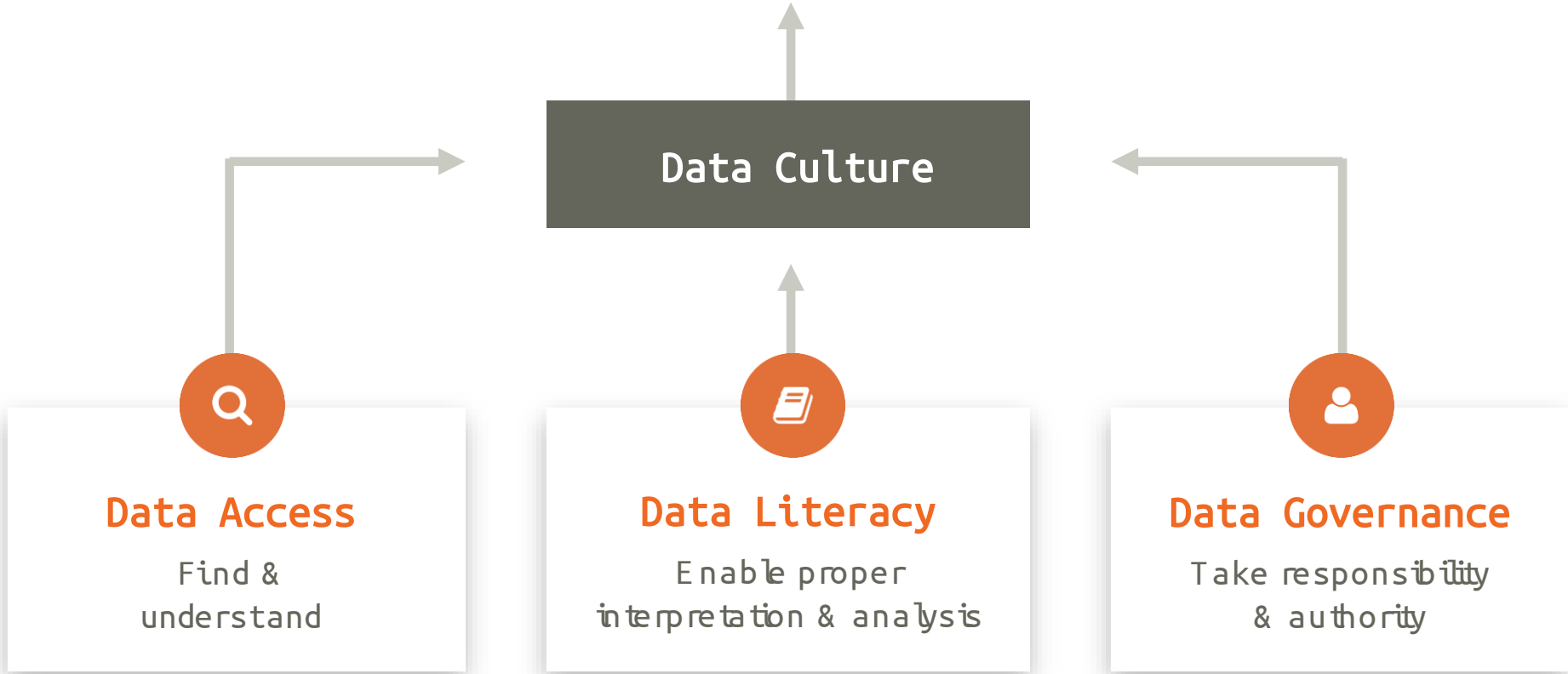# Automatic for the People:
Using ML to Drive Data Management

