

# Why an Intelligent Enterprise-Class Catalog of Catalogs Is Essential to Data Management

## It's Harder Than Ever to Manage Data Today



**20.6**  
zettabytes per year  
in global  
data center traffic<sup>1</sup>



**500**  
million  
business data  
users



**28.5**  
billion  
connected  
devices<sup>2</sup>



**95%**  
data center traffic  
from cloud<sup>1</sup>



**1**  
billion  
workers assisted  
by AI/ML

## How Can You Discover and Understand All This Data?

An intelligent, enterprise-class catalog of catalogs helps you:

Catalog all  
your data

Understand & trust  
your data

Share your data  
knowledge

## But There's a Difference Between a Basic Data Catalog and a True Catalog of Catalogs

A catalog of catalogs allows you to discover and understand data across:

Clouds and  
on-premises

All data  
ecosystems

All business  
use cases

## 6 Questions to Ask About Your Data Catalog



1. Can you catalog **all** of your data across cloud, on-premises, ETL, BI tools, and applications?



2. What if you could automate discovery and understanding of your data with **AI/ML**?



3. Do you know the **lineage** of your data, and the impact of any change?



4. What if you could **collaborate** and tap into shared data knowledge across the enterprise?



5. Can your data catalog support all business **use cases** with integrated solutions?



6. Can your data catalog **scale** to support tens of millions of data objects?

## Benefits of a Catalog of Catalogs

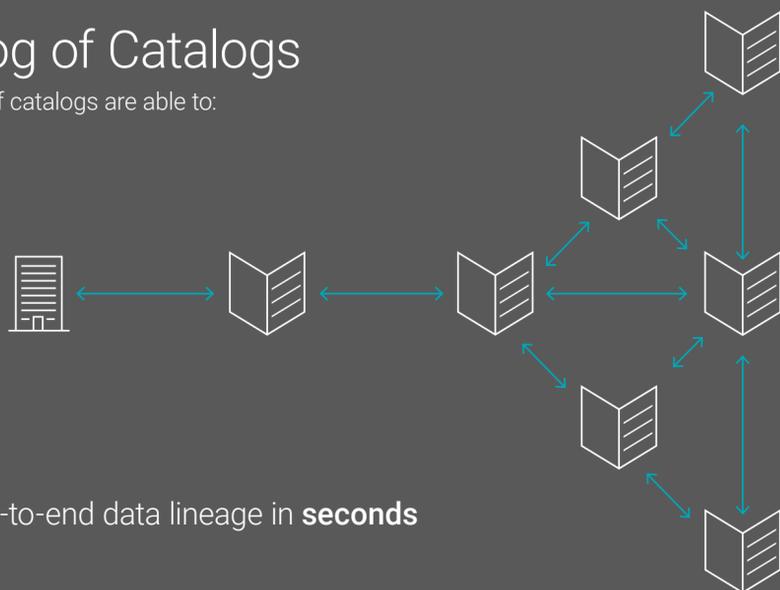
Companies using an intelligent catalog of catalogs are able to:

Scan **10s** of millions of records

Catalog **100s** of data sources

Correlate **1000s** of business  
terms in minutes  
(versus days or weeks)

And they're able to discover end-to-end data lineage in **seconds**  
(versus days, weeks or even months)



## A Catalog of Catalogs Is the First Step for All Your Data-Driven Business Transformation Objectives



Cloud Data Warehouses  
& Data Lakes



Data Governance  
& Privacy



Customer 360

## Learn More

Learn more about the industry's first AI-powered catalog of catalogs.

[READ THE EBOOK](#)