



# The Social Platform for Data

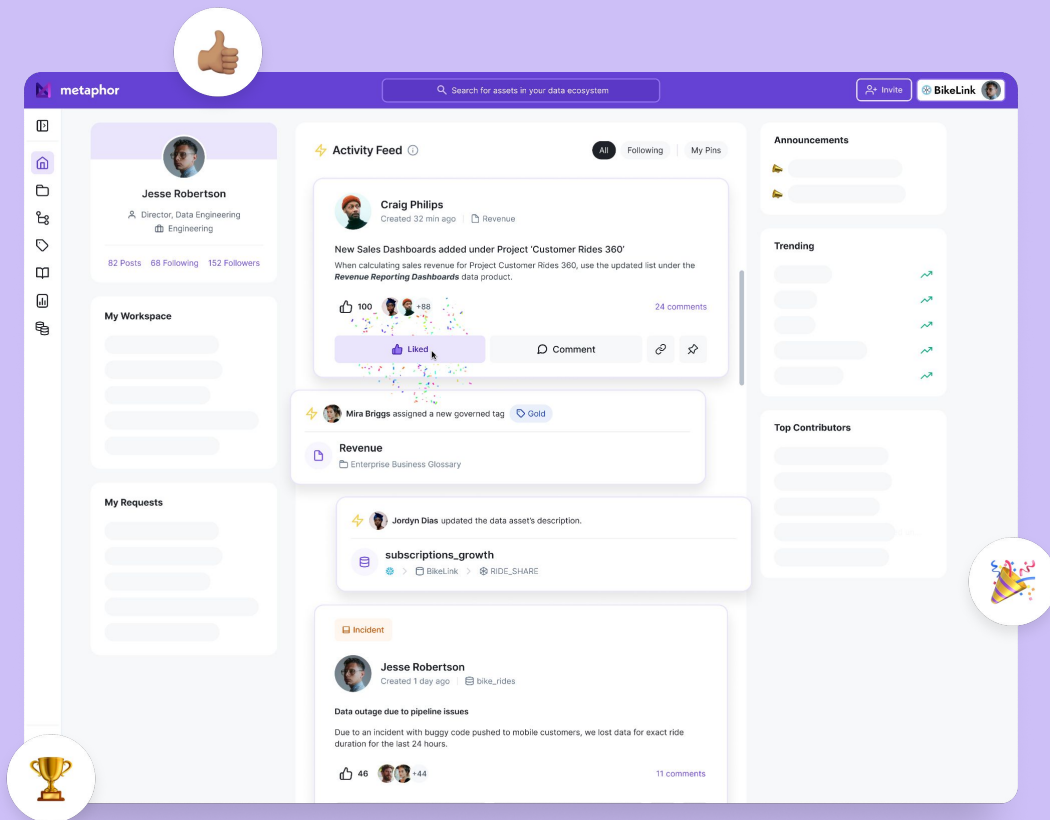


**Kirit Basu**

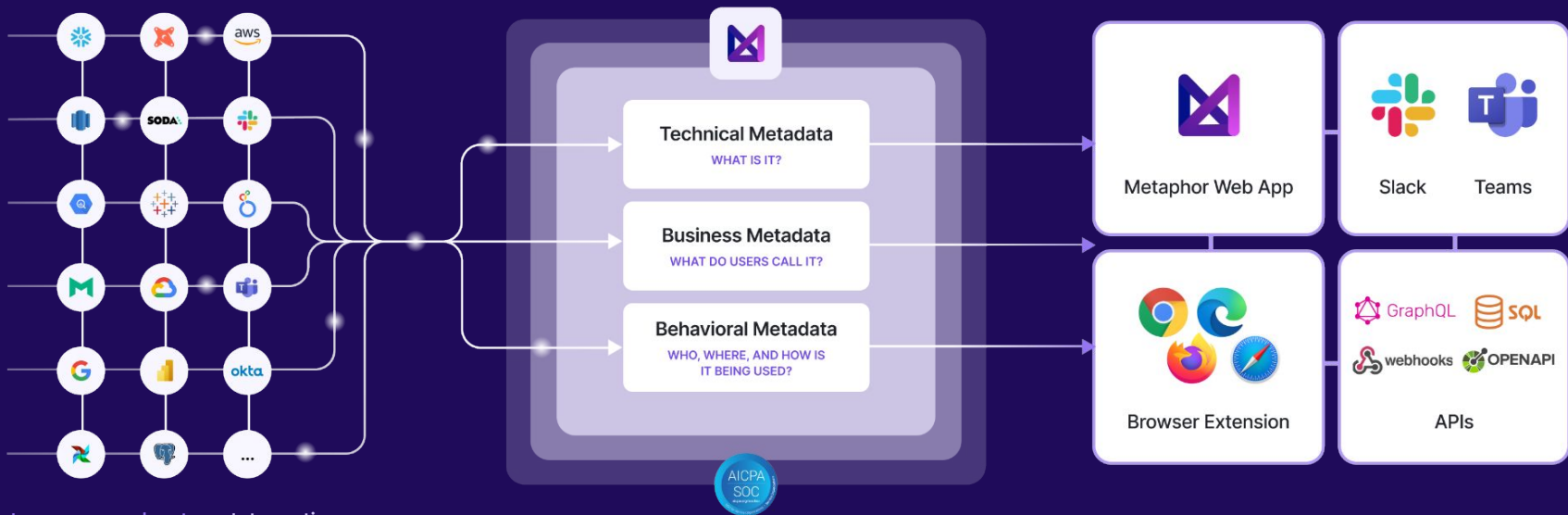
Head of Product

[kirit@metaphor.io](mailto:kirit@metaphor.io)

# Metaphor is the modern data catalog powered by social data intelligence and AI.



# Integrated with the Modern Data Stack



Learn more about our [Integrations](#)

# Empowering World-Class Teams



## Surpassed Collibra

"Within a few months of implementing Metaphor we have already surpassed the overall platform usage of our previous data catalog solution."

**Justin Swenson** | Product Tech Lead, Sub-Zero Group



## The 360° View of Our Data

"Metaphor is the 360 degree view of Endpoint Closing's data landscape and acting as the portal for anything and everything data-related."

**Sunny Pachunuri** | Head of Data Eng, Endpoint Closing



## Simplifies Our Data Complexity

"Metaphor greatly simplifies the complexity of our highly dynamic data environment and makes it very accessible for users to quickly discover trusted data."

