

atlan

Data governance is dead. Let's activate it.

Learn why an **active metadata** platform is essential to adaptive data governance:

- ✓ Engage business users and drive viral adoption
- ✓ Let AI and automation take care of manual governance tasks
- ✓ Futureproof your governance approach with extensibility



Through 2025, **80%** of organizations seeking to scale digital business will fail because they do not take a **modern approach to data governance.**

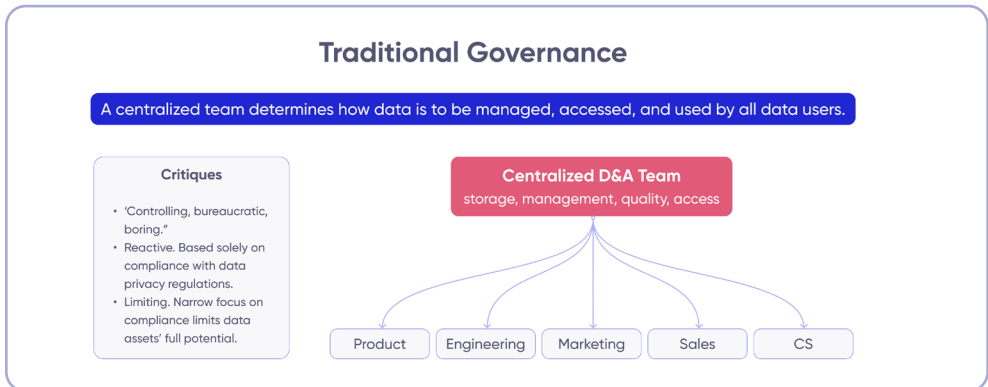
Gartner.

Out with the old...

Data governance is a hard problem to solve. We get it.

The rapid adoption of modern data architectures and cloud platforms has driven organizations to a scale of data chaos that's never been seen before. And with AI becoming a cornerstone of every business strategy, well-governed data that's ready for AI is crucial.

And still, data teams are using traditional governance models and tools that fail in today's world of data because they take a siloed, manual, and one-size-fits-all approach to data governance.

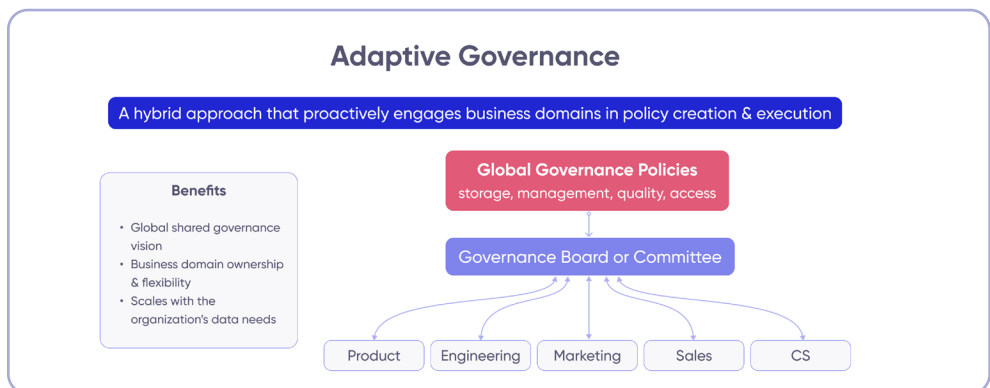


In traditional governance models, policies are created without **engaging and getting feedback from business users**, and then **manually enforced** without any way to check if the policies are actually being executed at the business user level.

This eventually leads to error-prone policies that never gain adoption from business users.

Adaptive data governance solves this problem, by reducing the gap between data governance and the business.

By leveraging **automation**, adaptive data governance creates a **two-way, collaborative** channel with business domains. This ensure that policies created are not only useful, but also enforced correctly at the business user level.



But in practice, adaptive data governance is impossible with traditional governance tools because these tools were designed for an era of data governance that is long gone.

Let's explore three reasons why traditional tools fail.

1. From siloed to business-engaged and adopted

By 2027, 40% of CDAOs will have rebranded governance as business enablement of strategic business initiatives from the outset.

Adaptive data governance takes a collaborative, not controlling approach to working with the business. It calls for the data team to understand the needs of the business, collaborate with the business, and ensure adoption of policies and standards.

However, achieving this level of collaboration and adoption isn't possible with traditional data governance tools.

