



Customer Information Management

Data Management & Integration

Unlock the value in your data assets.

Discover, enrich and optimize across the data lifecycle.

Data that resides unconnected across your organization isn't living up to its potential. With the right metadata approach, you can increase insight, improve agility and bring new value to critical business processes enterprise-wide. Achieve effective data governance. Streamline compliance. Connect, enrich and democratize your data.

Spectrum Metadata Insights helps bring out the best in your data resources. It builds a comprehensive data glossary for your business, accelerates data discovery and prioritizes data-quality improvements. Logical models help create the views your business needs. With robust lineage and impact analyses, you can see and manage data flows and dependencies more effectively, end-to-end.

One solution.
Comprehensive
capabilities.

Spectrum Metadata Insights

- Business Glossary
- Modeling
- Data Federation
- Data Discovery
- Data Profiling
- Lineage and Impact Analysis

Know your data. Improve your outcomes.

Facilitate collaboration.

When you can easily map data lineage, you can identify and manage dependencies right down to the individual data table. Locate the people, places and things that matter. See how they're connected enterprise-wide. Understand and manage complex data relationships with greater clarity and efficiency.

Increase transparency.

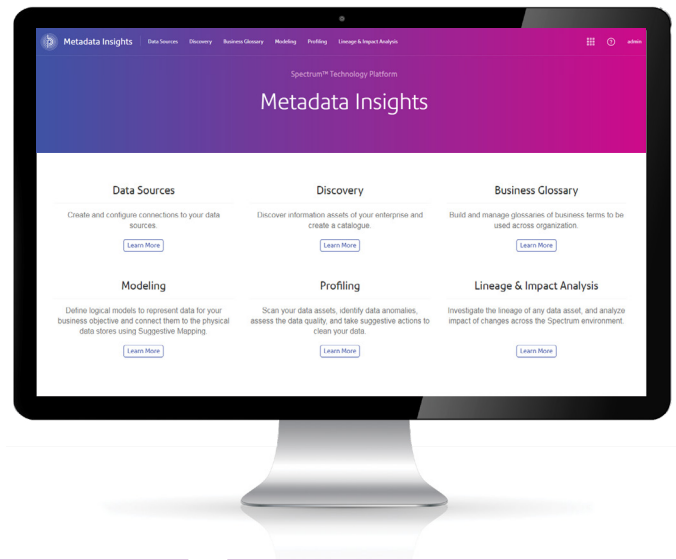
Spectrum Metadata Insights makes it easy to understand the data you have, where it resides and how you can put it to use. A single application lets you see your data across every business initiative. We make it simple to search, locate and tag data for quick access and collaboration.

Accelerate insight.

A user-friendly web interface makes data management easy. Create, edit, delete and re-use business entities as required. Pre-populated industry assets help to speed glossary development and data management. Logical modeling helps to create the business views of data you need.

Metadata insights made simple.

Other solutions provide only pieces of the metadata puzzle. Spectrum Metadata Insights puts it all together for you, providing the foundation you need to drive value across your organization.



Six essential metadata components

Business Glossary

Gain a clear understanding of core concepts and data definitions enterprise-wide. Spectrum Metadata Insights establishes a robust glossary of all your data assets. Efficient to deploy and designed for ease of management, it sets the foundation for effective data governance. It applies semantic management and enables more effective mapping, models, lineage and impact analysis.

Modeling

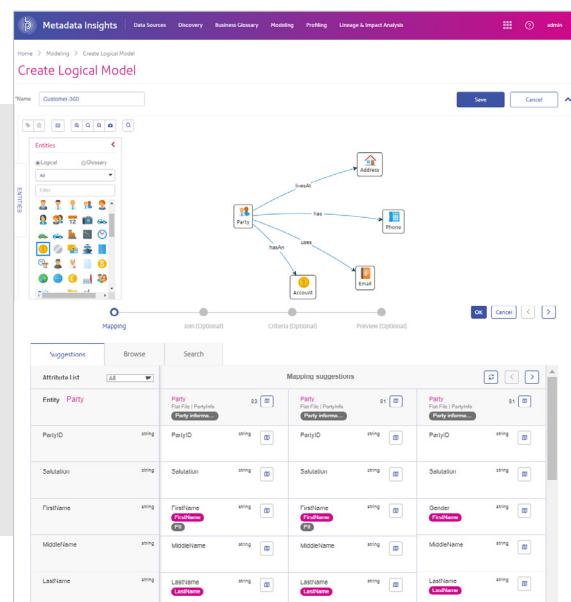
Represent your data the way your business wants to see it. Built-in suggestion capabilities accelerate mapping of logical to physical models. Data federation adds to your agility. Now you can model and visualize complex data relationships for more effective planning and governance.

Data Federation

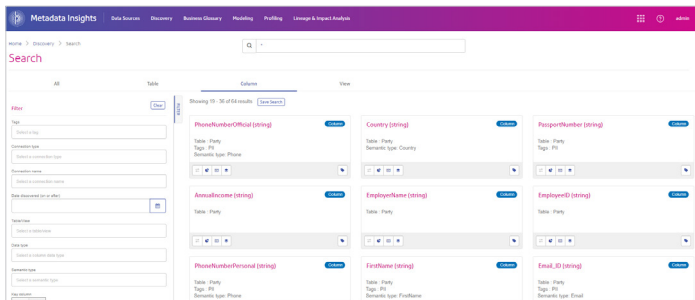
Working with federated views of your information removes the risk and effort of physically moving data. Data federation functionality built into Spectrum Metadata Insights allows you to create an abstracted virtual data source. It connects to your data where it lives, so you can efficiently gain a unified view.

