



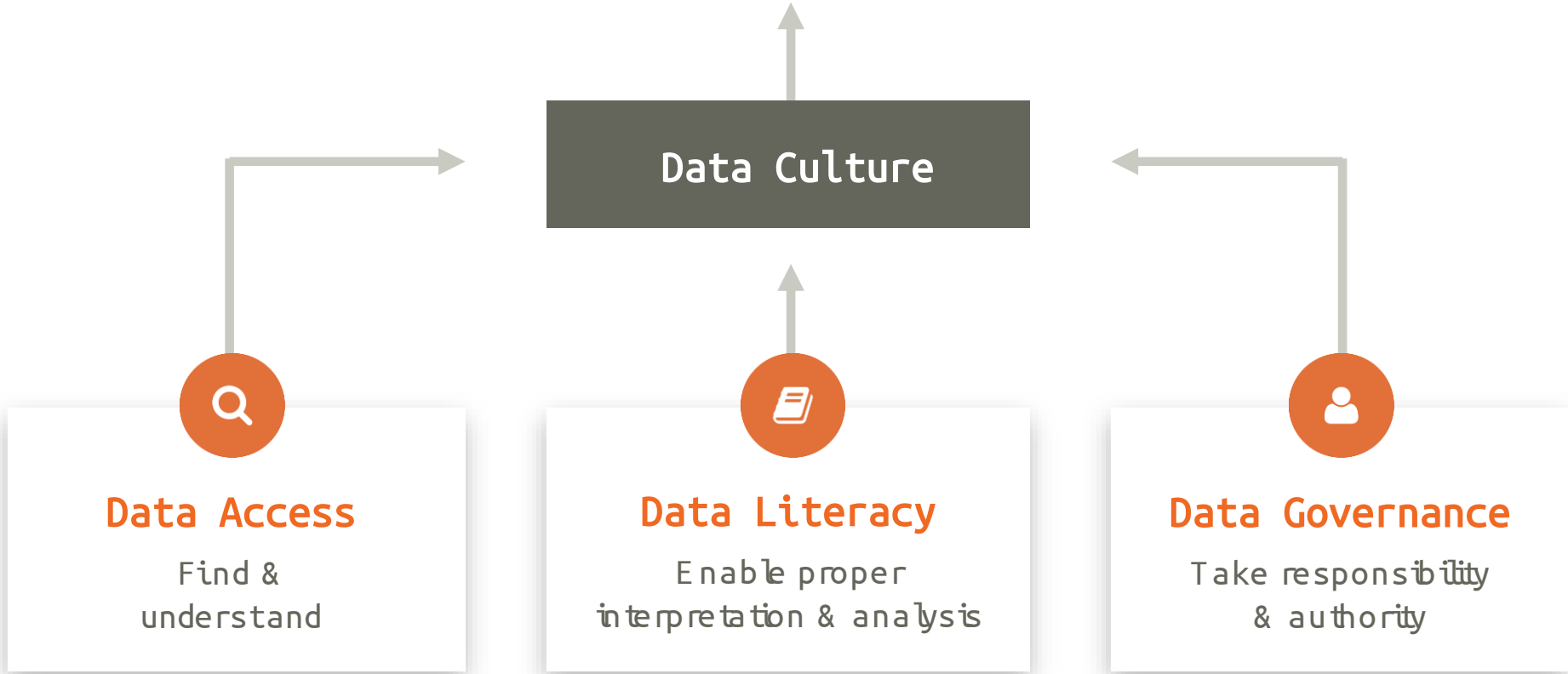
Automatic for the People: Using ML to Drive Data Management

