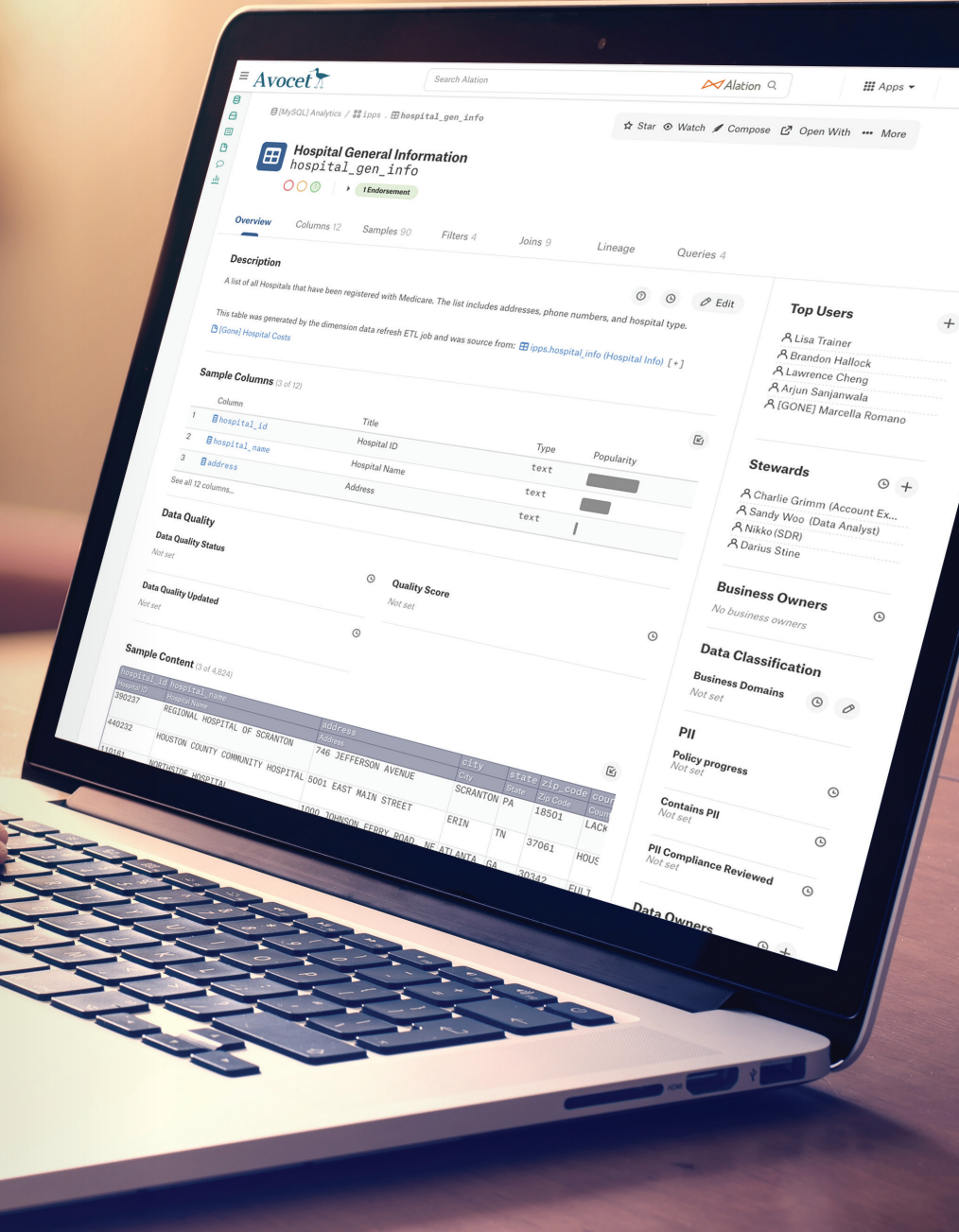




The Alation Data Catalog

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



The Problem Alation is Solving

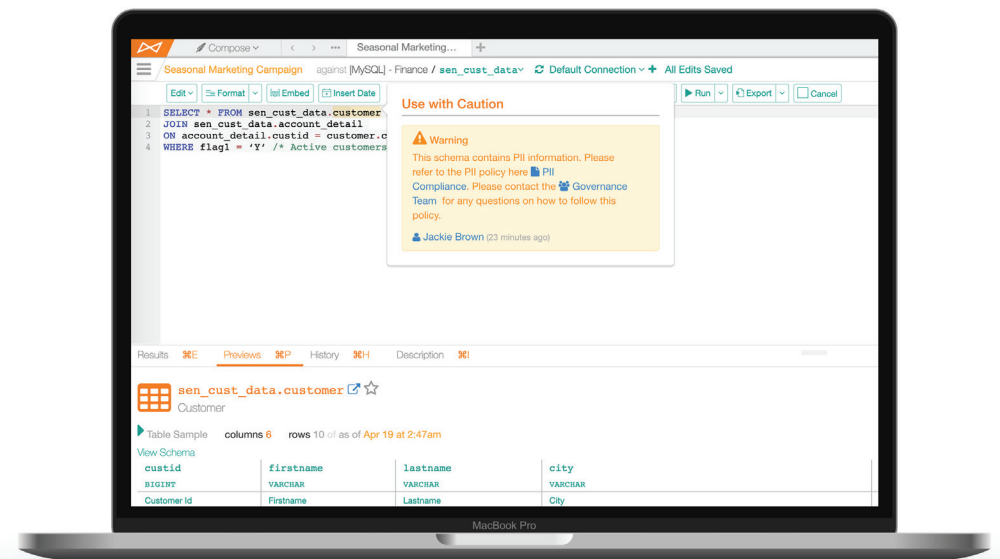
Organizations are struggling to keep up with an increasingly fragmented data environment. Data is siloed across many different places, making it difficult to find relevant data quickly. Even when it is discovered, it is likely not well described or classified, leading to a lack of understanding, distrust 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 Alation Can 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, 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.



DAIMLER

"Users see up to 99% time savings when finding the right data to write and execute queries. From 80 hours down to just 2 hours."

IT Manager
BI & Data Governance



"Before Alation, it used to take 6–9 months to onboard a new employee. We are now seeing closer to 3 months."

Director of Product Management,
Data Science

SCOUT 24

"Alation gives us the visibility to contend with the enormous amount of data our business generates, prioritizing our stewardship efforts and applying data policies at scale to all of our data sets."

Director of Data Technology

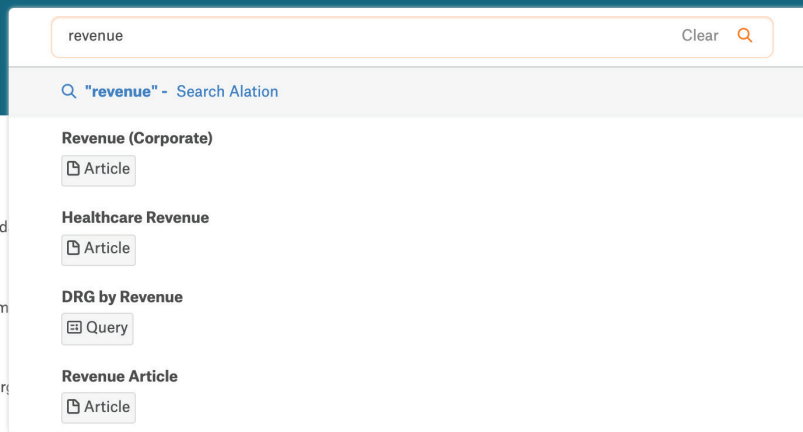
Benefits of Using Alation

- **Boost 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.
- **Foster 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.
- **Eliminate IT bottlenecks.** Users can self-serve and understand the context of data regardless of where the data resides.
- **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.

Search



Avocet's Data Catalog & Governance Platform . All your data, just a search away!