When a business user is trying to answer the question, "Can I trust this dashboard?", they don't want to switch to yet another tool, find the right dashboard, and check its lineage to make a decision. End users want context where they are, when they need it, but traditional governance tools can't create this self-service experience.

Modern governance tools need to be effortlessly adopted by non-technical and technical users, ensuring collaboration between the diverse humans of data.

2. From manual and reactive to automated and proactive

By 2027, the application of GenAI will accelerate time to value of data and analytics governance programs by 40%.

In the past, every enterprise had an army of data stewards to ensure data assets were documented and policies were being enforced and executed. As a result, traditional data governance platforms relied on data stewards to take care of manual tasks like data documentation and classification.

But in today's world, fast-moving, agile organizations aren't investing in data stewards:



In the past, I worked at a large financial services firm, and we experienced all the challenges involved with a traditional catalog. We would spend a ton of engineering hours integrating to our existing systems, and then we would need an army of data stewards to build and maintain everything.

The reality with this approach is that you're forcing data stewardship across every organization and they just don't have the bandwidth to do it.

Gu Xie
Head of Data Engineering
Group 1001

Automation and AI is a requirement for modern data governance platforms to enable adaptive data governance. It frees up data stewards, data teams, and even business teams to spend more time on high-leverage activities like collaborating on critical data governance use cases and building custom policies and standards for their unique challenges.

3. From closed and one-size-fits-all to open and extensible

Traditional data governance took a one-size-fits-all approach, so the tools were built as closed platforms, without extensibility and configurability.

Adaptive data governance is designed to adapt to unique data needs across businesses and industries. That's why modern governance platforms need to be **open and extensible**.

As the data landscape evolves, new frameworks emerge, and regulations change, an open platform futureproofs businesses. It enables data teams to tailor the platform for visionary paradigms like data mesh, build custom connectors to implement best-of-breed tooling, and drive custom metadata automations across the data stack.

In with the new.

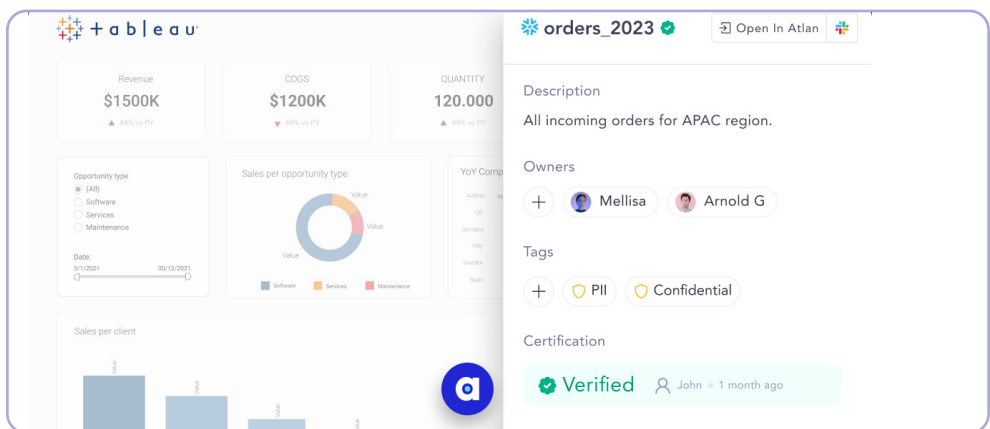
Active metadata meets adaptive data governance

Atlan's active metadata platform is the key to adaptive data governance. It's designed for adoption, embedded with automation, and its open, extensible platform is key to futureproofing your data governance strategy.

