



# Unlock Enterprise Value with Advanced Data Catalog Technology

The Data Catalog Platform

Dataversity Demo Days  
October 2024

Confidential

# Data teams struggle with managing metadata, finding the right data, and supporting self-service analytics

## Data engineers are inundated with issues

“We get a lot of issues around reporting - users aren’t sure of certain fields and what they mean. They also don’t know what data they can trust.”

## Business users can’t find the right data







“I haven’t looked in our data catalog to find assets because it’s very stale - I’ve spent too long trying to find what I needed, and I gave up.”

## Data governance leads are overwhelmed

“Trying to manage all of our metadata manually is becoming too big of a task. If we had more automation, we could focus on the most important 5% of our data estate.”

# The Data Catalog Platform

Adoption, trust, intelligence at scale

- Only platform built on a knowledge graph
-  Most used - over 2.5M users
-  AI-powered and powers AI
-  Catalog, governance, and data ops
-  Most flexible - collect everything, model anything
-  Enterprise grade and future proof
-  Best customer service in the industry

**Backed By**

Goldman Sachs

SHASTA

**Trusted By**

S&P Global

FACTSET

cross river

BIONTECH

WPP

indeed

**Our Partners**

snowflake

databricks

dbt

Fivetran

tableau

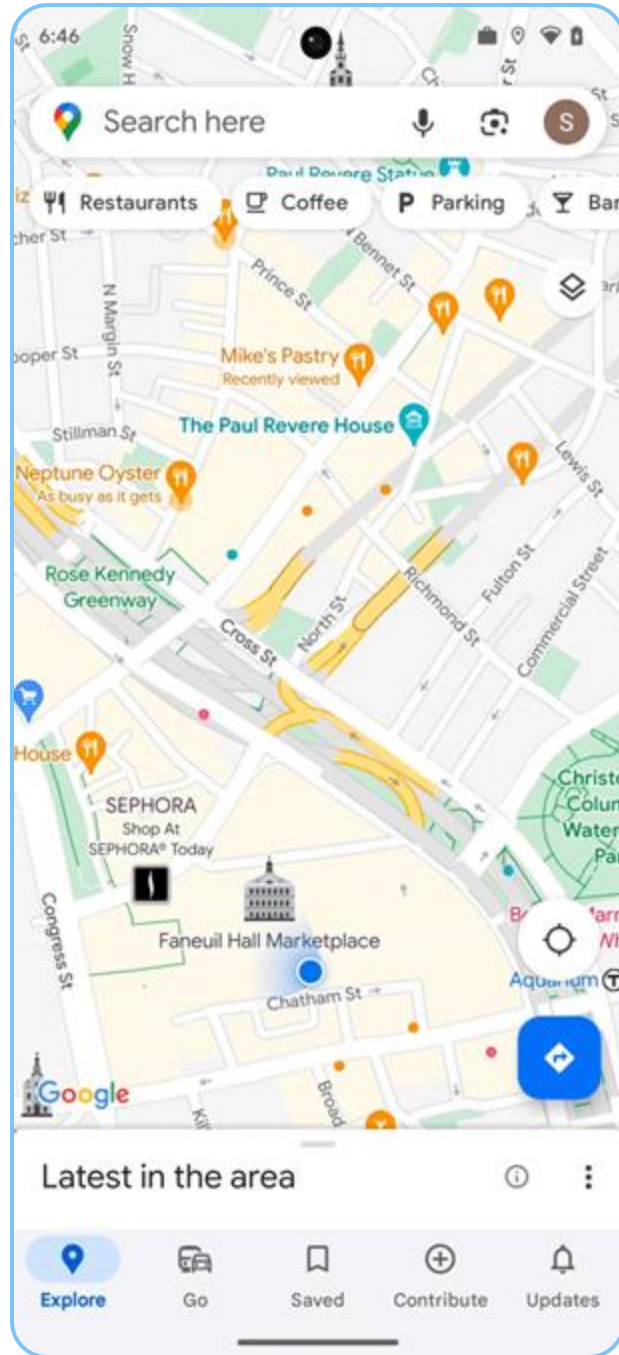
Power BI

pwc

Deloitte.

slalom

# What do people understand, trust and use all the time?



Generative AI is experimental. Learn more

Google's Knowledge Graph is a database of information that understand search queries. It provides answers to factual que "How tall is the Eiffel Tower?" or "Where were the 2016 Summer held?" .

