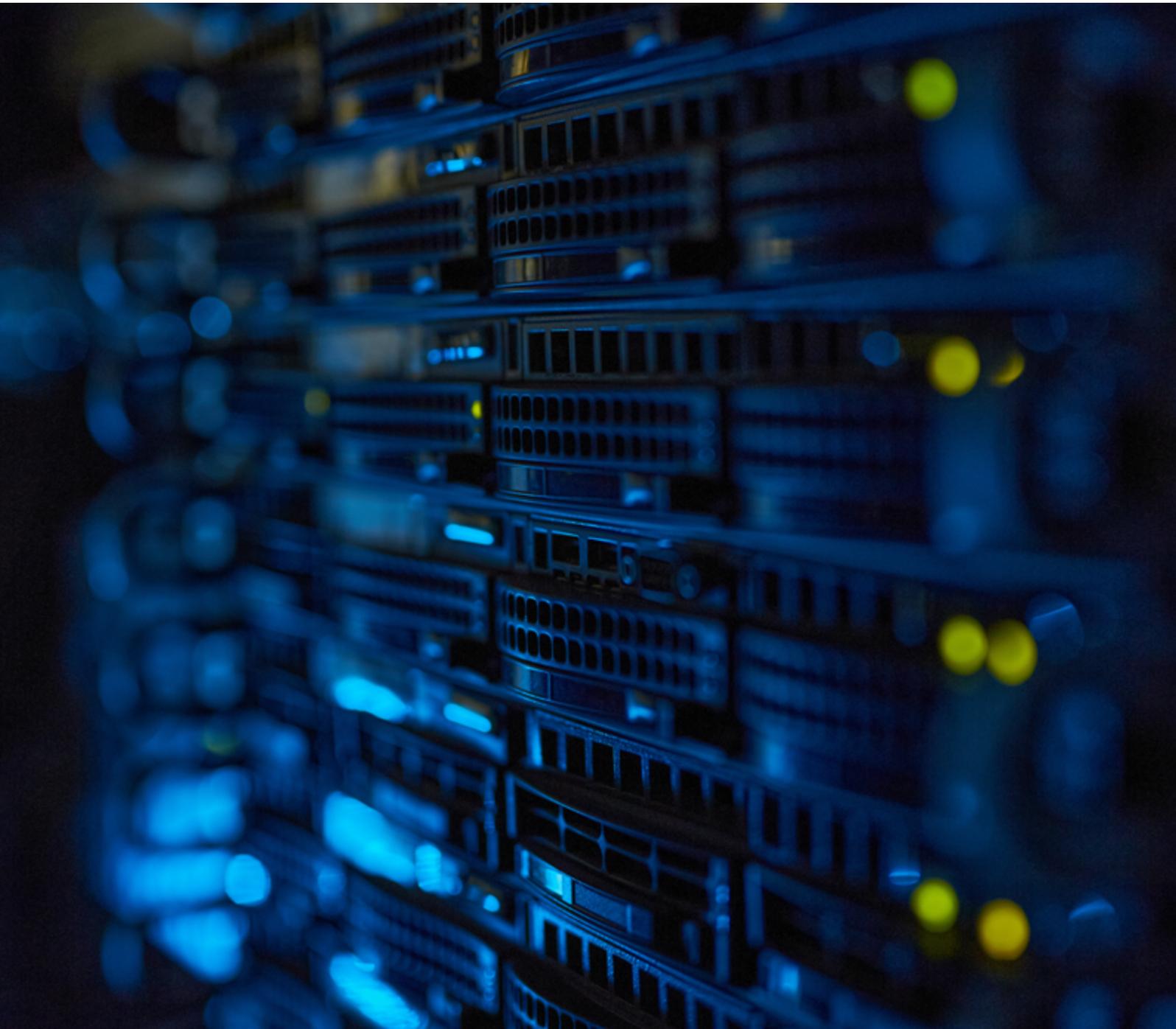


Comcast Gains Full Data Visibility after Multiple M&As



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PROBLEM

Comcast, a leading global communications and media company, had a problem with significant growth after a long line of mergers and acquisitions. Each company had its own data warehouse filled with a large volume of unique and valuable data. Having gathered so much new, valuable data forced the company to implement proper data governance to ensure that key requirements like transparency, accountability, data quality, and efficiency were not compromised.

To consolidate all the data, Comcast chose Teradata as their data warehouse solution. To analyze technical metadata, they used Informatica's Metadata Manager platform. But as the complexity of the logic in the data warehouse grew rapidly, it turned out that Informatica's platform wasn't able to handle all 20,000 scripts of custom code and transformation logic hidden in complex BTEQ scripts and stored procedures.

That quickly became a serious issue because manual extraction and further maintenance of metadata from Teradata would be very time-consuming and prone to errors.



SOLUTION

MANTA connected to IMM through XConnect to fill in the gaps in Informatica's lineage by adding the metadata that IMM had a hard time reading. What's even better is that MANTA can be integrated into IMM and seamlessly enrich data lineage with stored procedures, BTEQ scripts, and the pieces of programming code that remain invisible to Informatica. Not only did it spare Comcast from manually analyzing 20,000 scripts and view definitions but also from comparing the results in two separate tools.

RESULT

Thanks to MANTA, the entire data migration and consolidation process happened much faster than it normally would have and with complete control over all the data being transferred, which prevented any errors or problems from occurring. **Instead of spending months manually analyzing the 20,000 scripts and view definitions, the customer got a complete understanding of them in just 18 hours using MANTA.**

Integrating MANTA into Informatica's Metadata Manager allowed Comcast to unlock the power of an existing solution without the need to deploy new tools and hire additional resources. It allowed the organization to create a comprehensive metadata management solution that provides great detail and accuracy so they could use the acquired data with confidence.

About MANTA

MANTA automates data lineage mapping for DataOps to drive significant and measurable impact for metadata management, data governance, and master and self-service interaction.



MANTA's united lineage platform provides a path to a DataOps practice that can tackle the complexity of the modern enterprise data environment and provide easy-to-understand, automated metadata that both business and technical users can leverage to tackle any data challenge.

Want to see how MANTA can enrich your data governance solution with lineage? Get in touch with us at manta@getmanta.com or book a call. We will be happy to walk you through a demo of the critical lineage.

