



Humanativa and Denodo

Partnering to combine premium data governance expertise with the industry's most advanced data integration and data management platform

Why Humanativa and Denodo?

Today, organizations are not lacking in data. However, with growing data volumes, many continue to struggle with data privacy, consistency, and quality, as well as compliance with a growing number of regulations. In response, organizations need robust, end-to-end data governance capabilities. Unfortunately, many organizations today are unable to achieve these critical capabilities.

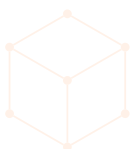
This is due to three key challenges:

1. For many organizations, data is stored across many different kinds of systems, such as on-premises databases and cloud repositories.
2. Many organizations integrate data between these different systems using extract, transform, and load (ETL) processes, which deliver data in scheduled batches, complicating the maintenance of organization-wide data governance policies.
3. Most organizations lack the requisite expertise in data governance to implement effective data governance programs that meet their needs.

Working together, Humanativa and Denodo enable companies to overcome each of these challenges, so they can implement powerful data governance programs that enable them to gain the maximum value from their growing volumes of data.

What Humanativa Brings

The Humanativa Group is comprised of six companies on data governance and big data; solutions development; ERP; blockchain; digital transformation; and security. Backed by big-tech vendors, Humanativa is a customer centric, agile group with established high-tech know-how. Innovation through knowledge is the claim that drives Humanativa's activities and determines its vision. The company's Innovation & Research Competence Centre works daily to spread knowledge and a culture of innovation inside Humanativa and its customers. Humanativa's mission is to enable organizations to accelerate their businesses through digital transformation focused and drive both top-line business value and as bottom-line operational efficiency.



Humanativa's data governance group has deep experience in data governance and operates across each of the 10 functions of data management outlined in the Data Management Association's framework: data architecture management, data development, database operations management, data security management, reference and master data management, data warehousing and business intelligence management, document and content management, metadata management, and data quality management.

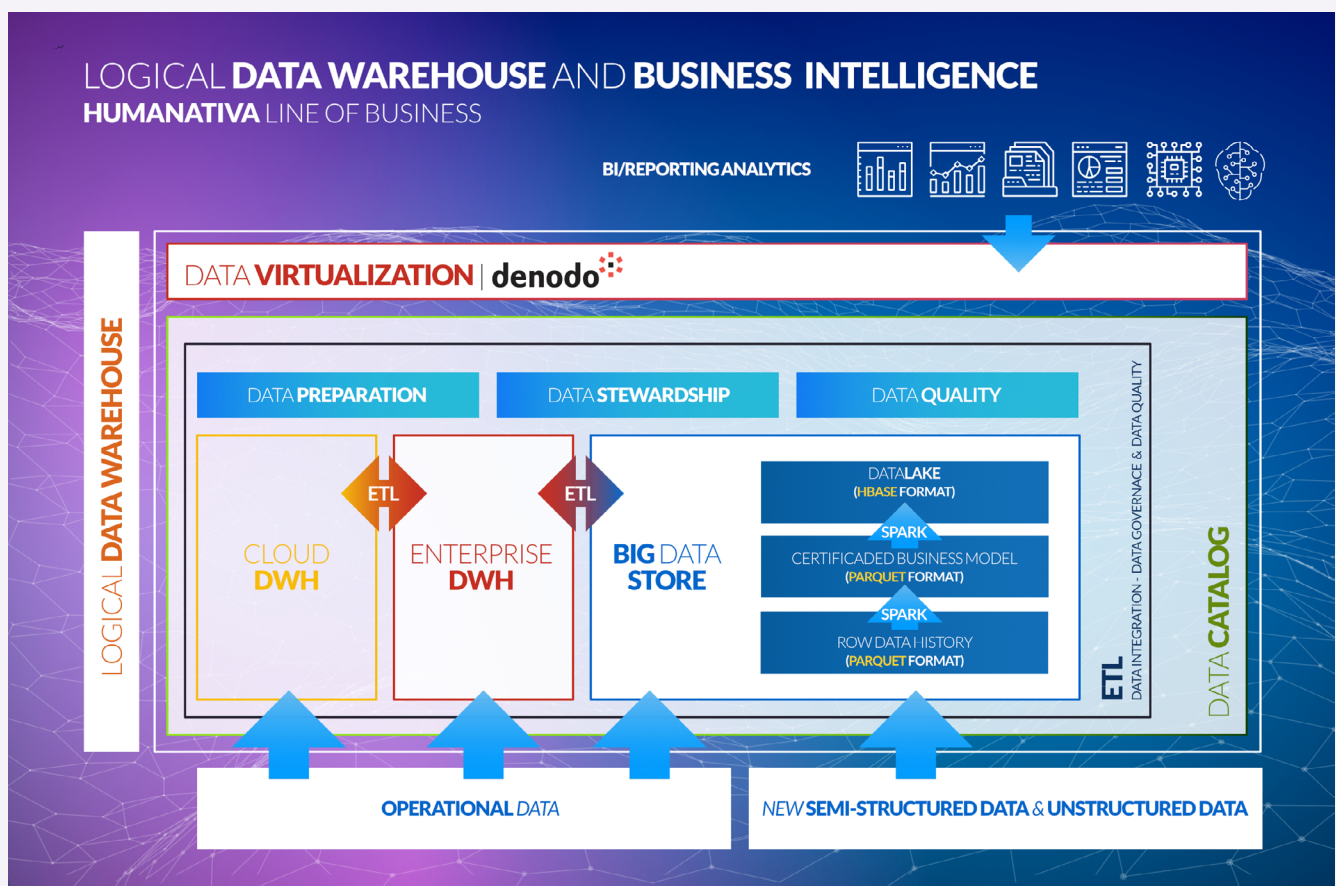
Humanativa begins engagements with a thorough analysis of the organization's data preparation processes, data stewardship, and overall data quality. Humanativa then proposes and implements end-to-end data governance solutions that support the business, responding to the objectives of each individual customer.

