



# Intelligent Mapper



## Automatically identify, track, and govern data elements

Intelligent Mapper provides a set of AI models with ML capabilities to conduct pattern recognition, along with a recommendation engine that identifies likely relationships between the physical and technical data elements stored in the Rocket® Data Intelligence (Rocket DI) metadata repository and the business terms defined in the Business Glossary. Intelligent Mapper identifies probable matches based upon a probability score that can be set by system administrators. The score leverages user input to learn as more matches are confirmed. Intelligent Mapper is integrated into the Rocket® DI interface to create a seamless user experience.

### 360-Degree view of business-critical data

Data-driven digital transformation relies on data you can trust. An enterprise data governance program, supported by Rocket Data Intelligence (Rocket DI), ensures that the data driving your initiatives is high-quality, compliant, discoverable, and well understood throughout your organization. With the Rocket DI Business Glossary, technical data owners and subject matter experts (SMEs) collaborate to define the business semantics of your data elements — definitions, policies, rules, and more — aligned to their corresponding technical data elements. Business and IT users alike can depend on accurate, corporate-approved definitions and trusted, understandable data. They can govern, create, and share a common vocabulary of business terms and definitions that provides term-to-term relationships and term-to-physical usage links.

Automated data lineage enables IT and business users to track and trace the data's origins, transformations, and usages. With this trusted, "intelligent" view of business-critical data, your enterprise can now leverage data-driven insights to drive innovation, manage risk, and improve overall operations for a competitive advantage.

### Benefits



Build a single 'source of truth' about your data



Effectively scale your data governance across millions of data elements



Improve collaboration within your enterprise / throughout different departments



Eliminate manual data mapping to improve the quality of work, slashing time and costs

# Eliminate the toil of manual data governance

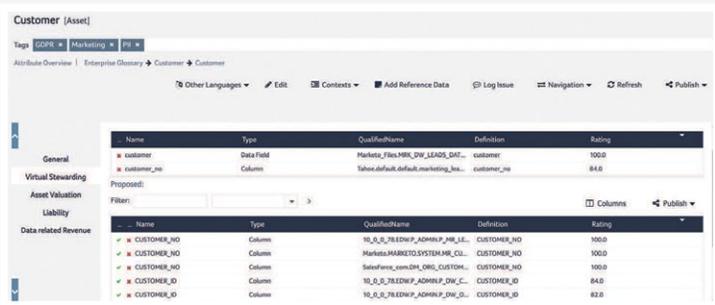
Intelligent Mapper is your virtual data governance assistant. It automates the tedious task of identifying connections between data elements and business terms, helping your SMEs connect the dots across multiple data sources to tie business definitions to the tables and columns in your repository. A typical enterprise has hundreds of millions of columns across their data landscape and hundreds of thousands of tables. It's simply not possible to match all of these data elements to the business information manually. Intelligent Mapper carries out intelligent data mapping recommendations to automate data import and consolidation processes, resulting in a complete business-and-IT view of critical data. The automated linking of relevant data has the effect of broadening business context and deepening insights derived from data.

# Build a self-sufficient enterprise and encourage data democratization

By building a single 'source-of-truth' about your data no matter where it resides, Intelligent Mapper drives data democratization. Business users and data owners are in a position to be self-sufficient, using Rocket DI to easily discover and understand relevant data. The AI-empowered Intelligent Mapper enables a 'quick and easy' lookup of any business glossary information for reference data. Algorithms are used to structure data, providing the enterprise with an opportunity to spot tendencies, access valuable insights and make data-driven decisions.

## Features

-  AI / ML-powered recommendation engine
-  Glossary of business terms
-  Confidence Score (recommendation system)
-  Data quality management
-  Automated data discovery
-  Machine Learning algorithms continually learn and update based on new mappings and connections made by users

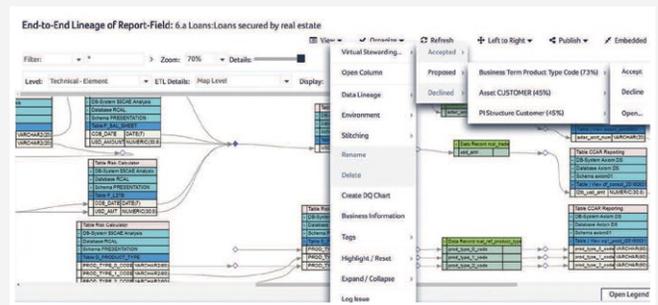


Name	Type	QualifierName	Definition	Rating
customer	Data Field	Markets/Fin/Mkt_Div_LEADS_GST...	customer	100.0
customer_no	Column	Tables/default/marketing_bas...	customer_no	84.0

Name	Type	QualifierName	Definition	Rating
CUSTOMER_NO	Column	10_R_8_TRKEDWIP_ADMINP_MH_SE...	CUSTOMER_NO	100.0
CUSTOMER_NO	Column	Markets/MARKET2/SYSTEM_MKT_C...	CUSTOMER_NO	100.0
CUSTOMER_NO	Column	Sales/Fin/comm/CM_CRM_CUSTOM...	CUSTOMER_NO	100.0
CUSTOMER_ID	Column	10_R_8_TRKEDWIP_ADMINP_DW_C...	CUSTOMER_ID	84.0
CUSTOMER_ID	Column	10_R_8_TRKEDWIP_ADMINP_DW_ID...	CUSTOMER_ID	82.0

From the Rocket DI Business Glossary, authorized data stewards and data owners view Intelligent Mapper's AI-based recommendations, sorted by a relevancy ranking and accept or reject the suggestion. Full governance workflows enable other stakeholders to weigh in as well.



Intelligent Mapper's recommendations are displayed in the data lineage with their approval status.

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