Bill Fekrat – Sr Sales Engineer

June 10, 2022

Alation's Vision

To empower a curious and rational world

Data Culture

Data Access
Find & understand

Data Literacy
Enable proper interpretation & analysis

Data Governance
Take responsibility & authority

Alation

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

Find, understand, and trust information
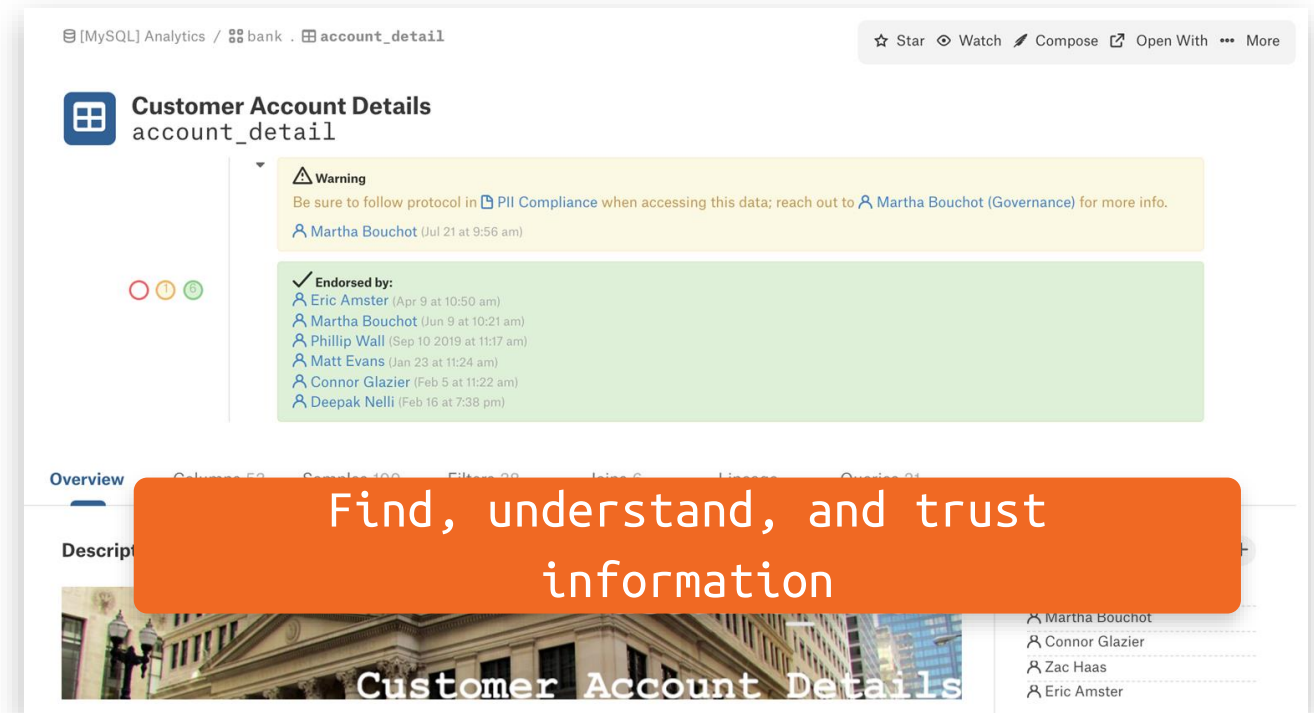
Answers core questions, such as:

