

# A brief history

... and the ups and downs along  
the way

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# What is Collibra?

Collibra is the Data Intelligence company. We accelerate trusted business outcomes by connecting the right data, insights, and algorithms to all Data Citizens.

Our cloud-based platform connects IT and the business to build a data-driven culture for the digital enterprise.

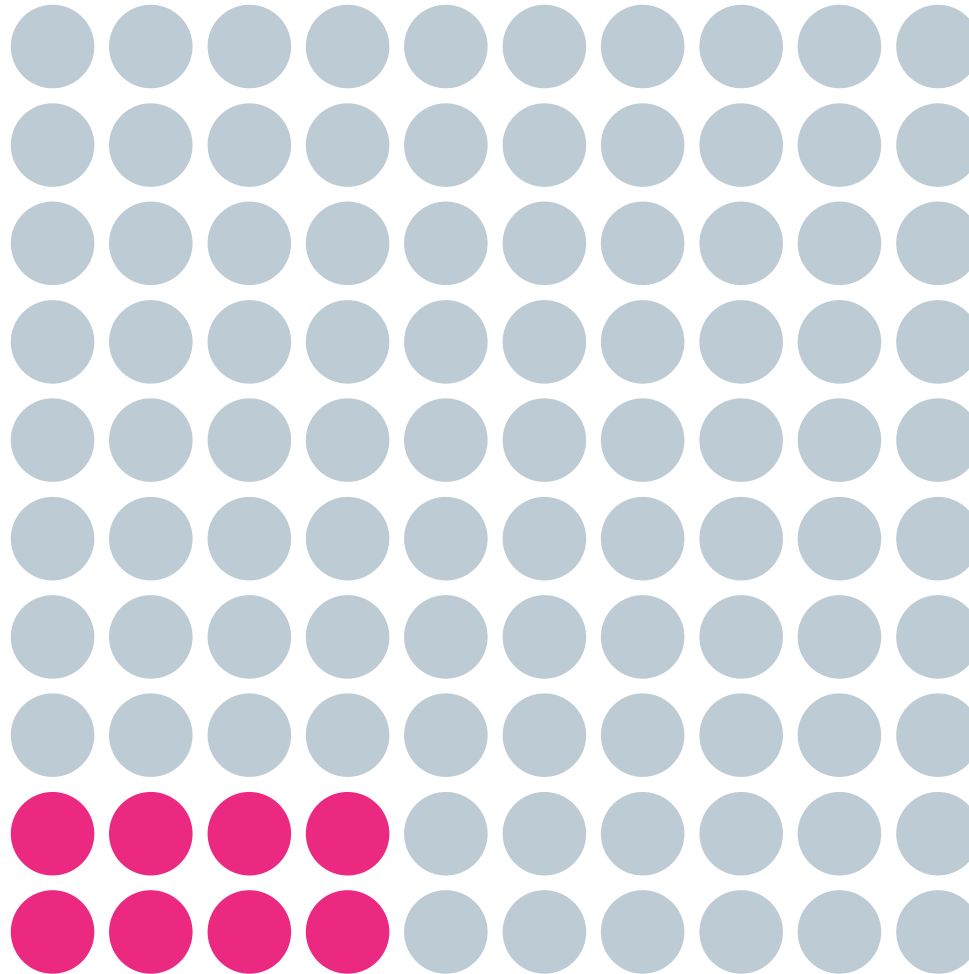
Global organizations choose Collibra to unlock the value of their data, turning it into a strategic, competitive asset.

# Digital disruptions are happening faster than ever

8%

*Of companies believe their business model will remain economically viable through digitization*

Source: McKinsey, *Why digital strategies fail*, January 2018



The background is a dark blue, almost black, space filled with a complex network of glowing lines and points. These lines, in shades of light blue and white, crisscross the frame, creating a sense of depth and movement. Interspersed among these lines are numerous small, glowing squares and rectangles, some of which are white and others a vibrant blue. The overall effect is reminiscent of a digital data stream or a complex network map, with the glowing elements standing out against the dark background.

