Informatica Enterprise Data Catalog for Tableau

Enabling Governance and Trust for Self-Service Analytics

Data is the trusted currency of your analytics initiatives. Yet 49% of CEOs are "concerned about the integrity of data driving their decisions."* With Informatica Enterprise Data Catalog for Tableau, business analysts can discover trusted, timely, and relevant data to fuel their data visualizations. This enables them to deliver insights that their management can trust.

Data governance and trustworthiness are mandates for enterprise analytical applications. Informatica Enterprise Data Catalog for Tableau delivers agile self-service analytics on IT governed data. It provides trusted insights based on certified data assets and further enhances the collaboration between lines of business and the IT department.

Informatica Enterprise Data Catalog is an artificial intelligence (AI)-powered data catalog that provides a machine-learning-based discovery engine to intelligently scan and catalog data assets across the enterprise—in the cloud, on-premises, and in big data platforms anywhere. The intelligence in Enterprise Data Catalog is provided by the CLAIRE™ engine that leverages enterprise-wide metadata to deliver recommendations, suggestions, and automation of data management tasks. This enables IT users to be more productive and business users to be full partners in the management and use of data.
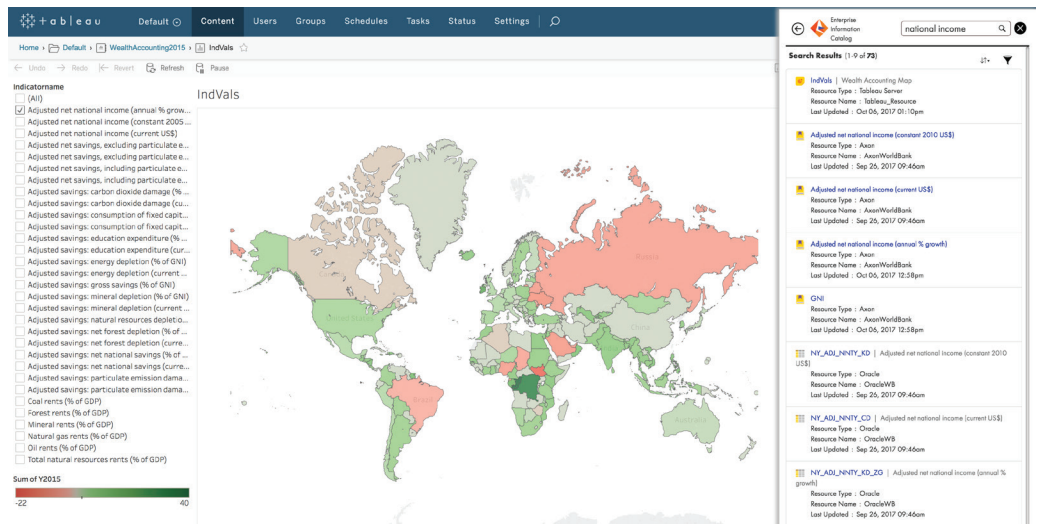
Visibility into Data

Enterprise Data Catalog for Tableau provides visibility into certified data assets across the organization and brings all governance, business classifications, and AI-powered recommendations for self-service business users within the context of the Tableau application. It automatically detects the active Tableau report or dashboard and provides rich contextual information on data asset certification, data quality, data lineage, business definitions, and community-based feedback.

* "U.S. CEO Outlook 2017: Disrupt and Grow," KPMG, June 13, 2017.

Intelligent Search

Search has become the ubiquitous way to discover data today. Business users can find the most relevant data sets for their analysis using a simple and powerful textual search bar within the context of their Tableau application. The intelligent search goes across all certified data assets including tables, documents, reports, and dashboards in cloud, on-premises, and in big data environments to deliver the most relevant and trusted data sources. It leverages the AI-powered engine to recommend related and alternate data assets that are not usually available in a typical data asset discovery process.

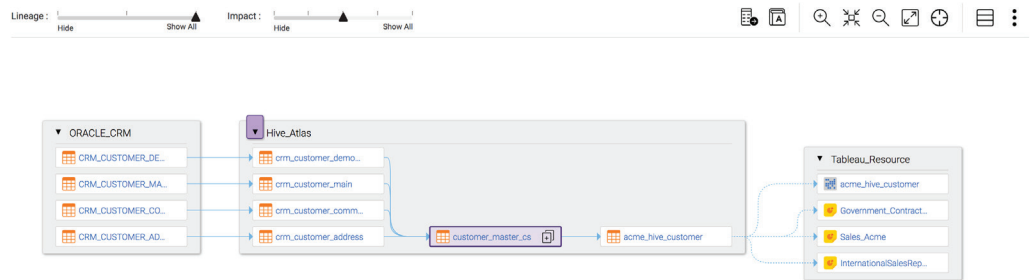**Business Glossary and Definitions Within Your Reporting Context**

Business users who are consumers of Tableau reports get a complete side-by-side view of the business and technical context of the worksheet, dashboard, or data source within Tableau. This includes information such as the data owner, description of the data report, business terms as defined by data owners and data stewards, and social indicators such as user endorsements and user commentary. Additionally, you also have the ability to comment, flag, or endorse a report.

Complete View of Certified Data Assets

The holistic view of data in a knowledge graph enables users to understand enterprise data assets, get meaningful data relationships along with business and technical definitions, and automatically discover related data sets. Data-profiling statistics such as value distributions and data patterns are made available alongside technical metadata so you can understand the quality of the data before using it for analysis.

End-to-end Data Lineage to Understand Data Flows

Get transparency into data lineage and understand where the data is coming from, how it flows, how it was changed or modified, and what is the final destination. Interactively trace the origin of data from start to end, through business-friendly, summarized lineage views that highlight the endpoints. Easily drill down and expand data lineage to see more details.

Export of Data Directly into Your Report

Enterprise Data Catalog for Tableau enables business users to quickly connect to data sources, such as Oracle, Teradata, and Hive, in the cloud or on-premises. You can then export the data as TDE files into your Tableau application.

Summary

Tableau empowers business users to get answers to their questions and quickly discover insights with an easy, powerful visualization of their data. Informatica's AI-powered data catalog ensures users quickly find and access data to deliver trusted insights. The integration between the two best-in-class solutions—Tableau self-service analytics and Informatica's data catalog—enables democratizing data across the enterprise.

Additional Resources
• Informatica Enterprise Data Catalog data sheet
• Enterprise Data Catalog Plug-in for Chrome

Informatica