



MANTA

WHITE  
PAPER

WHY **DATA FLOW MANAGEMENT**  
IS ESSENTIAL FOR ALL COMPANY  
PROJECTS AND COMPANIES  
LOOKING TO ESTABLISH TRUST  
IN THEIR DATA



# WHY **DATA FLOW MANAGEMENT** IS ESSENTIAL FOR ALL COMPANY PROJECTS AND COMPANIES LOOKING TO ESTABLISH TRUST IN THEIR DATA

## THE CURRENT STATE OF DATA MANAGEMENT

Starting with industry-related regulations and then arriving again with the advent of GDPR and other rules related to personal data, enterprises everywhere are dealing with new obligations for regulatory compliance and reporting.

This is compelling financial organizations to invest heavily in data quality, data governance, and better understanding their data. This includes its usage, whereabouts, and the way it flows through the enterprise. Being able to demonstrate exactly how loan exposures are calculated, which systems were sourced for calculating risk metrics, and who is responsible for the quality and management of that data is critical for avoiding fines and satisfying regulatory obligations. Furthermore,

headlines about data breaches have, unfortunately, become very common. This past July, a leading credit card institution was subject to one of the largest data breaches in American history. The data breach, allegedly coordinated by a software-engineer-turned-hacker, affected more than 100 million credit card customers. Being able to illustrate potential breaches in advance, and/or prove that the organization did everything possible to stop an event, can lessen the impact of a breach.

Being fined for a data breach or poor risk management is only one of the many concerns that customers have on their minds. Customer and investor confidence can also be severely damaged, thus sinking trust in the company overall.

## HOW CAN DATA LINEAGE HELP?

Many companies understand what data lineage is, but struggle to understand the possible uses and the value that it can bring. Put simply, data lineage is the documentation of the journey of data for the information that matters most to the organization. When enriched by the knowledge of that journey, organizations can answer a broad variety of questions: Where does this data come from? Where does it go? Who owns it? Here are a few examples of questions MANTA's customers have been able to answer using lineage.

## WHERE DID THE DATA THAT IS BEING USED TO GENERATE RISK-BASED METRICS COME FROM? HOW WERE THE NUMBERS DERIVED?

Risk exposure calculations are complex, often evolving over time and nearly becoming a "black box". It is difficult to understand exactly what is happening inside authorized risk calculation engines. This leads to unqualified assumptions at worst or, at the very least, enormous amounts of time and resources being spent to reach conclusions and reconcile results.

One of our large financial customers, when faced with regulatory pressure, created their own risk-based line-

age reports for about 30 critical data elements. This took them over a month to complete. When their BCBS 239 obligations increased to require lineage for between more than 90 and nearly 100 critical data elements, they realized that it would be impossible to meet the necessary deadlines with their current staff and resources. Using MANTA to illustrate the complex flows and calculations of their risk assessment process, the current team was able to meet their new obligations on schedule using the existing resources.

## HOW AND WHERE IS CUSTOMER AND OTHER CRITICAL DATA BEING USED?

Do you know where all your customers' personal data resides? Do you know all the sources of such data? Do you know how and where all this personal data travels through your enterprise? Does this include when and where it is archived? For companies obligated to comply with any number of regulations, it is important to be able to answer yes to all of these questions. For companies that want and need a better understanding of their customers and the management of these invaluable assets, it is equally important to answer yes to all of these questions. Consequently, being aware of these conditions and providing the necessary answers is critical to every data management and governance strategy.

It's easy to see that putting together the answers to all

of these questions forms an entire data flow map. But the real question is, how do you obtain these answers without losing months of valuable employee time to manual analysis?

Acquiring lineage insight requires automation and the ability to quickly scan, parse, and validate the complex systems that contribute to the entire data lifecycle. It requires automation that recognizes the sources, identifies the targets, surfaces complex rules and transformations, flags the use of data items in reports and distributed file systems, and then provides a mechanism for identifying, tracking, and following data items as they flow through their lifecycle.

## CONCLUSION

It has been established that data lineage yields positive results regarding data safety and regulatory compliance. But the opportunities for further use of data lineage really are limitless. What else can you do?

Data lineage helps establish better trust in the entire system. The data sources for many risk and compliance initiatives also provide input to data lakes, warehouses, and many decision support dashboards. Increased confidence in data helps avoid "decision paralysis" when trying to determine whether certain measures are trustworthy.

Companies with data lineage have more insight and can plan better when making changes throughout the system. If one of the risk sources has to be changed, it is easier to determine which downstream reports and systems might be affected and which department leads will not be pleased (or lose productive time in their decision making).

Knowing your environment can be beneficial when you are applying an agile development strategy for your internal software and need to create sandboxes for a more flexible playground for your developers, or need to quickly identify dependencies in your systems so you don't experience an occasional collapse when you are deploying a new software update.

Every organization uses data to stay relevant and competitive as it undergoes a constant digital transformation process. This process creates bigger and more complex systems with millions of data flows, where trust in data is undermined, operational costs skyrocket, and every change has unpredictable consequences.

MANTA is the core of all data flows in the organization, and with its lineage capabilities, it enables digital transformation. The self-service platform demonstrates the data journey in a way that is clear and easily understandable to those at all levels of the organization. MANTA lineage delivers actionable intelligence to boost governance efforts, accelerate development, shorten time-to-market, speed up the modernization process, ensure data quality, and enforce data security.