Bill Fekrat – Sr Sales Engineer

June 10, 2022

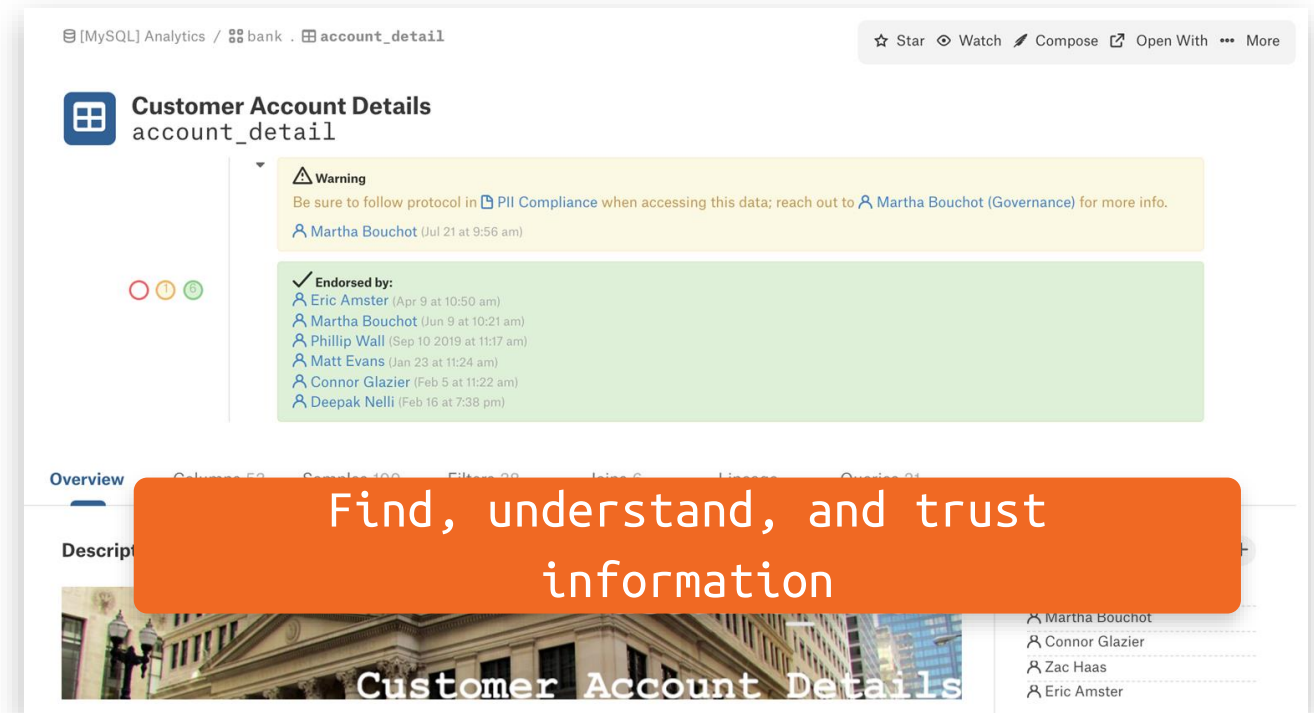
Alation's Vision

To empower a curious and rational world



What is an Enterprise Data Catalog?

- A repository of metadata on information sources across an organization
 - Search & discovery
 - Collaboration & analysis
 - Curation & governance
- Indexes a broad range of information assets
 - Data sets, tables, articles, reports, queries, tables, conversations



Answers core questions, such as:

How to find information?

