

# Collibra Data Catalog: Trust your data and set it free

Dataversity Demo Day

September 30, 2020

**MEET THE SPEAKERS**



**Nidhi Teerdhala**

Product Marketing  
Collibra



**Ben Moser**

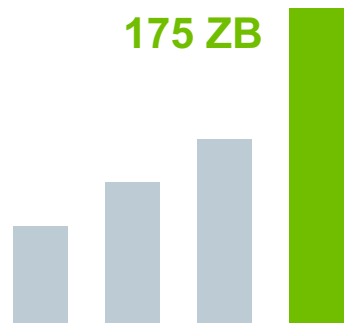
Product Management  
Collibra

# Agenda

**01 Introduction to Collibra Data Catalog**

**02 Product demo**

# The data environment is changing



## Data volume explosion

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

**\$1.5**  
**billion**

## Privacy is paramount

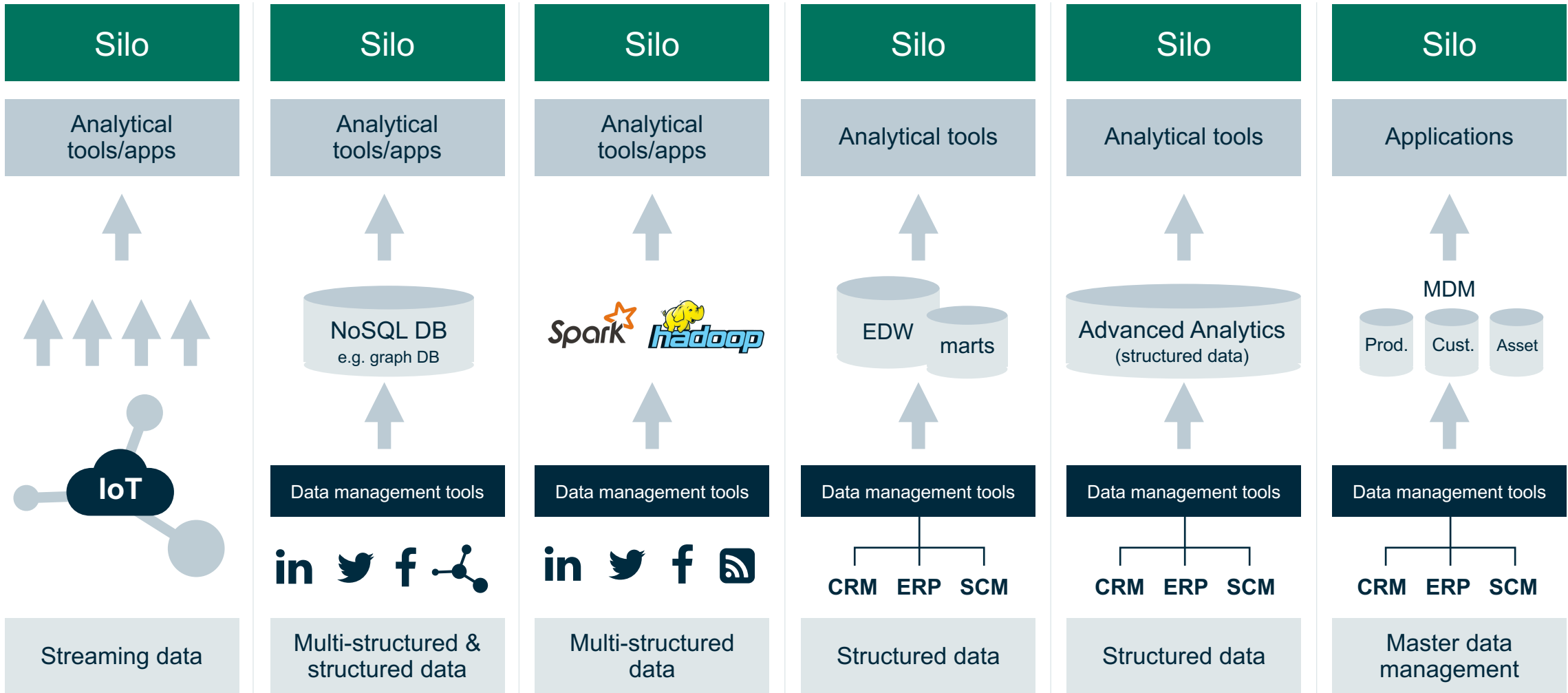
Companies spent almost \$1.5 billion in fines and remediation in 2018 and 2019