1. Business-engaged and adopted

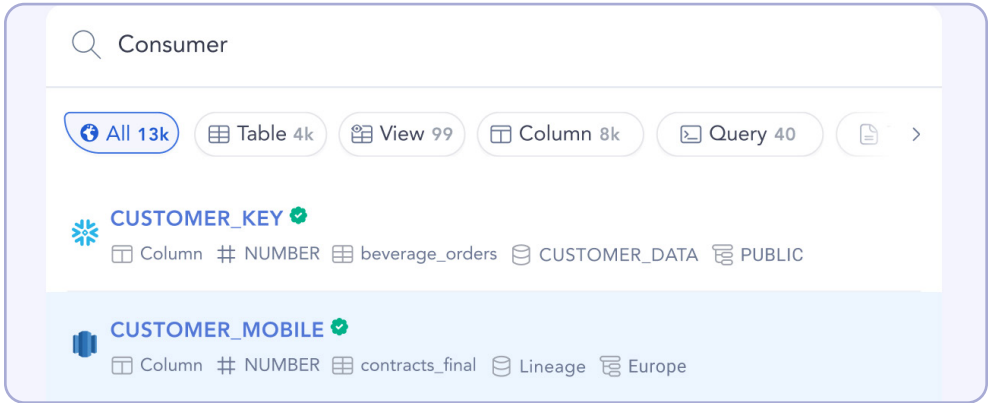
Designed for the diverse humans of data — from data engineers to business users — Atlan creates a collaborative, self-service layer for data and business teams.

1.1 Meet business users where they work



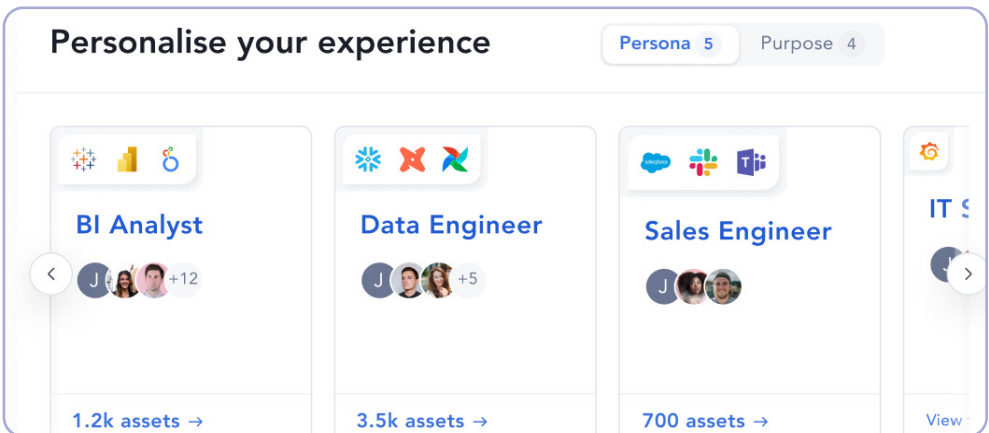
Atlan embeds context right in BI tools that business users are using every day and integrates with Slack and Microsoft Teams to drive collaboration.

1.2 Google-like search



Business users can find the assets they're looking for in seconds, with natural language search, granular filters, and trust signals, like verified badges, tags, and usage metrics.

1.3 Netflix-like personalization



Curate and publish data products by domains and personalize experiences for different roles and use cases with Personas and Purposes.

Customer Story



Challenge

Porto, a Brazil-based insurance and banking leader with 13 million clients, sought to replace a legacy data catalog to maximize the ROI of new data technology, and improve data literacy across their organization.

Solution

Choosing Atlan as their new modern data catalog, Porto's data governance team released the initial version of Datapedia, a self-service source of truth for their data assets, in less than six weeks.

Results

- 300 users in 4 months
- On track for 1000 users by 2025



The user experience was very important to us, and we felt it was the most user-friendly interface we had seen from any other provider.

Danlei Alves
Senior Data Governance
Analyst



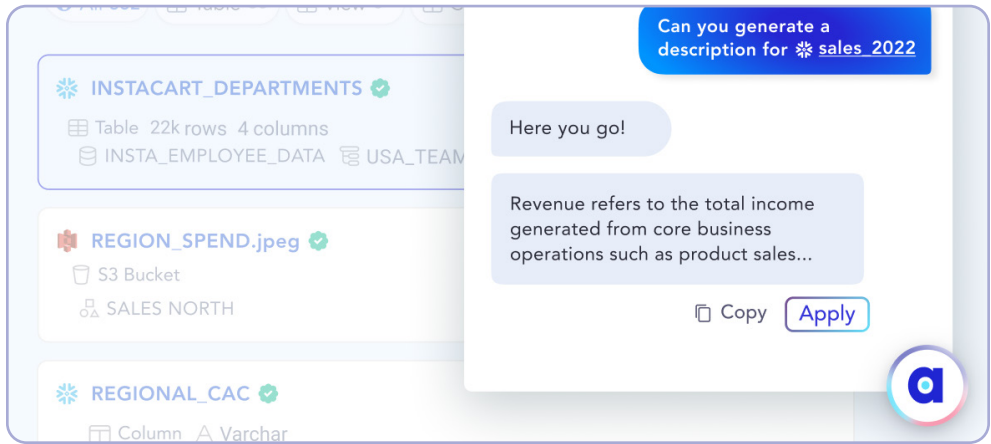
I just type what I would like to find out, and if it's within our reach, then it will just pop up. I try not to advocate for any kind of tool, but I will advocate for Datapedia and Atlan because it really is tremendously useful.