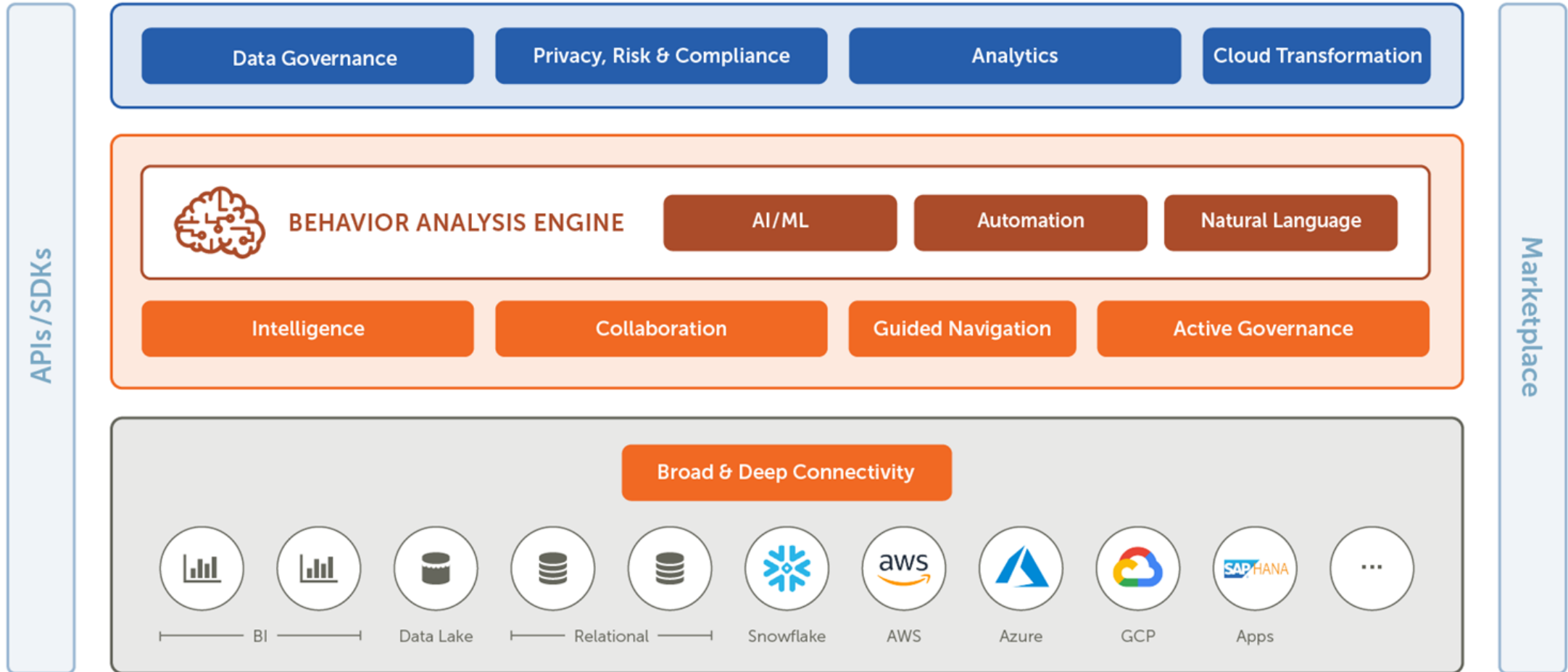
Can it be used?

Should it be used?

How should it be used?

The Catalog is the Platform

For enterprise metadata management



When it Comes to Data... Everybody Hurts



Iris Thomas
IT Department

- Wants an up-to-date catalog of data assets across different platforms
- Insight into how data assets are used



Sally Stewart
Data Steward

- Wants to build trust in data
- Easy, consistent ways to build a common language around data



David Ahn
Data Analyst

- Wants to find reports and data sets that support the projects he's working on
- Access to other experts and knowledge that will help him go faster and deliver better results

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?

The screenshot shows the Alation data catalog interface for the 'Investment Banking' asset (FIN_SVS.INV_BANK). The interface includes a breadcrumb trail 'Enterprise Data Platform / FIN_SVS.INV_BANK', a 'Star' button, and a 'Watch' button. The main content area is divided into sections: 'Source Comments' (Investment Bank Data), 'Description' (Snowflake fin_svs.inv_bank migrated from MySQL Retail Warehouse), and 'Tables'. The 'Tables' section is highlighted with an orange box and contains a table with columns for Table, Title, Popularity, Columns, and Rows. The 'Top Users' section lists Alation SE, Deepak Nelli, David Ahn, Bob Welshmer, and Aaron B. The 'Domains' section lists Investment. The 'Data Owners' section lists Govin Na (Head of Custome...). The 'Stewards' section lists Sally Stewart (Data Govern...). The 'Tags' section lists IBanking.

Enterprise Data Platform / FIN_SVS.INV_BANK

☆ Star Watch Compose More

Investment Banking
FIN_SVS.INV_BANK

Overview Queries 6

Source Comments
Investment Bank Data

Description
Snowflake fin_svs.inv_bank (Investment Banking) was migrated from MySQL Retail Warehouse. Please refer to Cloud Migration Project for details and please consult with Iris Thomas (IT Department) if there are additional needs that have not been addressed.

Tables

★	✓	Table	Title	Popularity ↓	Columns	Rows
☆	+2	DEALFACT	Broker Dealer Revenue		27	1931
☆		BNKR_TB	Banker		7	10
☆		IND_DIM	Industry		12	777
☆	+2	CUSTMRTBL	Customer		14	1201
☆	+1	CSTMR	Customer		10	999
☆		REG_DIM	Region Dimension		12	240
☆		CL_VOL	Call Volume		6	8
☆		DEALFACT_VW	Deal Fact View		19	0
☆		DDA_DET	Demand Deposit Account Details		16	49
☆	+1	CSTMR_DEMS	Customer Demographics		5	1998

Top Users

- Alation SE
- Deepak Nelli
- David Ahn
- Bob Welshmer
- Aaron B

Domains

- Investment

Data Owners

- Govin Na (Head of Custome...)

