

Why an Intelligent Enterprise-Class Catalog of Catalogs Is Essential to Data Management

It's Harder Than Ever to Manage Data Today



20.6
zettabytes per year
in global
data center traffic¹



500
million
business data
users



28.5
billion
connected
devices²



95%
data center traffic
from cloud¹



1
billion
workers assisted
by AI/ML

How Can You Discover and Understand All This Data?

An intelligent, enterprise-class catalog of catalogs helps you:

Catalog all
your data

Understand & trust
your data

Share your data
knowledge

But There's a Difference Between a Basic Data Catalog and a True Catalog of Catalogs

A catalog of catalogs allows you to discover and understand data across:

Clouds and
on-premises

All data
ecosystems

All business
use cases

6 Questions to Ask About Your Data Catalog



1. Can you catalog **all** of your data across cloud, on-premises, ETL, BI tools, and applications?



2. What if you could automate discovery and understanding of your data with **AI/ML**?



3. Do you know the **lineage** of your data, and the impact of any change?



4. What if you could **collaborate** and tap into shared data knowledge across the enterprise?



5. Can your data catalog support all business **use cases** with integrated solutions?



6. Can your data catalog **scale** to support tens of millions of data objects?

Benefits of a Catalog of Catalogs

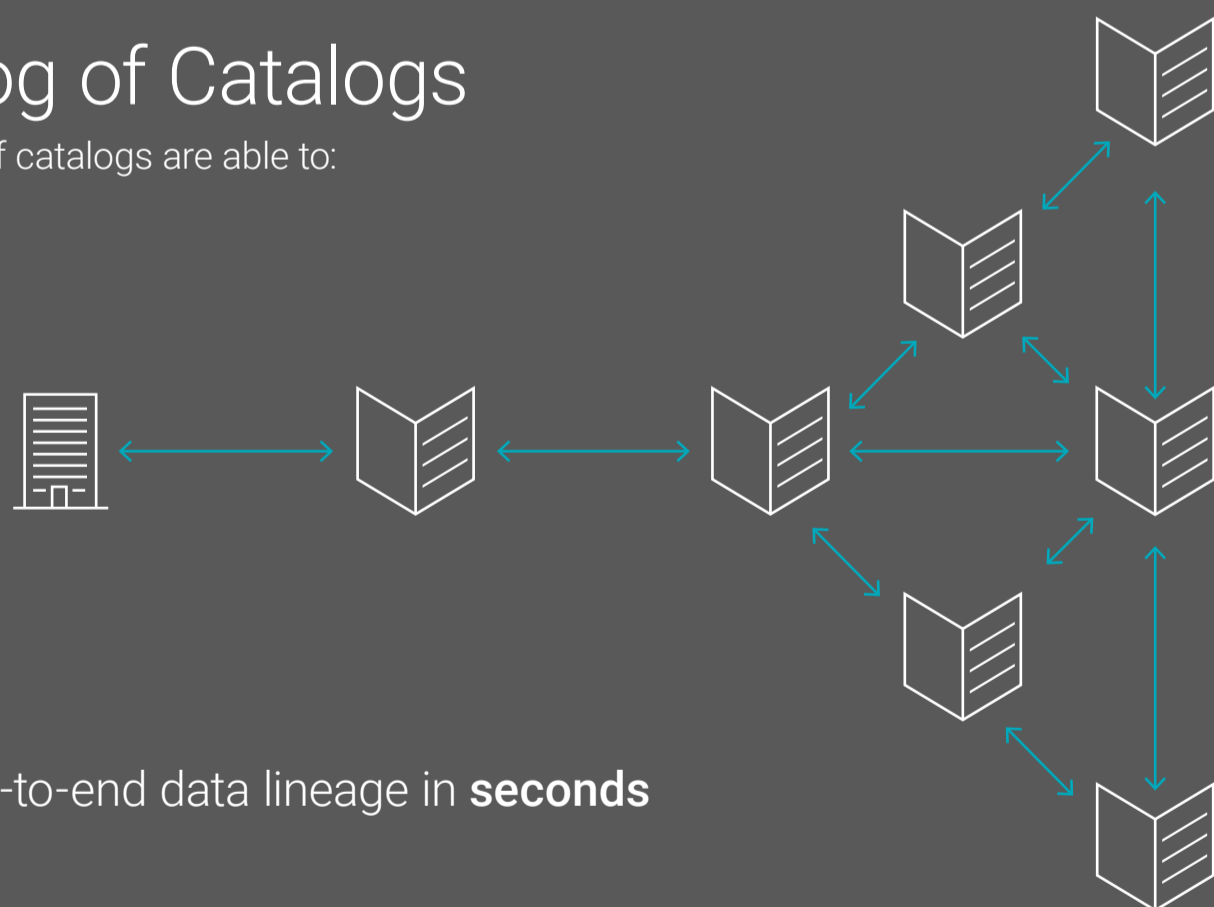
Companies using an intelligent catalog of catalogs are able to:

Scan **10s** of millions of records

Catalog **100s** of data sources

Correlate **1000s** of business
terms in minutes
(versus days or weeks)

And they're able to discover end-to-end data lineage in **seconds**
(versus days, weeks or even months)



A Catalog of Catalogs Is the First Step for All Your Data-Driven Business Transformation Objectives



Cloud Data Warehouses
& Data Lakes



Data Governance
& Privacy



Customer 360

Learn More

Learn more about the industry's first AI-powered catalog of catalogs.

[READ THE EBOOK](#)