Maximize the Value of Your Data With Data Asset Analytics

Proactively Manage and Optimize the Value of Your Data Assets With the Industry’s First Automated Data Asset Analytics Solution

Today, data is often described as the foundation of digital transformation or the new currency. Data’s value to the enterprise is widely accepted. Yet that value is rarely measured or quantified. This oversight is beginning to change.

According to Gartner,¹ “Data and analytics leaders, including chief data officers (CDOs), struggle to demonstrate the economic benefits of key information-management-related initiatives, such as master/metadata, data quality/governance, information architecture, information infrastructure upgrades and even analytics.” The difficulty of senior leadership in quantifying data value has significant implications for investment in and adoption of the technologies and solutions that drive innovation, competitive advantage, and business value.

What’s needed is an intelligent, automated way to measure and manage the value of enterprise data assets. Data and analytics leaders must consider data value as part of an overall enterprise data management strategy to maximize business benefits.

Discover and Understand Enterprise Data—And Its Value

The first step to demonstrating data value starts with discovering and understanding your data. The Informatica® Enterprise Data Catalog provides intelligent, automated data discovery, curation, collaboration, and end-to-end data lineage capabilities. Using metadata-driven artificial intelligence, Enterprise Data Catalog delivers comprehensive visibility into all your enterprise data assets.

Enterprise Data Catalog Data with Data Asset Analytics enables you to view, measure, analyze, and optimize the real value of your data. Data Asset Analytics, featuring multiple dashboards and report types, helps data leaders understand the extent of asset usage, enrichment, and collaboration. This enables you to understand the key factors that impact data value, such as usage, inventory, and level of collaboration. It does this by capturing and organizing event and audit history information as metadata is ingested, enriched, and accessed by users in Enterprise Data Catalog. In addition, Data Asset Analytics helps data catalog adoption and roll-out.

¹ Gartner, “Applied Infonomics: How to Measure the Net Value of Your Information Assets,” by Alan D. Duncan and Lydia Clougherty Jones, 5 March 2020
Key Features

Prepackaged and Extensible Reports for a Wide Range of Use Cases

Analyze metadata and asset usage without programming. Data Asset Analytics provides prepackaged report types that are predefined by event and audit data sets. Select the desired report type and filters. Reports are extensible and can be exported, enabling you to share business adoption and value metrics with stakeholders. Users can leverage any BI tool to further analyze and visualize any Data Asset Analytics report.

Data Asset Analytics provides the following report types to address common enterprise use cases.

<table>
<thead>
<tr>
<th>Report</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset Count</td>
<td>Data asset count by asset types of resources in the catalog</td>
</tr>
<tr>
<td>Asset Lineage Links</td>
<td>Data asset lineage and/or impact links to other data assets</td>
</tr>
<tr>
<td>Asset Usage (available in v. 10.5)</td>
<td>Data asset and catalog feature usage details</td>
</tr>
<tr>
<td>Asset with Enrichment</td>
<td>Data assets and associated enrichments types, such as description and business</td>
</tr>
<tr>
<td>Asset with Lineage and Impact</td>
<td>Data assets and indication of whether lineage and/or impact exists</td>
</tr>
</tbody>
</table>

Figure 1: Multiple report types are available in Data Asset Analytics.
### Report Description

<table>
<thead>
<tr>
<th>Report</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Term Association</td>
<td>Business terms and data asset association details</td>
</tr>
<tr>
<td>Data Domain Association</td>
<td>Data domains and data asset association details</td>
</tr>
<tr>
<td>Resource Scan History</td>
<td>History of resource scans and scan settings</td>
</tr>
<tr>
<td>User and User Groups</td>
<td>Users who have access to the catalog and user group association details</td>
</tr>
<tr>
<td>User Collaboration</td>
<td>User collaboration activities on data assets</td>
</tr>
<tr>
<td>User Logins</td>
<td>User login timestamps</td>
</tr>
<tr>
<td>User Searches</td>
<td>Search strings entered by users</td>
</tr>
</tbody>
</table>

### Out-of-the-Box Dashboards for Data Asset Visualization and Storytelling

Data Asset Analytics also offers out-of-the-box dashboards that provide instant visibility on how enterprise data assets are performing across five key areas: user adoption, data asset inventory, data asset enrichment, collaboration, and data value realization. Information on data assets can be visualized using built-in filters for quick and easy analysis.