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

Challenge

Analysts are spending 80% of their time searching for data, impeding businesses from using data as a strategic asset and slowing enterprises' ability to derive business value.

Benefits of Using Alation

Boost analyst productivity. Analysts can quickly find relevant data they need, understand the context, conduct analysis, and deliver business value in a matter of hours rather than weeks or months.

- Connect to a broad range of enterprise data sources ranging from DBMS platforms, data lakes, and BI tools to custom data sources
- Discover and find enterprise data in seconds using an intuitive, natural language search capability
- Understand end-to-end lineage, relationships, context, relevancy, and trust factor of data assets
- Navigate easily from search to analysis to delivery of business value in a simple, integrated data catalog UI

Compose

```
1 SELECT * FROM sen_cust_data.customer
2 JOIN sen_cust_data.account_detail
3 ON account_detail.custid = customer.c
4 WHERE flag1 = 'Y' /* Active customers
```

Use with Caution

Warning

This schema contains PII information. Please refer to the PII policy here [PII Compliance](#). Please contact the [Governance Team](#) for any questions on how to follow this policy.

[Jackie Brown](#) (23 minutes ago)

Results **⌘E** Previews **⌘P** History **⌘H** Description **⌘I**

sen_cust_data.customer [🔗](#) [★](#)

Customer

Table Sample columns 6 rows 10 of as of Apr 19 at 2:47am

View Schema

custid	firstname	lastname	city
BIGINT	VARCHAR	VARCHAR	VARCHAR

Challenge

Organizations demand faster access to relevant information. IT is unable to fulfill demand in a timely manner, resulting in longer time-to-market and inhibiting innovation.

