

# The Importance of Data Lineage for your Data Quality Process

**Anthony Marshall Fazio**

Team Lead, Solutions Engineering



# Agenda

01 What is Data Lineage?

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02 Data Lineage Use Cases

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03 MANTA Overview

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04 Demo + Q & A



# Introduction to Data Lineage

**Data lineage** helps you **understand how data flows** through complex data systems

Lineage delivers **immediate actionable intelligence**, and **enables digital transformation**



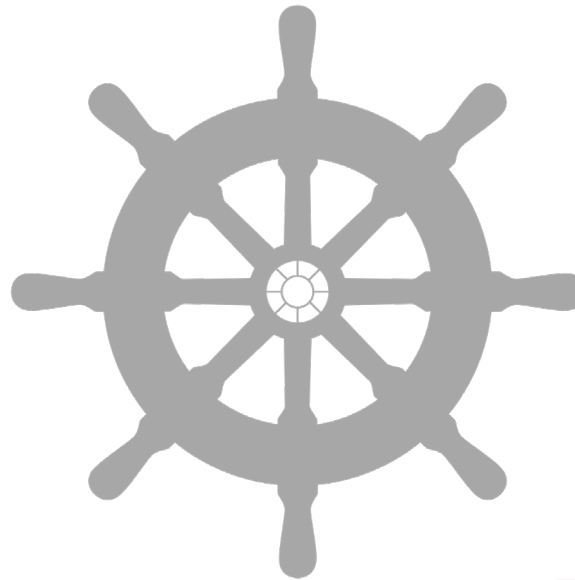
# What Makes Data Lineage Difficult to Achieve

Rate of change

Scope

Level of Detail

Business vs. technical view



Company Evolution

Technologies

People Migration

Mergers and Acquisitions

# Data Lineage Use Cases

- Data Governance
- Data Ops
- Migrations (cloud)
- *Data Quality*
  - How **lineage** helps garner confidence in the **accuracy** and **trajectory** of data while maximizing your **data governance** framework

# Lineage for Data Quality



Highlight data quality issues in the context of your data pipelines



Examine data quality rules embedded in extract/transform/load (ETL) flows



Accurately define the scope of your data quality initiatives



Historically review the impact of data quality on your data flows

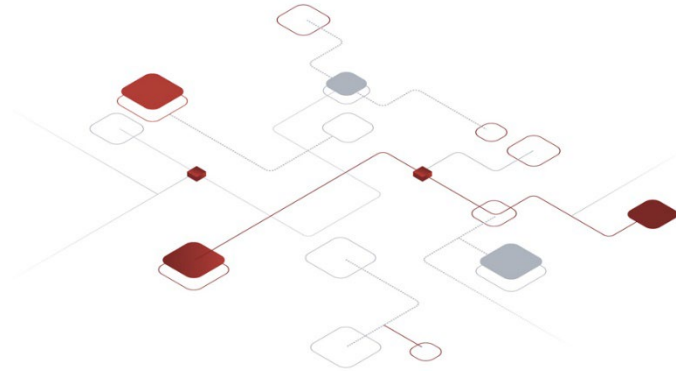


Proactively deliver lineage reports as part of your Data Ops best-practices



Increase trust in data and associated data pipelines

# MANTA: What We Do



We help organizations achieve **regulatory compliance**, enhance **data governance**, speed up the **migration process**, and **shorten delivery schedules**

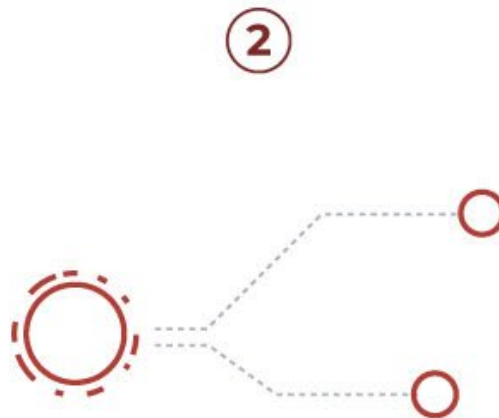
Using MANTA, enterprises manage **end-to-end lineage** across their data lifecycle



