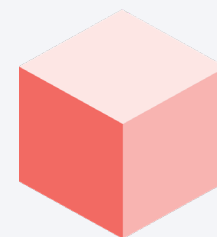
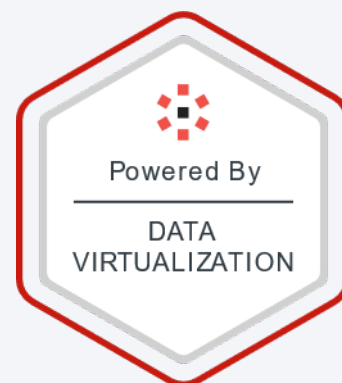
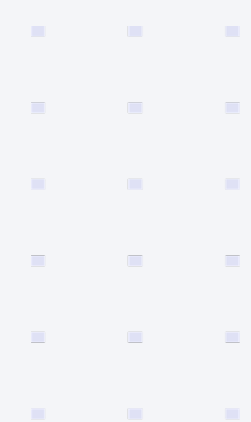


# Denodo Platform

Enabling Governed Self Service Analytics

Edwin Robbins  
Senior Sales Consultant



# Why Self-Service?

## ■ Who?

- Business Users and Data Consumers
- May or may not know where the data is or what it looks like
- Not sure what they can use
- But they WANT the data

## ■ Why?

- Reporting and Analytics
- Quicker time to value
- Feel constrained by IT/Security

## ■ How?

- Quickly, and in the correct format



# Self-Service Promise

- Marketplace for all your Data Needs
  - Users come and browse for their data
  - See what's available and quickly find related data
- Data discovery at the users' fingertips
  - Search across multiple systems for relevant data
  - Even if users don't know where it resides
  - Intelligent recommendations about data sets
- Eliminate IT bottleneck
  - Less requests to process
  - Free up IT resources



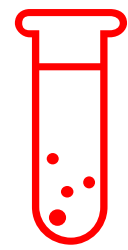
# Challenges of Self-Service Initiatives

- Too many reports
- Duplicate reports
- Conflicting data
- Data Trust Issues
- Data extract hell
- Security nightmare

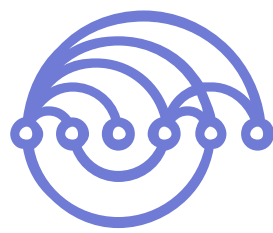


# Self-Service

Data Science



Machine Learning



Artificial Intelligence



Mobile Applications



Predictive Analytics



Business Intelligence



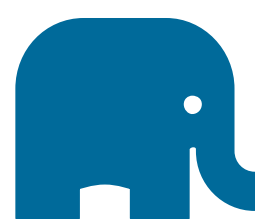
Consumers asking for Data



Relational



NoSQL



Unstructured



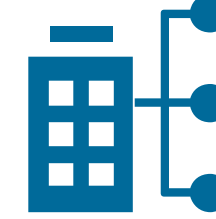
Docs



Cloud



Sensors



IoT

Ownership?

Policies?