**Ayelet Bar-Ness Cohen** | Data Product Manager, Fiverr



**#1**

World's Largest  
Sovereign  
Wealth Fund

**Top 25**

Central  
European  
Bank



# What We Do Better

## Search & Discovery

### Self-Service

- ✓ AI Universal Search across your stack
- ✓ Data Provenance via Lineage
- ✓ Catalog embedded in Slack and Teams

## Data Literacy & Enablement

### Modern & Connected

- ✓ AI Generated Documentation
- ✓ Institutional Knowledge Capture
- ✓ Data Insights through Browser Extension



## Data Governance

### Agile & Inclusive

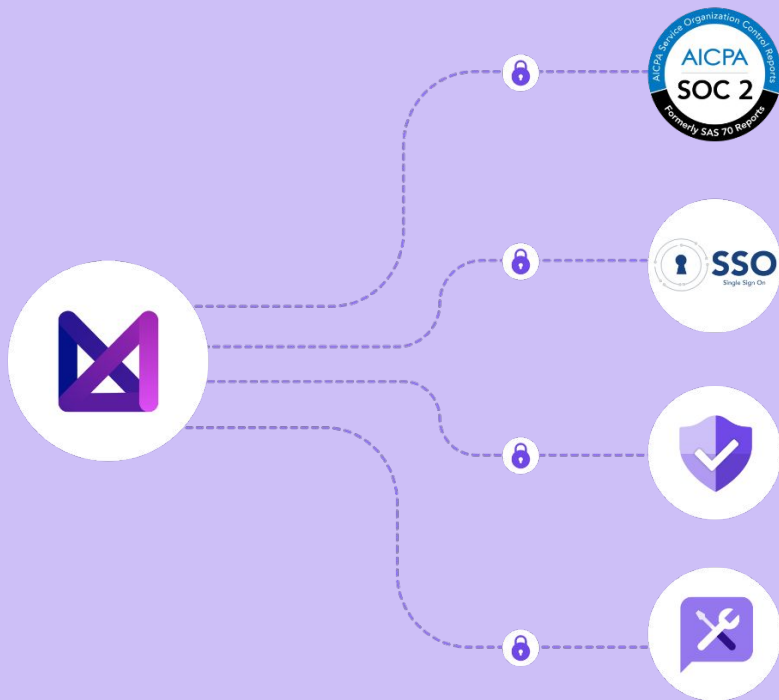
- ✓ Data Mesh and Data Products
- ✓ Data Ownership and Classification
- ✓ Data Contracts

## Troubleshooting & Maintenance

### Powerful & Integrated

- ✓ Impact Analysis
- ✓ Root Cause Analysis
- ✓ Support Request Workflows

# Built for Scale & Security



## Cloud Native SaaS

Our **SOC2 compliant, single-tenant SaaS** service is available in your region or in your VPC.

