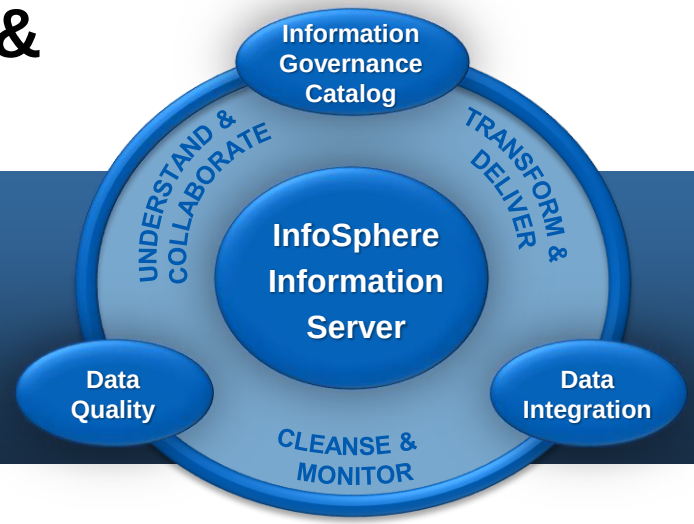
Unified Platform for Data Integration, Data Quality & Data Governance



... Powered by IBM InfoSphere Information Server

Integrating and transforming data and content to deliver accurate, consistent, timely and complete information on a single platform unified by a common metadata layer

Data Integration

Transform & Deliver

- Massive scalability
- Power for any complexity
- Deliver in batch and/or real-time with change capture

Data Quality

Cleanse & Monitor

- Analyze, classify & validate
- Cleanse & standardize
- Define, manage & monitor data rules & exceptions

Information Governance Catalog

Understand & Collaborate

- Catalog technical metadata & align w/ business language
- Manage (big) data lineage
- Manage information governance policies

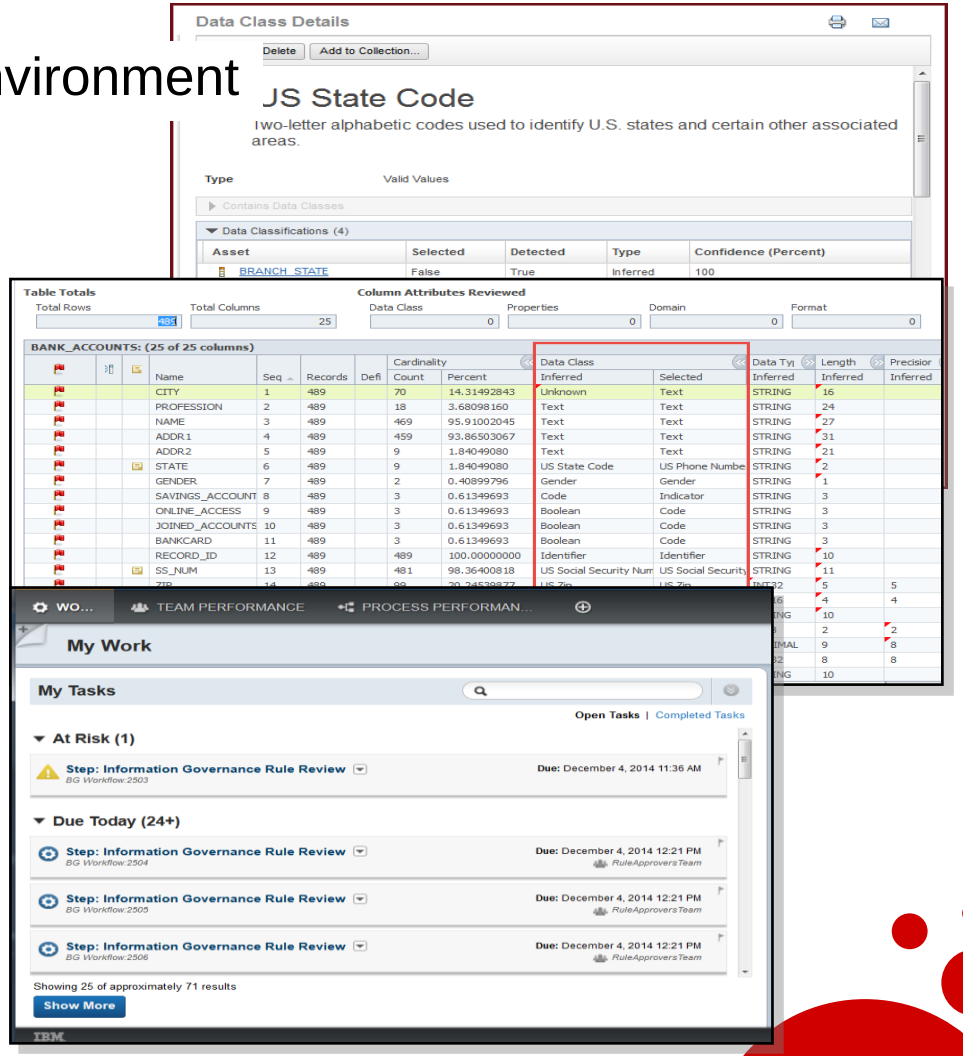
• common connectivity • shared metadata • common execution engine
• flexible deployment: On-premise, Grid, Cluster, Cloud or native on Hadoop

