



— Alation —

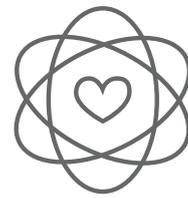
At your organisation, Alation can



empower
people to make better
business decisions



enable
collaboration so
everyone can work
smarter together



build
people's trust in
technology and one
another

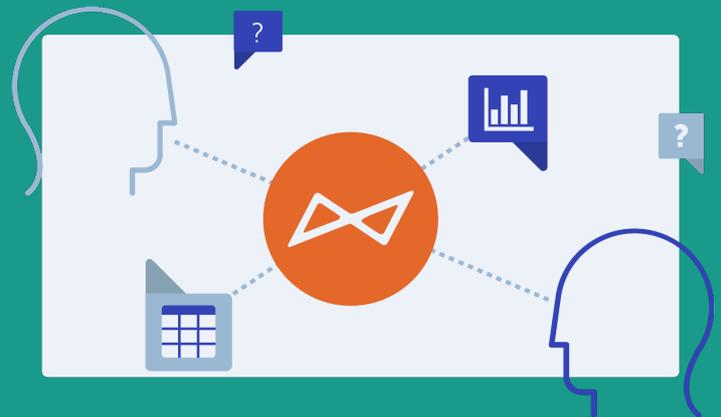
Seamlessly collaborate

Find the Expert

Can't find the data you need? Or, maybe you just don't understand the data you find. Alation discovers the experts so that you can get to work faster.

When you can't find the answer, Converse

What if the answer doesn't exist or you just can't find it? No worries. Alation Converse allows you ask experts a question. If your question is technical, experts can include live links to datasets and even queries that you can modify and re-run. The entire conversation gets tracked in Alation, and is readily visible to anyone looking at any of the tables or queries mentioned.



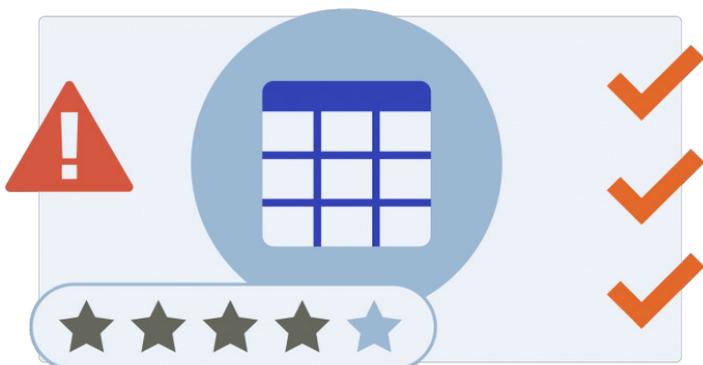
Trust your data

Endorsements and Ratings

Alation's machine learning algorithms leverage statistics on usage and visits to rank every data object in your company. But sometimes machines are not enough, and your data experts—analysts, stewards, IT folks, and data governors—can improve the rankings by rating and annotating data. This way, you can quickly know if a report is putting you on the wrong track.

Contextual Validation

Learn about who has used the data in the past, how they've used it, and when the data was last refreshed.



What Alation can do



Data Search & Discovery



Collaborative Analytics



Effective Data Governance

Data Search and Discovery Empower your people with accessible data

At your business today...

Ironically, the more data you collect, the harder it is to find the data you need. Part of the problem is that the data and the information about it is spread across disparate databases, wikis, data dictionaries, metadata tools, glossaries, and systems like Hadoop. Another challenge is that different systems and employees refer to things in different ways. On top of that, it's hard for anyone to figure out which

information is up-to-date, which metrics are miscalculated, and which datasets are trustworthy.

Alation can...

- accelerate time-to-insight
- reduce costly errors and reconciliation
- provide a single point for universal data access
- Find the needle in your data haystack.

Find the needle in your data haystack.

Getting the right answer just takes too long. You shouldn't have to know every last acronym, abbreviation, and quirk of your data to get last month's sales report. Your enterprise is flooded with data and documentation surrounding the data, not to mention smart people who can analyze it. But because your data is so complex, it takes too much time to get the right answer or even find the person that could give you the right answer. Sometimes, you get lucky. Sometimes, you wait. Much of the time, you just make assumptions (occasionally resulting in rework) based on the information you have.

Collaborative Analytics Just-in-time knowledge for your analysts

At your business today...

Your new analysts spend half their time looking for data, your experienced analysts spend half their time helping recent hires, and when senior analysts leave the company, they take lots of data knowledge with them. In a complex data environment, writing a single query can take days. Sometimes an analyst will work on a question for weeks before realizing that someone else had previously produced an answer. Yet often, when two analysts try to answer the same question, the resulting numbers differ, so the decision makers can't trust either one! Your analysts' time is valuable: every hour they spend on actual, accurate analysis could yield thousands

of dollars for your company. They shouldn't have to waste so much time just finding the right dataset, learning how to use it, reinventing the wheel, or making avoidable mistakes and then backtracking.

Alation can...

- reduce analyst on-boarding by up to 50%
- increase the productivity of your analysts
- yield faster time-to-insight for your business
- reduce data infrastructure costs
- Analysts: Get your work done, faster.

Analysts: Get your work done, faster.

First, you have to find the right data: Where—among the many databases and file systems in your organization—is the right table (it could be in any one of the many databases and file systems in your organization)? When was it last updated? How is the revenue column calculated? Are people using it? Then, you need to figure out how to use the data: How do you join these two tables? What's the right definition for retail products and which column should you use? Often, you have to find the expert and wait for them to have the time to answer your questions. And more often than not, you are at the mercy of the expert's limited time because they have a lot to do.

Effective Data Governance Keep up-to-date with your data. Leave the busy work to the computer.

At your business today...

You have so much data, in so many different places, it's hard to find stewards to curate and annotate it. You have so many people who both produce and consume data. You'd love to be able to identify which data is important and who's using it. You wonder how everything will get documented, where to start, and if completed, how it will all stay up-to-date. You also need to know when the data changes and whether people are using data in an appropriate way. Let Alation turbo-charge your data governance initiatives.

Alation can...

- accelerate recruitment of data stewards
- automate stewardship processes
- track and improve the ROI of governance initiatives
- ensure proper data consumption
- Stewards: create correct and comprehensive documentation, fast.

Stewards: create correct and comprehensive documentation, fast.

You have so many terms and tables to document, it's difficult to know where to start. Or how you'll ever finish. You'd love to be able to prioritize your work, get more done, and do less busy work. Let Alation help.