## Scaled to Your Data

**No limits on data environment size or users.** Built to improve upon LinkedIn DataHub's battle-hardened architecture.

## Secure by Default

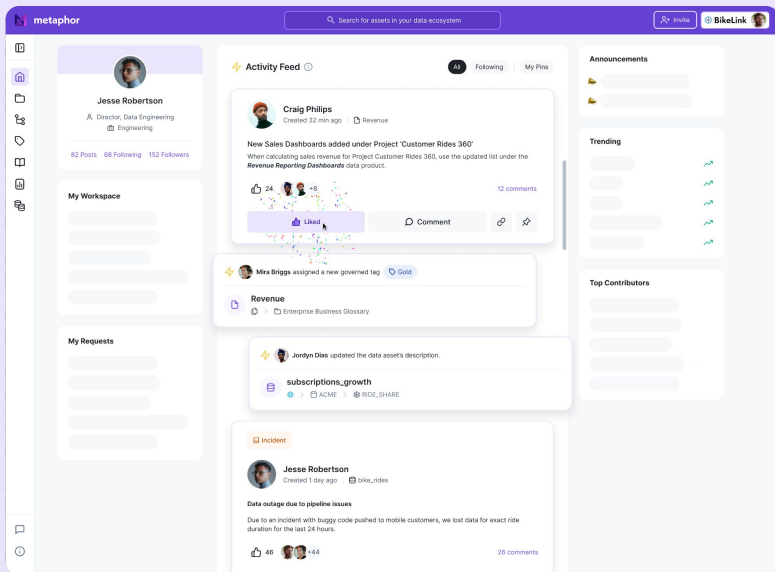
Metaphor has **no direct access** to your systems, & never touches your data. It's built to be a service that is SOC 2 compliant.

## 24/7 Support

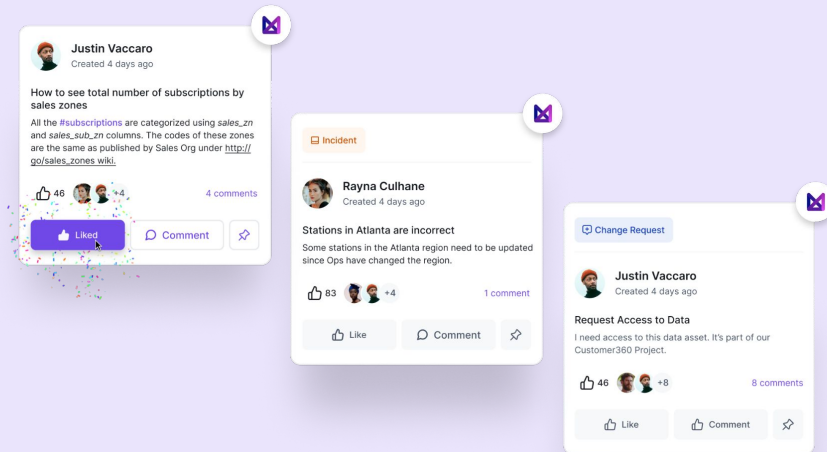
Our Support & Customer Success team is ready to help you whenever you need it through **Slack and Teams**.

# The Social Platform for Data

Stay up-to-date with your  
data ecosystem



Collaborate with your colleagues  
where data live



**Data Producers:** "Seems friendly enough: Guess I don't need to be scared of yet another tool these techie data folks have adopted."



**Data Consumers:** "I see my colleagues are talking about the data I use on a daily basis."

# Easily Capture & Access Knowledge

## In-Depth Slack & Teams Integration

### #data-support

**Sean Robbins** 10:43am  
Hi team 🙋 Does anyone know where I can find the dataset for the cleaned bike rides?

**Elle Briggs** 10:48am  
@SeanRobbins This is the dataset you're looking for:

Dataset  
acme\_rides\_share\_cleaned\_bike\_rides

Platform Snowflake Social Posts 36  
Usage Medium Rows 5.3K  
Columns 27

Every subscription is recorded per individual customer. Each row in this subscriptions\_growth table has cust\_id for each customer.

