

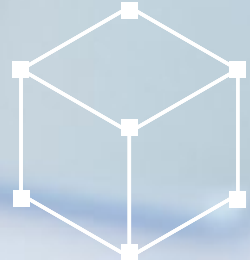
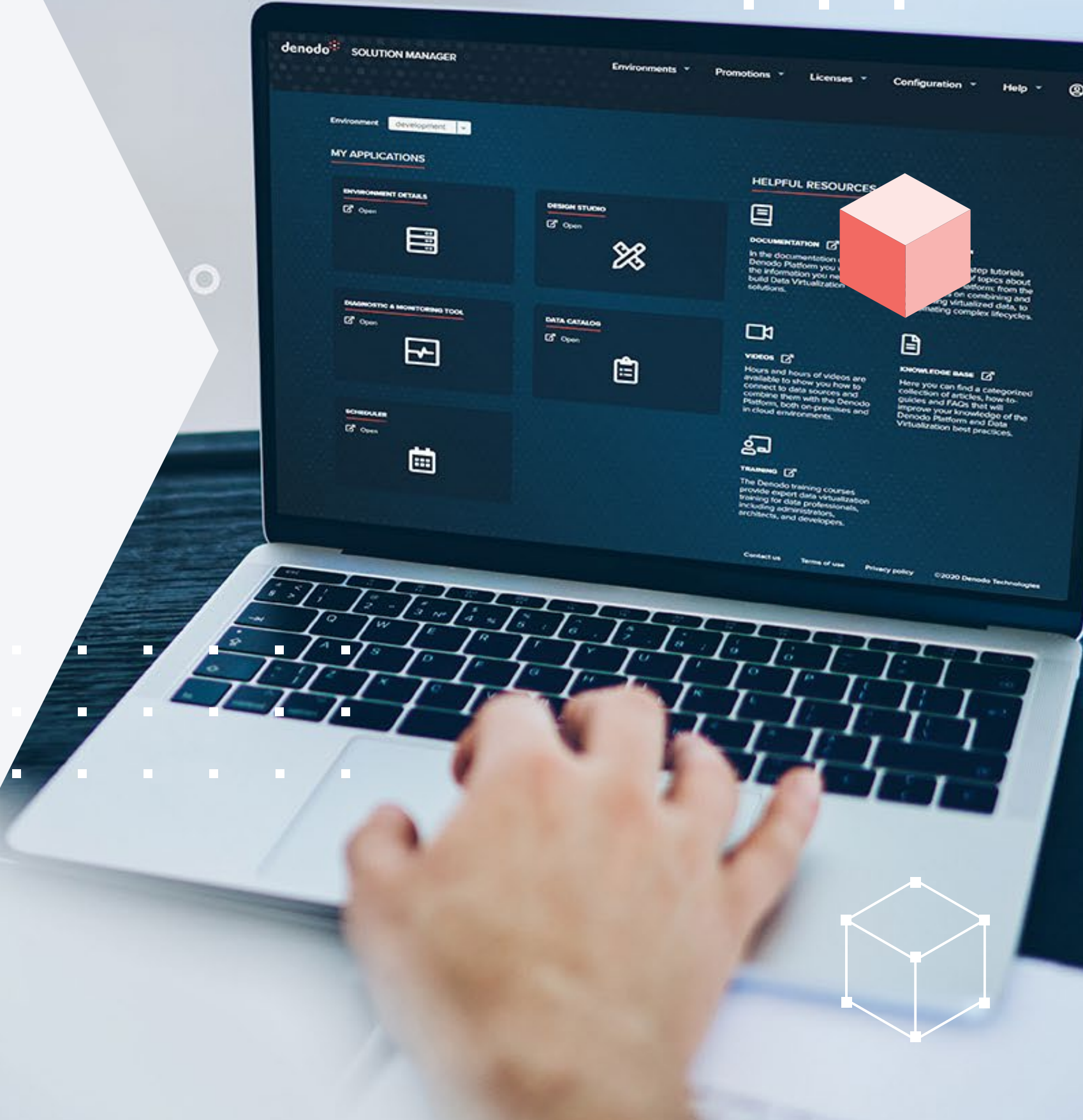


