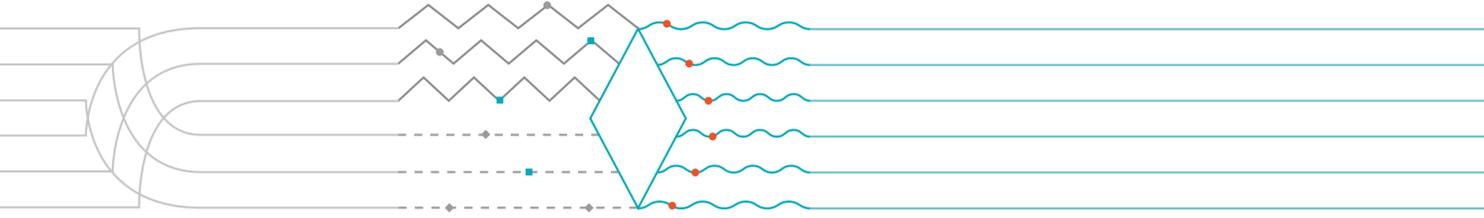


AI-Powered Data Lineage

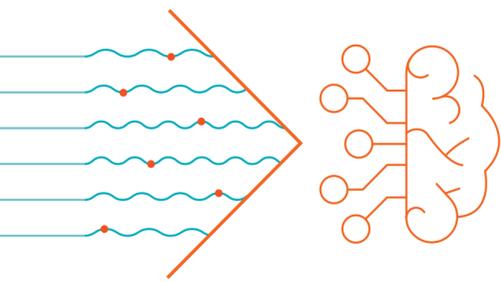
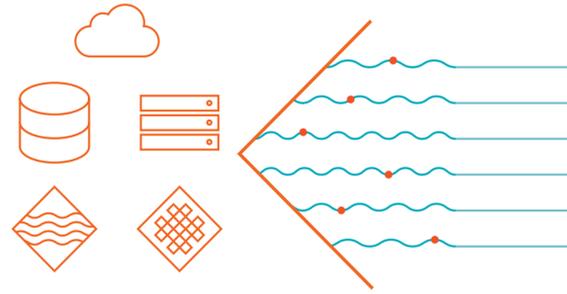
What it is and how it delivers
5 data-driven business benefits



Data lineage is key to building trust in data.

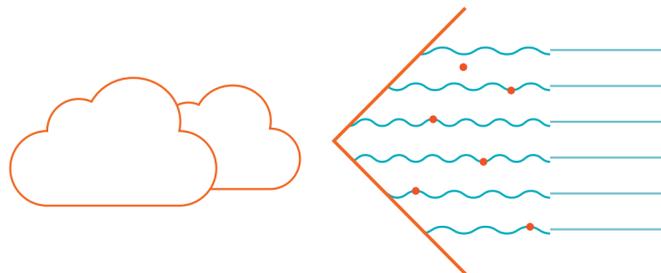


End-to-end data lineage allows you to easily visualize, trace, and understand the flow of data from source to destination. It enables true enterprise-wide visibility into your data regardless of where it resides.



AI-powered end-to-end data lineage uses advanced automation techniques to extract deep metadata (data about your data) that's buried in some of your most complex data sources. It automatically derives and infers lineage from the metadata. It scans and the underlying data relationships. It enables you to gain deep understanding of your data, such as all the transformations your data may have undergone throughout its life cycle.

According to IDC, 93% of enterprises are moving to a multi-cloud strategy, which will make AI-powered end-to-end data lineage at scale a necessity.¹



5 business benefits of AI-powered data lineage

1

Gain End-to-End Visibility and Insights

A leading healthcare provider used AI-powered data catalog and end-to-end data lineage and impact analysis capabilities to better understand data dependencies across data sources with in-depth data transformation details to facilitate migration to Snowflake on AWS in record time.



2

Manage Regulatory Compliance and Mitigate Risks

A major financial institution leveraged advanced metadata extraction capabilities coupled with AI-powered end-to-end data lineage to support regulations such as BCBS 239. They were able to extract deep metadata from complex enterprise systems and parse code in database stored procedures to create comprehensive audit trails for reporting purposes while reducing impact analysis time from several weeks to minutes.



3

Increase Productivity Gains

A Global 500 automaker wanted to democratize the use of data throughout the enterprise to support self-service analytics initiatives. End-to-end data lineage coupled with rapid data discovery, detailed information on the quality of the data, and data collaboration capabilities enabled them to empower data consumers, data stewards, and IT users. The process of finding, understanding, and trusting data went from weeks to minutes, saving users up to 70 percent of their research time.



4

Reduce Costs

A leading healthcare insurance provider was able to achieve \$10 million USD in savings annually by leveraging end-to-end data lineage to understand the flow of data throughout the enterprise. They had in-depth understanding of whether the data was certified for use to better support enterprise-wide data governance and regulatory compliance initiatives. With end-to-end data lineage, businesses can understand where sensitive data—such as personal identifiable information (PII)—resides, thereby avoiding potential fines and mitigating risk.



5

Improve Operational Efficiency and Time to Value

A multi-national conglomerate with several lines of businesses used an AI-powered enterprise data catalog to reduce data discovery time from weeks to minutes. With deep metadata extraction capabilities for complex systems such as SAP HANA, SAP BW, SAP BW/4 HANA, they were able to trace even the most complex data lineage end-to-end across SAP and non-SAP systems, applications, and BI reports as well as linked technologies within weeks.



Learn how you can accelerate your digital transformation initiatives with AI-powered end-to-end data lineage:

- eBook: [AI-Powered Data Lineage, The New Business Imperative](#)
- Webinar: [Take Data Lineage to the Next Level](#)

¹ Data Center Frontier: IDC Sees Enterprise Cloud Shift Accelerating in 2021