**\$5.8**  
**trillion**

## Emerging technologies

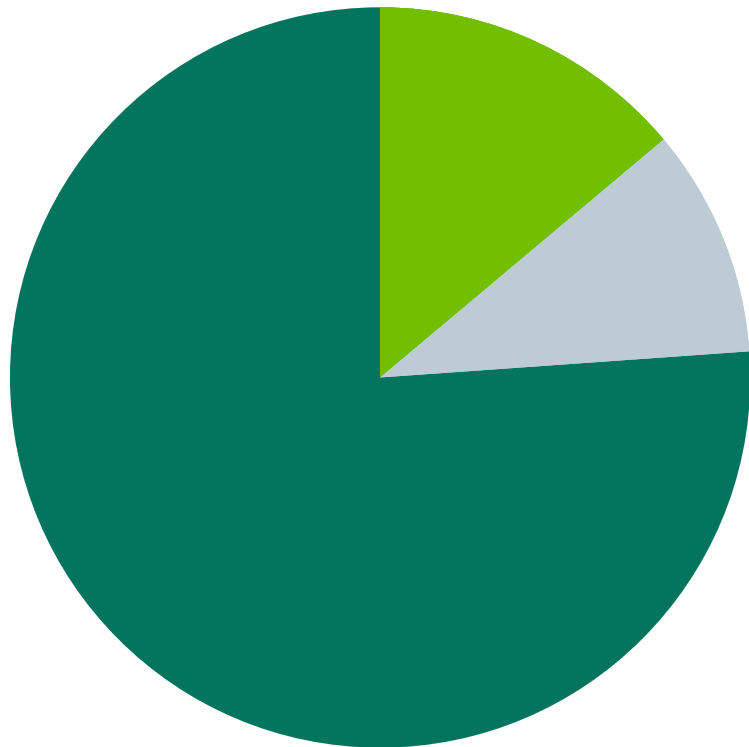
McKinsey forecasts that AI will drive up to \$5.8 trillion in annual revenue globally

# But data landscapes are complex and siloed across the enterprise



**3 out of every 4 organizations  
struggle to turn data into  
useful insight**

# Business analysts and data scientists can't find or access data



**76%**

Finding data  
Getting access to data  
Cleansing data  
Aggregating data into usable datasets  
Validating data accuracy/trustworthiness  
Ensuring data meets privacy requirements  
Determining whether analysis has already been done

**14%**

Performing analysis

**10%**

Sharing results with organization

**Organizations  
don't trust  
their data**

**and struggle to  
protect it**

**65%**

**of decision makers don't trust  
their analytics**

**70%**

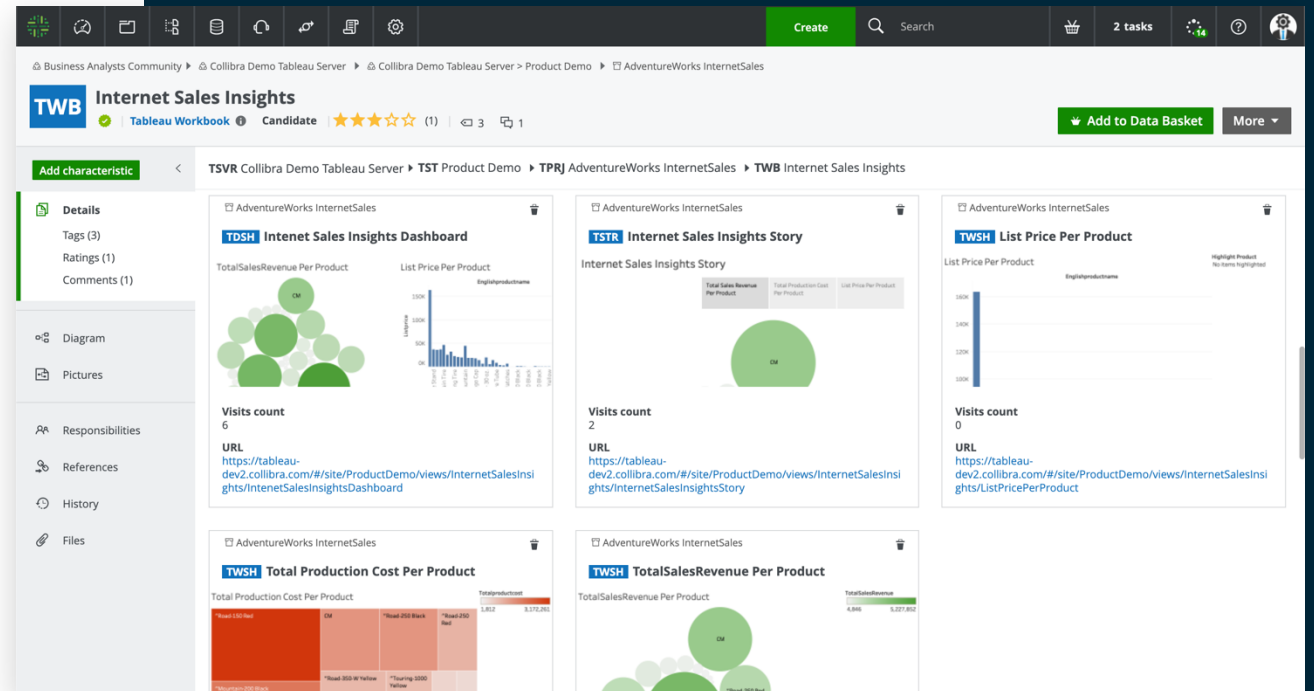
**of employees have access to  
data they should not**