# Denodo Data Catalog

*Powered by Data Virtualization*



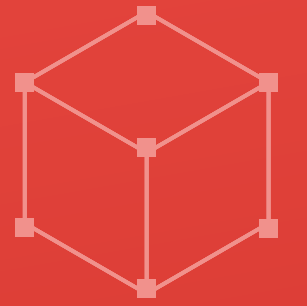
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Senior Sales Consultant  
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- Denodo Data Catalog Positioning
- Feature Overview
- Demo
- Q&A

# AGENDA

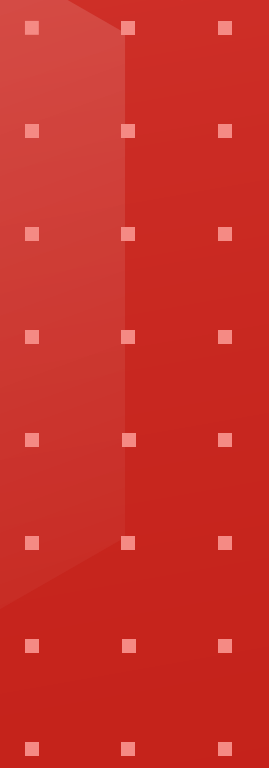
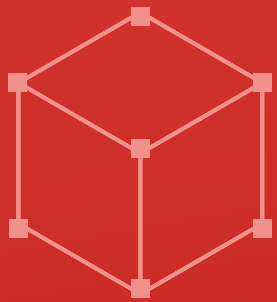




# Denodo Data Catalog



Positioning



# Data Catalogs

- Data Governance
- Data Quality
- Self Service / Data Marketplace
- Single Location (Enterprise metadata)
- AI & Machine Learning / Automation
- Data Catalogs uses / Roles
  - Governance / Inventory - IT Data Stewards and Data Governance teams
  - Consumption - Analysts and Business Users



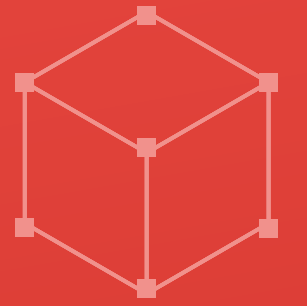


# Denodo Consumer Data Catalog

## Bridges the gap between IT and Business

- Directory of virtualized models available for consumption
- Discover datasets relevant for a particular need
  - Business metadata like descriptions, tags, custom properties, etc.
  - Collaboration features: endorsements, warnings, deprecation
  - Integrated usage statistics, data profiling, relationships graph
- Completely integrated with the delivery layer
  - Advanced search and query capabilities designed for end users
  - Integrated security
  - Doesn't get out of synch!
- Integrated with reporting tools
  - "Open with" and "Export to" options

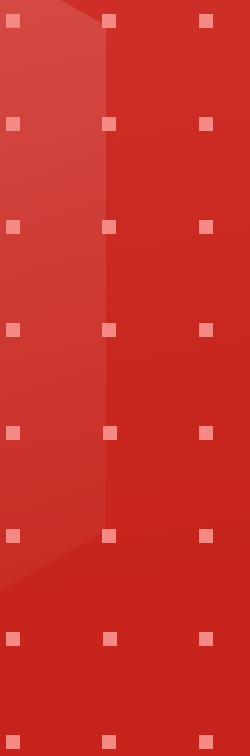
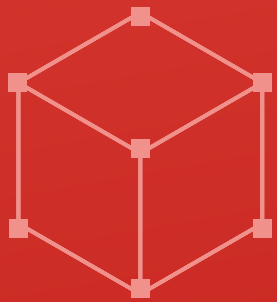




# Denodo Data Catalog

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## Feature Overview



# Data Catalog

## Search Results

Extended filtering options for easy navigation and search result isolation

The screenshot displays the Denodo Data Catalog search results page. The top navigation bar includes the Denodo logo, "DATA CATALOG", and menu items for "Browse", "My Queries", "Configuration", and "Help". A search bar at the top left contains the term "Catalog".