These five dashboards are designed to help in the visual storytelling of a particular data asset, showing key metrics and charts within a date range.

![Figure 2: The user adoption dashboard shows all user information details including insights into top viewed assets.](image-url)
The user adoption dashboard shows key metrics for: users provisioned, active users, adoption rate, searches, and average searches. Charts include: user logins, active user growth, user searches, and top assets viewed. The dashboard enables you to filter for user group (to monitor active user growth and user searches) and asset types among the top assets viewed.

Figure 3: The data asset inventory dashboard shows information across all types of resources with ability to view asset growth and asset changes.

The data asset inventory dashboard shows key metrics for: resources ingested, resource types, assets, and asset types. Charts include: top 15 resource types, resource growth, asset growth, and asset changes. The dashboard enables you to filter for asset growth and asset changes across resource types.

Figure 4: The data asset enrichment dashboard shows enrichment details across business terms, data domains, etc. with lineage impact.
The data asset enrichment dashboard shows key metrics for: business terms, data assets with business terms, data domains, data assets with data domains, and data assets with lineage impact. The dashboard enables you to filter for data assets, business terms for assets with enrichment, and data assets for assets with lineage.

Figure 5: The collaboration dashboard shows user collaboration information on all assets showing key contributors.

The collaboration dashboard shows key metrics for: assets with collaboration, users collaborating, and number of questions. Charts include: collaboration activity, degree of collaboration across resources, top contributors, and assets with most contributors.

Figure 6: The data value dashboard provides an estimate of the relative value of an enterprise’s resource types.
Value is calculated by taking the sum total of resource value, enrichment value, collaboration value and feature usage value. Each chart comes with a value estimator that allows you to estimate the value of various parameters across the four charts that are then aggregated to the key metric.

**Automated Data Value Calculator**

This first-of-its-kind capability allows an enterprise to estimate the value of an asset. The calculator computes value by taking into account four key metrics: resource value, asset enrichment value, collaboration value, and feature usage value. Furthermore, you are able to set the parameters on these metrics by assigning relative value, so the resulting calculation reflects data value within your overall business context. For instance, a customer may assign higher value to an enterprise data warehouse resource relative to a staging data lake.

![Figure 7: Assigning a value to resources in the data value calculator.](image)

**Key Benefits**

**Gain Insight Into Data Usage and Users**

Data Asset Analytics provides insight into data usage and adoption. It helps you understand what data asset is in demand, what roles demand more of an asset type, what is the average search of an asset per user, and more. Using this information, fact-based estimation can be done on the most valuable assets within the organization. Data Asset Analytics also provides visibility into who the top contributors are, their motivations, and their level of collaboration on a particular asset. This enhanced understanding of the user can ensure relevant data assets are made available to them. This also allows you to spot trends and uncover usage patterns.
Identify and Share Best Practices to Empower Data-Driven Decision Making

Data Asset Analytics can become the catalyst to empower data-driven decision making in an organization. With its potential to uncover insights into all aspects of enterprise data—such as usage, adoption, collaboration, most wanted assets, level of enrichment, and more—it can help data leaders identify data usage best practices and socialize them across functions. Best practices may emerge from cross-functional catalog user collaborations in identifying the most relevant datasets from online and in-store customer information to create value-added customer offerings. It can also provide diagnostics so leaders can understand instances of low data usage and adoption and take remedial measures.

Understand and Maximize Data Asset Value

Data Asset Analytics empowers the business to understand the intrinsic value of any data asset within the catalog. This helps organizations to focus on their most valued assets and ensure greater focus and collaboration to enhance and realize data value.

The tool automatically tracks metrics and computes data asset value, which grows over time as more data assets get ingested, enriched, used, and socialized with comments, ratings, questions, and answers.

The industry-first Data Asset Analytics with Informatica Enterprise Data Catalog delivers insights on the usage of your data within the enterprise helping you to drive increased and wider adoption of data by businesses. It empowers a business to focus and prioritize its most valuable asset—data assets.

Next Steps

To learn more about Informatica Enterprise Data Catalog and data asset value, please visit the Enterprise Data Catalog website.