

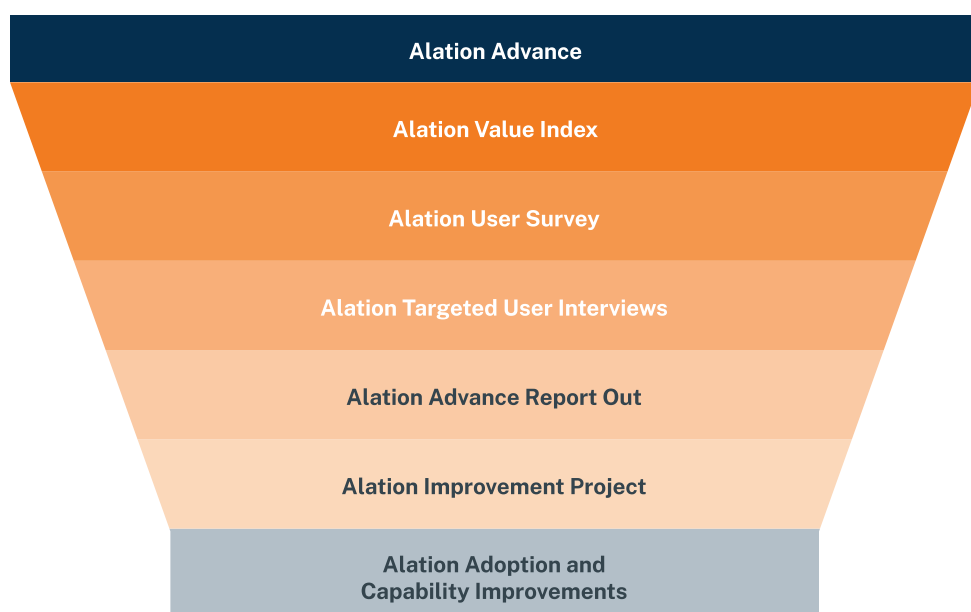
Professional Services Offering: Alation Advance

Data Catalog Assessment and Improvement

“What could we do better? What are other Alation Data Catalog customers doing? How do we get to the next level?” These are common questions after the initial implementation and adoption phase of catalog use. Working across hundreds of customers, Alation’s Professional Services team has developed a tried and true methodology to identify where your team excels, uncover gaps in governance and use of the Alation Data Catalog, provide a comprehensive readout, and drive improvement in top priority areas.

Alation Advance Offering

The initial focus of the offering is to review and analyze your Alation Data Catalog activity, catalog feature usage, and catalog program design, and conduct thorough surveys and tailored interviews to understand the value of your existing Alation Data Catalog deployment. Analysis and observations from these activities are collected into a comprehensive report, and recommendations are provided to mature your catalog program.



What We'll Accomplish



Assess current state of the data catalog & organization



Generate report of findings and recommendations



Targeted improvement to grow your Alation investment

After reading out the results of the assessment and aligning on priorities, you will work with an Alation Consultant to identify the areas of highest priority for improvement in **one** of the following areas:



Analyst Productivity

Catalog design and customization workshops with guidance on best practices for:

- Taking advantage of Alation's automated capabilities to enrich your catalog
- Building for ease of discoverability and reuse
- Building out your glossaries and business terms and creating relationships with the data they represent
- Setting up business and data domains to guide users to the data they need
- Building catalog curation and stewardship processes to encourage contributions
- Catalog success metrics to understand program progress
- Reflecting additional relevant information at the best pace in your catalog



Data Governance

Catalog design and customization workshops with guidance on best practices for:

- Taking advantage of Alation's automated capabilities to build and enrich your catalog
- Building for ease of discoverability
- Building out your glossaries and business terms and creating relationships with the data they represent
- Business Stewardship Approach and Assignment
- Workflows and Policy Management
- Data Governance success metrics to understand program progress
- Reflecting additional relevant information at the best pace in your catalog



Data Modernization

Catalog design and customization workshops with guidance on best practices for:

- Taking advantage of Alation's automated capabilities to understand the data that is used the most to support your data modernization initiatives
- Building for ease of discoverability
- Building out your glossaries and business terms and creating relationships with the data they represent
- Setting up business and data domains to guide users to the data they need
- Building catalog curation and stewardship processes to encourage contributions
- Catalog success metrics to understand migration progress
- Reflecting additional relevant information at the best pace in your catalog

All programs include guidance to drive adoption and rollout by sharing:

- Best practices for stakeholder communications and driving meaningful engagement
- Guidance building a training and communications plan
- Best practices for delivering training
- Best practices for change management and communicating benefits
- Best practices for ongoing catalog management

About Alation

Alation is the data intelligence company. Nearly 600 global enterprises — including 40% of the Fortune 100 — rely on Alation to realize value from their data and AI initiatives. Customers such as Cisco, DocuSign, Nasdaq, Pfizer, and Samsung trust Alation's platform for [self-service analytics](#), [cloud transformation](#), [data governance](#), and [AI-ready data](#), fostering data-driven innovation at scale. Headquartered in Redwood City, California, Alation has been recognized five times by Inc. Magazine as one of the Best Workplaces. To learn more, visit www.alation.com