

Data Governance for Financial Services

How Data Governance Drives Data Value

Leaders within financial services organizations are seeking to use data to drive innovation, create better customer experiences, and improve compliance.

How can they achieve this? Two key elements are needed: access and knowledge. People must have access to data and know how that data can be used.

The Alation Data Governance App supports both access and knowledge. It simplifies how organizations enable secure access to data in today's hybrid & multi-cloud environments. Financial institutions can now democratize data without risk, while still ensuring that data is properly used.

Customers



"Alation allows for controlled visibility and access into trusted data... at the point of consumption."



Benefits



Drive Innovation

Drive business transformation, better understand markets, create new products and unleash the power of AI and ML



Deliver Personalized Experiences

Understand customers, tailor products and improve onboarding. All while ensuring data is properly used and privacy is protected

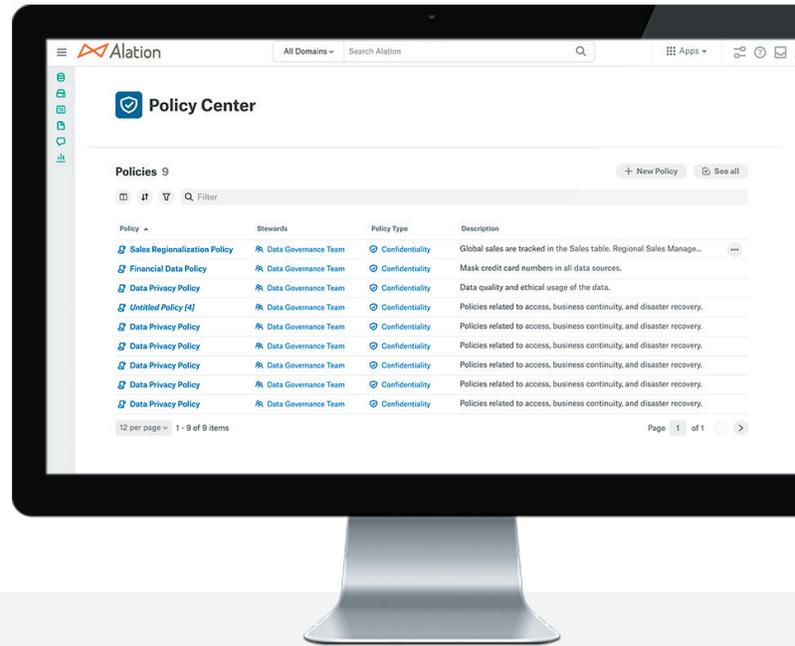


Meet Regulatory Demands

Improve compliance with governance-driven processes to meet regulatory requirements. Speed report creation, improve accuracy, and reduce inefficiency

Data Governance Solution

Using the Alation Data Catalog and the Alation Data Governance App, banks and financial institutions can launch a data governance process that continuously improves. Organizations can create policies, discover and identify the data that needs to be protected, assign roles, establish metrics for success, enable automation, monitor and measure effectiveness, and iterate to improve governance.



These capabilities enable organizations to

- Drive innovation and cloud adoption by identifying where data is currently being used, including protected data.
- Identify the right data, apply governance to ensure it can be trusted, and automate regulatory reporting from the correct data sources
- Enable operational systems to use customer data safely to provide better customer service

Realize the Value of Your Data

The Alation Data Governance App enables financial institutions to leverage active data governance to continuously improve data management processes. With this app, leaders de-risk data access and ensure compliance across the organization. The result? Data experts can now access the best, most trusted data to drive innovation, create better customer experiences and improve compliance. [Get the governance guide.](#)

The first company to bring a data catalog to market, Alation combines machine learning and human collaboration to change the way people find, understand, trust, use and reuse data. Created by experts in distributed systems, data management and design, the Alation Data Catalog creates a living inventory of data assets through an iterative process of data discovery and collaboration. More than 200 organizations, including American Family Insurance, Exelon, Munich Re, and Pfizer, leverage the Alation Data Catalog to gain confidence in data-driven decisions.

For more information, visit alation.com