The main content area shows "25 Matches" for the search term "Catalog". The results are displayed in a list view, with columns for the item name, description, and tags. The first result is "product\_survey\_results\_catalog" with a description: "This catalog data represents the evolution of one of our marketing campaigns over the months of the year, broken down by country it". Other results include "microsoft\_power\_bi\_db2" and "campaign\_evolution\_catalog".

On the left side, there is a "Filter results" sidebar with a "Clear all" button. The sidebar is organized into sections: "ALL METADATA CONTENT", "Views (25)", "Web Services (5)", "Search Fields", "Databases (7)", "Tags (12)", "Categories (12)", "Descriptions (44)", "Properties (3)", and "Other (16)". The "Databases" section is expanded, showing a list of databases with checkboxes, including "All Databases", "Cognos\_test\_from\_database", "Cognos\_test\_gosales\_all\_cache...", "Cognos\_test\_gosales\_all process...", "Cognos\_test\_gosales\_from\_deno...", "Cognos\_test\_from\_cached", "microsoft\_power\_bi\_db2", and "mstr\_cer\_db".

# Data Catalog

## View Screen

**Collaboration** features:  
Endorsements, deprecation notices, warning messages, etc.

Contextualize datasets with descriptions, tags, categories, lineage and activity usage (who uses what, when and how)

The screenshot displays the Denodo Data Catalog interface. At the top, there is a navigation bar with the Denodo logo, 'DATA CATALOG', and menu items: 'Browse', 'My Queries', 'Administration', and 'Help'. A search bar is located below the navigation bar. The main content area shows a view titled 'product\_survey\_results\_catalog' with a 'View' icon. Below the title, there are tabs for 'Summary', 'Query', 'Relationships', 'Data lineage', and 'Usage'. A notification box on the right states: 'View set to be removed. Due to low usage this view is set to be removed in 10 days.' Below the notification, there are options for 'Share', 'Add Tag', 'Add Properties', 'Add Comment', and 'Endorse'. The view is associated with the database 'microsoft\_power\_bi\_db2' and the category 'Marketing'. It has tags 'catalog', 'product information', and 'marketing results'. The view is endorsed by 'Pablo Alvarez' and 'Carlos Santos'. A description states: 'This catalog data represents the evolution of one of our marketing campaigns over the months of the year, broken down by country. It helps visualize the impact of our marketing efforts in each country and relate to the different months and seasons.' Below the description, there is a 'Schema Results' table with columns for 'Field name', 'Type', and 'Field description'.

Field name	Type	Field description
branch_code	int	
address1	text	This represents the evolution of one of our marketing campaigns over the months of the year, broken down by address. It helps visualize the impact of our marketing efforts.
address1_mb	text	
address2	text	
address2_mb	text	
city	text	This represents the evolution of one of our marketing campaigns over by city.
city_mb	text	
prov_state	text	
sales_catalog	text	
city	text	
sales_target_catalog	text	
prov_state	text	
sales_catalog	text	
city	text	
sales_target_catalog	text	
prov_state	text	



# Data Catalog

## Data Lineage

Detailed and easy to read information on data lineage and associated operations



# Data Catalog

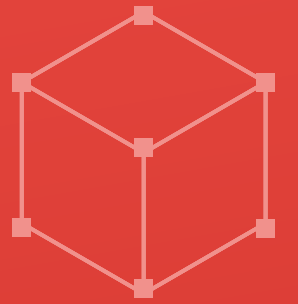
## Query

Drag & Drop customization of data queries based on user needs

Prepare and Query Data, or consume with your favorite tool

The screenshot displays the Denodo Data Catalog interface for a query named 'product\_survey\_results\_catalog'. The interface is divided into several sections:

