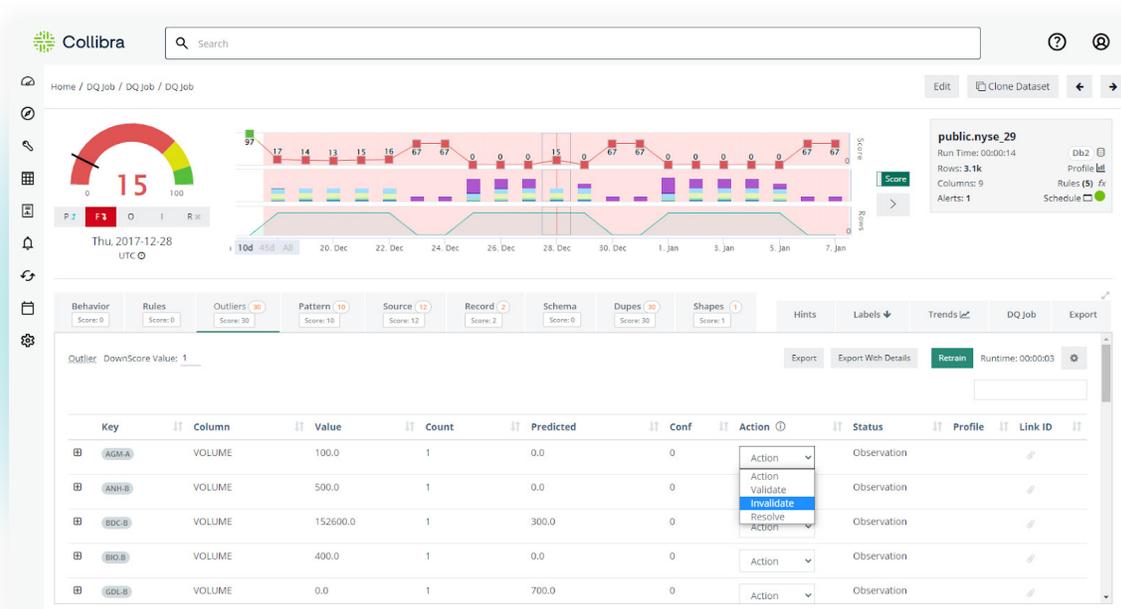# Ensure enterprise-wide data quality

Find data issues before they become business issues

Data quality dashboard provide visibility of data health across the organization.

Overcoming challenges

AI is amplifying the gap between what organizations need to accomplish with data and what they're actually capable of. In fact, 55% of data leaders don't trust their data, and therefore, can't make data-driven decisions. But the core issue goes beyond that. Fragmented governance is preventing organizations from maintaining enterprise data quality, with only 37% of CDAOs finding data quality success.

Key outcomes

- Data profiling
- Class and sensitivity labeling
- Adaptive rules
- Automated anomaly detection
- Scorecards and reporting

The importance of proactive data quality management

Ensuring everyone in your organization is confident in the data is not easy. Getting proactive notifications of data quality issues, where and why they occur, their impact and criticality and determining who is responsible for addressing them is challenging because of complex technology stacks, exponential data growth, small data management teams and limited business context. Without AI-powered automation for continuous monitoring, validation and notification, organizations will never stay ahead and be able to respond to data quality issues before they impact the business.

Monitor, validate and certify the health of your data

Collibra helps organizations find data issues before they become business issues using automated profiling, rule creation, monitoring and notification. By automating data identification, classification and labeling across hybrid cloud and on-premises environments. We help you accelerate discovery and profiling, preventing the use of duplicate and inconsistent data.

Collibra simplifies rule creation and deployment through prebuilt rules that adapt to changing conditions and rule building interfaces tailored for different stakeholders. We help you detect hidden anomalies outside normal data behavior and identify causes and impacts using multiple machine learning methods.

Avoid ineffective and delayed issue management with our streamlined notifications and responses that give stakeholders the context needed to prioritize and respond based on policy and business impact.

That's Data Confidence™

Only Collibra transforms data anomalies into actionable data quality and policy compliance insights, by providing automated visibility and business context across every source and system, using a complete platform that unifies quality, lineage, catalog and governance.

Watch our product tour to see how you can improve data quality.
collibra.com/tour/data-quality