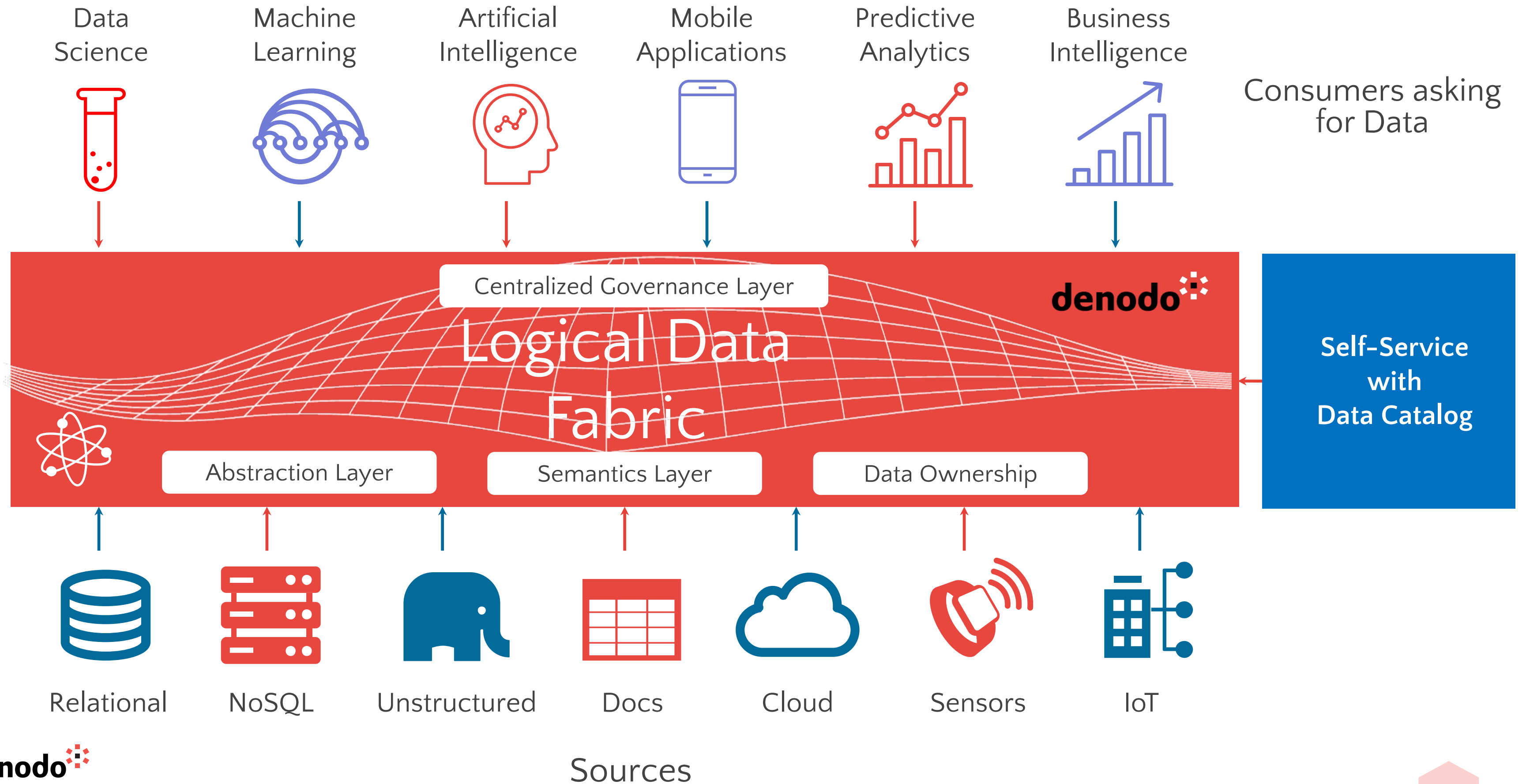
Governance?

Trust?

Consistency?

Sources

# Self-Service with Logical Data Fabric



# Benefits of a Logical Data Fabric

Business Users



**BI Analyst**

## 1. Ease of use

- All data accessible in the same place
- Data in easy-to-understand format
- Well documented and easy to find

## 2. Well Documented

- Answer requirements quickly on their own
- No need for constant requests to IT

## 3. Reporting in their favorite tool

- Excel, Tableau, PowerBI, etc.



**Data Scientist**

## 1. Easy data discovery

- Across all data assets

## 2. Seamless data manipulation

- Regardless of source, format and location
- SQL-base querying capabilities to any source
- Federation and replication capabilities

## 3. Connectivity from Data Science toolkits

- Python libraries, R, notebooks, etc.



**External User**

## 1. Flexible, lightweight, scalable APIs

- Zero-Coding API creation

## 2. API Management

- API Portal
- OpenAPI for self-documentation
- Resource control & security

## 3. Compliance with standards

- REST, OData, GraphQL
- OAuth, SAML for authentication

# Benefits of a Logical Data Fabric

IT Users



**Administrator**

## 1. Centralized Security

- Centralized delivery control
- Security
- Governance
- Auditing

## 2. Flexibility for change

- Change back-end without interrupting business
- Migration to the cloud and modern systems

## 3. Simplified Security

- Broad support for authentication platforms
- Leverage existing object level security in the database, or manage at the Denodo layer



**Data Steward**

## 1. Centralized governance

- Classification (tags, categories)
- Documentation & data dictionary
- Additional properties (e.g. data quality)

## 2. Centralized access control

- Tag-base security policies
- Access Auditing

## 3. Integrate with 3<sup>rd</sup> Party Systems

- Leverage logical data models from tools like Erwin and Embarcadero
- Integrate with external security tools (tokenization)



**Developer**

## 1. Agile data integration

- Integrate virtually or physically
- Zero to minimal coding
- Fast time to market for requests

