

MONARCH SWARM

Web-based self-service data preparation providing data socialization, collaboration, data cataloging and governance

Data socialization is the next step in the evolution in data prep and self-service analytics allowing individuals, teams and organizations to reshape the way companies think about, and employees interact with, their business data.

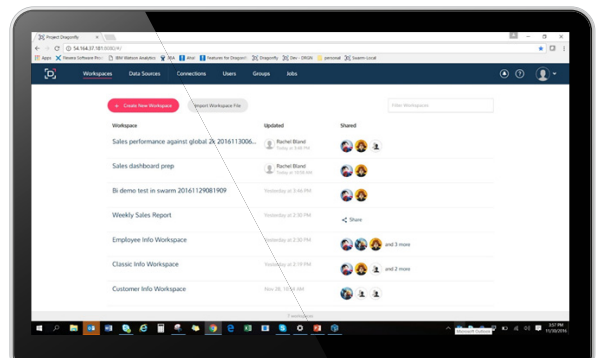
Datawatch Monarch Swarm is the industry's first self-service data preparation platform, combining **data cataloging, data stewardship, automation and governance features with key attributes common to social media platforms.** Monarch Swarm provides a social data community, with the ability leverage user ratings, recommendations, discussions, comments and popularity to make better decisions about which data to use. This powerful combination will enable groups of data scientists, business analysts and even novice business users across a company to search for, share and reuse prepared, managed data to achieve true enterprise collaboration and agility, resulting in better and faster business decisions while building an analytics community. Data socialization provides a central platform where users can learn from each other, be more productive and better connected as they source, cleanse and prepare data for analytical and operational processes.

Key characteristics of data socialization include: having the ability to understand the relevancy of data in relation to context generated by machine learning that identifies patterns of use and success, perform data quality scoring, suggest relevant sources, follow key users and data sets and automatically recommend likely data preparation actions based on user persona.

Through curation and governance, it becomes possible to harness the "tribal knowledge" that too often goes unshared, converting it to best practices and shared resources and even making automatic recommendations when a user chooses a dataset to work with. Users get a head start on new projects by being able to search on cataloged data, metadata and data preparation models indexed by user, type, application and unique data values to quickly find the right information.

Increasingly, business applications are inheriting social features to improve business collaboration, making individuals and organizations more informed, agile and productive. Data socialization brings those benefits to self-service data preparation and ultimately, self-service analytics, by eliminating the common barriers to data access and sharing. It creates a "data utopia" for BI analysts, data scientists and business users that boosts their productivity and speeds decision making.

Monarch Swarm allows users to browse and access shared workspaces, to collaborate and reuse existing, prepared datasets for analysis or as a starting point for new datasets.



MONARCH SWARM BENEFITS



Enable self-service analytics
provide more users, access to more data,
with more insight into its value



Unmatched User Experience
drag and drop data access & 100s
of pre-defined functions



Shared Data Platform
Gain seamless visibility and collaboration
amongst teams using a common platform
for data preparation, eliminate redundant
tasks, share raw and curated data sets



Flexible Deployment
Available in a private cloud or onsite



Import and Export Connectivity
packaged connectors for import and exports



Operationalize data prep workflows
Automate data prep and reconciliation tasks
that span multiple datasets for consistent,
repeatable outputs



Controlled, sanctioned data
all data, even curated data sets, are controlled
and governed for security and compliance

MONARCH SWARM FEATURES

Why Monarch Swarm?

Datawatch Monarch Swarm delivers the power and usability of Monarch with data socialization to empower groups business users throughout the enterprise to work together with their data.

IT and BI

Face the challenge of balancing the ongoing need for standard reporting with the ever expanding demand for investigative and ad hoc analysis. In addition to maintaining data governance and regulatory compliance IT and BI organizations are expected to improve response times and deliver more value to a broader subset of business and technical users, while taking full advantage of their existing BI, Big Data and back office investments.

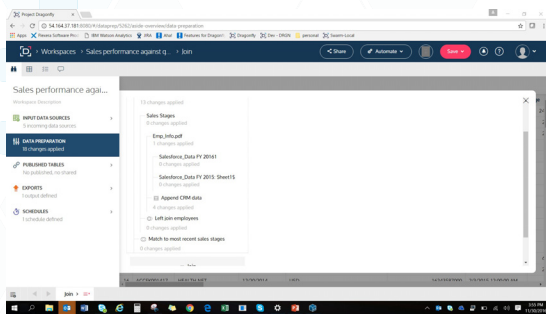
Analysts and Data Scientists

Need to reclaim lost hours and improve productivity, with the ability to acquire and prepare data from any source, eliminate/automate redundant work across different silos, share techniques and curated data with their peers as they work to improve data quality and build trust in their analytics.

Information Workers

Departmental operations and information workers who want to use data daily to make business decisions, but often lack the technical skills to access and prepare data, will no longer be left out of the process. By following the activities of peers as well as leveraging shared and curated resources, information workers can be more effective at sourcing and interpreting information and increase their skill sets rapidly as they go about their daily tasks.

Monarch Swarm includes browser-based data preparation functions as well as detailed change lists, data lineage and dependencies.



Visual Data Preparation built for the Cloud

Web-based self-service data preparation providing access to everyone, everywhere. Available onsite or in the cloud*

Certified, Centralized Data

Any employee can easily find and use ANY data that has been made accessible to them within a data ecosystem. Monarch Swarm creates a social network of certified curated and raw data sets, with controls and limitations defined for each individual

Collaboration

Understand the relevancy of data in relation to how it's utilized by different user roles in the organization (e.g., sales operations or internal auditing); follow key users and data sets; and collaborate to better harness the "tribal knowledge" that too often goes unshared.

Crowdsourcing

Leverage user ratings, recommendations, discussions, comments and popularity to make better decisions about which data to use. Share and comment on workspaces and data sources.

Information Marketplace

Browse a centralized catalog of all relevant internal and external data. Organize and manage content resources (workspaces and data sources)

Intuitive Search

Search cataloged data, metadata and data preparation models indexed by user, type, application and unique data values to quickly find the right information.

Machine Learning

Benefit from machine learning capabilities, which identify patterns of use and success, perform data quality scoring, suggest relevant sources, and automatically recommend likely data preparation actions based on user persona.

Data Quality and Governance

Provide sanctioned, curated data sets to promote reuse and consistency. Comprehensive governance features, including data masking, data retention, data lineage and role-based permissions, are necessary to uphold corporate and regulatory compliance and enhance trust in data, analytics processes and results.

Automated Operations

Define, schedule and execute workflows and exports