It's all about DATA

# Solving today's biggest data problems requires a new approach

## Macro changes

**Explosion of Data Volume**

**Proliferation of Data Sources**

**Data Democratization**

**Data at the center of  
Digital Transformation**

**Continued increase in  
Data Regulation**

## Impact

Analysts waste 70% of their time finding the right data

Companies need help migrating data from on-premise to the cloud

Only 10% describe their company as being open about sharing data<sup>1</sup>

50% of CEOs are concerned about the integrity of the data on which they base their decisions<sup>2</sup>

Financial regulations: BCBS, CCAR,...  
Data Privacy regulations: GDPR, CCPA,...

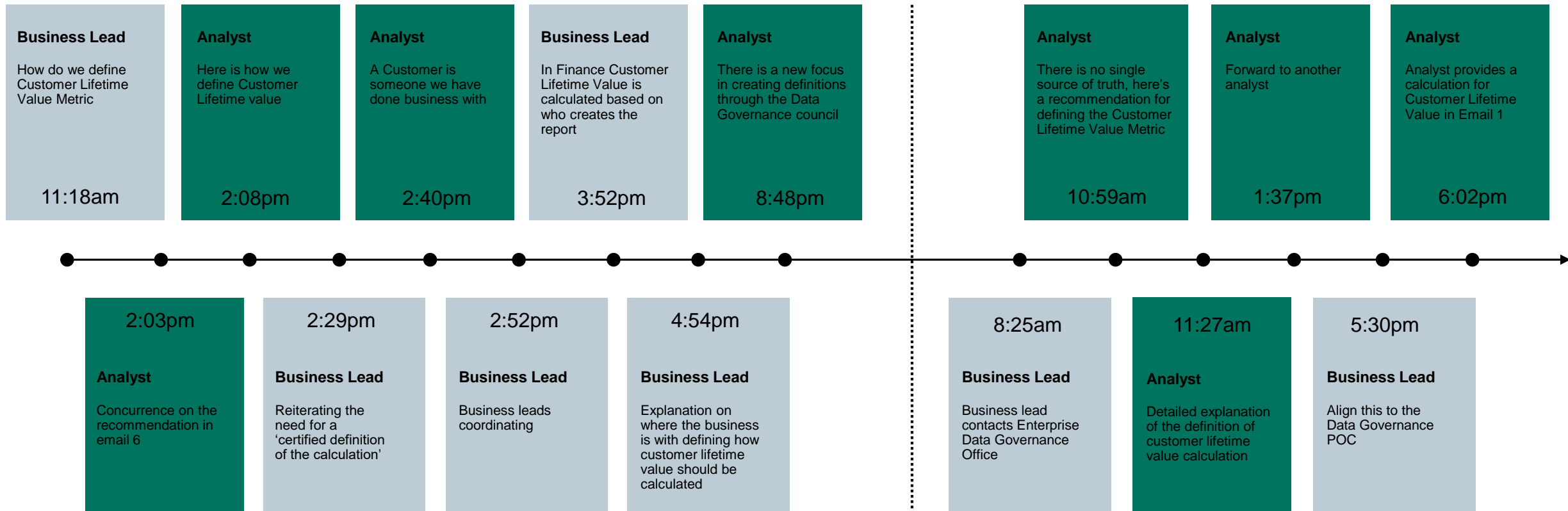
<sup>1</sup> Research Report: Analytics as a Source of Business Innovation, MIT Sloan Management Review, 2017

<sup>2</sup> CEO Outlook, KPMG 2017



# The old world - time wasted finding data

## 15 emails, 12 people, 31+ hours



# Every data initiative faces the same challenges

Address data challenges across multiple areas of the business

- Effort is spent inefficiently, and no *business infrastructure* (context, ownership, process, ...) is built
- Time and time again – in each project, program, initiative
- Value leaks out continuously while risks are fragmented all over