Information Server – Data Quality

Analyze, cleanse and monitor your data quality in a unified environment

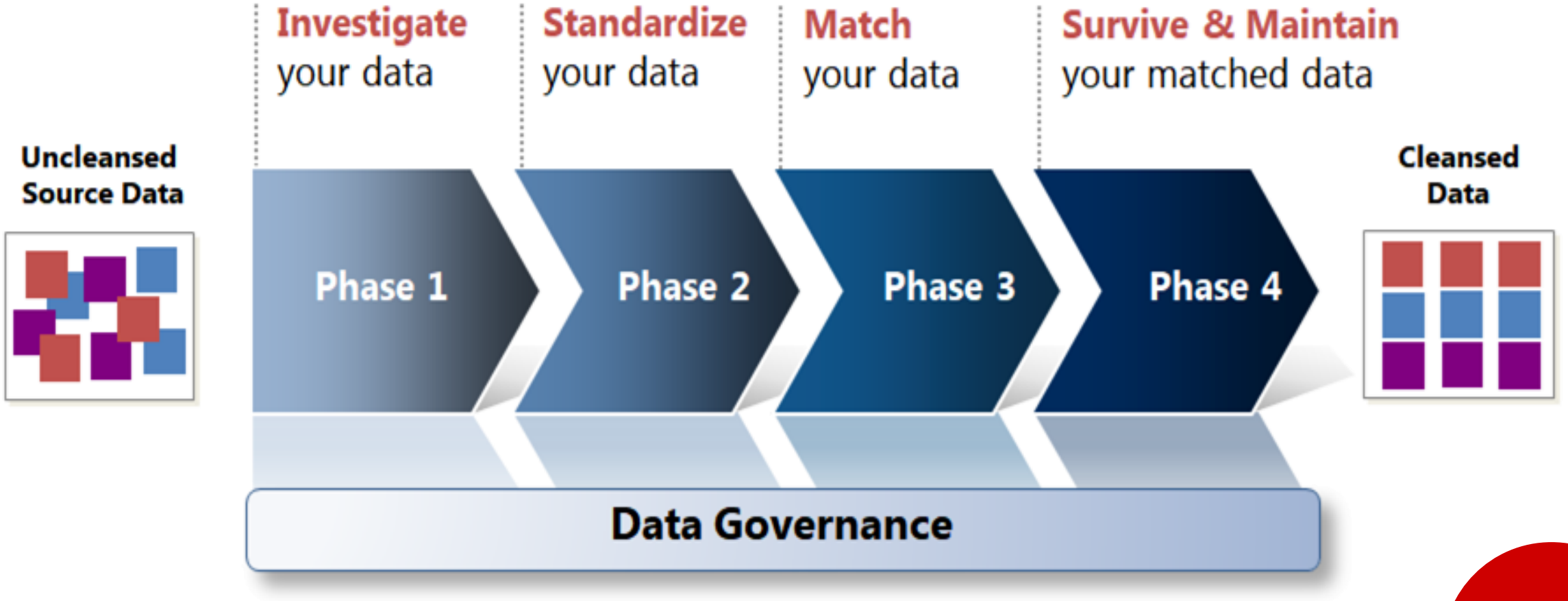
Most comprehensive data quality capabilities that run on premises or on cloud