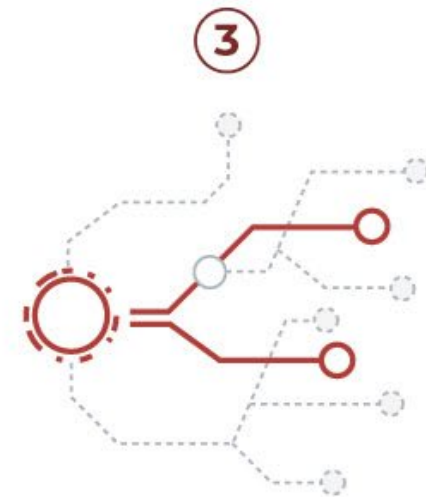
# How MANTA Works



Manta Flow crunches custom SQL, ETL & BI code



Documents lineage along the way

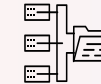
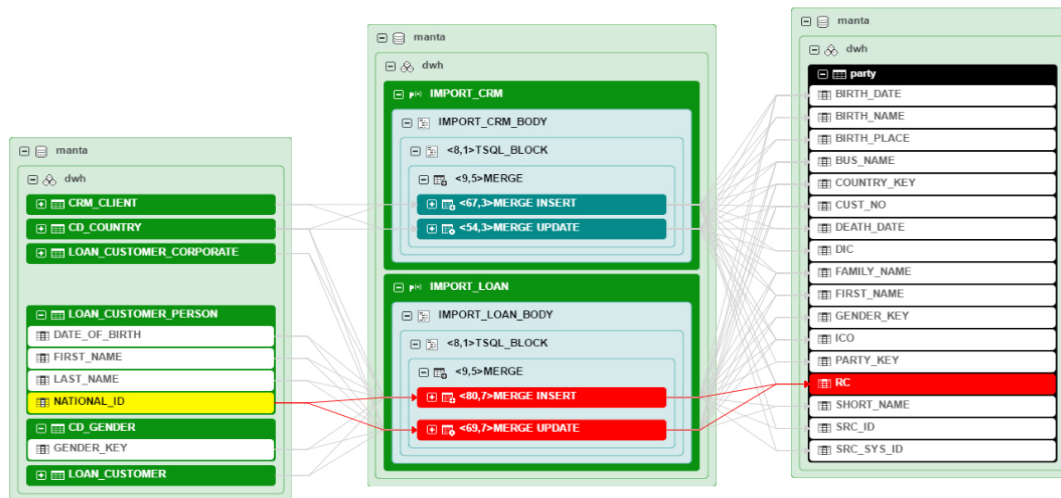


Visualizes data lineage via interactive map or optionally pushes it into third-party governance solution



# MANTA

## Advantages



Quickly deliver impactful results with **automated lineage**



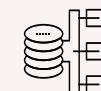
Seamlessly integrate lineage into existing processes and practices