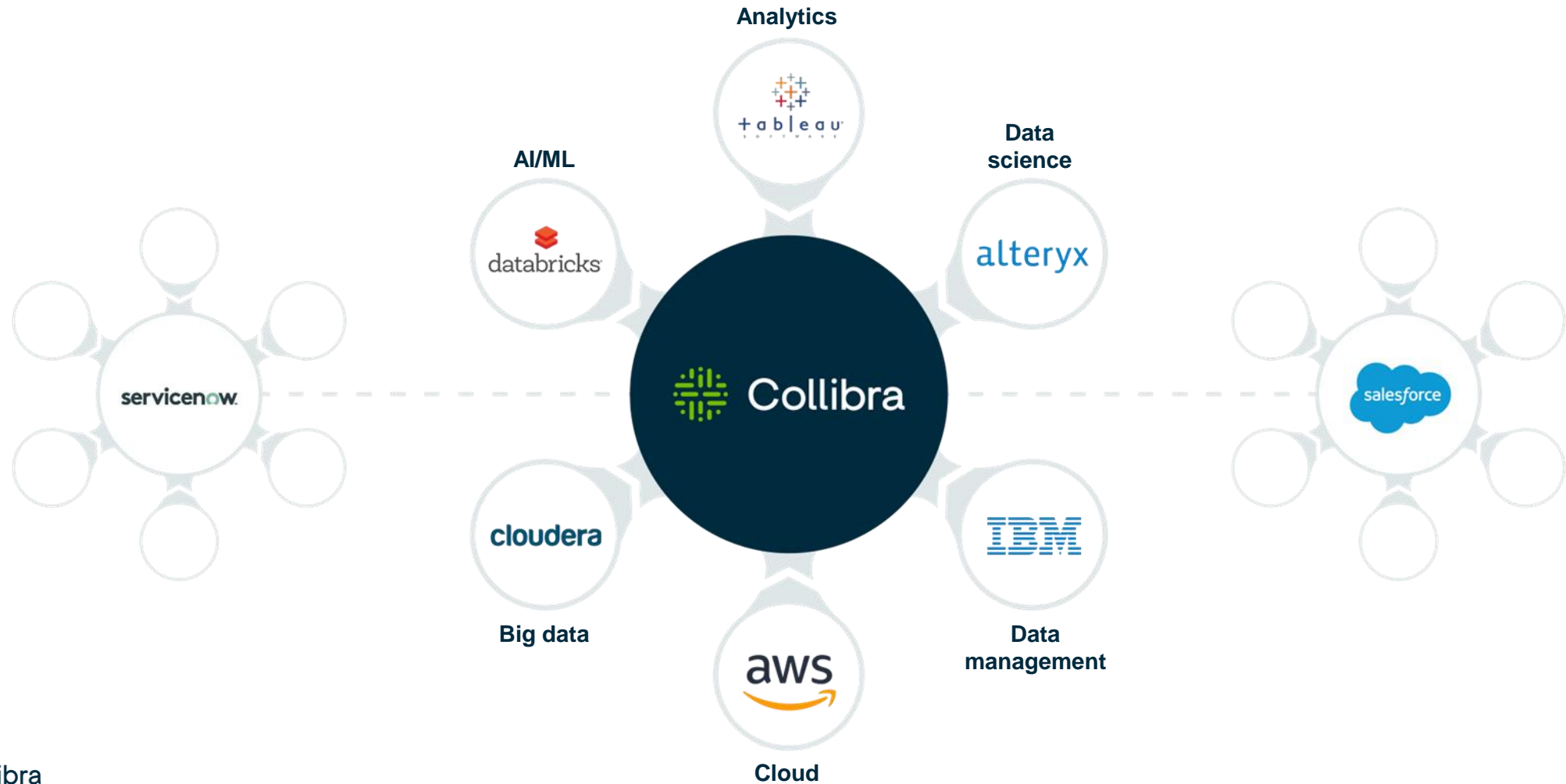


# Data needs a system of record

CIO

Chief Data / Analytics Officer (CDO)

CRO/CMO



# Creating value for customers

According to IDC, organizations with teams that use the Collibra platform achieve:



**510%**

three-year ROI on  
their investment



**69%**

less time to locate  
data and reports



**28%**

lower frequency of  
data related errors



**23%**

higher gross  
productivity by BI and  
analyst teams

# Recognized by industry analysts

Forrester Wave:  
Machine Learning Data Catalogs



Gartner Magic Quadrant:  
Metadata Management



Forrester Wave:  
Data Governance Stewardship



# How did we get here?

... and why did we have to drive a rollercoaster?

A photograph of four men in business attire. The man on the far left is wearing a dark suit and a blue shirt. The man next to him is wearing a dark suit, white shirt, and red tie. The man in the center is wearing a dark pinstripe suit, pink shirt, and striped tie, and is holding a tablet displaying a colorful abstract pattern. The man on the far right is wearing a light-colored shirt and a tan blazer, and is wearing glasses. The text "Starting a company" is overlaid in the center of the image.