- **Analyze**
  - Discovers data of interest to the organization based on business defined data classes
  - Analyzes data structure, content and quality
  - Automates your data analysis process
- **Cleanse**
  - Investigate, standardize, match and survive data at scale and with the full power of common data integration processes
- **Monitor**
  - Assess and monitor the quality of your data in any place and across systems
  - Align quality indicators to business policies
  - Engage data steward team when issues exceed thresholds of the business



Unified Platform for Data Integration, **Data Quality** & Data Governance

Data Cleansing Approach



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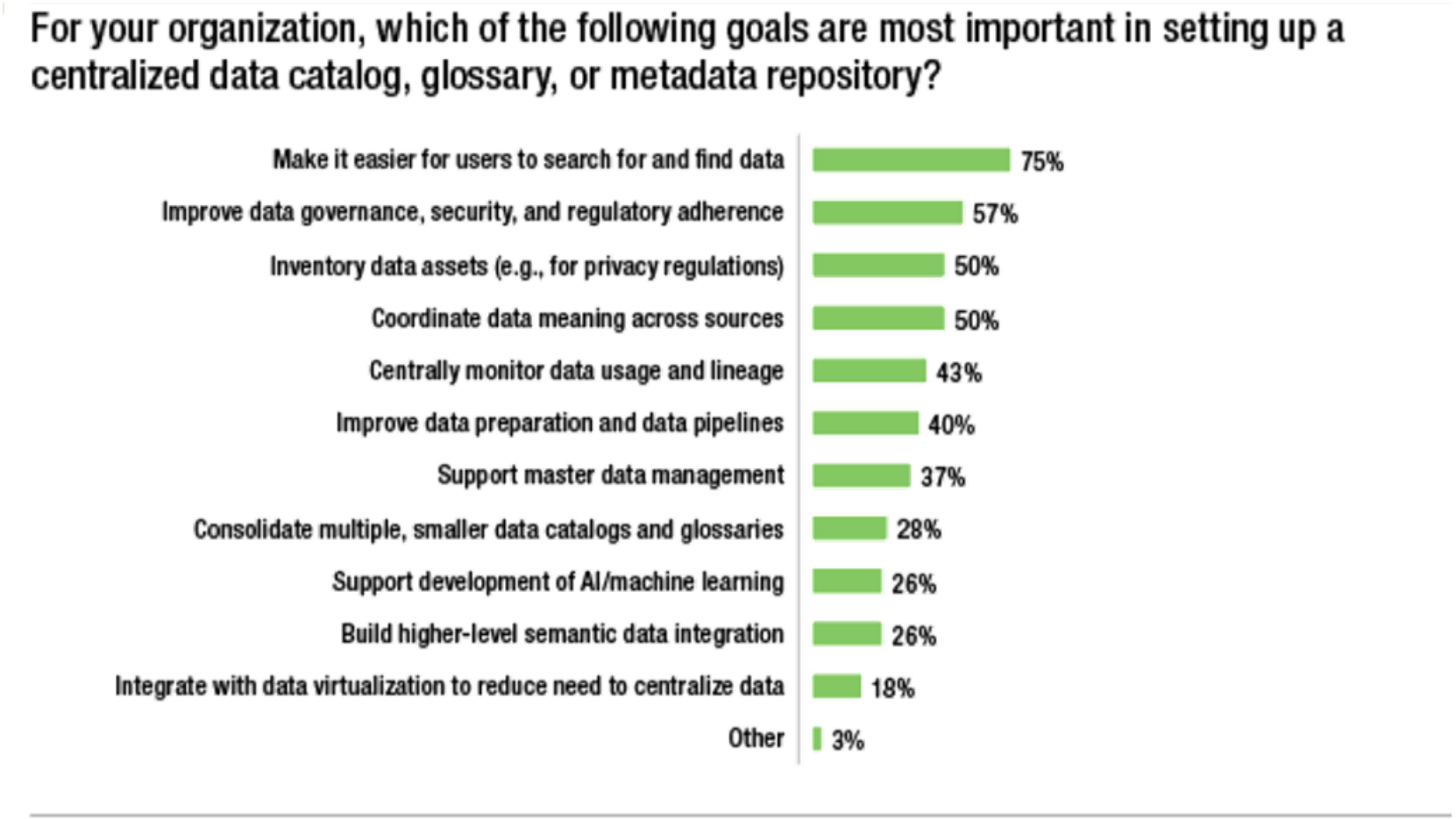

Source: "Evolving from Traditional BI to Modern Business Analytics," TDWI Best Practices Report, Q3 2020.
Based on answers from 183 respondents. Respondents were asked to select their top five goals.