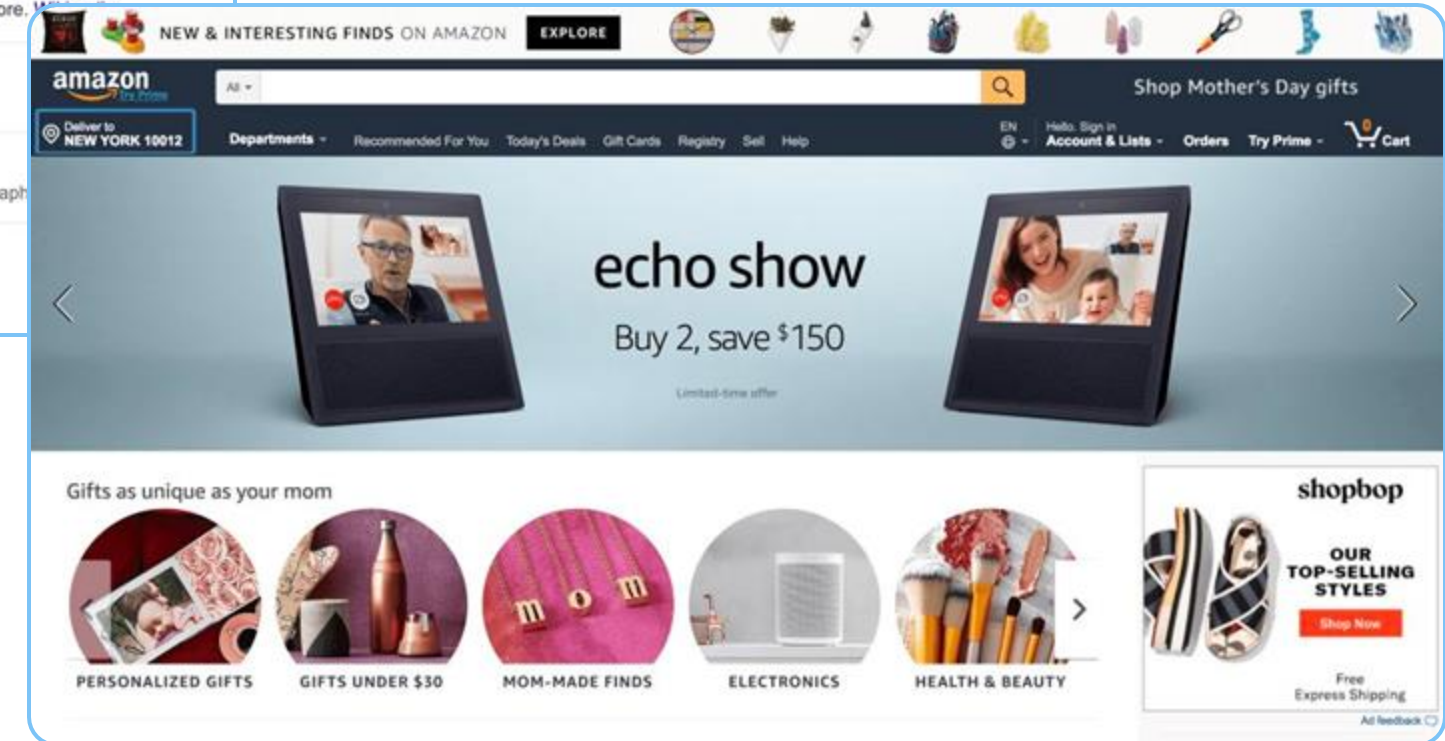
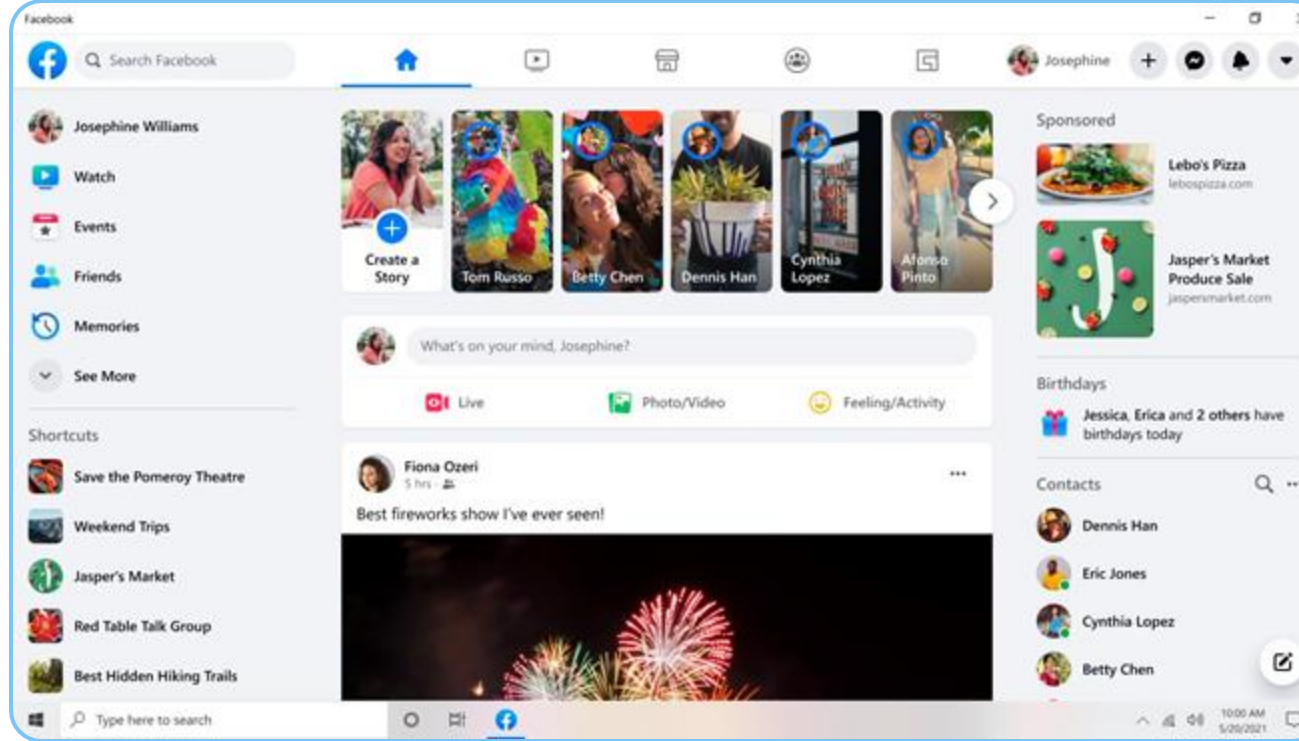
What Is the Google Knowledge Graph & How...  
Semrush