Starting a company



# Pivoting a company



# Moving a company

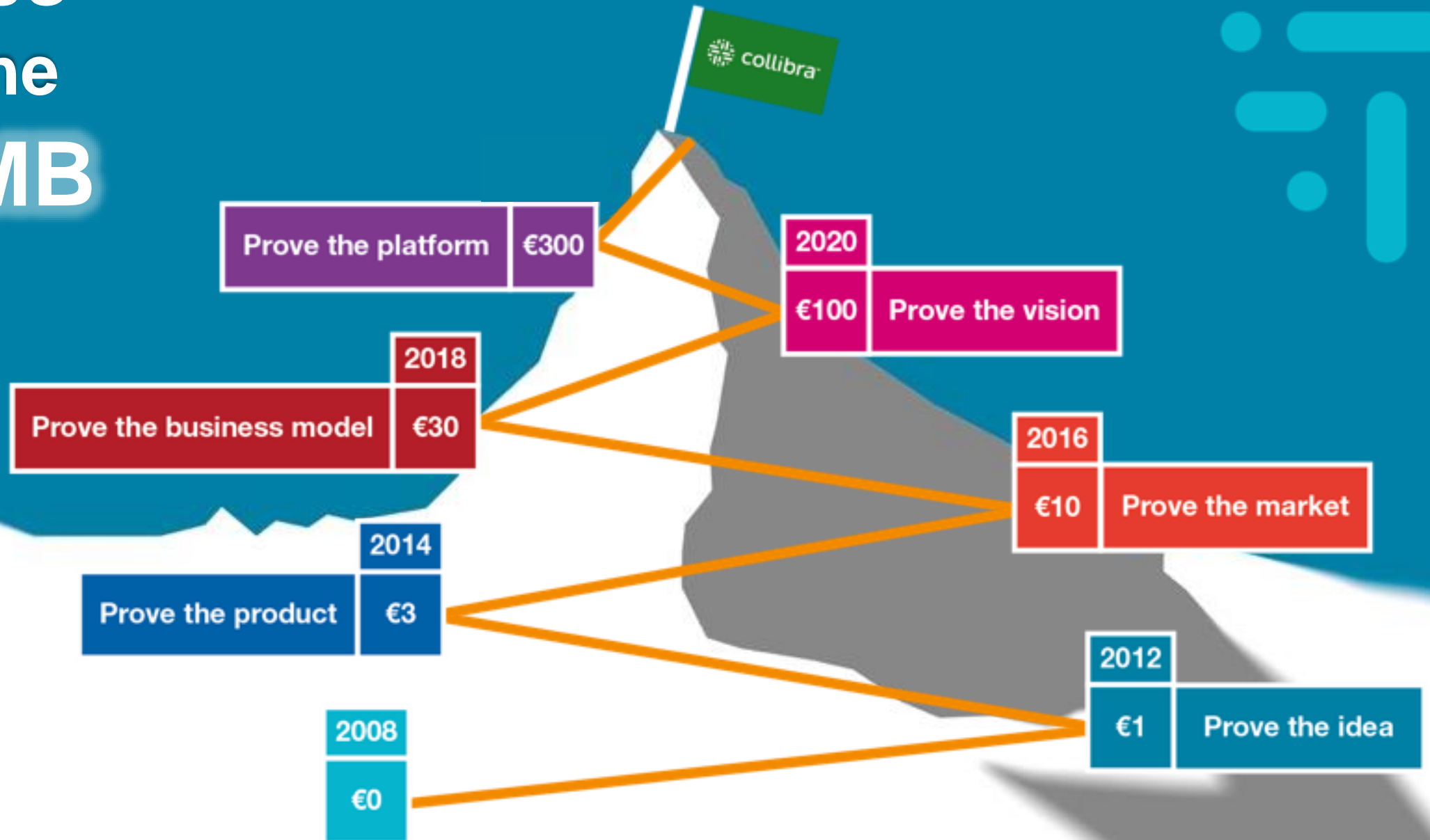


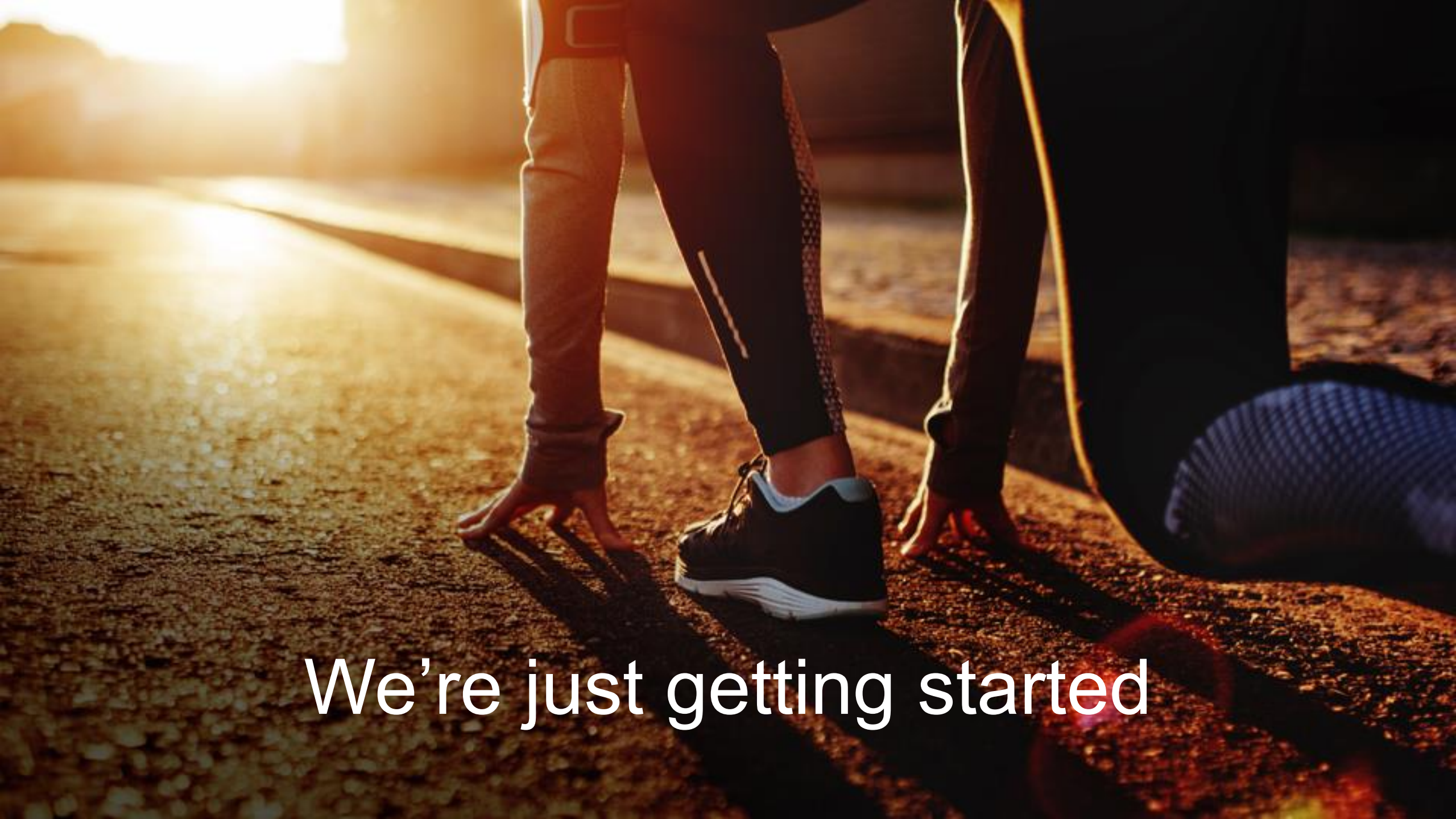
Source: [https://en.wikipedia.org/wiki/Cash#/media/File:American\\_Cash.JPG](https://en.wikipedia.org/wiki/Cash#/media/File:American_Cash.JPG)

# Financing a company

grower with  
Collibra

# FOCUS on the CLIMB





We're just getting started

Save the date

# Data Citizens '20

June 3-4 | New York, NY

Collibra University Live  
June 2 | New York, NY

Call for speakers

<https://citizens.collibra.com/>

# Thank You!

We are hiring – a lot!  
<https://www.collibra.com/careers>

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<https://twitter.com/stichris>