- Making it easier to search for and find data is common goal
- Modern catalogs can supply information at the point of data use
- Valuable when integrated with data virtualization
- 40% say use to improve data prep and pipelines

tdwi Transforming Data With Intelligence℠

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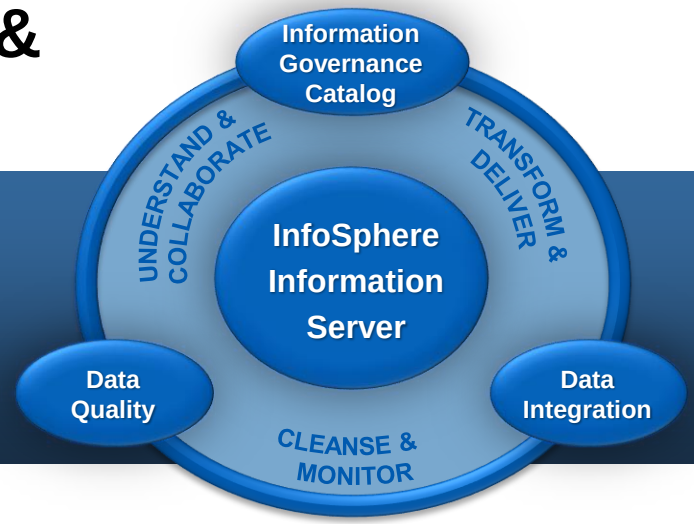

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What is Data Governance ?

Data governance is an emerging, cross-functional management program that treats data as an enterprise asset; a collection of corporate policies, standards, processes, people and technology essential to managing critical data to a set of goals. Maria Villar & Theresa Kushner

Data governance is the organization and implementation of policies, procedures, structure, roles, and responsibilities which outline and enforce rules of engagement, decision rights, and accountabilities for the effective management of information assets. John Ladley & Danette McGilvray

Objective: To Manage A Valuable Corporate Asset - DATA

TDWI Data Governance Principles and Practices

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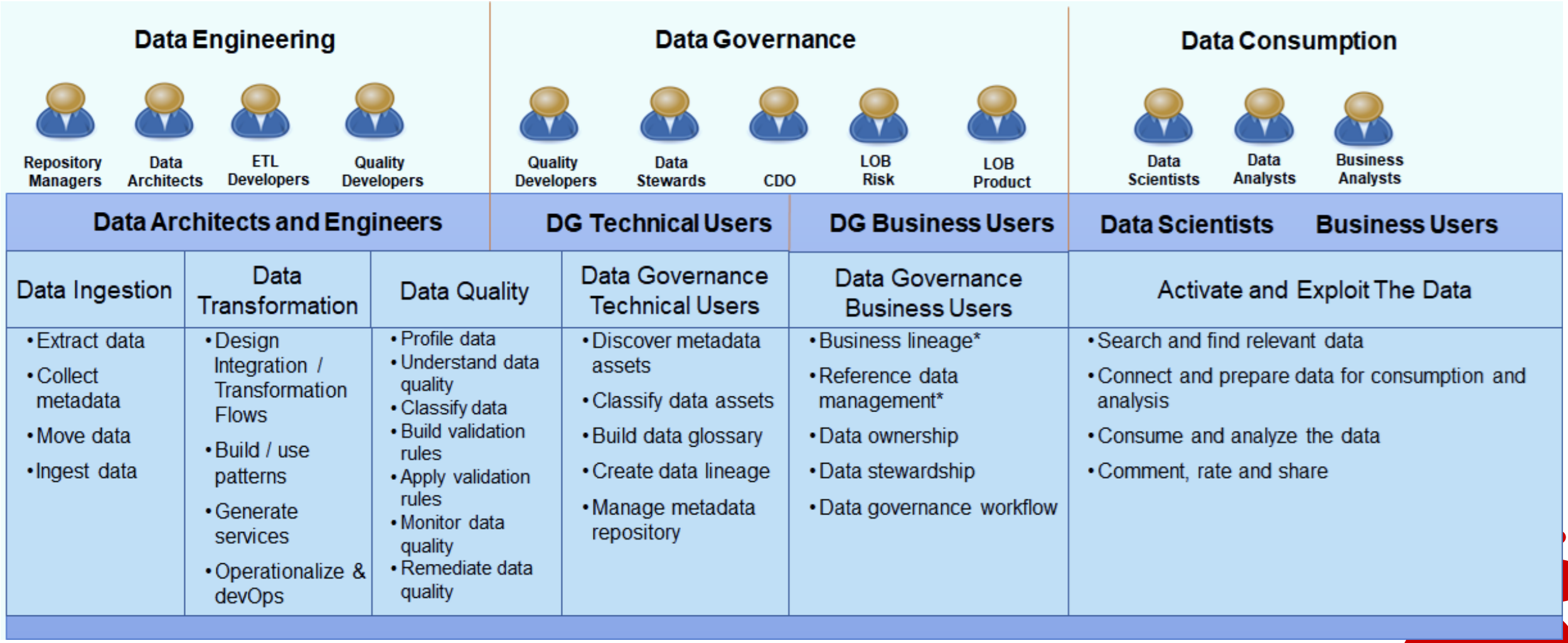