Stewards

- Sally Stewart (Data Govern...)

Tags

- IBanking

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?

Enterprise Data Platform / FIN_SVS.INV_BANK

Star Watch Compose More

Investment Banking

FIN_SVS.INV_BANK

Overview Queries 6

Source Comments

Investment Bank Data

Description

Snowflake fin_svs.inv_bank (Investment Banking) was migrated from MySQL Retail Warehouse. Please refer to Cloud Migration Project for details and please consult with Iris Thomas (IT Department) if there are additional needs that have not been addressed.

Tables

Show 25 rows Filter

★	✓	Table	Title	Popularity ↓	Columns	Rows
☆	+2	DEALFACT	Broker Dealer Revenue		27	1931
☆		BNKR_TB	Banker		7	10
☆		IND_DIM	Industry		12	777
☆	+2	CUSTMRTBL	Customer		14	1201
☆	+1	CSTMTR	Customer		10	999
☆		REG_DIM	Region Dimension		12	240
☆		CL_VOL	Call Volume		6	8
☆		DEALFACT_VW	Deal Fact View		19	0
☆		DDA_DET	Demand Deposit Account Details		16	49
☆	+1	CSTMTR_DEMS	Customer Demographics		5	1998

Top Users

- Alation SE
- Deepak Nelli
- David Ahn
- Bob Welshmer
- Aaron B

Domains

- Investment

Data Owners

- Govin Na (Head of Custome...)

Stewards

- Sally Stewart (Data Govern...)

Tags

- IBanking

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?

Enterprise Data Platform / FIN_SVS.INV_BANK

Star Watch Compose More

Investment Banking

FIN_SVS.INV_BANK

Overview Queries 6

Source Comments

Investment Bank Data

Description

Snowflake fin_svs.inv_bank (Investment Banking) was migrated from MySQL Retail Warehouse. Please refer to Cloud Migration Project for details and please consult with Iris Thomas (IT Department) if there are additional needs that have not been addressed.

Tables

★	✓	Table	Title	Popularity ↓	Columns	Rows
☆	+2	DEALFACT	Broker Dealer Revenue		27	1931
☆		BNKR_TB	Banker		7	10
☆		IND_DIM	Industry		12	777
☆	+2	CUSTOMRTBL	Customer		14	1201
☆	+1	CSTMTR	Customer		10	999
☆		REG_DIM	Region Dimension		12	240
☆		CL_VOL	Call Volume		6	8
☆		DEALFACT_VW	Deal Fact View		19	0
☆		DDA_DET	Demand Deposit Account Details		16	49
☆	+1	CSTMTR_DEMS	Customer Demographics		5	1998

Top Users

- Alation SE
- Deepak Nelli
- David Ahn
- Bob Welshmer
- Aaron B

Domains

- Investment

Data Owners

- Govin Na (Head of Custome...)

Stewards

- Sally Stewart (Data Govern...)

Tags

- IBanking

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?

The screenshot shows the Alation data catalog interface for the 'Investment Banking' dataset (FIN_SVS.INV_BANK). The interface includes a header with navigation options (Star, Watch, Compose, More), a title bar with 'Enterprise Data Platform / FIN_SVS.INV_BANK', and a main content area. The main content area is divided into several sections: 'Source Comments' (Investment Bank Data), 'Description' (Snowflake fin_svs.inv_bank migrated from MySQL Retail Warehouse), and 'Tables'. The 'Tables' section is highlighted with an orange box and contains a table with columns for Popularity, Columns, and Rows. The 'Popularity' column is sorted in descending order. To the right of the main content area, there are three sidebars: 'Top Users' (listing Alation SE, Deepak Nelli, David Ahn, Bob Welshmer, Aaron B), 'Domains' (listing Investment), 'Data Owners' (listing Govin Na), 'Stewards' (listing Sally Stewart), and 'Tags' (listing IBanking).

Enterprise Data Platform / FIN_SVS.INV_BANK

☆ Star Watch Compose More

Investment Banking

FIN_SVS.INV_BANK

Overview Queries 6

Source Comments

Investment Bank Data

Description

Suggest Change

Snowflake fin_svs.inv_bank (Investment Banking) was migrated from MySQL Retail Warehouse. Please refer to Cloud Migration Project for details and please consult with Iris Thomas (IT Department) if there are additional needs that have not been addressed.