How Google's Knowledge Graph works - Knowledge...  
Google Help

Google Knowledge Graph :

The Google Knowledge Graph is a knowledge base from which Google serves relevant information in an infobox beside its search results. This allows the user to see the answer in a glance, as an instant answer. The data is generated automatically from a variety of sources, covering

Hello!



Consumer grade UX + connected, intelligent knowledge graph

# The Data Catalog Platform

- Databases**
  - ORACLE
  - PostgreSQL
  - Microsoft SQL Server
- Data Warehouses**
  - snowflake
  - databricks
  - Google Big Query
- ETL / ELT**
  - Fivetran
  - Informatica
  - dbt
- BI / Analytics**
  - tableau
  - Power BI
  - Looker
  - sigma
- Cloud Storage**
  - aws
  - Azure
  - Google Cloud
- SaaS, MDM, APIs**
  - salesforce
  - RELTIO
  - REST API

COLLECT EVERYTHING

MODEL ANYTHING

**Catalog**

- Discovery
- Semantics
- Collaboration
- Metadata Mgmt.

**Governance**

- Access Mgmt.
- Classification
- Usage Metrics
- Workflows

**DataOps**

- Lineage
- Automation
- Data Monitors
- Browser Extension



Analysts



Business Users



Gov Team



Stewards



Engineers



Data Scientists

**AI Context Engine™**

Map



Answer



Shop



Automate



Plug In



Knowledge Graph

# See proven adoption and outcomes across industries

## From data to decision in minutes

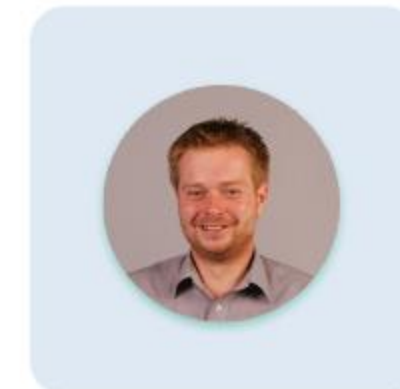
Knowledge search for a Google-like “brain” for the enterprise

- 4x increase in self-service adoption (Tableau, Power BI, Dataiku, Sigma)
- 5x faster new employee onboarding
- 25% company bonus of every employee in the company successfully achieved, based on data quality



“

**We rely on data.world to help our analysts and business leaders make data-driven decisions about real estate investments and global supply chain opportunities.**



**Luke Slotwinski**

VP, Data & Analytics,  
Prologis

# data.world Demonstration

## Agenda



- **Search**
  - *Search journey, Hoot extension*
- **Discovery & Metadata Management**
  - *Bulk tools, tagging, virtual query*
  - *AI augmentation*
- **Governance**
  - *Collections, Automations, audit*

# data.world Platform Demonstration





data.world <>  
*Data Catalog Demo*

How is data.world *different?*

- Focus on **adoption & scale**
- Simple and lightweight **integrations**
- **Business-friendly** user interface built for ease of use and adoption
- **AI-driven** features and governance **automations**
- **Flexible** modelling of your business and data assets



**data.world**

**Questions?**



**data.world**

# Thank You!



Scan the QR Code for more information or to schedule a demo with us.  
Or reach out to me: [don.likeum@data.world](mailto:don.likeum@data.world)