Unified Platform for Data Integration, Data Quality & **Data Governance**

InfoSphere Information Server – Information Governance Catalog

Understand and collaborate

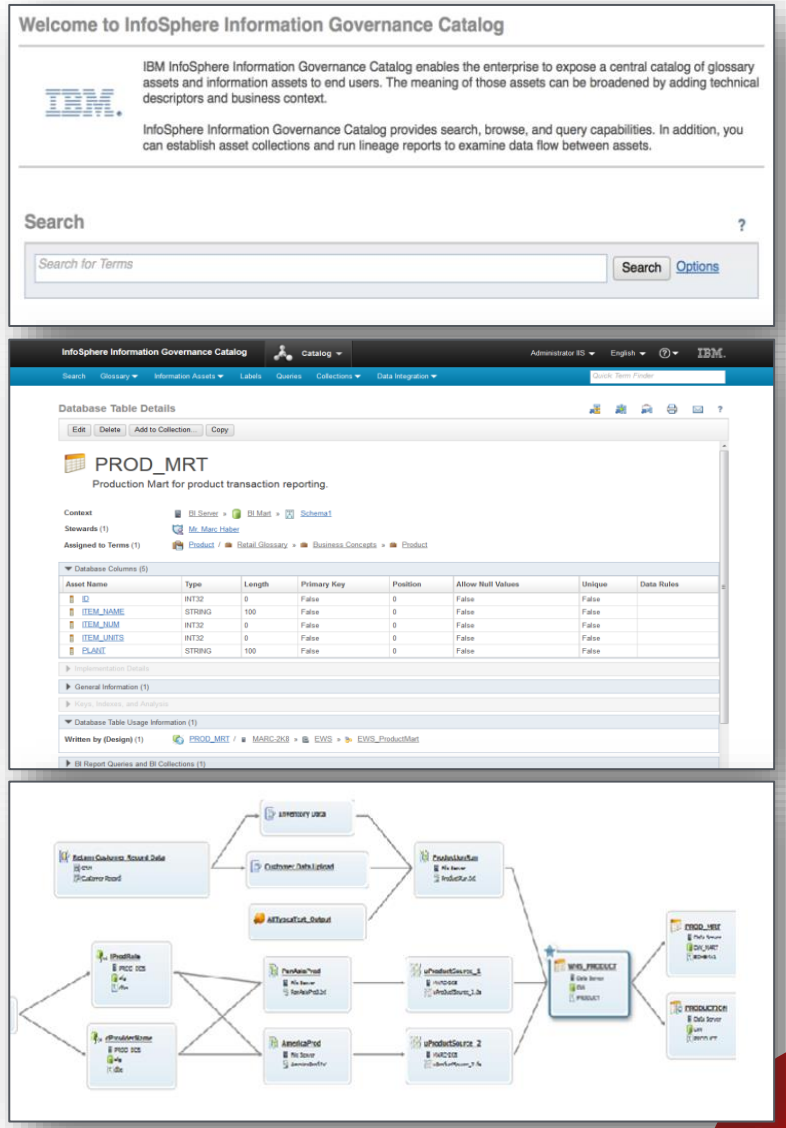
Most comprehensive governance solution for end-to-end visibility to your metadata

Understand

- Leverage a comprehensive & rich catalog of information assets
- Provides business context for IT assets
- Dramatically increases business confidence in information assets