Benefits of Using Alation

Deliver faster time-to-market and rapid innovation. Self-service access to trusted, relevant information can save hundreds to thousands of hours for analysts in completing their work to deliver business value.

- Enable “Search to SQL” in seconds via the Compose query editor
- Facilitate reuse of queries for accuracy and improved productivity
- Empower novice SQL writers with guidelines, smart suggestions, data exploration, and the ability to capitalize on SME knowledge
- Inform users of trust level in data, policies, and rules
- Support a broad set of personas like data analysts, data scientists, data stewards, and BI users

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

Steward

[MySQL] Analytics / bank . account_detail

☆ Star 👁 Watch ✍ Compose 🗄 Open With ⋮ More

Customer Account Details account_detail

Warning

Be sure to follow protocol in [PII Compliance](#) when accessing this data; reach out to [Gregory Leung \(Governance\)](#) for more info.

[Gregory Leung](#) (Jul 21 at 9:56 am)

Endorsed by:

[Eric Hamel](#) (Apr 9 at 10:50 am)

[Martha Matulik](#) (Jun 9 at 10:21 am)

[Phillip Ren](#) (Sep 10 2019 at 11:17 am)

[Matt Barry](#) (Jan 23 at 11:24 am)

[Connor Dance](#) (Feb 5 at 11:22 am)

[Deepak Sun](#) (Feb 16 at 7:38 pm)

Overview Columns 53 Samples 100 Filters 38 Joins 6 Lineage Queries 21

Description



Top Users

[Amanda Holcomb](#)

[Cory Macfarlane](#)

[Layne Sargent](#)

[Katie McBride](#)

[Ben Zucker](#)

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

Challenge

Lack of understanding and trust in data inhibits consumption, leads to data misuse, and impedes governance efforts.

Benefits of Using Alation

Drive business value from governance programs. Alation drives an increase in precise, data-driven decisions while facilitating compliance with internal policies and external regulations.

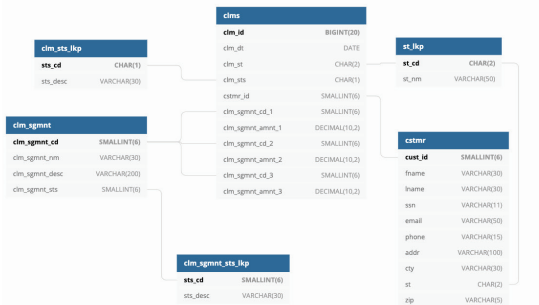
- Prioritize stewards' curation efforts, helping ensure that policies and descriptions are applied to the organization's most popular and impactful data objects
- Surface endorsement, warning, and deprecation "flags" to end users directly in their workflow, maximizing the likelihood of policy adherence
- Clearly show stewards the impact of their efforts with a Curation Progress bar
- Classify and tag data assets

Collaborate

Insurance - Juno - ERD

Diagram

Edit



Conversations

+ Conversation

Status
Any

1 conversation

Started Here (1)

Is this ER Diagram up to date?

Mark Resolved

Assigned to
Sally Stewart

me
Sally Stewart one of the columns looks wrong to me so I want to make sure this diagram is up to date. Please confirm.

a minute ago

David Ahn assigned to Sally Stewart, a minute ago

Reply

Mentioning This (0)

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

Challenge

With an ever-increasing number of people who analyze data, most of today's business and data analysts depend on tribal knowledge and word of mouth to find the data they need. As a result, they spend too much time searching and evaluating data resulting in duplicate efforts and inaccurate use of data.

Benefits of Using Alation

Share, inform, and scale tribal knowledge in the organization resulting in faster, more accurate business outcomes.

- Allow cross-departmental access to business-approved definitions with business glossaries, including ML-driven glossary suggestions and automated mapping to data objects
- Foster team collaboration and get answers from SMEs via Conversations
- Scale tribal knowledge with wiki-like Articles
- Share creative ideas for inspiration to build new dashboards and capitalize on insights



“The integration between Alation and Tableau provides a powerful platform for people to leverage data that is trustworthy and easy to understand.”

Todd Talkington
Director Technology Partnerships

teradata.

“Every enterprise can become a Sentient Enterprise—one that quickly observes, adapts, and learns. Alation is a critical part of our customers achieving this end state.”

Oliver Ratzesberger
Chief Operating Officer



“At Looker we’re focused on empowering users with a single source of truth. The Looker and Alation solution enables our customers to realize their vision.”

Nouras Hadded
Alliances Director

Delivering Customer Value with Strategic Partnerships

Alation partners with the best technology, system integrators, ISVs, and resellers to help you integrate, innovate, and accelerate your business.

- Enable customers to realize their data strategy by making data accessible via connectivity to a broad range of partner data ecosystems.
- Drive business value with deeper metadata integration, data governance, cloud, and self-service analytics partnerships.
- Accelerate time-to-market with access to expertise, skills, support, and packaged solutions.

