

The Alation Data Catalog

Boost analyst productivity with the world's first collaborative enterprise data catalog

The Problem Alation is Solving

Organizations are struggling to keep up with an increasingly fragmented data environment. Data is siloed across many different places, making it difficult to find relevant data quickly. Even when it is discovered, it is likely not well described or classified, leading to a lack of understanding, distrust and misuse. This creates risk when using data for making business decisions. On top of that, there is too much rework happening because people can't find existing queries or analyses.

So how can your organization really be data driven?

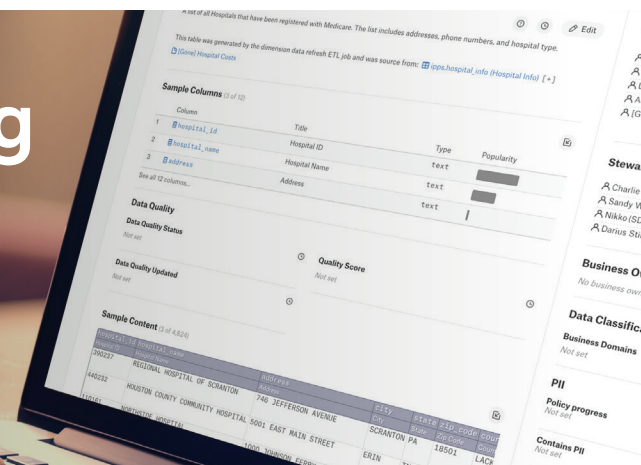
What Can Alation Do For You?

Alation is an enterprise data catalog that creates a single source of reference of your data. To populate the catalog, Alation automatically crawls and indexes 60+ data sources including on-premises or cloud databases, file systems, and BI tools. Alation then uses Query Log Ingestion to parse queries and identify the most used data and people who use it the most. This forms the basis of the catalog for people to crowdsource rich context about the data and collaborate around it.

With the data catalog setup, data analysts and data scientists can find, understand, trust, use, and reuse data—making them much more productive. Alation can also be used to govern data. Analytics Stewards can efficiently perform and manage their work to help data consumers follow policies in the right way.

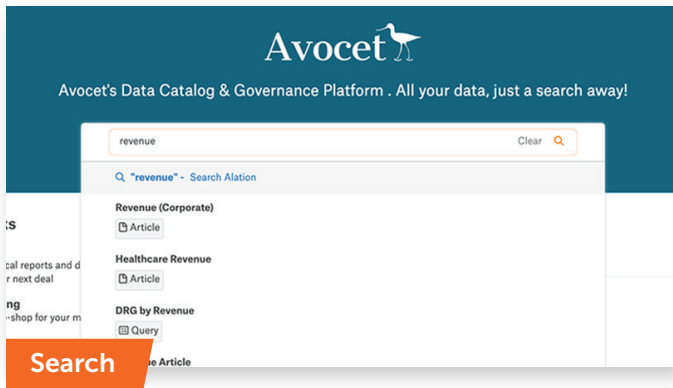
Benefits of Using Alation

- **Increase analyst productivity**
Analysts can quickly find relevant data they need and understand the context of it, instead of wasting time searching for it.
- **Improve data comprehension**
The Business Glossary bridges important business terms with any data object to improve understanding of data and how to use it. Through machine learning, Alation automatically suggests and prioritizes new business terms based on their popularity.
- **Enable collaboration**
Analysts and other data consumers can easily identify and communicate with data stewards and subject matter experts.
- **Minimize the risk of data misuse**
Data is curated by describing what it is, how to use it and classifying what it relates to. Trusted data can be certified and surfaced in SQL queries or BI reports using Alation's TrustCheck feature.
- **Remove IT bottlenecks**
Users can self-serve and understand the context of data.
- **More easily expose and interpret data policies**
Endorsements, deprecations, and other policies are surfaced directly within the analysts' workflow, making it more likely that these policies are adhered to.

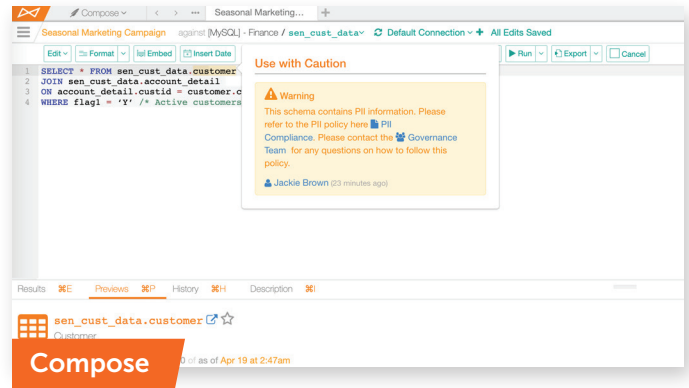


Four Major Applications of Alation

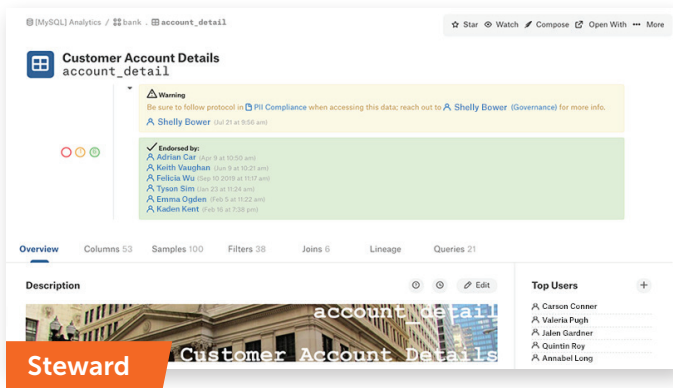
So data analysts, stewards, and IT can work together



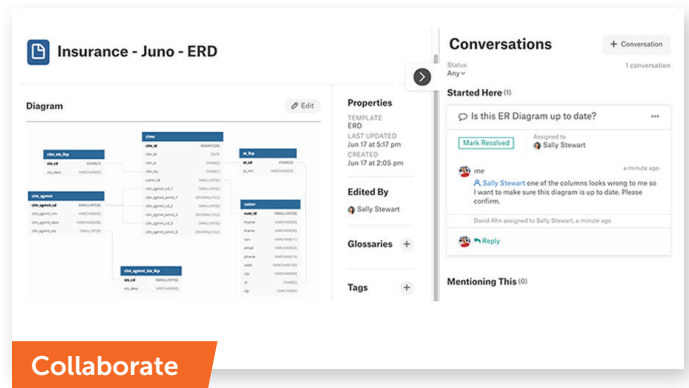
Quickly find the most relevant data objects with an intuitive Google-like search feature.



Create more trustworthy SQL queries with suggested data to use and color-coded data quality indicators as queries are written.



Be a good data citizen by endorsing, warning, or deprecating data so others know what they can trust.



Share your data knowledge with wiki-like articles and ask questions with conversations right next to the data.

Alation is enabling companies to create a data-literate workforce by transforming the way their employees find, understand, trust and use data to build their business. The Alation Data Catalog provides comprehensive search, browse, querying and collaboration tools across a company's entire data landscape—cloud and on-premises, spanning BI tools to data lakes and warehouses to transactional systems. Fortune 500 companies, including Dow Chemical, eBay, LinkedIn, Pepsico, and Pfizer, leverage the Alation Data Catalog to create a data culture. **For more information, visit alation.com.**