Govern

- Collaboratively establish a governed business vocabulary
- Create stewards, assign responsibilities
- Rely on end-to-end lineage across information assets
- Links business terms & information governance rules to information assets & operational rules
- Open interface to create, import and manage extensions for Data Sources and Data Flows



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Data Governance – IBM Infosphere

IBM InfoSphere Information Governance Catalog (IGC) allows companies to

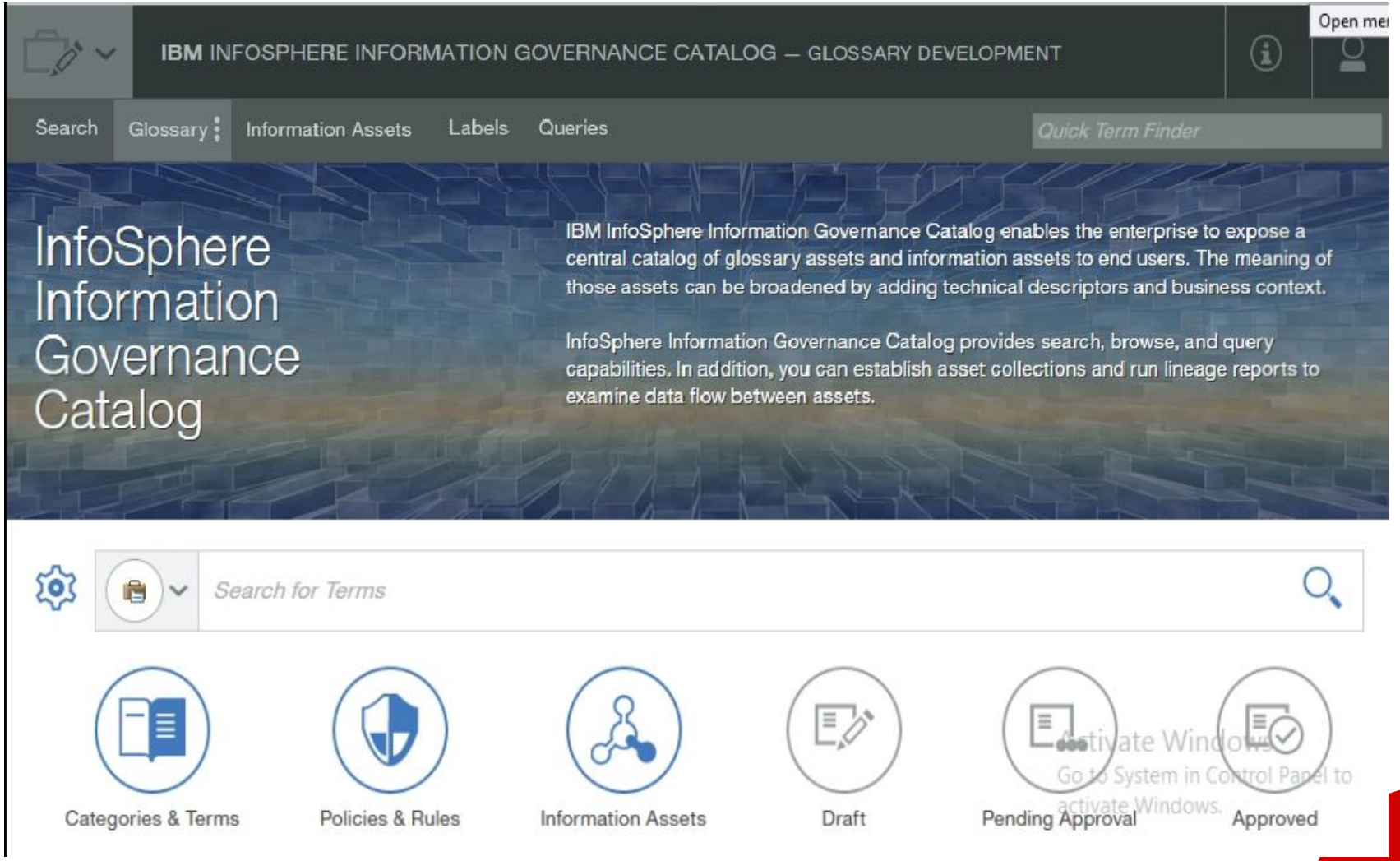
- govern their data and
- data movement processes by
  - exposing, and relating, all types of data and applications, to the business processes, rules, and initiatives, that use that data.
  - allows analysts and consumers to find and examine assets based on their usage and business purpose, without technical skills and knowledge of back-end systems.