Tags  
#subscriptions #projectXYZ #sales

Lineage snapshot (10Kb)

Show more

[View in Metaphor](#) [Request Validation](#) [Copy Link](#)

### Notifications

**Metaphor Data** 10:43am

[Columns update] Columns: START\_STATION, END\_STATION were added to the schema of dataset CLEANED\_BIKE\_RIDES by @seanrobbins

ACME\_RIDE\_SHARE\_CLEANED\_BIKE\_RIDES (dataset)

[Go to Metaphor](#)

### #analytics-team

**Jessica Phils** 4:00 PM  
@Metaphor How do we calculate Customer Lifetime Value?

**Metaphor** 4:00 PM

Smart Summary

Customer Lifetime Value (CLV or LTV) is a prediction of all the value a business will derive from their entire future relationship with a customer. While there are several methods to calculate LTV, one of the simplest is the following:

$LTV = (\text{Average Purchase Value} \times \text{Purchase Frequency}) \times \text{Customer Lifespan}$

Metaphor found the following matches that might be helpful:

- Dashboard  
Weekly executive dashboard  
Show more
- Post  
Revenue numbers have been updated for this quarter  
Show more
- Document  
LTV (Customer Lifetime Value)  
Show more

**Metaphor Data** 4:00 PM

[Governed tags update] The Governed tags for dataset CLEANED\_BIKE\_RIDES were updated to @jessica and @diana

ACME\_RIDE\_SHARE\_CLEANED\_BIKE\_RIDES (dataset)

[Go to Metaphor](#)

**Metaphor Data** 4:00 PM

[Contacts update] The contacts for dataset CLEANED\_BIKE\_RIDES were updated to @jessica and @diana

ACME\_RIDE\_SHARE\_CLEANED\_BIKE\_RIDES (dataset)

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## Browser Extension

metaphor

Subscription Growth

DESCRIPTION  
Dashboard owned by the #Growth team, includes all the subscriptions growth for the three platforms iOS, Android and Web.

GVERNED TAGS  
Sales Region - West Subscriptions

CONTACTS  
FOLLOWERS +8

Submit a Request  
Need support with this dashboard? Select from the following requests to get help from a Contact.

Request access Ask a question

Posts & Notices  
Submit a Request Follow



**Data Producers:** "My customers live in the BI dashboard or on Slack/Teams, why should they have to learn about a catalog?"



**Data Consumers:** "I don't want to go looking all over the place, just tell me what I need to know wherever I'm working."



# AI-assisted Operational Platform with Metaphor AI

## Natural Language Search

The interface shows a search bar with 'Metaphor AI' selected. Below it, a text input field contains 'What is revenue?'. The results are displayed in a green box with a plus icon and a thumbs up/down icon. The text reads: 'Revenue is the total amount of money generated by the sale of goods or services related to the company's primary operations. It is also often referred to as sales or turnover. There are two main types of revenue: 1. **Operating Revenue:** This is the revenue earned from a company's main business activities. For instance, a car manufacturer's operating revenue would come from the sale of cars. 2. **Non-Operating Revenue:** This is the revenue earned from secondary, non-core business activities. These activities could include things like interest from investments, profits from the sale of assets, or rent from property.' Below the text are two buttons: 'How is revenue calculated?' and 'Show me all Power BI revenue dashboards.' At the bottom, there is a text input field with the prompt 'Ask about all Power BI Dashboards for 'average duration.' and a 'Show more' button.

## Auto-Doc for Tables, Columns & Glossary

The interface shows two sections. The top section is for a document titled 'Revenue (document)'. It displays a text editor with the content: 'Revenue is the total amount of money generated by the sale of goods or services related to the company's primary operations. It is also often referred to as sales or turnover. There are two main types of revenue: 1. **Operating Revenue:** This is the revenue earned from a company's main business activities. For instance, a car manufacturer's operating revenue would come from the sale of cars. 2. **Non-Operating Revenue:** This is the revenue earned from secondary, non-core business activities. These activities could include things like interest from investments, profits from the sale of assets, or rent from property.' Below the text are buttons for 'Cancel', 'Save as Draft', and 'Publish'. The bottom section is for a table titled 'Manufacturing\_Line\_Performance (table)'. It shows a table with columns 'Snowflake', 'Jessica Preston', and 'Jesse Robertson'. Below the table are buttons for 'Cancel', 'Save', and 'Regenerate'.

