Informatica Enterprise Data Catalog for Tableau

Key Benefits

- Democratize data by providing business users self-service access to all IT-certified data assets

- Quickly surface relevant data for analysis data content, semantic meaning, usage and business context

- Build user trust in the data by providing insight into data assets' provenance, lineage, and relationships

- Maximize the value and protect the data with the right balance of data governance, security, and flexibility

Unleash the Power of Data With Governed Self-Service Analytics

Data is the new and trusted currency to create opportunities, solve challenges, and accelerate innovation. For it to be trusted, data must be secure, governed, accessible, timely, relevant, and actionable to enable companies to deliver data-driven transformation outcomes. As data volumes explode and the number of data assets grow day by day, business analysts and other consumers of data using self-service analytics tools find it increasingly difficult to locate IT-certified data assets and find the right data for decisions.
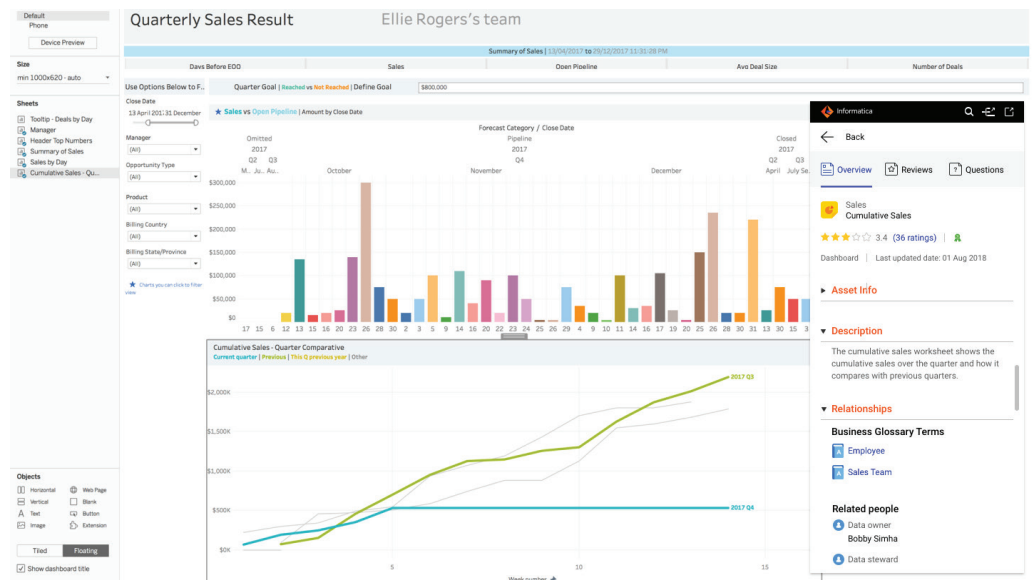

Figure 1: Business and technical context of data within Tableau.

What is Informatica® Enterprise Data Catalog?

Informatica Enterprise Data Catalog is an AI-powered data catalog that provides a machine-learning-based discovery engine to scan and catalog data assets across the enterprise—in the cloud, on-premises, and big data anywhere. The intelligence in Enterprise Data Catalog is provided by the CLAIRE™ engine, which leverages metadata to deliver intelligent recommendations, suggestions, and automation of data management tasks. This enables IT users to be more productive and business users to be able to be full partners in the management and use of data.

How Does Enterprise Data Catalog for Tableau Help Organizations?

Tableau empowers business users to get answers to their business questions and quickly discover insights with easy, powerful visualization of their data. Informatica's artificial intelligence (AI)-powered data catalog ensures users quickly find and access relevant data assets along with necessary business and technical context to do their job. The integration between the two best-in-class solutions—self-service analytics and data catalog—enable governed self-service analytics, which is critical for democratizing data across the enterprise.
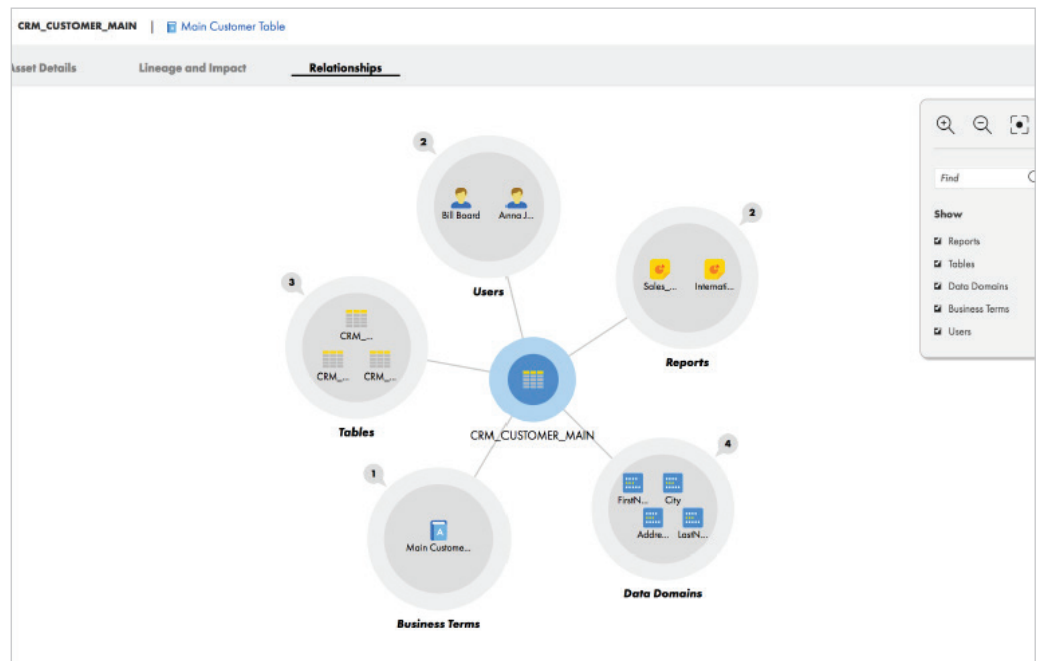

Figure 2: Enterprise Data Catalog 360° view

How Do the Products Integrate?

Enterprise Data Catalog uses machine learning-based algorithms to organize and catalog all data assets across the enterprise. Thanks to the Informatica EDC Tableau extension, business users can now access EDC directly from within Tableau. These users can leverage an intelligent search bar within Tableau to find data assets certified by data stewards, as well as access business and technical context, data quality, profiling statistics, and peer recommendations, which they can visualize within their familiar, easy-to-use Tableau interface. Users can also collaborate with their peers on the data assets via reviews, ratings, and Q&A, all without leaving the Tableau interface.