



# Active Data Governance: a People-First Approach to Achieving Business Goals

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# The Alation Data Catalog

*“Alation started the ML Data Catalog trend.”*

-Forrester Wave, Machine Learning Data Catalogs, 2018

## What is the Alation Data Catalog?

The platform for data intelligence solutions including:

- digital transformation
- data governance
- analyst productivity
- cloud transformation
- privacy, risk & compliance

**Gartner**

**Gartner  
4x MQ Leader**

Magic Quadrant  
for Metadata  
Management  
2017 - 2020

**FORRESTER**

**Forrester  
2x Leader**

Machine Learning  
Data Catalogs 2018,  
2020



**Dresner**  
ADVISORY SERVICES

**Top Vendor  
4 Years in a Row**

Dresner Advisory  
Services Data Catalog  
Market Study 2020

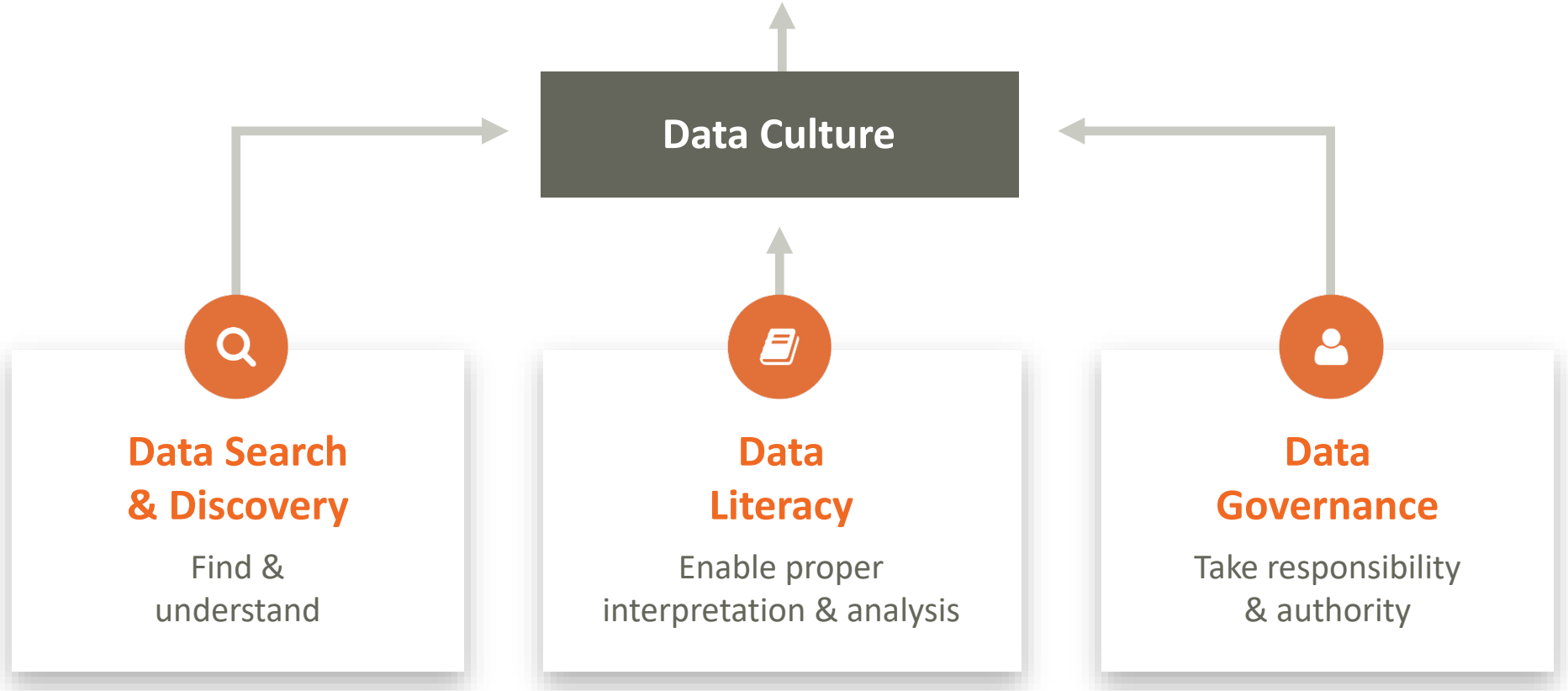
**IDC** ANALYZE  
THE FUTURE

**IDC  
Leader**

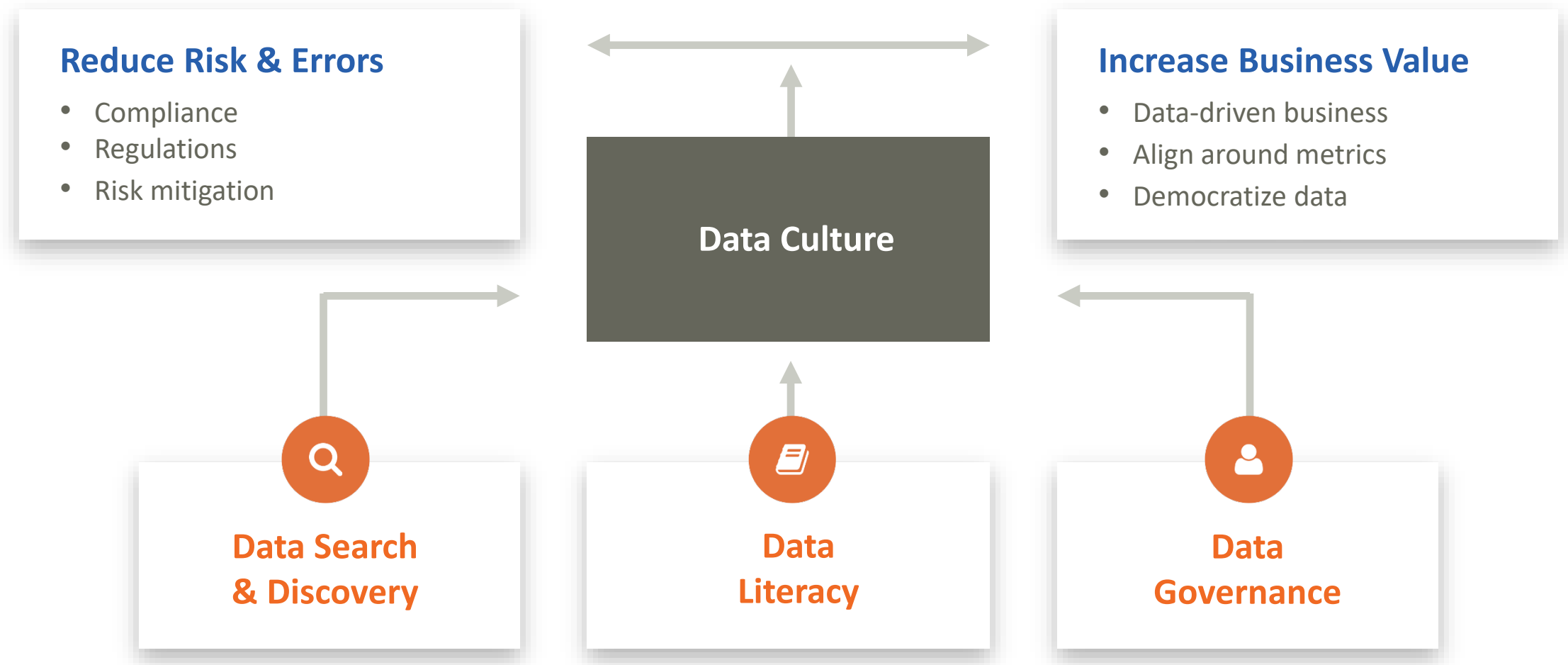
Worldwide Data  
Catalog Software  
2020 Vendor  
Assessment

# Alation Mission

To empower a curious and rational world



# Data Culture Enables Compliance While Driving Business Outcomes



# Traditional Approach to Governance is Failing

## Challenges with traditional approach

- Focus on governing data rather than people's behavior
- Prolonged, Expensive
- Defensive – Focused primarily on risk mitigation
