

FAST FACTS SHEET

# Top 5 Reasons for Insurance Companies to Choose Manta





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Managing and mitigating risks is the core of the insurance industry. Understanding those risks lies in data, which must be trustworthy. Understanding the origins and movement throughout the data lifecycle can build trust in your data pipelines, creating a need for data lineage. But, no matter what you've heard to the contrary, all data lineage tools are NOT the same. To help you choose the right data lineage platform for your business, we've compiled five reasons **Manta is the best data lineage provider.**

## 1. Manta is Purpose-Built for Data Lineage

Data lineage is complex. Some lineage tools will require a lot of time and effort to capture your data's lineage and still won't provide the completeness and granularity you need.

Now the good news: Manta is a purpose-built lineage platform. We don't believe that lineage is an afterthought or a "nice-to-have" but a must-have. We have over [50 supported scanners](#) (the most in the industry!) and since we've been solving data lineage challenges for nearly a decade, we have the expertise you will need for your projects to succeed.

## 2. Manta Unlocks Critical Context into Data

[Metadata](#) is essentially every piece of information about our data. Whenever you need to find something, metadata is the key to doing so quickly and efficiently. At Manta, we're experts in data lineage and helping you [activate your metadata](#). We strongly believe that the key to unlocking the true potential of metadata is an intelligent and open standard for metadata exchange and integration. We've worked hard to make sure that our data lineage tool helps you get the most of your metadata in a secure way.

### 3. Manta has Data Lineage for Data Governance & Compliance

The insurance industry deals with a large number of personal identifying information (PII). This data is protected under a variety of laws. Knowing which data is regulated is the first step in protecting it. [Manta's customizable, color-coded active tags](#) can help you call out regulated data in the context of your data pipeline so that you can make sure it is compliant with regulatory requirements. You can use this to highlight information relevant to you in the context of the data pipeline. With active tags, you can also draw attention to specific data privacy and quality issues (or any other interesting or valuable characteristic within your data pipelines)! Going a step further, [Manta's added semantic layer](#) helps improve accuracy for regulatory reporting and audits.

### 4. Manta's has Enterprise-Wide, Column-Level Lineage

The insurance industry, specifically for those in health insurance, is constantly consolidating and changing. Smaller insurers are frequently acquired by larger ones, healthcare providers are continually consolidating creating a change in data chains, and the data that needs to be migrated becomes difficult to manage. This can quickly eat into cost before you've even had a chance to understand the data at all. However, [Manta can help reduce migration costs](#) by up to 30% by creating a comprehensive map of data flows and dependencies with column-level lineage.

This detailed level of lineage is also critical in the calculations that help insurance companies understand risk. These calculations rely on trustworthy data and impact premiums and policy coverage. Data lineage helps create better insight into the data so it can be used to most accurately assess risk and calculate premiums.

### 5. Manta' Embraces Open Source Data Lineage Standards

Open source data lineage, [OpenLineage](#), is growing in popularity. Our data lineage experts have spent a significant amount of time and focus learning and understanding open source standards and OpenLineage, which works to make lineage accessible to all businesses. If you already use OpenLineage, our OpenManta Scanner uses job facets to ingest OpenLineage metadata and enrich overall enterprise data pipeline analysis.



#### Take the next step with Manta

[Schedule some time to chat with our team](#) to learn more about how Manta can help you with your upcoming projects.