Peering into the
Data Lineage Crystal Ball

Trends and Buying Factors for 2023 and Beyond

90% of organizations have data initiatives planned for 2023

50% still struggle to realize actual value from their data.

Realizing data's business value requires a thorough understanding of how data flows through your org. **A data lineage solution can help.**

With that in mind, let's peer into our crystal ball to see the top trends and buying factors that will mark **the future of data lineage:**

The importance of active metadata management will rise as more organizations recognize the value of adding crucial context to their data flows.

Open source technology standardization will follow recent trends and rise. In fact, **90%** of companies already use at least one open source software or platform as of November 2022.

You'll see **even deeper application** analytics for better decision-making including during migrations – of which **83%** currently exceed budget, fall behind schedule, or fail.

No single vendor can solve all your problems. **Interoperability of information-sharing** between data lineage and your existing tech stack will remain critical.

Data pipeline observability will become part of more companies' DataOps strategies, as increased observability can save engineers up to **40%** of the time they'd normally spend running manual impact analysis.

Ongoing enhancements to lineage rendering and features, such as customizable active tags, mean that lineage visualizations will become more decipherable to a broader business audience.

Your next step? Realizing the full value of your business data.

Read our full 2023 Data Lineage Outlook today to get started.

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