- Lacks engagement with business stakeholders
- Not exercised at the point of data use

# A Different, Value-Driven Approach

## Active Data Governance



### People-First

Guide behavior;  
discover and formalize  
relationship with data



### Operationalized

Operationalize policy  
into action at point of use;  
measure via analytics



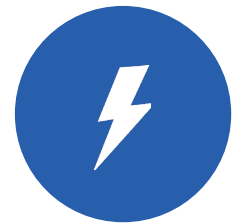
### Collaborative

Crowdsourcing and  
community-driven



### Intelligent

Automated and guided  
via AI and ML



### Adaptive

Adjust to changes in the business  
environment with agility

# Alation Governance Methodology

## Startup



- Naming
- Descriptions
- Classification & Tagging
- Completeness
- Quality
- Accuracy
- Timeliness



- Key Asset Types
- Business Terms
  - Glossaries
  - Business Metrics
  - BI Reports
  - Report Queries
  - Data Sources

## Operate & Expand



### Engagement & Adoption Cycle



BUSINESS GOVERNANCE

TECHNICAL GOVERNANCE

COMPLIANCE GOVERNANCE



# Demo

Data stewardship

PII discovery & classification

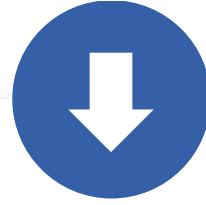
Turning policy into action



# Benefits of Alation for Data Governance



**Better Decisions**



**Reduce Risk**



**Better Visibility**



**We picked Alation, because it's very people  
centric. And that really resonated with our  
culture.**

**Michael Leslie, Sr Data Governance Architect, Riot Games**

