



WHAT IS DATA LINEAGE?

Data Lineage is the process of tracking and visualizing the flow of information across the data ecosystem.

WHY DOES DATA LINEAGE MATTER TO YOU?

Data Lineage is important as it helps track the following:

- **Regulatory Demands** - Adhere to regulatory compliance and specifications relevant to its business processes
- **Operational Forensics** - Detect transformation of data along the way-how the data was transformed, what changed, and why. This allows companies to Track errors in data processes.
- **Impact Analysis** - Understand the life cycle of data from the point of origin to its destination. This allows companies to quickly determine impacted objects for root cause analysis and change management scoping.

What do you need to know about your data –

- **Knowledge:** Visualize the data flow across the Ecosystem from source to target.
- **Evidence:** Find evidence of overlap in the tables along the Data Flow.
- **Proof:** Trace the Data Flow at a record level in your Ecosystem.

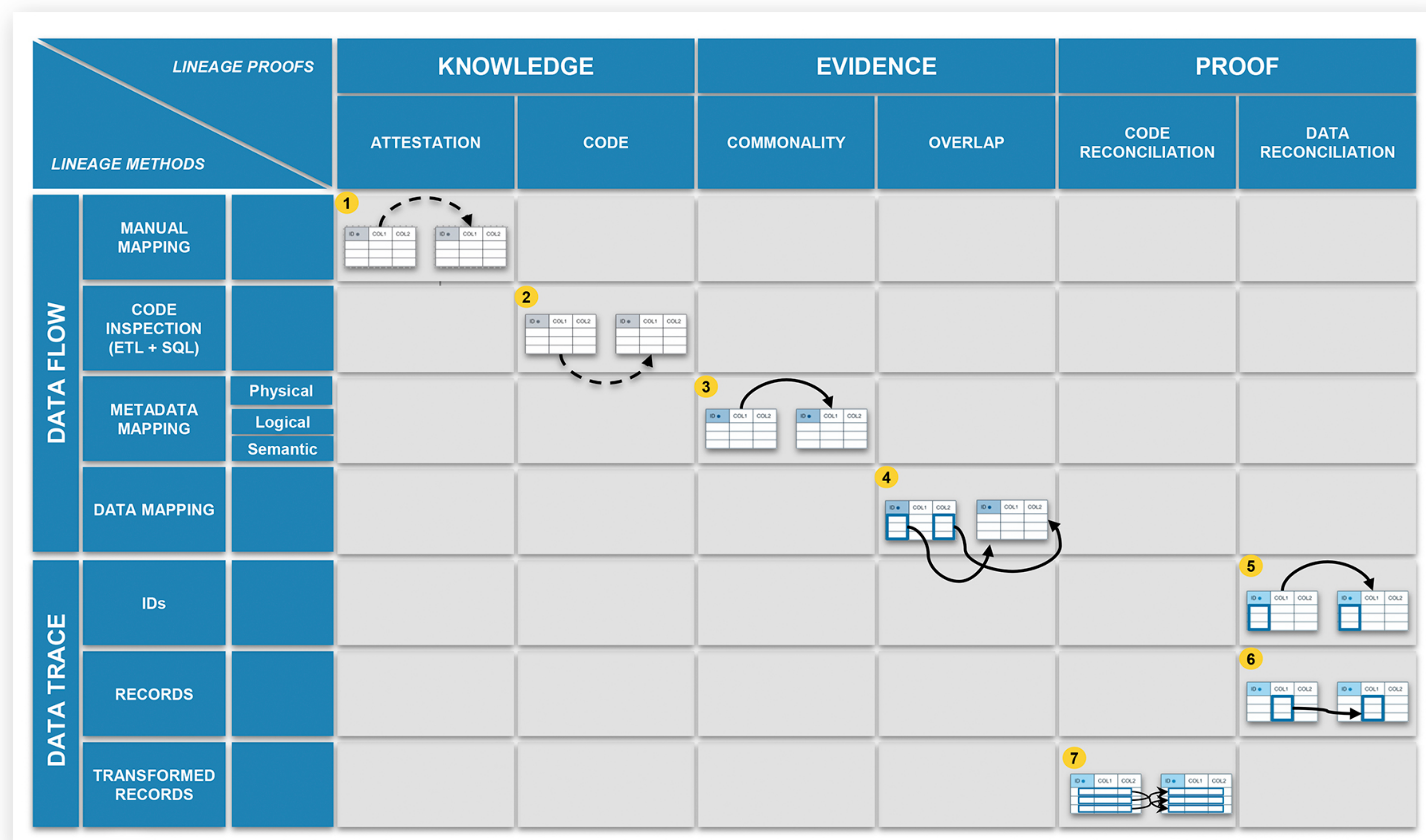


THE GLOBAL IDs DIFFERENCE: DATA LINEAGE AT SCALE

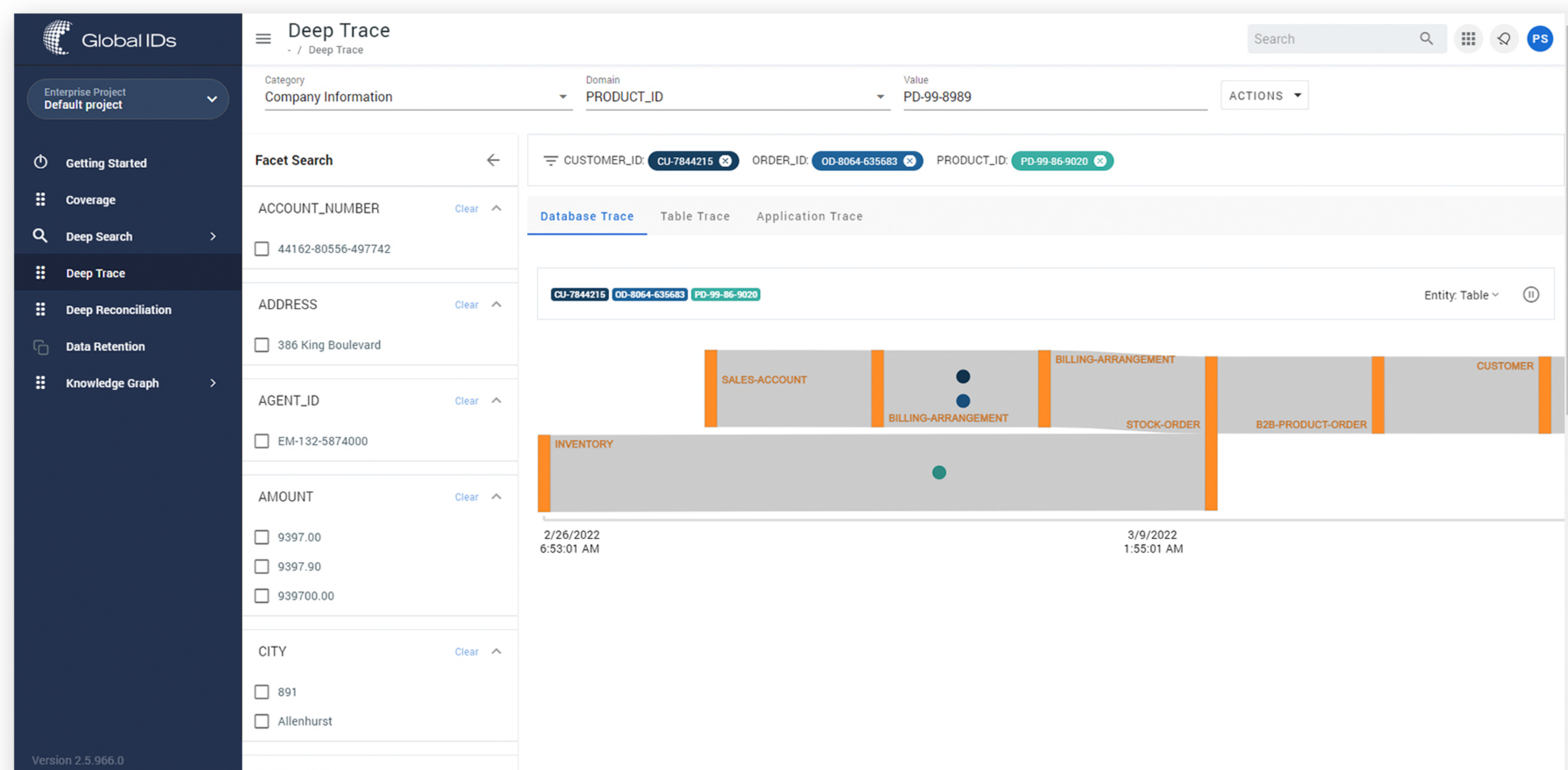
Global IDs provides a systematic solution which helps in detecting and tracking data flows using an automated approach, thereby helping to derive meaningful business insights and comply with relevant regulatory policies. Global IDs has implemented Data Lineage at the largest global organizations in the world.

- **Machine Learning** - Global IDs uses machine learning based approach to classify and map the data ecosystem.
- **Quality of data** - Global IDs helps to identify stages where data quality has been compromised.
- **Your data explained** - Gets a full context of your data to ensure that accurate, complete, and trustworthy data is being used to drive business decisions.

Global IDs Methodology Approach



Data Lineage flow diagram in Deep Trace



Request a demo at www.globalids.com



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