



Active Data Governance

Michael Meyer

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Michael Meyer

Technical Product Marketing Manager



- Passionate about data with over 30 years experience including Business Intelligence, Architecture, and Data Management.
- Learned Data Governance the hard way and would like to how to make it easier!
- Joined Alation to help customers get the most value out of their data and to build a strong data culture.

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Data Governance is on Everyone's Mind



Data Explosion

“The sum of all data created, captured, or replicated at core, edge, and endpoint locations - will expand from 33 ZB in 2018 to 175 ZB by 2025.”



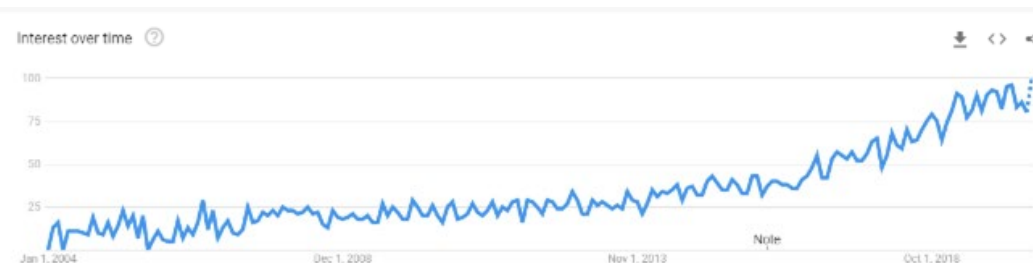
Data Breaches

“Over 4,100 reported data breaches increased in 2022, resulting in more than 30 billion personal records exposed.”



Top Concern

“Data governance has surpassed cybersecurity preparedness as the top concern of Chief Audit Executives.”



