Key to success for your digital journey: understanding enterprise-wide data by discovering its origin (provenance) and determining how it’s relevant to your business.

Automated, AI-powered scanning of data movement and sharing helps to extract metadata and allows you to better understand underlying relationships (such as transformations).

Data lineage helps you visualize the end-to-end path your data takes from its origin and evaluate data accuracy and quality — leading to data intelligence with new insights.

Data lineage helps deliver trusted outcomes with visibility into data movement, use, and transformation.

Understanding data lineage drives success in today’s leading organizations.

Data lineage is key for greater data intelligence and trust

Data Lineage helps deliver trusted outcomes with visibility into data movement, use, and transformation

Can you share your business-critical data with trust, both on premises and in the cloud?

• Is data use understood and aligned to policies?
• How is data moved off premises or to the cloud?
• What impact is there during data transformation?
• Is sensitive data movement tracked to ensure security?
• Do data-related regulatory compliance issues exist?
• Is data flow transparent for reliable decision making?
• Are data sources reliable for analytics programs & AI?

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.

Understanding data lineage drives success in today’s leading organizations:

AIA Singapore tackles data governance with the tools to win more business and retain customers

Intermountain enables data insights to drive cloud migration and analytics with trust and privacy

Rabobank improves confidence in compliance, improves availability & quality of data, and mitigates operational risk

L.A. Care Health Plan drives automated transparency with visualizations that accelerate new insights

For the application development teams, displaying the lineages in a portal is an important step to allow us to see how data flows among different systems and manage them better. How to transform it is a challenge.

Users can easily find the data they need and collaborate across teams. Data owners can validate the end-to-end data lineage capabilities in EDC to support data governance and regulatory compliance, while also improving user adoption and community buy-in by making the data visibility further and enhancing the power of EDC.

Soon, business users can see how data comes in, how it gets transformed and where it goes to. Having an automated, integrated solution from Informatica has made a big difference in our effort to visualize the current ecosystem. Because trying to trace data lineage manually was incredibly time consuming and error prone, making the entire manual effort untenable. Again, you cannot manage what you cannot see.

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