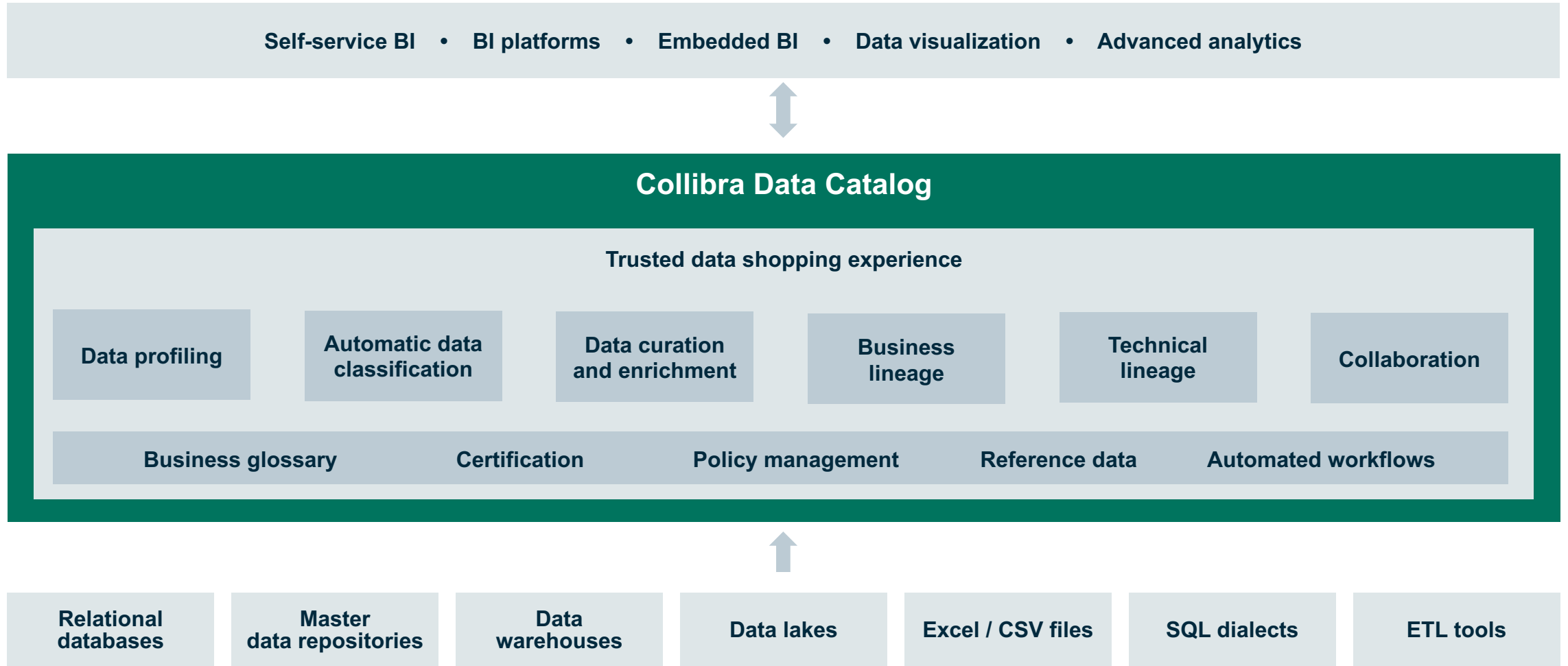
# Collibra Data Catalog

- Create a unified view of all data assets without moving data
- Enable access to trusted data at scale with built-in data governance
- Improve productivity and accelerate time to insight

**69%** less time to locate reports and data



# How it works



# With Collibra Data Catalog, business users can



**Discover the  
data they need**



**Understand  
and evaluate  
the data**



**Trust it's  
accurate and  
compliant**



**Access for  
immediate use**



**Collaborate and  
contribute**

# Product demo

# Meet Cliff

**Cliff is a business analyst. His manager asks him to do a customer churn analysis, so they can predict which customers might be at risk for churn.**

Cliff needs to know:

- Why customers have churned in the last few years?
- What products/services did they purchase?
- What is their demographic profile?



**Thank you**