Pedro Ribiero
Chief Data Scientist

2. Automated

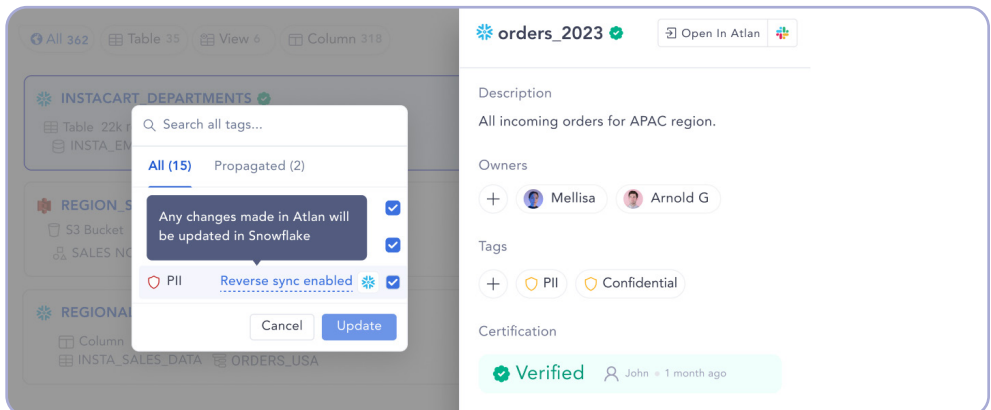
Atlan is embedded with automation and AI to accelerate data governance initiatives and free up valuable time.

2.1 Enrich 55% of documentation with AI



Atlan AI generates descriptions for data assets and takes the manual burden of documentation off everybody's shoulders, with an acceptance rate of 55%.



2.2 Compliance, simplified



Reduce the risk of non-compliance, while accelerating data access processes with two-way tag sync between data sources and Atlan.

2.3 A Playbook to automate every task

Playbooks

-  **Deprecate unused Snowflake assets** ⚡ 3 actions
Daily at 12:00 PM
-  **Remove underutilized dashboards** ⚡ No actions
Weekly on Mondays 00:00 AM

Create custom rules and filters with Playbooks, Atlan’s rule-based metadata automations, to automatically identify unused assets, accelerate metadata documentation, and propagate classifications across sensitive data assets.

Customer story



Challenge

- Tide, a UK-based digital bank with nearly 500,000 small business customers, sought to improve their compliance with GDPR’s Right to Erasure.
- Too much manual effort to find and delete data that persisted elsewhere in secondary systems that had local projections of the personal data fields.

Solution

- Tide used Atlan Playbooks (rule-based bulk automations) to automatically identify, tag, and secure personal data.
- Tide used automated lineage to quickly and easily determine where personally identifiable data lived, and how it moved through their architecture.

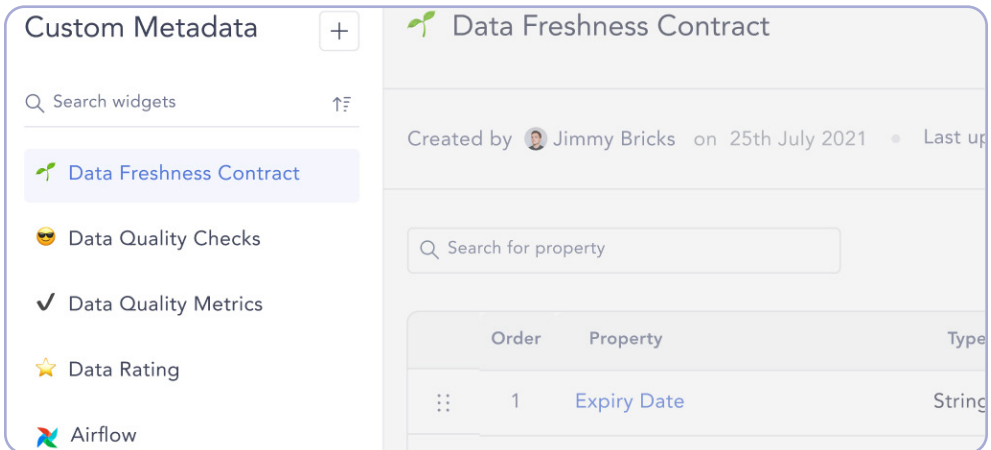
Results

50 days of manual tagging turned into 5 hours of work.

