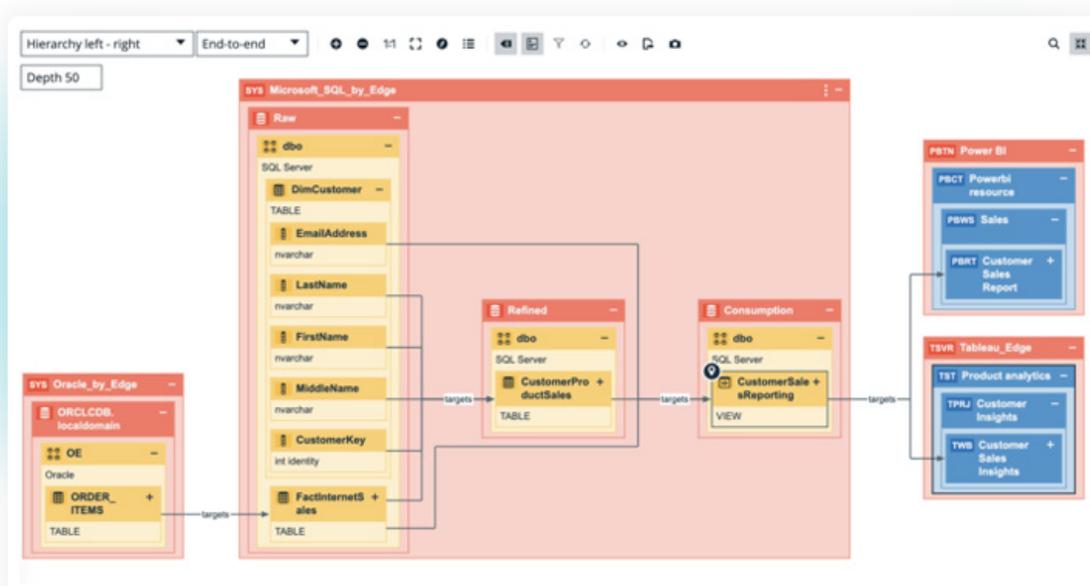


# Less disruptive and more productive cloud data migration

Free yourself from platform dependencies to stay agile and embrace change



Collibra Data Lineage is invaluable for cloud migration projects, as it ensures a smooth and accurate transition by identifying dependencies and minimizing risks. With Collibra, you can confidently migrate your data while maintaining trust and reliability in your reporting.

## Overcoming challenges

A recent [Foundry survey of IT decision-makers](#) found that 63% agreed that their organization has accelerated its migration to the cloud over the past 12 months. And it's showing no signs of stopping — [the global data migration market](#) size is expected to reach \$25.2 billion by 2030.

Every line of business wants to do more with their data. However, most organizations will only get the full value from their data when all users can safely and easily discover, understand, consume and share it — no matter where data is stored.

## Key product features and capabilities

- Policy management and workflows
- Data quality and observability
- Lineage
- Data privacy
- Data marketplace
- Pre-built integrations with leading cloud providers

## Streamlining cloud migration

If cloud migration is critical for evolving a data landscape and maintaining competitiveness, what's the best way to do that without incurring costly delays or sacrificing user experience?

Companies that have organized their data can accelerate migration by encouraging collaboration and ensuring alignment among all teams.

They should also address varying levels of data literacy while fostering responsibility and accountability within departments.

Then there's the need to improve and maintain data quality. Regularly verifying data accuracy and automating tasks reduces errors and streamlines processes, leading to faster decision-making.

Security is also critical. Organizations must protect sensitive data yet avoid delays in gaining insights. Automating workflows and adhering to compliance guidelines helps achieve a balance between security and efficiency.

Ultimately, reducing dependence on a data platform's built-in governance capabilities enhances flexibility in expanding a data landscape without sacrificing productivity. Consistent policies across diverse cloud environments ensure seamless operations and rapid adaptation to new trends.

## An evolving approach to data migration

Cloud data migration is not a one-and-done project. Organizations are continually evolving, so how they manage data and technology tools must also be flexible. That's where Collibra comes in, uniting technical, business and risk teams for efficient data cloud migration. Its unified governance helps ensure your user experience remains seamless, even as new technologies come online or legacy systems become obsolete. No matter how things change, your users can quickly discover, understand and share ready-to-activate data, enhancing accessibility across your organization.

Successful migration aligns stakeholders on objectives and addresses data literacy challenges. Collibra's intuitive workflows encourage collaboration across teams (technical and non-technical) stakeholders regarding data access, policies and discoverability.

Moreover, Collibra helps businesses meet regulations, stay secure and adapt to their needs as they grow. Potential data privacy risks can be assessed using ready-to-use templates to make it easy to get started, collaborate across teams and expand data projects quickly and safely.

Only Collibra empowers organizations with pre-built integrations from leading cloud providers, unified cross-platform governance and a data marketplace. This ensures technical users can run workloads on any platform without disrupting the user experience, so you can maintain smooth operations and timely access to insights — regardless of data location.

## That's Data Confidence™

With Collibra, there's no need to choose between future capabilities and having the features you need to be productive today. Unified governance allows users to safely discover, understand, consume and share ready-to-activate data when it lands in the cloud. Automated quality checks and lineage tracking help identify high-priority data and spot anomalies early, ensuring reliable data migration. Technical users can use the right platform for every workload without disrupting the user experience.



See this use case in action. [Take a tour of our product today.](#)