

# IBM Unified Governance and Integration

**Know your data.**  
**Trust your data.**  
**Use your data.**



Two-and-a-half quintillion bytes of data are created, shared and stored every day.<sup>1</sup> But many businesses wake up with questions about what their data is and isn't providing. Do you know what your data did last night? Was it available quickly across all data hubs, including data lakes? Did it have the right context? Or did it create another compliance concern?

As the business environment becomes more competitive, achieving digital transformation is on everyone's mind. Demands for faster innovation and insights are requiring businesses to expand data access across the entire organization, causing a need for a modernized data strategy and analytics architecture.

New capabilities from IBM enable organizations to address these needs at scale. These capabilities can:

- Enhance discovery and cataloging of structured and unstructured data, including IoT data
- Facilitate collaboration on data usage, allowing users to shop for data and capitalize on self-service capabilities
- Enable embedding of data governance and data quality, making data trusted
- Improve the user experience, based on profile-specific user presentation
- Accelerate compliance, audit and reporting

This flyer gives you an overview of what's new about IBM® Unified Governance and Integration. For the full story, visit [ibm.com/unified-governance](http://ibm.com/unified-governance)

<sup>1</sup> "10 Key Marketing Trends for 2017," IBM Marketing Cloud, [ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=WRL12345USEN](http://ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=WRL12345USEN)

## Make data simple and accessible with IBM InfoSphere® Information Server



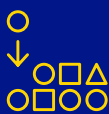
**Single view of unified governance catalog:** Find and understand data across the enterprise, including structured, unstructured and dark data.



**Streamlined user experience:** Enable business groups and analysts to quickly find, understand and shop for data.



**Contextual search:** Use the knowledge graph's tree-like visualization to discover links among assets, people and processes.



**New cognitive design experience:** Create data integration flows and enforce data governance and quality rules with a cognitive design that recognizes and suggests usage patterns.



**Auto discovery and classification:** Capitalize on automated data asset cataloging, profiling, classification and quality evaluation.

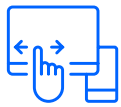


**Enhanced Hadoop connectivity:** Simplify connectivity to the cloud, enterprise environments and Apache Hadoop distributions, including Cloudera, Hortonworks and MapR.

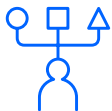


**Custom data quality scoring rules:** Define new custom data quality scores to identify hidden data quality.

## Enhance operational and analytics master data management (MDM) with IBM InfoSphere MDM and IBM InfoSphere Big Match for Hadoop



**Analytical MDM graph and visualization:** Gain self-service access that delivers data directly to business users, without help from IT. Visualize, explore and correlate data sources dynamically.



**MDM blockchain:** Enhance trust among entities through a secure and open approach to real-time data sharing.



**IBM Stewardship Center smart dashboard:** Streamline work for data stewards with a new dashboard and persona-based views.



**Cognitive MDM:** Capitalize on machine-learning capabilities to optimize matching, improve result accuracy and find hidden relationships and insights.



The IBM Stewardship Center smart dashboard

## Get ready for GDPR with IBM Industry Data Models

**Jump-start Governance 2.0:** IBM offers multiple data models designed to meet specific requirements. Learn more and see a list of available models at [ibm.com/analytics/us/en/technology/industry-models/](https://ibm.com/analytics/us/en/technology/industry-models/)

**Out-of-the-box data privacy terms:** Create a bridge from regulatory language to enterprise-wide terms. Tap into domain-specific terms that represent key data elements required to conform to the EU's General Data Protection Regulation (GDPR).

**Consent management:** Use industry models that describe consent agreements between data subjects and the controller. Clarify how personal data may be used, and align processing activities with consent agreements to ensure proper data management.

**Analytical templates for GDPR:** Measure success, track data breaches and subject access requests, and determine where improvements should be made.



**Ready to modernize your analytics architecture?**  
See how IBM is redefining data governance and integration:  
[ibm.com/unified-governance](https://ibm.com/unified-governance)

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