Key capabilities:

- Establish a centralized common Business Glossary
- Apply Governance Policies and Rules
- Define Business Processes and Applications using Custom Attributes
- Analyze Data and Business Lineage Graphs and Reports

Unified Platform for Data Integration, Data Quality & Data Governance

Data Governance – IBM Infosphere



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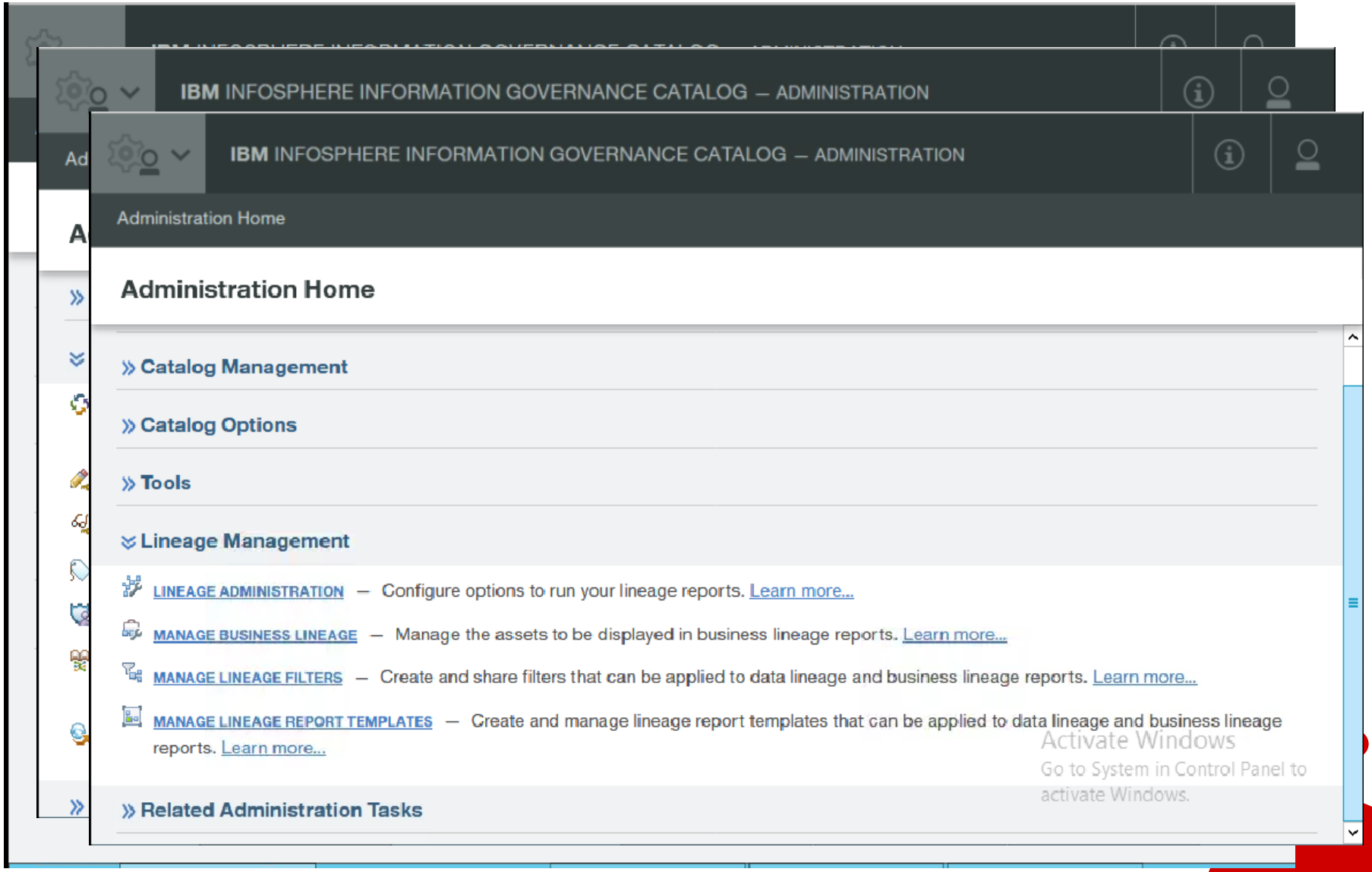
Data Governance – IBM Infosphere



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Data Governance – IBM Infosphere