

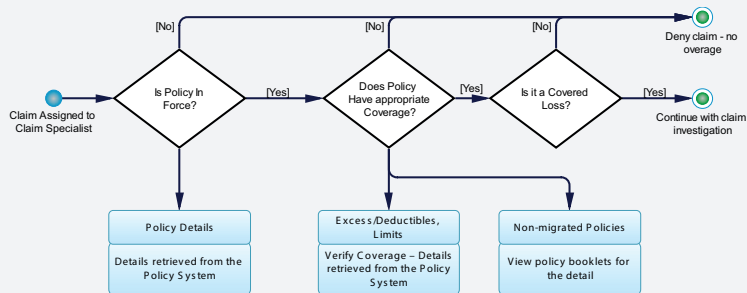
Active metadata

Metadata is information that describes your business

Traditionally, metadata is 'data about data' – what it means, where it is, and how it got there. But there's much more to metadata than that.

Metadata describes:

- Why your business exists.
- How it works.
- How it's organized.
- Who does what, when and where.
- How and why they do it. (As well as what data is held, where it is, how it got there, and how it's being used.)



The scale and variety of metadata enables us to use context – essential for clarity in business decision-making.

Active metadata lets you reason about, *visualize dynamically* and *gain continuous insight* from information about data, data systems, business entities and business concepts, the *relations between them*, and the *stored knowledge* about them.

Active metadata enables logical reasoning

Beyond knowing that these data or business entities exist, we also need to know how their characteristics are logically connected, and to use this logical information to reason about them.

Active metadata offers dynamic visualization

When you add information, it's visible immediately and when anything changes, you see it right away. You can interact with diagrams to get complete answers to complex questions, but pose these questions in a simple way, even with a single click.

Active metadata is about connected entities

Business and technical entities are connected together in chains, so that complex answers to simple questions are easy to calculate and can be visualized instantly.

Active metadata includes stored knowledge

Subtly different from other metadata, sitting at a higher level, providing more general, more universal information, such as business definitions. Containing complex structures, this enhances the metadata and assists both reasoning and visualization.

Buzzword bingo

An active metadata solution:

- is embedded within an organization's data and business practices.
- presents a continuous, coordinated, enterprise-wide capability.
- is for monitoring, insight, alerts, recommendations and design.

The active metadata analytics workflow is:

- integrated, managed and collaborative.
- orchestrating inter-platform metadata assets and cross-platform data asset management.

Active metadata assets are used to create *insight solutions* which enhance:

- data integration
- resource management
- data quality management
- data governance
- corporate governance
- regulatory control
- risk management
- digital transformation
- ESG

Business benefits of active metadata

Complete visualization from discovery

Acquiring and connecting metadata

Definition: Beyond knowing that these data or business entities exist, we also need to know how their characteristics are logically connected, and to use this logical.

Benefit: Single view of systems, data, and regulatory information, making management and regulatory actions faster and more successful, reducing regulatory burden and future fines.

Augmenting metadata

Definition: Adding additional information to metadata through both import and manual features.

Benefit: Makes metadata more complete and keeps business and systems information together, promoting collaboration and accuracy.

Adding knowledge and definitions to metadata

Definition: Adding additional information to metadata through both import and manual features.

Benefit: Makes metadata more complete and keeps business and systems information together, promoting collaboration and accuracy.

Reasoning with metadata

Definition: Applying business logic to reason over all metadata, connections and stored knowledge.

Benefit: Business logic is applied to generate insight, so implications of static data can be calculated dynamically to produce richer, deeper insight and more informed decision-making.

Rapid development

Acquiring and connecting metadata

Definition: Help set up metadata through automatic recommendations: what should be connected to what, and which entities relate to what parts of the knowledge base.

Benefit: Makes metadata, lineage, insight and business decision-making faster.

Auditable and collaborative development

Metadata workflow, collaboration, auditing and what-if scenario analysis

Definition: Metadata workflow change management, collaboration, auditing and what-if scenario analysis.

Benefit: Improves the quality of business decision-making, and enables experimentation to test the impact of proposed changes, making the organization more flexible and responsive to change.

Visual collaborative insight and de-siloing

Immediate, dynamic, flexible metadata visualization and tracing

Definition: Visualizing metadata and connection tracing instantly, with a flexible level of detail, and responsive to all metadata, augmentations, stored knowledge and reasoning, and to changes.

Benefit: Enables a wider range of business insight and decision-making from metadata, and faster insight and decision-making.

Knowledge and definitions shared as metadata

Definition: Sharing and standardisation of knowledge and definitions in metadata form with metadata applications across the organization.

Benefit: Sharing knowledge and definitions breaks down silos and assists consistent decision-making across the organization. Sharing them as metadata means that even complex knowledge, for example the relation of definitions to multiple regulations, can be shared and used consistently.

Timely and current

Dynamic update of metadata when systems or shared knowledge change

Definition: Dynamically linking metadata and stored knowledge to live systems and shared resources, so metadata is updated as soon as anything changes.

Benefit: Metadata and business decision-making are always up to date with the current situation.

Systems discovery automated to generate and update metadata

Definition: Data systems and ETL processes are analyzed to automatically produce detailed metadata and connections.

Benefit: Makes metadata, insight and business decision-making faster and more accurate.