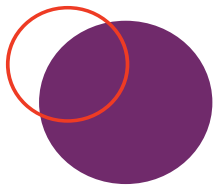


# METAKARTA

## Why Lineage Still Fails — and What Modern Metadata Platforms Must Do About It



**Christian Breneau**  
Founder & CEO, Meta  
Integration Technology



**Louis Hausle**  
Sales Director, Meta  
Integration Technology



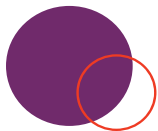
**John Wills**  
Founder Prentice  
Gate Advisors



# Agenda

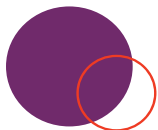
- Lineage Opportunities & Challenges
- Introduction to Meta Integration (MITI)
- MetaKarta Demo
- Q&A

# ‘Isn’t lineage just a feature?’



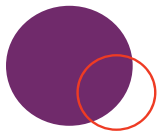
## Impact Analysis

Estimating work effort, planning ,  
controlled change



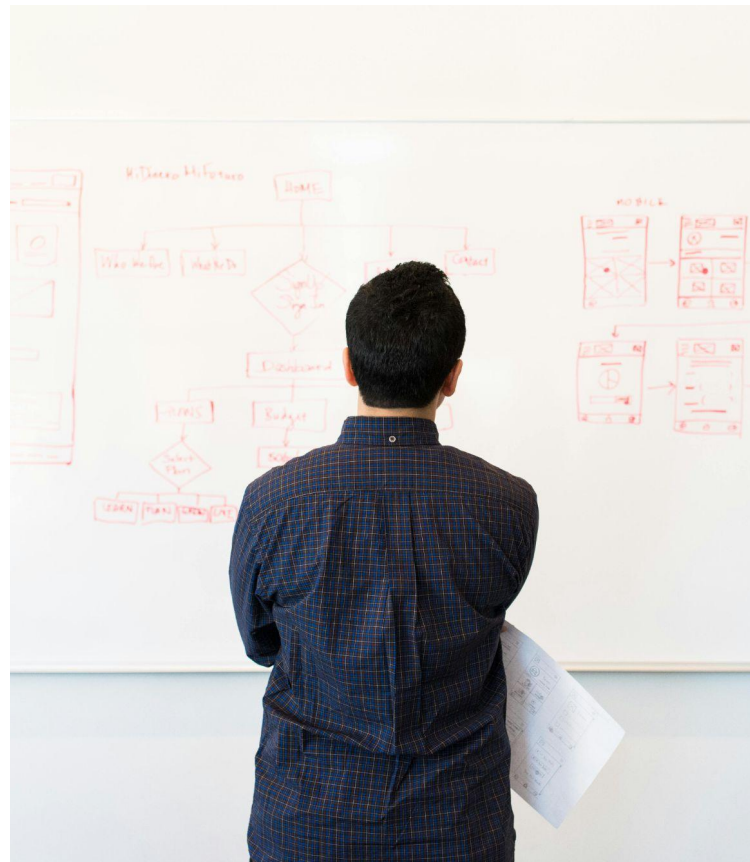
## Root Cause Identification

Tracing issues, understanding all  
dependencies, reducing time to issue  
resolution



## Audit Readiness

Comply with regulatory requirements,  
mechanism for reporting and tracing  
when required



# Forrest *instead* of the Trees



## **Lineage is a map of the Enterprise**

Business processes, roles, policies, data movement, usage, metrics, related via the data



## **AI Context**

AI requires enterprise specific knowledge and context

***This is the key reason that lineage is growing in strategic importance***

# Challenges



## **Lack of breadth and depth**

Partial coverage of metadata from enterprise standard tooling and platforms that are not cutting edge

## **Poor cross-system comprehension**

End-to-end lineage requires understanding how ETL and scripts manipulates overlapping data stored in numerous environments



# Challenges

## **No change management**

Lineage tools only present the as-is state and don't offer versioning and prior state comparisons



## **Vacuum of vendor-neutral solutions**

The leading independent lineage vendors were purchased by IBM and Cloudera leaving a poor set of choices for a vendor-neutral solution



# Introduction to Meta Integration Technology Inc.

Meta Integration Technology, Inc. (MITI) is a Silicon Valley-based software company founded in 1997. MITI is the leading OEM provider of metadata technology to major software providers and is known as the 'Switzerland of Metadata'.

MITI also provides its MetaKarta platform directly to customers for data professionals faced with the challenges of highly complex enterprise environments.

# Why MetaKarta?

---



## **Under-served Data Professionals**

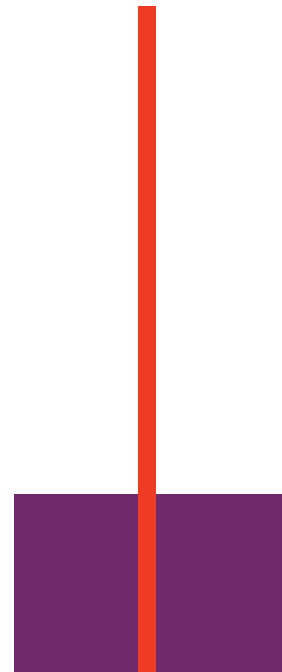
In the metadata market no one is working on directly empowering data professionals

## **Lack of Enterprise Capability**

Lineage is insufficient, modeling non-existent, and no ability to represent complex modern architectures.

## **High-Risk, Alternatives**

Vendor pricing is not not predictable at enterprise scale and open source is a non-starter for most





# How is MetaKarta Different

---



1

**More than a catalog, a full metadata management platform**

2

**Supports continuous change management, connecting business and IT**

3

**Not just a cloud catalog, deployment choices and predictable pricing**

# Essential Data Lineage Capabilities

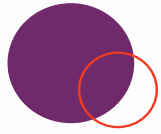
- 1. Broad and Deep Metadata Connectors
- 2. Incremental Metadata Updates
- 3. Code Parsing and Line-level Tracing
- 4. Cross-System Stitching
- 5. Scalable Visualization
- 6. Versioning
- 7. Lineage Comparison

# Demo

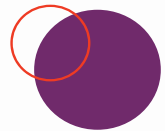
- Common Data Catalog Capabilities Demo

## **Data Lineage Deep Dive**

- Data Lineage Overview
- Control Flow Data Lineage
- Data Integration (ETL) Lineage
- Excel Lineage
- Databricks Pyspark Notebook Lineage



# Q&A Discussion



# How Can I Learn More?

Visit us online...

<https://www.metakarta.com/>

Download the lineage whitepaper

<https://www.metakarta.com/lineage>

A solid purple square is located in the top-left corner. A vertical orange line extends from the bottom edge of this square down to the bottom of the slide. A horizontal orange line extends from the right edge of the purple square across the top of the slide.

Thank you