3. Open and extensible

Atlan's open and extensible active metadata platform futureproofs your business to adapt to new frameworks, regulations, and technologies.

3.1 Custom metadata

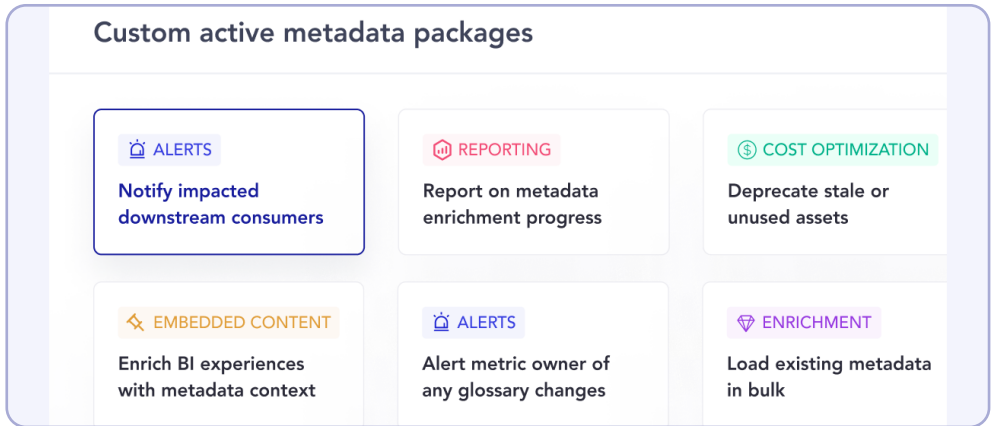


The screenshot displays the 'Custom Metadata' configuration page in Atlan. On the left, a sidebar lists various metadata types: 'Data Freshness Contract' (selected), 'Data Quality Checks', 'Data Quality Metrics', 'Data Rating', and 'Airflow'. The main panel is titled 'Data Freshness Contract' and shows it was created by Jimmy Bricks on 25th July 2021. Below this is a search bar for properties and a table with columns 'Order', 'Property', and 'Type'. The table contains one entry: Order 1, Property 'Expiry Date', and Type 'String'.

Order	Property	Type
1	Expiry Date	String

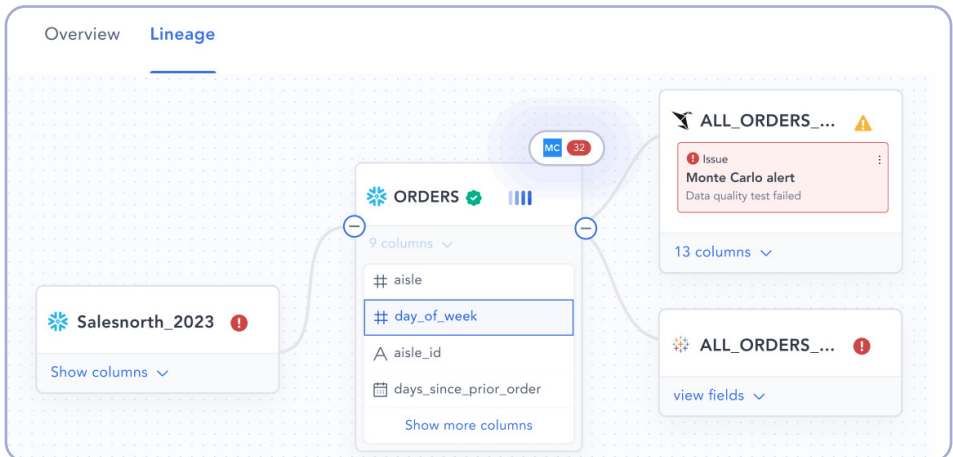
Set up the metadata that matters to you with customizable metadata attributes on Atlan.

