Always On, Always Learning

"As metadata and business glossary technology becomes outdated and less effective, improved machine learning will dictate which providers lead the pack"

- Michele Goetz, Forrester VP and principal analyst.

What is dataSense?

- dataSense is a 3rd generation catalog and data management platform that tracks your high value data assets (HDVAs) as they travel around the organisation, from creation to expiration.

- The platform learns, understands and maps automatically to your growing data landscape, signals when there are changes to the HDVAs, and generates alerts.

- dataSense is different. Our engineered solution deals with actual content and monitors changing behaviour of the data assets, not metadata frameworks – so we provide insights you can trust. At scale.

Why is it important?

- **Control:** Organisation's must become more data focused; data observability is critical to ensure the health of the data landscape.

- **Trust:** Builds trust in your data by understanding what the data is, where the data is and accessed by whom. Having confidence in your data leads to better decisioning, greater productivity and revenues.

- **Speed:** In complex data landscapes as volumes grow exponentially, data is key in enabling rapid change in an ever-changing world. Being able to host, track, govern and share data swiftly while reducing your data costs and lost revenue opportunities.

How does it work?

- **Implement:** dataSense is a solution designed to be a non-invasive low-cost installation. As data flows from its sources we parse, store and assign a digital immutable fingerprint. This unique imprint remains on the data throughout its lifecycle. No coding is required to integrate with dataSense and no interfaces need to be built. Our APIs and client tools allow for rapid implementations.

- **Track:** dataSense tracks the actual content of your data constructs, it does not rely on a metadata framework, which can be an interpretation on what the content should be, as opposed to the actual real value.

- **Alert:** The platform monitors the behaviour and patterns of your data landscape, so when there is new, missing or combination changes, alerts are raised - without any configuration or changes to the software. dataSense is always on, always learning, and always relevant.

"always on and always learning"

What are the benefits?

- **Time:** dataSense is self-managing. No resources need to be involved in tracking anomalies or the burden and effort of constantly maintaining data mappings. Alerts are raised for different scenarios, this enables you to understand, manage and trust your data.

- **Insights:** The lineage is based on actual content, we deal in facts not opinions, providing the truth. Impact analysis when something changes in your data landscape. as it flows from platform to platform supporting data democratisation. The data.

- **Complexity:** IT and non-IT users, can visualise, understand, and find data quickly is secure by design.

- **Risk:** Reduce the liability and potential risk of fines as well as pressure on high value SMEs and technical staff.

- **Efficiency:** Exposing redundant and duplicate data as well as data that should no longer be stored.

How is it measured?

- **Time:** Time to value supporting the data governance and strategy, complementing not replacing.

- **Resources:** Savings on high-cost resources allowing reassignment to higher valued work.

- **Value:** Increasing democratisation and value, increasing access and knowledge.

- **Costs:** Reduction in storage costs, increasing value on transformation and regulatory programmes.

- **Protection:** From regulatory breaches or key business processes, notification before it is an issue.Resources required to support the process significantly reduced.

"Reducing costly reviews and increasing trust"

Real Data Insight

Data Discovery

Non-invasive Deployment

Data Flow & Lineage

Smart Alerting

Catalog + Data Management

dataSense is not a data lake, warehouse or reporting solution, but together with these capabilities we are bringing to market a new paradigm that glues everything together.