

# COLLIBRA CATALOG

Make your data visible, usable, and trustworthy

Data can change how you do business. But for many enterprises today, finding that data, understanding what it means, and using it to drive new insights remains elusive. The promise of self-service analytics – where everyone who needs information has information – is a far cry from today's reality. In fact, studies show that even the data professionals spend as much as 70% of their time simply searching for the right data. That's frustrating for them and expensive for your organization.

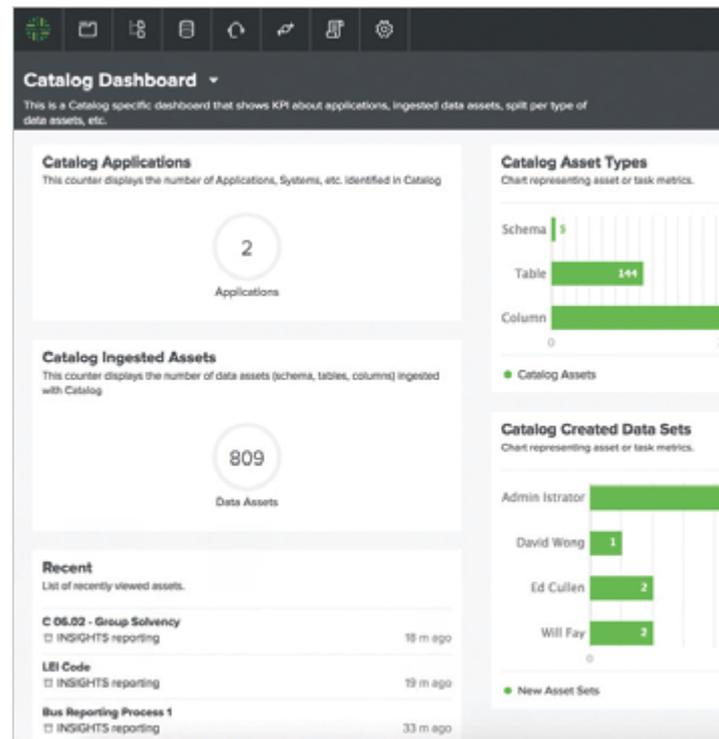
## Democratize Your Data with Collibra Catalog

To spark new insights, drive real innovation, and make bold and informed decisions about the future, every data user in your organization needs a better way to discover, understand, share, and improve your data assets.

Collibra Catalog is a trusted, single source of intelligence for data experts and other data citizens who need quick access to enterprise data. By cataloging approved and trusted datasets and making them easily discoverable through semantic search, Collibra Catalog provides a new way for data users to find, understand, trust, and access the data they need, evaluate its lineage, and even enrich its value.

### A single source of intelligence

Collibra Catalog provides a single source for data users to find, access, and share data. Automated data discovery tools make data visible to every data user who needs, uncovering “dark data” – those bits of intelligence that otherwise remain siloed – to deliver the right data to users faster. Data can be “crowdsourced” in the best sense of the word – data users can tag, document, or annotate data sets to help other data users across the organization understand how it's being used and how helpful it's been. As data volume grows, machine learning will help drive discovery – improving the ability of data users to find value in even the most massive data sets. And through data profiling, Collibra Catalog creates additional metadata by reading the data itself. This newly-created metadata provides additional intelligence to help data users identify if a data set has many empty fields or what the data distribution for a certain column looks like.



## Trust certified data

Collibra Catalog allows stakeholders to certify data sets for enterprise usage by identifying the authoritative source, data owner, relevant critical data elements, security classification, data quality SLA and business rules. These capabilities enable data consumers to distinguish trusted data sets from raw or uncertified data sets more appropriate for a sandbox environment.

## Liberate the data experts

Data experts want to look at data in new ways to drive new insights. To do that, they need to combine data across datasets and personalize different views of information, which is too often a difficult and time-consuming task. Collibra Catalog allows intensive data users to understand data at a glance – its certification level, quality, ownership, stewardship, content, and more. With a clear understanding of the data's lineage and profile, data users have the confidence they need to combine data in new ways and share it with other users across the organization.

## From self-service to Amazonification

Collibra Catalog employs a consumer approach to data discovery, helping data users easily “shop” for information from one central location without having to overcome technical barriers. Automated access approvals make getting information faster. And, in time, machine learning will allow Collibra Catalog to make specific recommendations to users, further speeding the data search process.

## Easily onboard new data

Collibra Catalog allows data users to easily onboard new data with structured workflows and role-based approvals. Templated governance models and automated metadata harvesting help assure that new data is accurately cataloged and easy to build on.

## Built in, not bolt on data governance

Collibra Catalog is an application built on the Collibra data governance platform, which allows it to take advantage of key governance functions including configurable workflows, roles, responsibilities, and ownership. Additionally, any governance content is readily accessible as additional business context for the data: search via business terms, link business rules and policies, and more.

Collibra Catalog is the enterprise solution that helps data scientists and other information professionals find, understand, trust, and use data.

## Collibra Catalog Empowers Data Citizens to:

- Find, use, and enrich data assets, for a more immediate business impact
- Eliminate wasteful data wrangling and solve real business problems instead
- Create real “self-service” by letting data users easily “shop” for trustworthy data
- Drive more value from your data by enabling collaboration and crowdsourcing across data siloes



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