What Denodo Brings

Whereas Humanativa brings the data governance expertise, Denodo brings the technology that makes the process seamless and immediate across disparate different systems.

The Denodo Platform is a data integration and data management platform, but unlike most data integration solutions, it uses a novel approach. Rather than attempting to physically transport data from multiple systems into single, monolithic repository, like a data warehouse or a data lake, the Denodo Platform uses data virtualization to enable a logical data fabric across an organization's disparate sources, which provides real-time access to all data without replication. With a logical data fabric, organizations can implement logical data warehouses, which provide all of the functionality of a traditional data warehouse yet also enable real-time access across on-premises and cloud systems.

The Denodo Platform itself contains no source data, but only the metadata required to access each source, and the platform shields consumers from this complexity. By centralizing metadata, the Denodo Platform enables stakeholders to implement security and data governance protocols across an organization's disparate data sources, including cloud systems, from a single point of control. This enables organizations to seamlessly implement Humanativa data governance programs, without having to re-architect individual systems or processes.

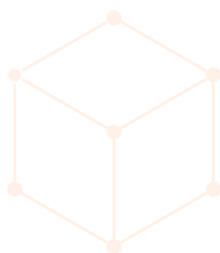
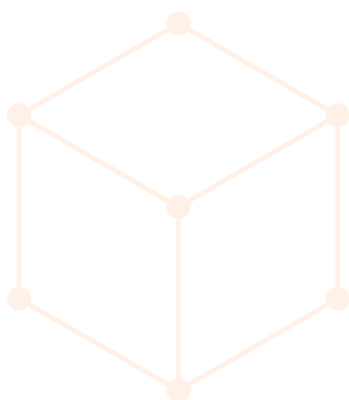


What can you do with Humanativa and Denodo?

Working together, Humanativa and Denodo have helped a variety of organizations to streamline data access and improve data governance. With Humanativa and Denodo, an airport management company was able to better predict trends in passenger behavior and increase the quality of customer service, and a leading financial institution gained highly flexible, powerful new analytics capabilities. Working together, Humanativa and Denodo have helped a variety of organizations to streamline data access and improve data governance. With Humanativa and Denodo, an airport management company was able to better predict trends in passenger behavior and increase the quality of customer service, and a leading financial institution gained highly flexible, powerful new analytics capabilities.

With Humanativa + Denodo, companies can:

- Easily implement thorough, end-to-end data governance programs across highly diverse organizations.
- Accommodate diverse source systems including those that contain structured data, unstructured data, and everything in between; on-premises and cloud systems; historical and transactional systems; and systems with radically different formats.
- Implement data governance protocols in real-time.
- Leverage a highly experienced team of data governance experts.
- Make ongoing changes to data governance protocols without affecting everyday business.



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