Tables

★	✓	Table	Title	Popularity ↓	Columns	Rows
☆	+2	DEALFACT	Broker Dealer Revenue		27	1931
☆		BNKR_TB	Banker		7	10
☆		IND_DIM	Industry		12	777
☆	+2	CUSTMRTBL	Customer		14	1201
☆	+1	CSTMR	Customer		10	999
☆		REG_DIM	Region Dimension		12	240
☆		CL_VOL	Call Volume		6	8
☆		DEALFACT_VW	Deal Fact View		19	0
☆		DDA_DET	Demand Deposit Account Details		16	49
☆	+1	CSTMR_DEMS	Customer Demographics		5	1998

Top Users

- Alation SE
- Deepak Nelli
- David Ahn
- Bob Welshmer
- Aaron B

Domains

- Investment

Data Owners

- Govin Na (Head of Custome...)

Stewards

- Sally Stewart (Data Govern...)

Tags

- IBanking

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?
- Who uses them?

The screenshot shows the Alation interface for the 'Investment Banking' data source (FIN_SVS.INV_BANK). The interface includes a navigation bar with 'Enterprise Data Platform / FIN_SVS.INV_BANK', a star icon, 'Watch', 'Compose', and 'More' options. The main content area is titled 'Investment Banking' and 'FIN_SVS.INV_BANK'. Below this, there are tabs for 'Overview' and 'Queries 6'. The 'Source Comments' section shows 'Investment Bank Data'. The 'Description' section provides context: 'Snowflake fin_svs.inv_bank (Investment Banking) was migrated from MySQL Retail Warehouse. Please refer to Cloud Migration Project for details and please consult with Iris Thomas (IT Department) if there are additional needs that have not been addressed.' The 'Tables' section displays a table with columns for 'Table', 'Title', 'Popularity', 'Columns', and 'Rows'. The 'Top Users' sidebar lists users: Alation SE, Deepak Nelli, David Ahn, Bob Welshmer, and Aaron B. The 'Domains' sidebar shows 'Investment'. The 'Data Owners' sidebar lists 'Govin Na (Head of Custome...)'. The 'Stewards' sidebar lists 'Sally Stewart (Data Govern...)'. The 'Tags' sidebar shows 'IBanking'.

Enterprise Data Platform / FIN_SVS.INV_BANK

☆ Star Watch Compose More

Investment Banking
FIN_SVS.INV_BANK

Overview Queries 6

Source Comments ⓘ
Investment Bank Data

Description ⓘ ⓘ Suggest Change

Snowflake fin_svs.inv_bank (Investment Banking) was migrated from MySQL Retail Warehouse. Please refer to Cloud Migration Project for details and please consult with Iris Thomas (IT Department) if there are additional needs that have not been addressed.

Tables Show 25 rows ▾ Filter

★	✓	Table	Title	Popularity ↓	Columns	Rows
☆	+2	DEALFACT	Broker Dealer Revenue		27	1931
☆		BNKR_TB	Banker		7	10
☆		IND_DIM	Industry		12	777
☆	+2	CUSTMRTBL	Customer		14	1201
☆	+1	CSTMR	Customer		10	999
☆		REG_DIM	Region Dimension		12	240
☆		CL_VOL	Call Volume		6	8
☆		DEALFACT_VW	Deal Fact View		19	0
☆		DDA_DET	Demand Deposit Account Details		16	49
☆	+1	CSTMR_DEMS	Customer Demographics		5	1998

Top Users +

- Alation SE
- Deepak Nelli
- David Ahn
- Bob Welshmer
- Aaron B

Domains +

- Investment

Data Owners ⓘ +

- Govin Na (Head of Custome...)

Stewards ⓘ +

- Sally Stewart (Data Govern...)

Tags +

- IBanking

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?
- Who uses them?
- How are these data assets used?