## 2. Secure and Flexible

- Ability to work with sensitive data
- Apply pre-built or custom masking rules

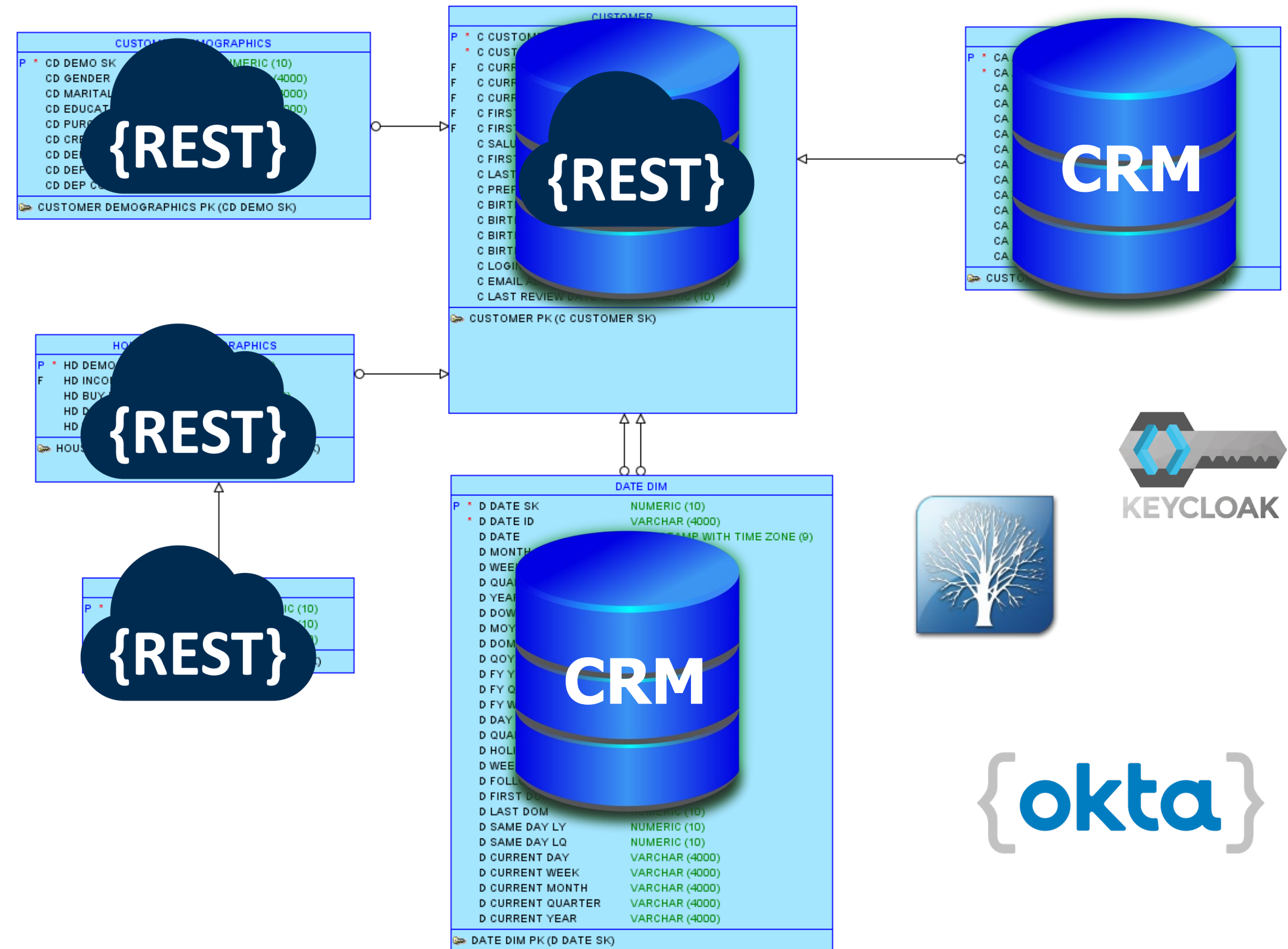
## 3. Lineage and Impact Analysis

- Identify what downstream objects will be affected
- Lineage maps updated automatically



# Demo Scenario

- Data model Exported from modelling tool
- Customer Data exists in multiple locations
- Internal users are stored in LDAP
- Single Sign-On using Keycloak/Openid
- External users are using Okta/Oauth
- Seamlessly switch Datasources



# Get Started Today

Try Denodo with the 30-day free trial in the cloud marketplaces

## CHOICE

Under your cloud account

## SUPPORT

Community forum AND remote sales engineer

## OPPORTUNITY

30 minutes free consultation with Denodo Cloud specialist

[denodo.com/free-trials](https://denodo.com/free-trials)