## Slack Thread Summarization

The interface shows a Slack thread titled '#data-support'. A modal window titled 'Create a Post/Notice' is open. It contains a text input field with the prompt 'Resolving an issue for field 'DATE''. Below the input field are buttons for 'Cancel' and 'Create'. The modal also displays a 'Smart Summary' section with the text: 'Robert and Luisa discussed how to fix an issue with the 'date\_growth' field that was introduced when the 'Smart Summary' was created from this Slack thread. See the Slack thread for more details: https://slack.com/archives/C8EUVE78H4...'. Below the summary are buttons for 'Cancel' and 'Create'.



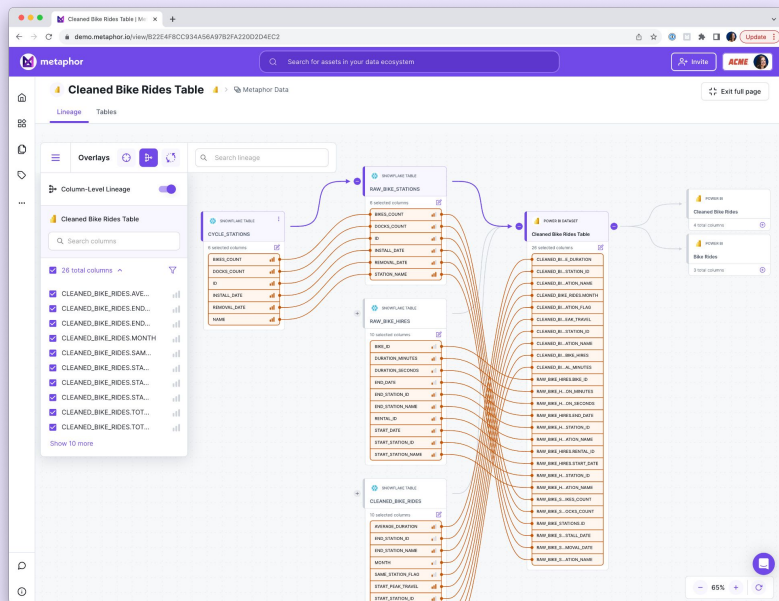
**Data Producers:** "We answer the same questions over and over again when trying to support our users."



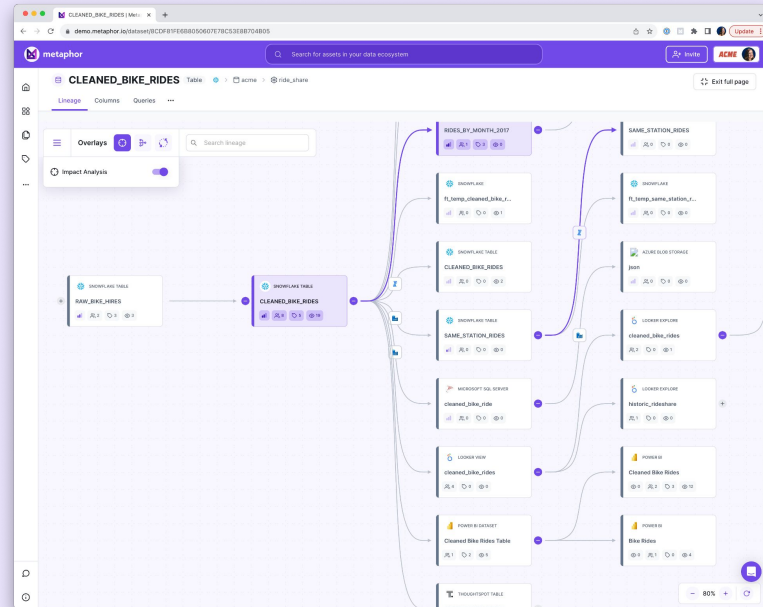
**Data Consumers:** "I don't want to learn about exact tables, columns etc - just give me an answer in plain language."

# Powertools for the Technical Team

## Data Lineage & Quality



## Consumer-Aware Impact Analysis



**Data Producers:** "I don't know who's day I'm about to ruin by making this data change."



**Data Consumers:** "I want to understand where this data is coming from."

# Ready to make your data actionable?

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[Visit our Website](#)