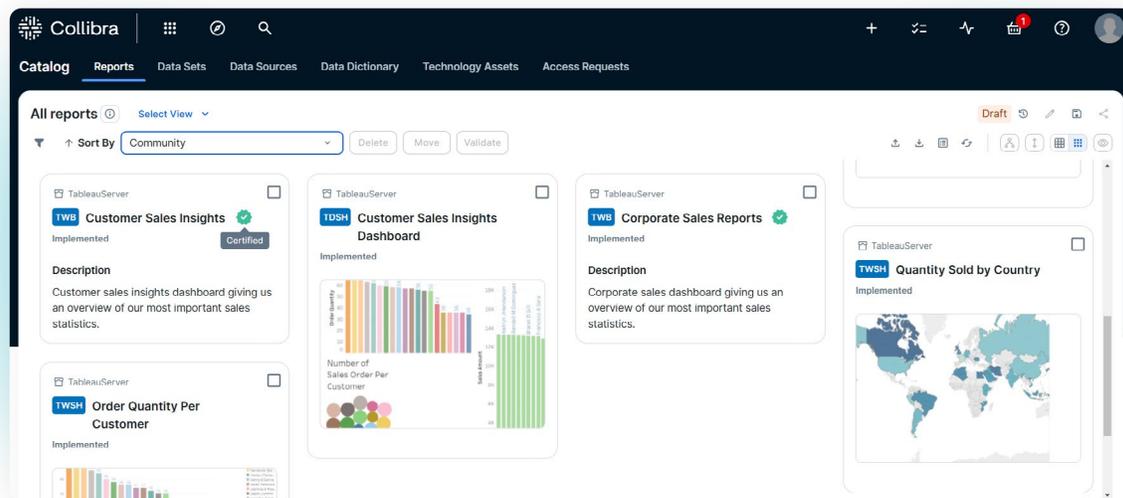


Trusted business reporting starts with trusted data

Increase confidence in business decisions with certified reports and data



Certify and safely access reports, metrics, terms, models and data with verified definitions and rules to increase confidence in business decisions.

Trusted business reporting is crucial for tracking performance, making informed decisions and ensuring compliance. It helps identify growth opportunities and align team efforts with company goals. Unfortunately, most people don't trust the data. A recent IDC report found that only 44% of people trust the data used for business reporting ([IDC](#)). And that's not all. According to Forrester, unreliable data can cost organizations between \$5 and \$25 million annually ([Forrester](#)).

Find, trust and confidently use data for decision making

A lack of reliable data undermines trust in business reporting. When data quality is poor or business context is unclear, decisions and actions become ineffective and inefficient. This leads to missed opportunities, increased costs and greater business risk, all of which weaken overall business performance.

Challenges in accessing and understanding data make it difficult to quickly adapt to changing business conditions. When data consumers struggle with definitions and calculations, they waste time verifying business context, which slows down decision-making and action. Such inefficiencies create a drag on productivity, business agility and competitiveness.

Key features

- Certified reports and data sources
- Certified business terms and acronyms
- Sensitive data discovery and classification
- Certified data products
- Automated access and compliance controls

Poor governance policies and practices make it difficult to confidently use data for business reporting and analysis. When data consumers are unaware of data sensitivity classifications or the specific purposes for which consent was granted, they either risk non-compliant usage or underutilize the data entirely due to compliance fears. This lack of clarity leads to potentially poor decisions and the possibility of fines and reputational damage.

Quickly discover certified reports and data

With Collibra, reports and data are automatically certified, with full visibility into lineage and quality across all systems and sources. The platform's semantic search, filters and AI-driven recommendations simplify the discovery of reports, reference data, master data and data products. This ease of discovery and transparency creates trust, resulting in greater confidence in decision-making.

Easily validate business context

Collibra gives you confidence that reports and data are suitable for your reporting and analysis needs through verified business context. By certifying business terms, metrics, business entities, as well as data and AI models, Collibra ensures that data is both reliable and relevant. This ease of determining business relevance boosts productivity and enables more agile decision-making.

Confidently use reports and data

Collibra automates the discovery and classification of sensitive data, as well as the enforcement of governance policies and controls, ensuring compliant usage of reports and data. A secure data marketplace empowers safe self-service access, with comprehensive tracking of access requests and usage for auditability. This combination of automation and control leads to both greater data utilization and stronger compliance.

Want trusted business reporting? Start with trusted data

You can easily certify reports, metrics, terms, AI models and data from different systems and sources. When you also have automated visibility into quality and business context, it makes data governance simpler and improves compliance controls. This allows you to find, trust and use the data you need for confident business reporting.



Greater confidence in business decision with certified reports and data



Faster business decisions with contextual search and verified business context



Safer business decisions with automated access and compliance controls



[Take our trusted business reporting product tour](#)