Name	Description	Tags	Property Count	Last Modified
Customer	The customer's information	Entity, Concept	4	9/10/2018 8:23:27 PM
Account	Bank account held by the customer	Entity	15	9/10/2018 8:23:10 PM
Party	The entity definition for a banking customer	Entity	30	9/10/2018 5:22:30 PM
Orders	Retail order definition	Entity	11	9/10/2018 8:22:03 PM
Settlement	The insurance settlement	Entity	2	9/10/2018 8:21:24 PM

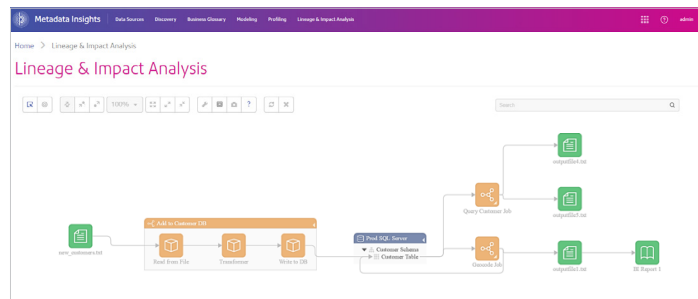
Business Glossary



Modeling



Data Discovery



Lineage and Impact Analysis

Data Discovery

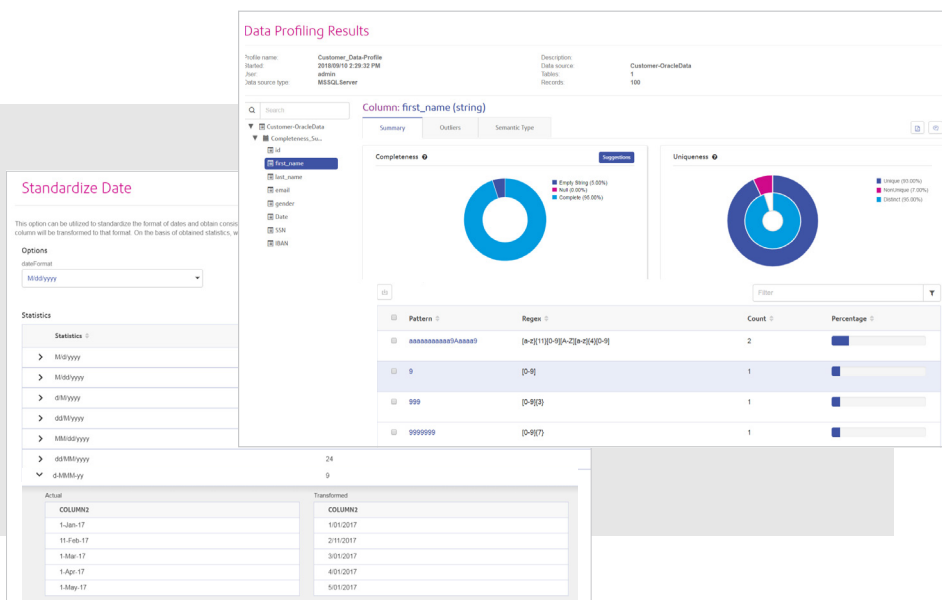
Searching all enterprise information assets, running semantic classification and classifying personally identifiable information (PII), Spectrum Metadata Insights performs the data discovery you need to access a complete picture of enterprise metadata. Familiar Google-like functionality makes it easy to search, discover and understand data relationships. Features including "tag" and "suggestive filtering" facilitate collaboration and streamline data insight.

Data Profiling

Determine whether your data is fit for use. With Spectrum Metadata Insights you can directly profile files, physical datastores and logical models. Home in on measures including completeness, uniqueness, patterns, outliers and more. Comment and collaborate. Metadata Insights also offers suggestive actions for data improvement.

Lineage and Impact Analysis

Investigate the lineage of any data assets, across the data lifecycle. See linkages to external data sources and targets. Gain insight into data structure and flow of data across the enterprise. Trace data usage and assess the impact of system changes. With Spectrum Metadata Insights, you'll be able to diagnose problems faster and understand lineage end-to-end.



Data Profiling

"Without effective metadata management, connecting data becomes brittle, chaotic and siloed."

– Gartner¹

Enhance data-driven performance.

The better you understand your data, the faster you can improve it, connect it and use it across your organization. Spectrum Metadata Insights helps you organize your data for business objectives including:

- Digital Transformation
- Data Monetization
- Customer Experience
- Regulatory Compliance
- Financial Crimes and Compliance

Pitney Bowes: Your source for Customer Information Management

Spectrum Metadata Insights is one of many modular solutions within the Spectrum Technology Platform.

- Master Data Management
- Data Quality
- Data Integration
- Information Stewardship
- Customer Analytics



Enhance insight.



Improve agility.



Streamline compliance.



Enrich and democratize data.

¹Connection vs. Collection: The Future of Data Management, Gartner Data & Analytics Summit, June 2017, Mumbai, India

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