Avoid visualization overload -- lineage that is easy to comprehend

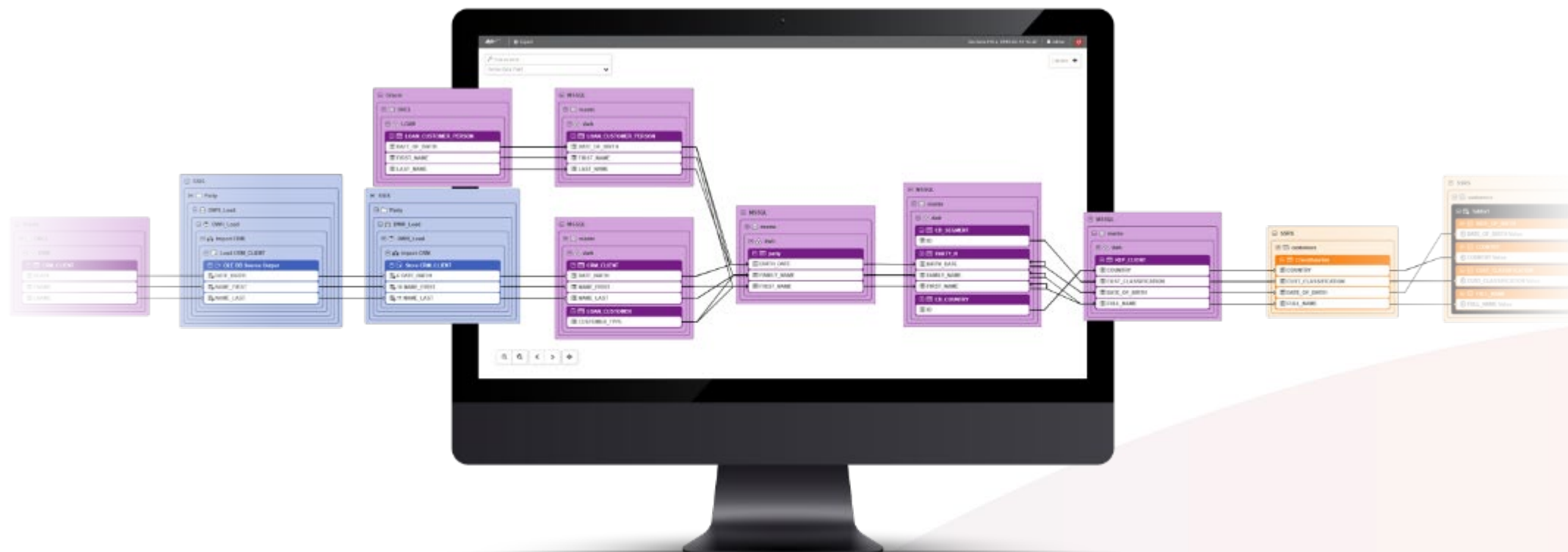


Prevent lineage “mysteries”

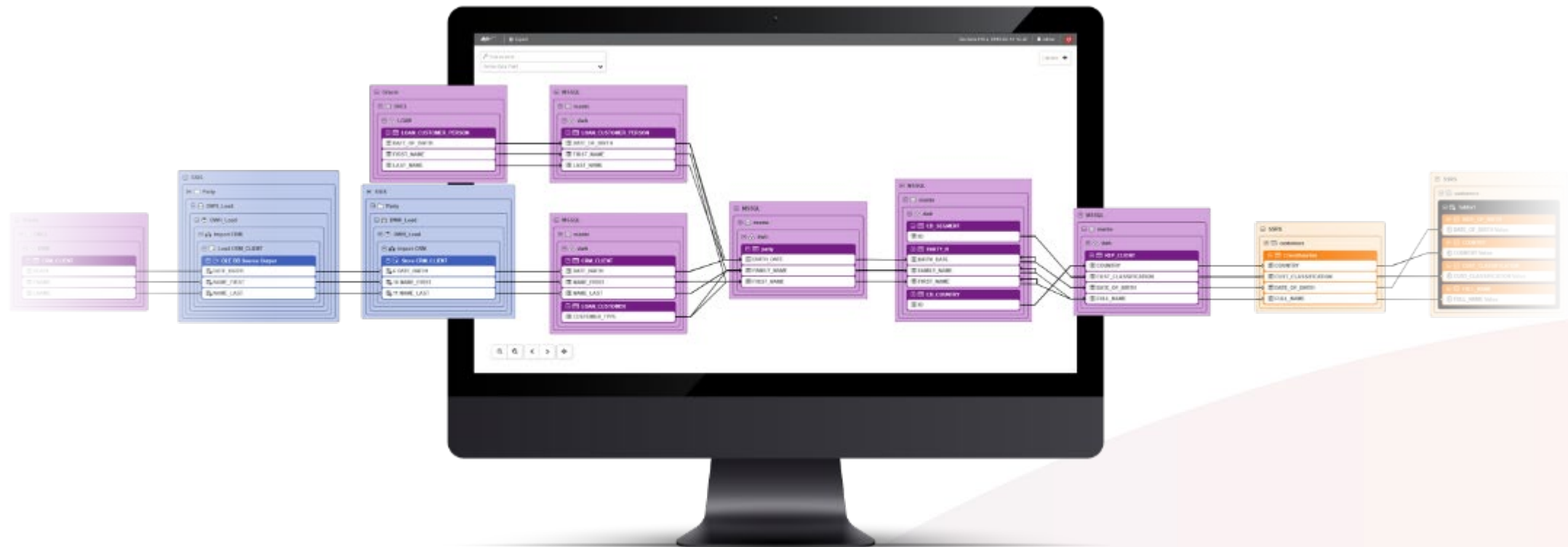


Increase accuracy for data flow audits and historical lineage requests

# Demonstration



# Q & A



# Thank You