Enterprise Data Platform / FIN_SVS_INV_BANK . DEALFACT

Star Watch Compose Open With More

Broker Dealer Revenue

DEALFACT

1 Warning 2 Endorsements

Overview Columns 27 Samples 100 Filters 8 Joins 3 Lineage Queries 5

Published History

Product Revenue Growth by Quarter

Breakdown of the growth (or not) of each product offered, quarter over quarter. This is intended to look at FY07 and provide general sense of what happened in FY08

```
select product_description, case when revenue_date between '2007-01-01' and '2007-03-31' then 'Q1' when revenue_date between '2007-04-01' and '2007-06-30' then 'Q2' when revenue_date between '2007-07-01' and '2007-09-30' then 'Q3' when revenue_date between '2007-10-01' and '2007-12-31' then 'Q4' else 'FY08' end as "Sales Quarter", sum(institutional_rev) from FIN_SVS_INV_BANK.DEALFACT where 'SALES_QUARTER' <> 'FY08' group by 1,2 order by 1,2 DESC
```

by Nick Haithcock
last updated Aug 17 at 1:12pm
cloned 2 times
executed 12 times
last by Sally Stewart, Last Mon at 5:32pm
last visited Last Tue at 2:32pm

Asset Under Management - per employee (AuM)

Total Number of assets managed by the firm divided the total number of employees working on the asset at same point in time.

```
SELECT df.product_description, df.deal_description, SUM(df.ib_rev) from FIN_SVS_INV_BANK.DEALFACT df LEFT JOIN FIN_SVS_INV_BANK.BNKR_TB bt ON bt.banker_id = df.banker_id
```

by Deepak Nelli
last updated Aug 23 at 10:18am
executed 17 times
last by Sally Stewart, Nov 10 at 4:12pm
last visited Nov 10 at 4:12pm

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?
- Who uses them?
- How are these data assets used?
- How are these assets related?

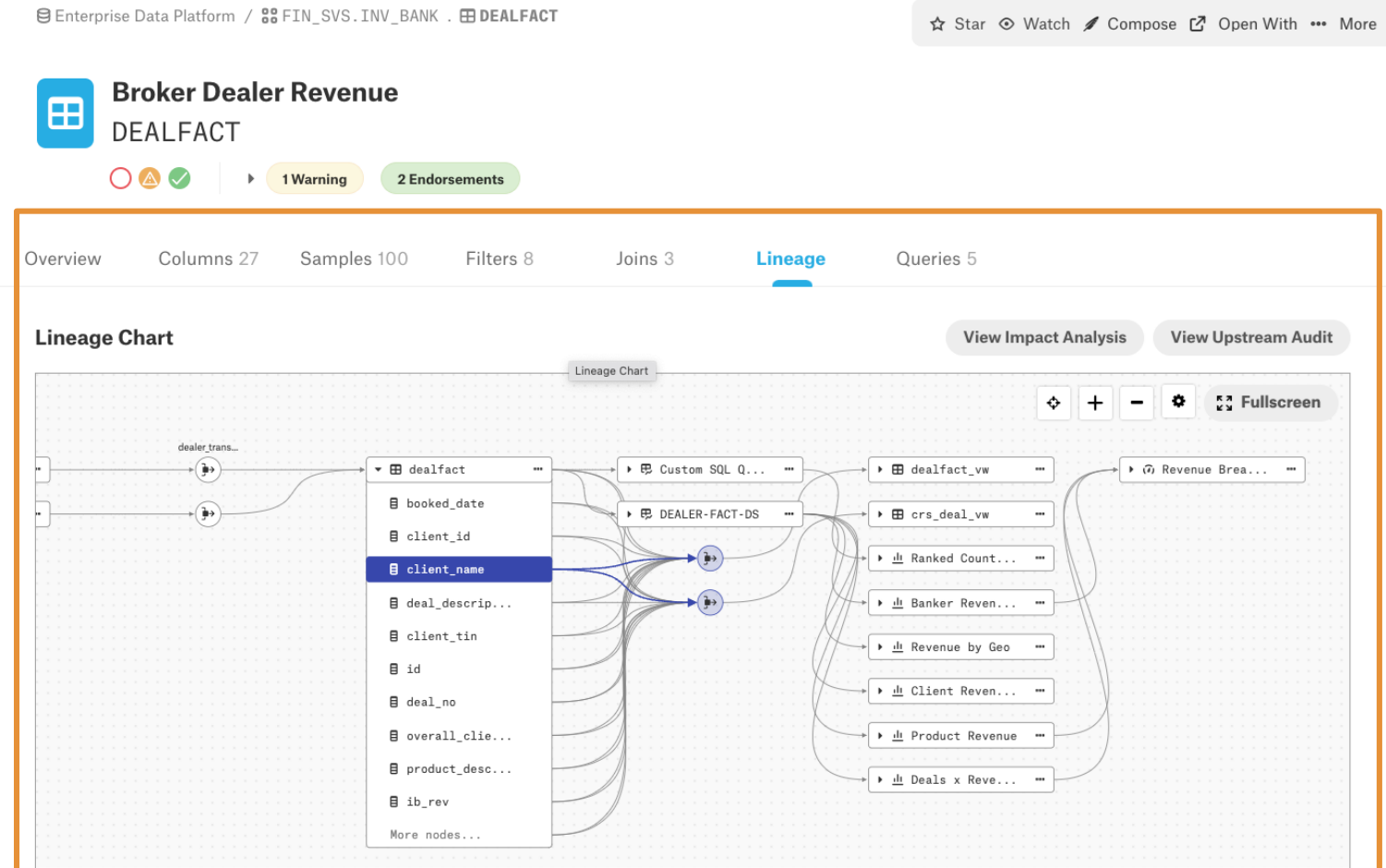
The screenshot displays the Alation data catalog interface for a table named 'Broker Dealer Revenue' in the 'DEALFACT' schema. The interface includes a search bar, a 'Joins' tab, and a list of join conditions. The 'Joins' tab is highlighted, showing three join conditions with their respective frequencies and endorsement counts.