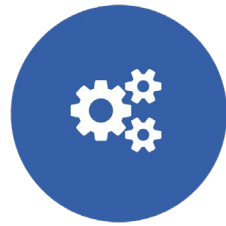
A Different, Value-Driven Approach

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



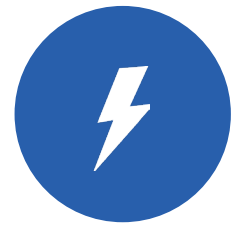
Collaborative

Crowdsourcing and
community-driven



Intelligent

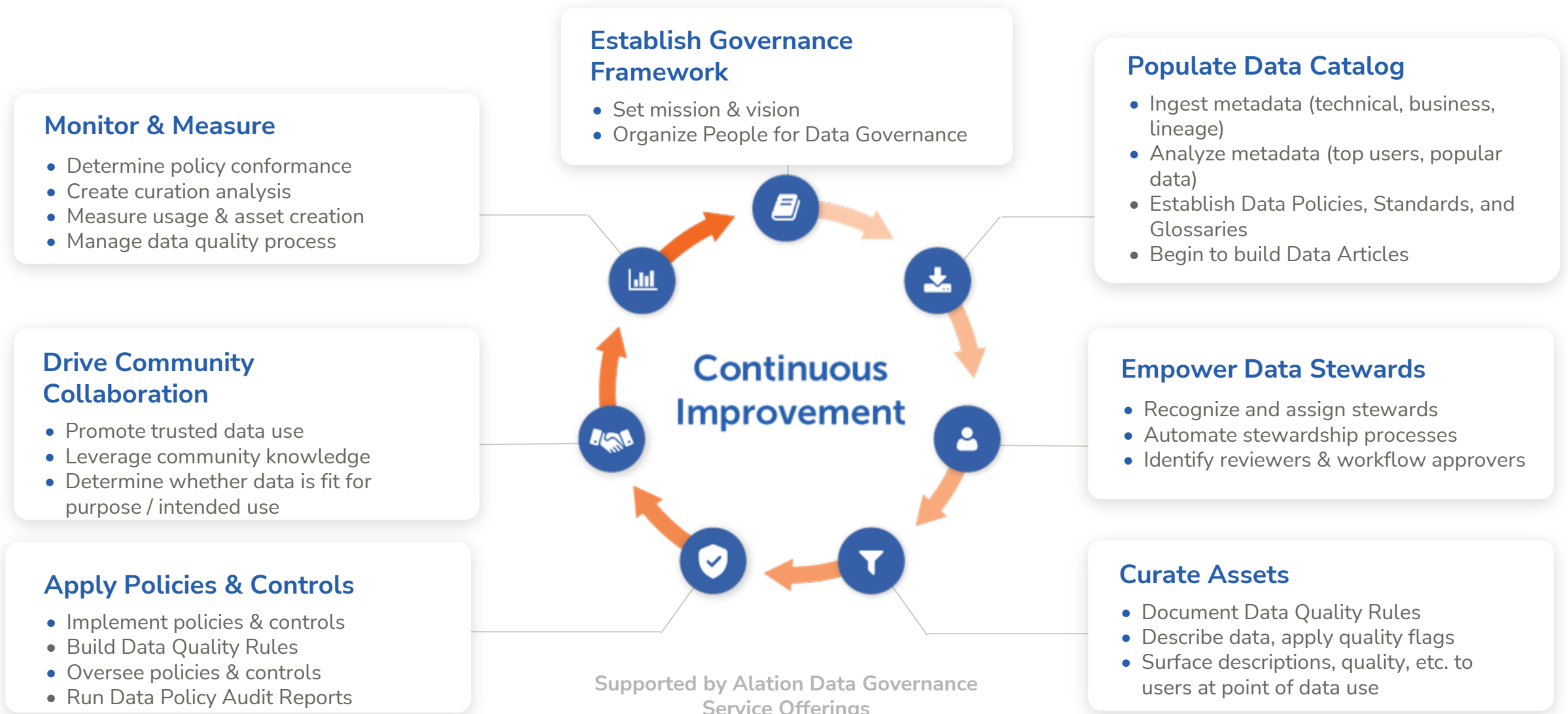
Automated and
guided
via AI and ML



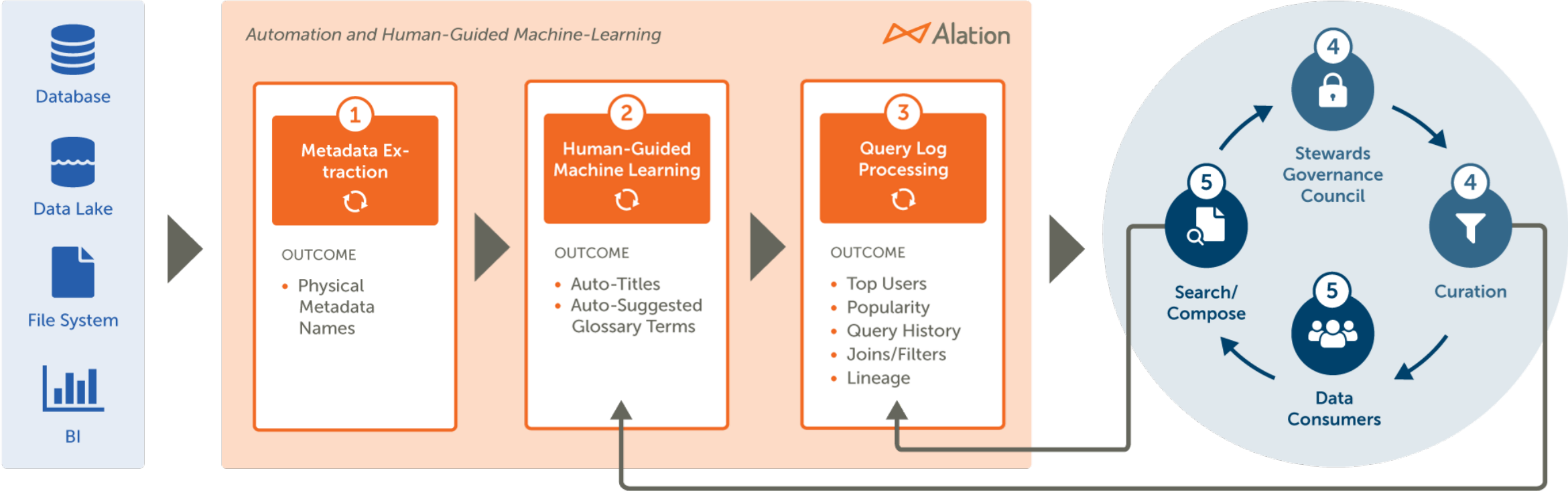
Adaptive

Adjust to changes
in the business
environment
with agility

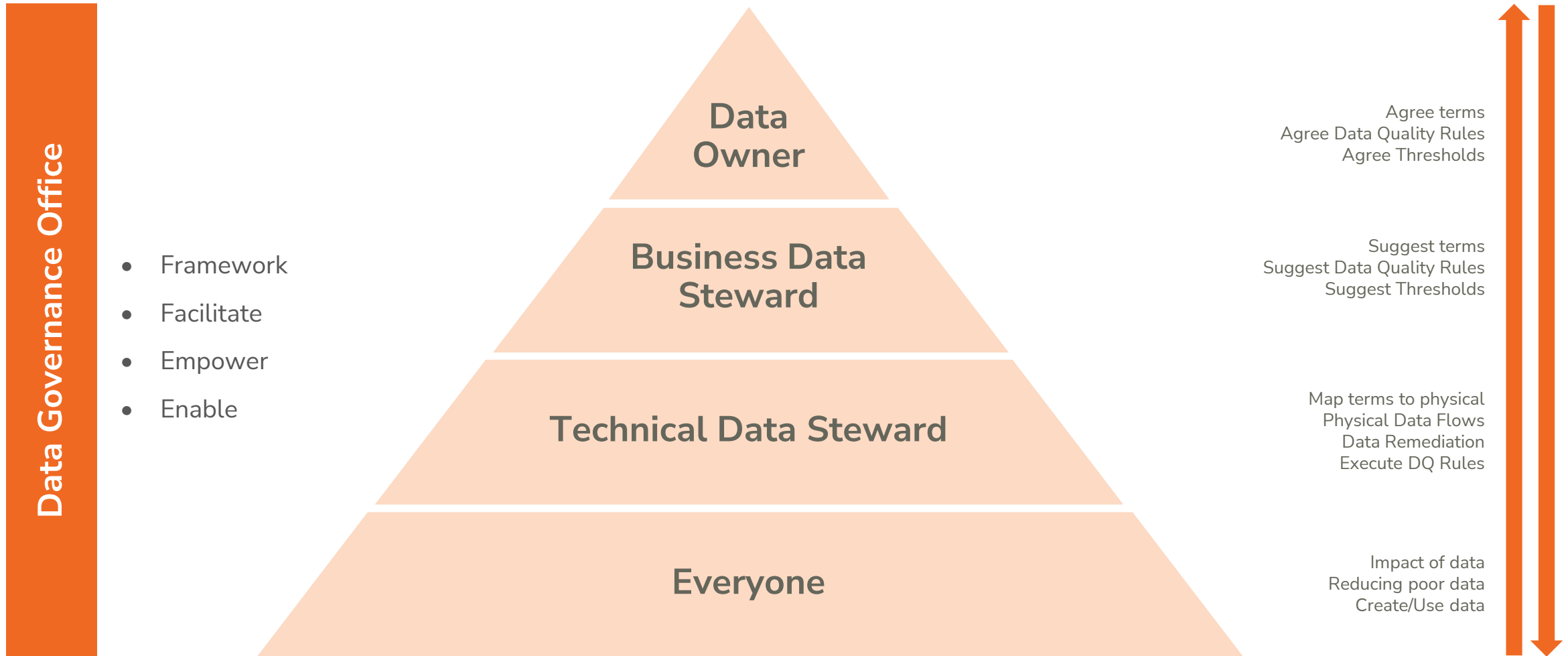
How Alation Powers Active Data Governance



Active Governance Methodology




Data Roles in Active Data Governance





Demo



“You can pull together a policy which encompasses all the right things to do at the right time, but if you aren't able to share that information, get buy-in and execution from everyone who is accountable, then you are not taking the right approach. It was important that our people and right individuals were involved and that's the gap we had.”

AMY KEELTY
Information Strategy & Governance Director



Summary

- How active data governance works in Alation.
- People 1st
- Collaborative
- Agile
- Outcome Based
- Value Adding

About Alation

“Alation started the ML Data Catalog trend.”

-Forrester Wave, Machine Learning Data Catalogs, 2018

Gartner

**4x Gartner
MQ Leader**

Magic Quadrant
for Metadata
Management
2017–2020

FORRESTER®

**3x Forrester
Wave Leader**

Machine Learning
Data Catalogs
2018 & 2020,
Data Governance
2021



**6x Dresner
#1 Data Catalog**

Dresner Advisory
Services Data
Catalog Market
Study 2017–2022



**2x IDC
Marketscape
Leader**

Data Catalog
2020, 2022

Pioneer of the
data catalog market
since 2012

\$340M

in funding by

Blackstone	ISAI Cap
Costanoa	Riverwood
Databricks	Salesforce
Data Collective	Sanabil
Dell Technologies	Sapphire
Hewlett Packard	Snowflake Ventures
Icon	Thoma Bravo

HQ in Redwood City, CA



PARTNER
NETWORK

2022

DATA GOVERNANCE PARTNER OF THE YEAR