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
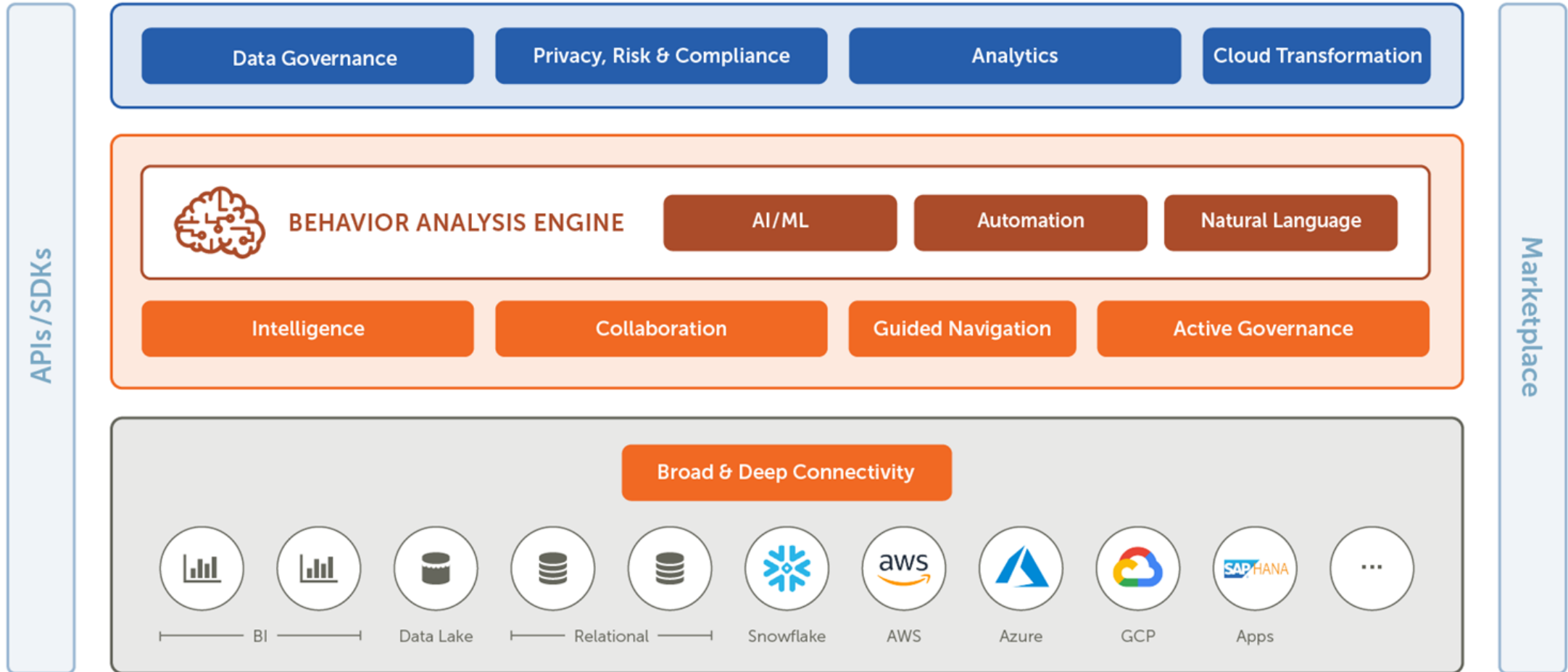
When it Comes to Data…..Everybody Hurts

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

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?

Alation's Intelligence
A 'Virtual Assistant' for Your Data Producers and Consumers

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

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?

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?

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?

Alation's Intelligence
A 'Virtual Assistant' for Your Data Producers and Consumers

- What data assets do we have?
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- How are these data assets used?

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?
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- 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?