Join Condition	Frequency	Endorsements
JOIN fin_svs.inv_bank.ind_dim * ON fin_svs.inv_bank.dealfact.sub_industry_cd = fin_svs.inv_bank.ind_dim.sub_unique_cd Untitled	129	2
JOIN fin_svs.inv_bank.bnkr_tb * ON fin_svs.inv_bank.bnkr_tb.banker_id = fin_svs.inv_bank.dealfact.banker_id Untitled	137	1
JOIN fin_svs.inv_bank.reg_dim * ON fin_svs.inv_bank.dealfact.country_cd = fin_svs.inv_bank.reg_dim.country_cd Untitled	31	0

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?
- Who uses them?
- How are these data assets used?
- How are these assets related?



Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?
- Who uses them?
- How are these data assets used?
- What does a sample look like?

The screenshot displays the Alation interface for a data asset named 'Broker Dealer Revenue' from the 'DEALFACT' database. The interface includes a navigation bar with options like 'Star', 'Watch', 'Compose', 'Open With', and 'More'. Below the asset name, there are status indicators for '1 Warning' and '2 Endorsements'. The main view shows a 'Samples' tab with 100 rows, and a table of 100 randomly sampled rows as of Sep 8 at 12:05am. The table has columns for ID, DEAL_NO, CLIENT_ID, CLIENT_NAME, BANKER_ID, COUNTRY_CD, SUB_INDUSTRY_CD, and PRODUCT_DETAIL_CODE. A 'Run Sample' button is visible in the top right corner of the table view.

ID	DEAL_NO	CLIENT_ID	CLIENT_NAME	BANKER_ID	COUNTRY_CD	SUB_INDUSTRY_CD	PRODUCT_DETAIL_CODE	PR
NUMBER	NUMBER	NUMBER	VARCHAR	NUMBER	VARCHAR	NUMBER	VARCHAR	VAR
Identifier	Deal Number	Client Identifier	Client Name	Banker Identifier	Country Code		Product Detail Code	Pro
1065	106985	0	*****	4	BD	27	IRD	IN
3	60552	0	*****	2	AV	24	VF	PR
1206	107764	0	*****	9	US	145	GA	GOV
496	94710	0	*****	5	VQ	25	DNP	HIC
1000	97206	0	*****	7	DR	49	RLF	REI
1783	144030	0	*****	2	SA	99	PC	COF
688	97296	0	*****	6	VQ	27	RLF	REI
271	92827	0	*****	10	RQ	81	DNP	HIC
1318	108196	0	*****	1	HA	99	IRD	IN
1481	109020	0	*****	4	AC	25	IRD	IN
095	07070	0	*****	0	MT	26	PI F	DE

Alation's Intelligence

A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
- Where are they located?
- What do they contain?
- How often are they used?
- Who uses them?
- How are these data assets used?
- How are these assets related?
- What policies and tags have been applied?

