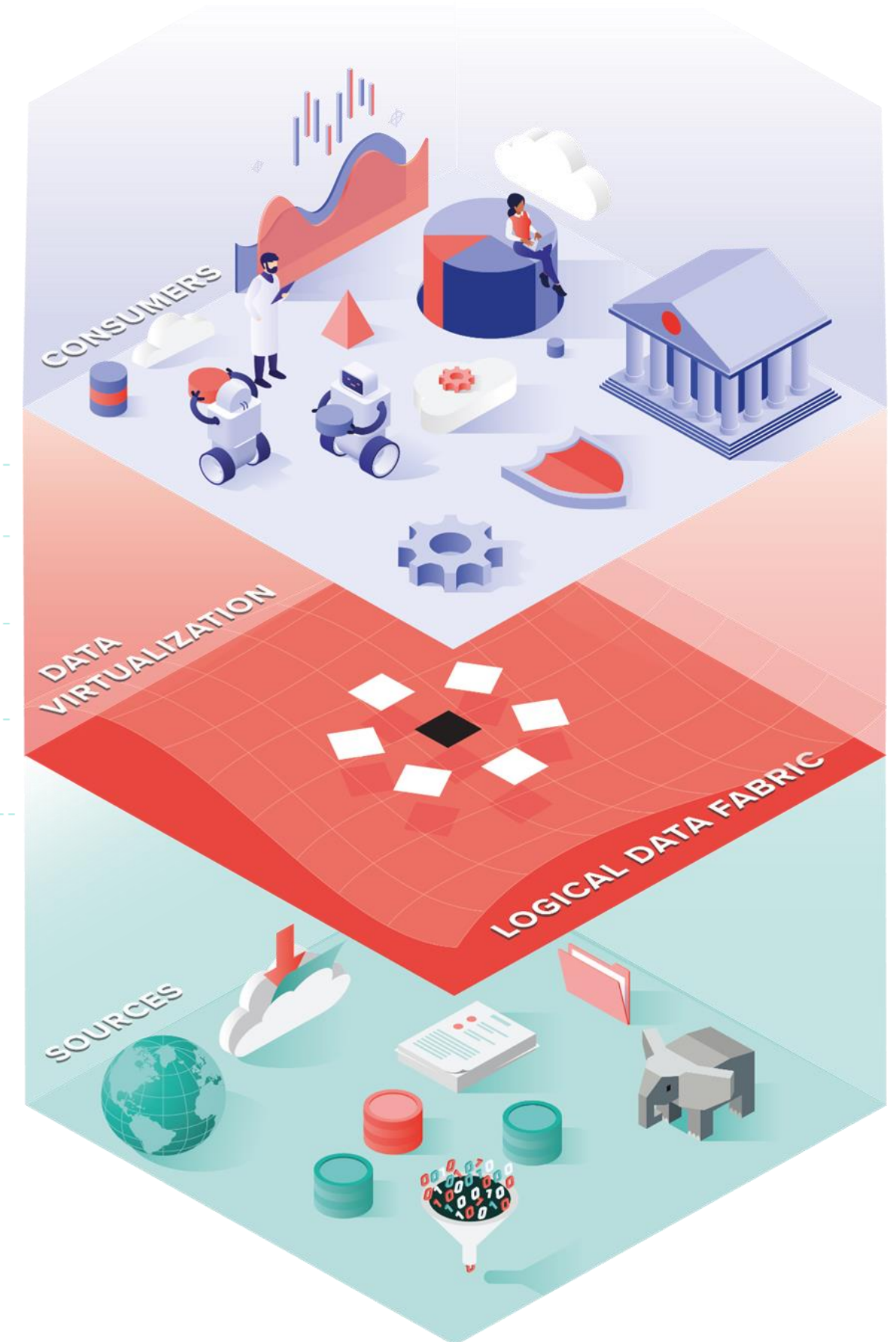
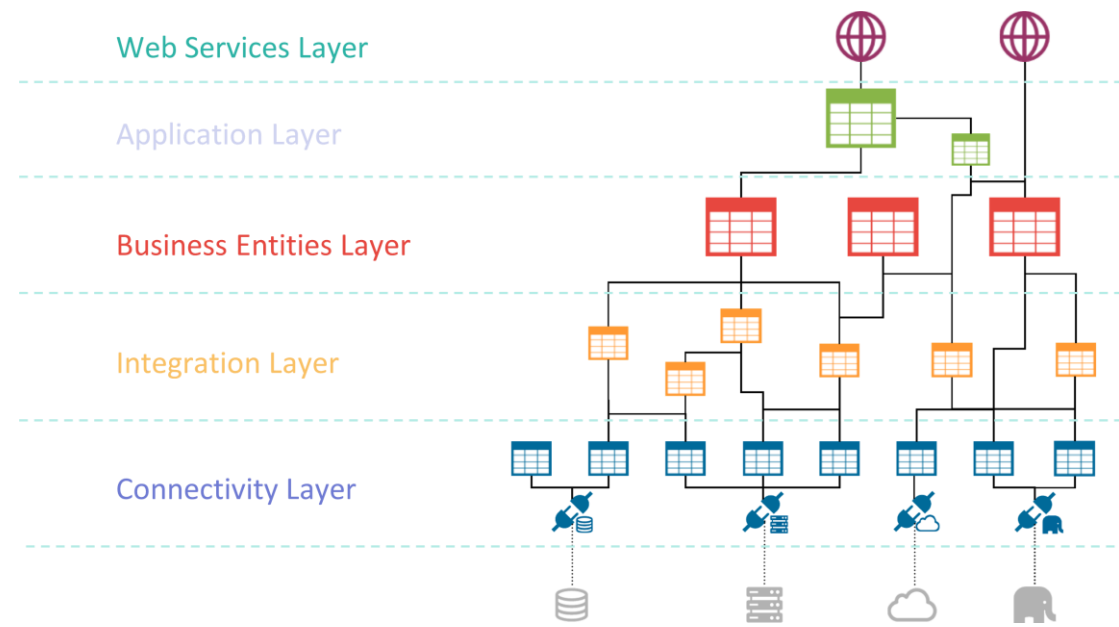
- Search and query capabilities
- Semantic layer
- Launch BI tools from Data Catalog

Data Access / Semantic Layer

- Connectivity view layer
- Integration view layer
- Business view layer

Data Source

- Add new column
- Impact analysis (dependencies)
- Propagate changes to Data Access Layer
- Data Catalog view



Denodo: Leader in Data Management

Long focus in data integration, management, delivery – since 1999



LEADERSHIP

Leader: Gartner Magic Quadrant for Data Integration Tools, 2022

Leader: Forrester 2022 Wave – Enterprise Data Fabric, Q2 2022

Leader: Forrester 2017 Wave – Data Virtualization, Q4 2017

Customers' Choice: 2022 Gartner Peer Insights for Data Integration Tools (2nd year in a row)

DENODO OFFICES, EMPLOYEES

Global presence – 25 offices in 20 countries; 600+ employees.

New offices in 2021 – Netherlands, Belgium, Sweden, South Korea.

CUSTOMERS and PARTNERS

1000+ customers, including many F500 and G2000 companies across every major industry.
300+ active and engaged partners, worldwide.

FINANCIALS

~50% annual growth
108% Net Retention; **4%** Churn
\$0 debt; Profitable



Resources

Dataversity Demo Days

*Future-proof Data Management
Through Logical Architectures: Data
Fabric and Data Mesh*

March 23, 2023

*The Power of a Data Catalog that is
Integrated with the Data Access Layer*

April 19, 2023

Data Fabric

September 20, 2023

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