



# Improve Data Quality with Automated Data Lineage from MANTA



## How Poor Data Quality Affects Your Business

The longer poor data is allowed to flow throughout systems without intervention, the more problems it can cause. This can include:

- Delayed cloud migrations
- Inaccurate business reports and consumer insights
- Regulatory fines
- Reputational damage

## How Data Lineage Eliminates Challenges

With data lineage, businesses gain a big-picture understanding of how data moves across systems and teams as well as concentrated visibility into smaller components. With this visibility, **quality concerns can be addressed before they affect your bottom line.**

## Business Applications of Data Lineage

### IF YOU ARE...

- Drowning in data after a merger or acquisition
- Planning a cloud migration
- Not sure if your reports are accurate
- Worried about your next audit
- Decommissioning an application or data source

### THEN MANTA CAN...

- Identify duplicate or obsolete applications
- Determine which application data is still being used and needs to be migrated
- Visualize exactly which data is being used to populate the report and where it comes from
- Display how sensitive data is moved and transformed throughout your infrastructure
- Show how it will affect downstream applications

## Get an Edge on the Competition

Despite the role data lineage plays in achieving data quality, most businesses are not actively using data lineage. In fact, a 2020 O'Reilly survey found that nearly **80%** of organizations do not manage data lineage. Learn how data lineage can help your organization get an edge on your competition.

Ready to see how data lineage can transform your data quality?

SCHEDULE A DEMO