Collibra Data Intelligence Platform for Retail

Overcoming data challenges

Retailers operate in a highly complex data landscape with petabytes of data residing in hundreds of disparate data sources spread across an on-premises and multi-cloud environment.

In this type of data ecosystem, it is very difficult for data citizens — including chief data officers, data scientists, data governance leads, data engineers and data consumers — to easily find or understand the data they need. Users are unable to ascertain if the data comes from a trustworthy source and whether it is certified for use. They are unable to obtain detailed information about the data such as its attributes, where did it originate from, who owns the data and whether it is of high or poor quality.

For any retailer, the inability to find the right data in a timely manner coupled with data integrity issues, a lack of data governance, transparency and traceability of data can elevate both operational and regulatory non-compliance risks. For instance, the use of poor quality data can adversely impact the retail supply chain and key business operations - from procurement and inventory management to order fulfillment, merchandising, marketing and finance. This in turn can have a ripple effect on profit margins, customer satisfaction and churn.

> Collibra Data Intelligence Platform is an intelligent data platform that leverages the power of machine learning and provides a holistic and integrated approach to cataloging, governing, protecting, managing and collaborating with data at scale across on-premises, hybrid and multi-cloud environments.

Speed innovation with trusted data

With Collibra Data Intelligence Platform, you can build a common foundation for data. By leveraging AI-powered capabilities and advanced automation in modern data management, you can overcome data silos, speed data discovery, improve data literacy (understanding of data) and enable data integrity at scale.

Leading retailers rely on Collibra to deliver exceptional customer experiences across omni-channel touchpoints, mitigate risks, reduce costs and speed time-to-insights. Collibra Data Intelligence Platform is a foundational pillar for enabling mission-critical applications and supporting strategic business imperatives such as:

- Digital transformation
- Self-service analytics
- AI governance
- Product information and inventory management
- Customer experience management
- Regulatory compliance
- Cloud data migration and modernization
- Financial reporting

Enable strategic use cases

Accelerate data democratization and self-service analytics

- Empower data citizens to rapidly discover, understand and collaborate with fully governed data that's primed for self-service analytics and AI use.

- Enable a federated data marketplace built on a modern data mesh architecture for faster time-to-insights.

- Leverage popular business intelligence (BI) tools such as Tableau in conjunction with Collibra Data Catalog and enable data citizens to obtain a more complete view of data with detailed information at a granular level.

- Use trustworthy data to make better and more informed decisions faster across marketing, finance, customer experience management, inventory management, and more.

Figure 1: Easily collaborate with data leveraging crowdsourcing capabilities

Drive transparency and data integrity across your processes

- Implement systematic data governance, quality and privacy controls that remove human error and mitigate operational and regulatory non-compliance risks.

- Proactively detect anomalies and inaccuracies in data such as in product information, third party data lists, customer information, financial reporting, and more.

- Meet stringent regulatory requirements for data privacy and security with comprehensive audit trails.

- Easily locate, classify and protect sensitive customer data such as Personally Identifiable Information (PII) with role-based access control.

Enable explainable AI and build models you can trust

- Create a trusted repository of metadata (data about data) that includes AI model techniques, data inputs, data features, expected outputs and more.

- Empower data scientists to easily discover trustworthy data with rich business and technical context so they can build robust data pipelines and train models.

- Trace lineage of datasets and models with detailed information to better understand data transformations throughout the data lifecycle.

- Leverage machine learning (ML)-enabled data quality and observability to help detect data drift, outliers and patterns to ensure accuracy and performance of AI and analytics models over time.
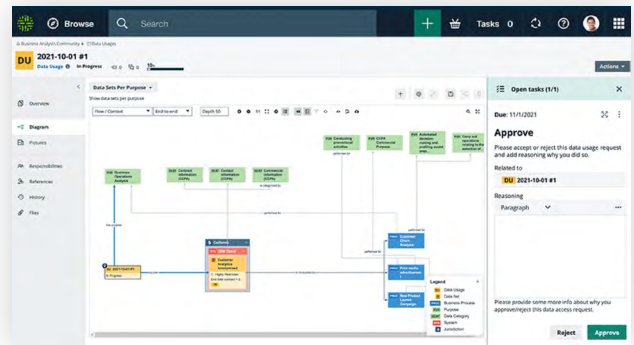

Figure 2: Visualize and understand data dependencies from source to target with end-to-end data lineage

Future-proof cloud data migration and modernization

- Quickly determine what impact migrating a particular dataset may have on upstream and downstream systems, as well as prioritize migration of datasets in the right sequence.