The screenshot shows the Alation data catalog interface for a table named 'DEALFACT'. The breadcrumb path is 'Enterprise Data Platform / FIN_SVS.INV_BANK . DEALFACT'. The table is titled 'Broker Dealer Revenue' and has a 'DEALFACT' tag. It shows 1 Warning and 2 Endorsements. The interface includes tabs for Overview, Columns (27), Samples (100), Filters (8), Joins (3), Lineage, and Queries (5). The Description states: 'This table holds information regarding on-going investment banking deals.' The Sample Columns section lists three columns: ID (Identifier, NUMBER(10,0)), DEAL_NO (Deal Number, NUMBER(10,0)), and CLIENT_ID (Client Identifier, NUMBER(10,0)). The Sample Content section shows a table with columns: ID, DEAL_NO, CLIENT_ID, CLIENT_NAME, BANKER_ID, COUNTRY_CD, SUB_INDUSTRY_CD, PRODUCT_DETAIL_CODE, and PRODUCT_CODE. The CLIENT_NAME column is highlighted with an orange box. The table contains three rows of data. The Published Queries section shows three queries with columns for Query, History, and Execution. The right sidebar includes sections for Top Users (Sally Stewart, Alation SE, Deepak Nelli, Nick Haithcock, David Ahn), Domains (Investment), Stewards (Sally Stewart (Data Govern...)), Data Policies (Region Access Policy), Data Product O..., and Data Quality Info (Profile - Last Run).

Enterprise Data Platform / FIN_SVS.INV_BANK . DEALFACT

Star Watch Compose Open With More

Broker Dealer Revenue
DEALFACT

1 Warning 2 Endorsements

Overview Columns 27 Samples 100 Filters 8 Joins 3 Lineage Queries 5

Description Suggest Change

This table holds information regarding on-going investment banking deals.

Sample Columns (3 of 27)

Column	Title	Type	Popularity
ID	Identifier	NUMBER(10,0)	
DEAL_NO	Deal Number	NUMBER(10,0)	
CLIENT_ID	Client Identifier	NUMBER(10,0)	

See all 27 columns...

Sample Content (3 of 1,931)

ID	DEAL_NO	CLIENT_ID	CLIENT_NAME	BANKER_ID	COUNTRY_CD	SUB_INDUSTRY_CD	PRODUCT_DETAIL_CODE	PRODUCT_CODE
Identifier	Deal Number	Client Identifier	Client Name	Banker Identifier	Country Code		Product Detail Code	Product Code
1065	106985	0	*****	4	BD	27	IRD	INTER
3	60552	0	*****	2	AV	24	VF	PRIVA
1206	107764	0	*****	9	US	145	GA	GOVER

See 100 rows...

Published Queries (3 of 5)

Query	History	Execution
-------	---------	-----------

Top Users +

- Sally Stewart
- Alation SE
- Deepak Nelli
- Nick Haithcock
- David Ahn

Domains +

- Investment

Stewards +

- Sally Stewart (Data Govern...)

Data Policies

- Region Access Policy

Data Product O... +

- Govin Na (Head of Custome...)

Data Quality Info

Profile - Last Run

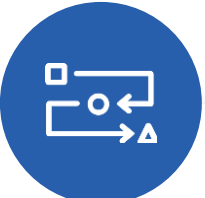
Why Customers Buy Alation



Intelligence



Collaboration



Guided Navigation



Active Governance



Broad Connectivity

About Alation

“Alation started the ML Data Catalog trend.”

-Forrester Wave, Machine Learning Data Catalogs, 2018

Gartner

*4x Gartner
MQ Leader*

Magic Quadrant
for Metadata
Management
2017-2020

FORRESTER

*2x Forrester
Wave Leader*

Machine
Learning Data
Catalogs 2018,
2020



*5x Dresner
#1 Data Catalog*

Dresner Advisory
Services Data
Catalog Market
Study 2017-2021



*Technology
Pioneer*

2016 World
Economic
Forum

Pioneer of the
data catalog market
since 2012

\$110M

in funding by

Blackstone
Costanoa
Data Collective
Dell Technologies
Icon
ISAI Cap

Riverwood
Salesforce
Sanabil
Sapphire
Snowflake Ventures

HQ in Redwood City, CA

Leading Customers From Many Industries & Use Cases

Analytics

FINNAIR

Pfizer



Zurich

Governance



Cargill



ancestry

Cloud

Topdanmark
Forsikring - Pension



parexel

MassMutual

Risk & Compliance



DAIMLER



Wells Fargo

Data Privacy/GDPR



Riot Games



Digital Transformation



Genentech

Technip



Questions