Collibra Data Quality & Observability

Find data issues before they become business issues

Get automated profiling, rule creation, monitoring and notification

AI is raising the stakes on data quality. But most organizations are flying blind. When only 32% of companies say they can spot data inaccuracies in AI models, it's not just a quality problem—it's an innovation blocker. Manual monitoring can't keep up with exploding data volumes across systems in hybrid clouds and on-premises environments. And without automated quality controls, your people lose confidence in data, decisions slow down, and AI initiatives stall before they start.

Collibra Data Quality & Observability turns fragmented quality checks into unified, automated monitoring that scales across your entire ecosystem, regardless of source or compute engine. Collibra uses ML to adapt to changing data patterns, while generative AI helps translate business rules into technical controls—no SQL required. Get instant alerts when issues arise, trace root causes through our metadata graph, and automatically quarantine problematic data before it impacts decisions. Because when your people have confidence in your organization's data quality, innovation accelerates. With Collibra, you'll find data issues before they become business issues using automated profiling, rule creation, monitoring and notification to ensure reliable, high-quality data across systems and sources. That's Data Confidence™.

Data quality is the foundation of reliable AI and analytics

67% of executives cite potential errors as the top risk of AI adoption.

CFO Dive
Flawed Data Ranked as Top AI Risk

Benefits

Accelerate discovery and profiling
Automate data identification, classification, and labeling across hybrid cloud and on-premises environments with broad connectivity and diverse file type support.

Automate monitoring and assessment
Detect hidden anomalies outside normal data behavior and identify causes and impacts using multiple machine learning methods.

Simplify rule creation and deployment
Simplify rule management with prebuilt rules that adapt to changing conditions, and rule building interfaces tailored for different stakeholder needs.

Streamline notification and response
Provide proactive notification, dashboards and reports that give stakeholders the context needed to prioritize response based on policy and business impact.

Solution highlights

Automated rule creation and enforcement

Create and apply rules to datasets based on profiling results and perform quality checks.

Anomaly detection

Find missing values and records, schema changes, null values, and duplicates across the enterprise.

Adaptive quality rules

Machine learning adjusts quality thresholds based on normal data distributions.
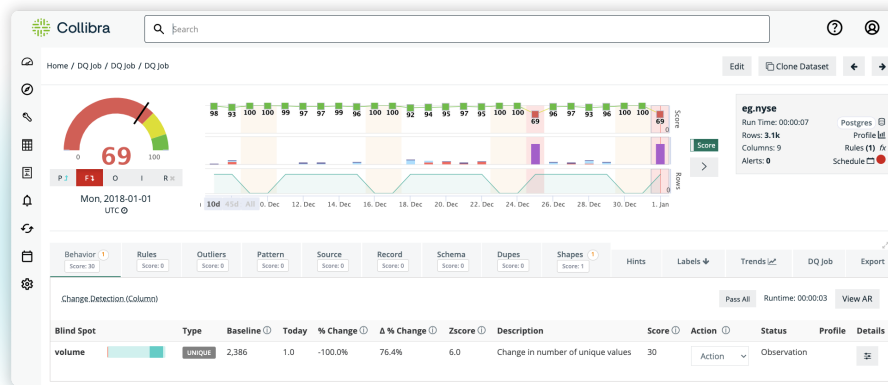
Natural language rule creation

Translate business rules into technical rules without having to know SQL.

Data discovery and classification

Find and protect sensitive data to ensure regulatory compliance.

Pushdown processing

Perform quality checks without having to move data out cloud environments.

Replace manual processes with automated rule management.

See it yourself with a product tour.

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