- Maximize the impact of your data migration by setting up controls to ensure that only clean data that meets your data integrity standards is migrated to the cloud.

- Simplify data onboarding to maximize productivity by cataloging and managing the data in your data lake and data warehouse from a single centralized location.

- Obtain end-to-end visibility into the data in your data lake and modern data warehouses — such as Amazon Redshift, Snowflake, Google BigQuery, and more.

The Collibra Data Intelligence Platform Advantage

Retailers globally rely on Collibra Data Intelligence Platform to gain in-depth visibility into their data ecosystem across on-premises, hybrid and multi-cloud environments, without moving data, so that data assets stay protected.

Govern. Trust. Access.

Data Catalog
- Catalog
- ML curation
- Ratings / reviews
- Data marketplace

Data Lineage
- Business lineage
- Technical lineage
- Impact analysis

Data Governance
- Business glossary
- Stewardship
- Data dictionary
- Reference data
- Data helpdesk

Data Quality
- Continuous monitoring
- Adaptive rules

Data Privacy
- GDPR
- CCPA

Active metadata graph

Core services

Flexible operating model

Native connectors

Reports and dashboards

Collibra everywhere

Workflow engine

Collaboration

APIs

Collibra Insights

> **A major retailer is using Collibra Data Intelligence Platform in conjunction with analytics and machine learning models to target the right customers with the right offers, improve productivity by 70% and increase sales turnover by several million euros annually.**

Core capabilities

Rapid data discovery and self-service data access

- The intelligent data catalog is purpose-built to empower data citizens, so they can easily find and understand the data they need with rich business and technical context. With built-in crowdsourcing capabilities, users can easily collaborate on data. They can rate, comment on, and prioritize data sets for use as well as provide feedback.

- A powerful contextual search engine and easy-to-use, intuitive data shopping experience enables data citizens across the organization to easily locate and shop for fully-governed and trustworthy data they need.

Comprehensive and adaptive data governance

- Collibra data governance is a one-stop-shop for data, regulatory compliance, AI and analytics governance. Built-in data governance enables users to develop a consistent data taxonomy that includes regulatory specific rules, physical and/ or logical data dictionary, glossary of terms, out-of-the box data domains, & more.

- Pre-built templates, reference data management, stewardship management and intuitive workflows enable automation of governance processes and provide a framework for cross-functional teams to establish a common understanding of data to ensure consistency.

Predictive data quality and data integrity at scale

- Machine learning (ML)-powered data quality and observability enables proactive detection of anomalies in data such as missing records, values as well as broken relationships across tables or systems resulting in rapid resolution.

- If data quality drops below a set threshold, Collibra automatically creates a data quality issue and notifies the right people to handle the issue according to the desired priority level.

End-to-end data lineage and visibility

- Automated data lineage enables data citizens to dynamically visualize the flow of data from source to target as well as understand all the data dependencies at a granular level.

- For instance, data citizens can better understand how risk models are computed and trace lineage of each data set with rigorous audit trails for reporting purposes. An active metadata graph – that connects business, technical and privacy metadata with data quality and lineage - provides rich content and context to users.

Embedded privacy by design and data protection

- With Collibra, retailers can enforce comprehensive data privacy and protection policies in adherence with regulatory stipulations and corporate best practices for data retention and usage.

- ML-powered automation enables rapid classification of data by category, sensitivity and user type at scale. Advanced capabilities in data privacy and protection will help ensure sensitive data is easily identified and protected with role-based access control.

Collibra is the Data Intelligence company

For more information, visit us at collibra.com

We accelerate trusted business outcomes by connecting the right data, insights and algorithms to all Data Citizens. Our cloud-based platform connects IT and the business to build a data-driven culture for the digital enterprise. Global organizations choose Collibra to unlock the value of their data and turn it into a strategic, competitive asset. We have a diverse global footprint, with offices in the US, Belgium, Australia, France, UK, Czech Republic and Poland.