3.2 Build custom connectors and packages



Atlas's Open APIs, Python SDKs, and Java SDKs enable data teams to build custom solutions for their unique data challenges, like reporting on metadata enrichment and building custom connectors for in-house products.

3.3 Event-driven metadata automations



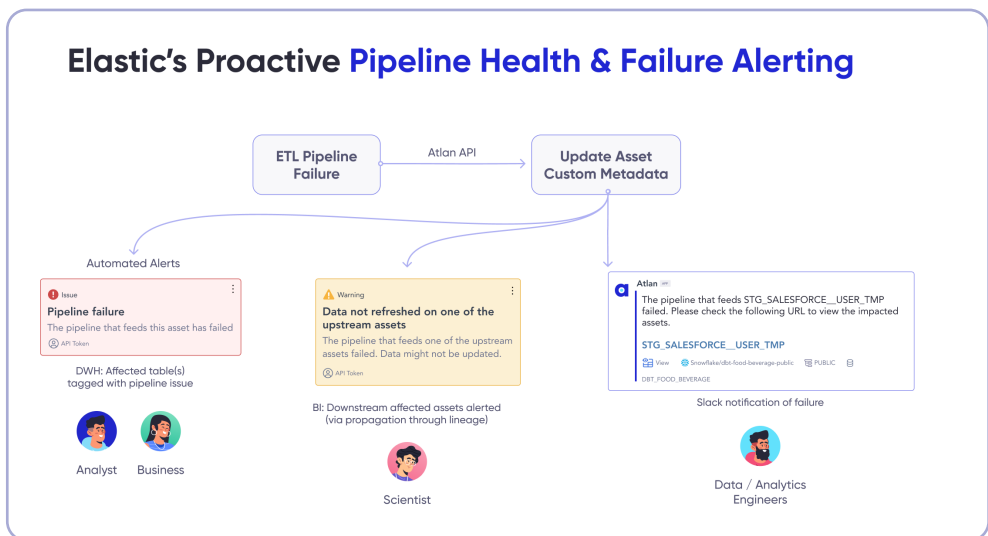
Adopt a proactive approach to data governance by setting up automated alerts and notifications with Atlas's Webhooks and Eventbridge integrations.

Challenge

Data analysts were responsible for communicating pipeline breakages downstream, typically using Slack channels that didn't always include all affected stakeholders.

Solution

Elastic's data governance team set up custom metadata on Atlan to capture context about pipeline failure for any data asset through Atlan's APIs. Now, whenever a pipeline fails, operational metadata is captured in Atlan and a programmatic metadata workflow pushes a failure warning to downstream users of affected assets based on column-level lineage.



Results

With over 400,000 relationships automatically generated between assets, with table & column-level granularity, Elastic's data consumers can now trust their data proactively, without having to reach out to the data team.



The great thing about working with Atlan, or other cutting-edge companies, has been that we get to partner together, figure out what we want to accomplish, and what that should look like. Some organizations might just need a catalog, and have a more rigid mentality. But for us, we wanted someone that was going to be more nimble, and help us shape the experience that we think we need.

Takashi Ueki

Director of Enterprise Data & Analytics

Elastic



The leading active metadata platform for modern data teams



Atlan is the active metadata platform for modern data teams. It creates a single source of truth by acting as a collaborative workspace and bringing context back into the tools where data teams live. Combining the power of search and discovery with end-to-end lineage and a business glossary, Atlan creates a 360-degree profile with complete context for every data asset. Atlan also provides a Netflix-like personalized experience that can be tailored to the role of each individual, while its open and extensible platform lets data teams build solutions for their diverse use cases.

Pioneering Active Metadata, DataOps, and Active Data Governance



Named in Gartner's inaugural **Market Guide for Active Metadata**, 3 Hype Cycles, and 7 reports in 2021



Named a **Leader** in the **Forrester Wave™**: Enterprise Data Catalogs for DataOps, Q2 2022



Recognized as a Gartner Cool Vendor in DataOps in 2020



Recognized as a Top 5 Global Innovator in DataOps by IDC in 2022

Partnering with Best of Breed Data and AI Platforms



- Snowflake Horizon Partner
- Data Governance Accelerated Partner



- Native integration with Unity Catalog



- AWS Advanced Technology Partner



See a demo & learn more at atlan.com