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?
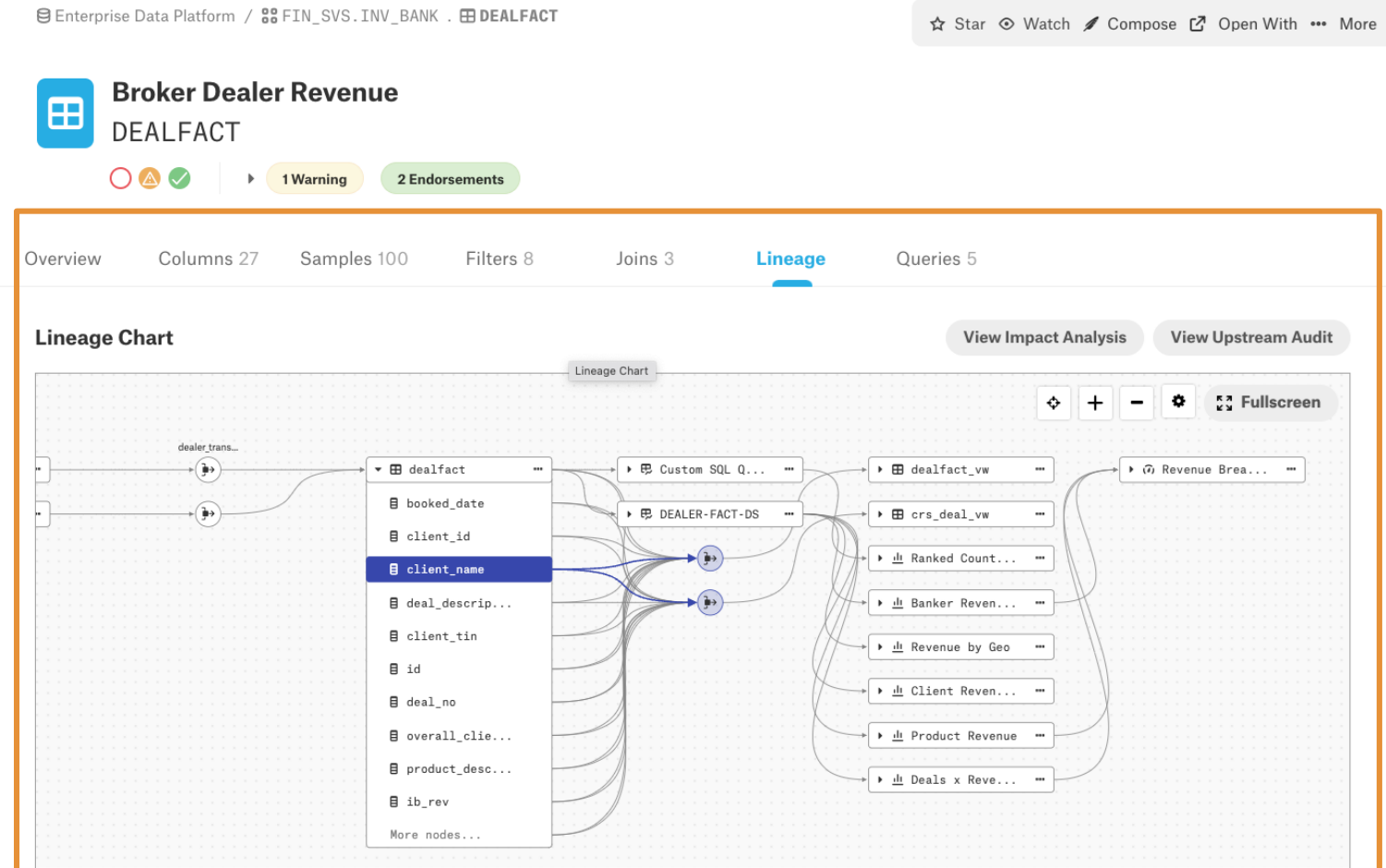- How are these assets related?
- **What policies and tags have been applied?**

Why Customers Buy Alation

Intelligence

Collaboration
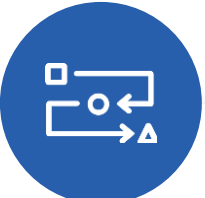
Guided Navigation

Active Governance

Broad Connectivity

Alation

About Alation

"Alation started the ML Data Catalog trend."

-Forrester Wave, Machine Learning Data Catalogs, 2018

Gartner	FORRESTER	Dresner ADVISORY SERVICES	WORLD ECONOMIC FORUM
4x Gartner MQ Leader	*2x Forrester Wave Leader*	*5x Dresner #1 Data Catalog*	*Technology Pioneer*
Magic Quadrant for Metadata Management 2017-2020	Machine Learning Data Catalogs 2018, 2020	Dresner Advisory Services Data Catalog Market Study 2017-2021	2016 World Economic Forum

Pioneer of the data catalog market
since 2012

$110M
in funding by

Blackstone	Riverwood
Costanoa	Salesforce
Data Collective	Sanabil
Dell Technologies	Sapphire
Icon	Snowflake Ventures
ISAI Cap	

HQ in Redwood City, CA

Leading Customers From Many Industries & Use Cases

Analytics

FINNAIR · Pfizer

expedia group · Zurich

Governance

AMERICAN FAMILY INSURANCE · Cargill

US FOODS · ancestry

Cloud

Topdanmark Forsikring · Pension · AMERICAN FAMILY INSURANCE

parexel · MassMutual

Risk & Compliance

HBO · DAIMLER · AMERICAN EXPRESS

EXPRESS SCRIPTS · Wells Fargo

Data Privacy/GDPR

Akamai · DRAFT KINGS · salesforce

Commonwealth Bank · Riot Games · Farm Credit Services of America

Digital Transformation

Victoria Legal Aid · AMERICAN FAMILY INSURANCE · TELSTRA

Genentech · Technip

Questions

Alation