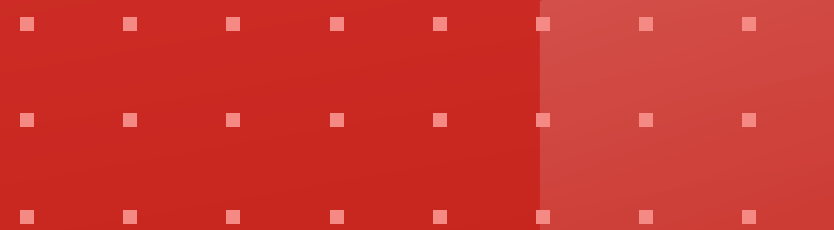
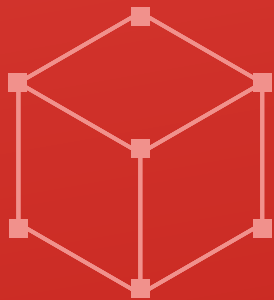
- Header:** Includes the Denodo logo, 'DATA CATALOG', and navigation links for 'Browse', 'My Queries', 'Administration', and 'Help'. A search bar is also present.
- View Options:** A 'View' button and a 'Back to My Queries' link.
- Navigation Tabs:** 'Summary', 'Query' (selected), 'Relationships', 'Data lineage', and 'Usage'.
- Query Builder:** A central area with tabs for 'DEFINITION' and 'RESULTS'. It contains four main panels:
  - lineitem fields:** A list of fields with checkboxes, including 'Select all', 'l\_partkey', 'l\_suppkey', 'l\_linenumber', 'l\_quantity', 'l\_extendedprice', 'l\_discount', 'l\_tax', 'l\_returnflag', 'l\_linestatus', 'l\_shipdate', and 'l\_commitdate'. A hand icon indicates a drag-and-drop action.
  - Output columns:** A list of columns with checkboxes, including 'Select all', 'l\_tax', 'l\_shipdate', and 'l\_loremipusum'. An 'Add' button is visible.
  - Filters:** A list of filters with checkboxes, including 'Select all' and 'nation/name = 'ARGENTINA''. An 'Add' button is visible.
  - Order by:** A list of order-by clauses with checkboxes, including 'Select all' and 'nation/n\_name'.
- Tools:** A row of icons for 'Edit', 'Remove', 'VQL', 'Run', 'Export', and 'Save'.



# Denodo Data Catalog



Demo



# Self Service Analytics

One Solution for Different Users

- Casual Users
  - Limited or no SQL Skills
  - Used to drag and drop reporting
  - Leverage the metadata search and preview capabilities
  - Data Catalog serves as a Data Marketplace
- Power Users
  - Comfortable writing their own SQL
  - Knows the data model well and how data relates
  - Wants to create new data sets or enhance existing ones





# Denodo: Leader in Data Management

Long focus in data integration, management, delivery – since 1999



## LEADERSHIP

**Leader:** Gartner Magic Quadrant for Data Integration Tools, 2022

**Leader:** Forrester 2022 Wave – Enterprise Data Fabric, Q2 2022

**Leader:** Forrester 2017 Wave – Data Virtualization, Q4 2017

**Customers' Choice:** 2022 Gartner Peer Insights for Data Integration Tools (2nd year in a row)

## DENODO OFFICES, EMPLOYEES

**Global presence** – 25 offices in 20 countries; 600+ employees.

**New offices** in 2021 – Netherlands, Belgium, Sweden, South Korea.

## CUSTOMERS and PARTNERS

**1000+** customers, including many F500 and G2000 companies across every major industry.  
**300+** active and engaged partners, worldwide.

## FINANCIALS

**~50%** annual growth  
**108%** Net Retention; **4%** Churn  
**\$0** debt; Profitable



# Resources

## Dataversity Demo Days

*Future-proof Data Management  
Through Logical Architectures: Data  
Fabric and Data Mesh*

March 23, 2023

*The Power of a Data Catalog that is  
Integrated with the Data Access Layer*

April 19, 2023

*Data Fabric*

September 20, 2023

### Contact:

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Senior Solutions Engineer

dchiou@denodo.com

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)