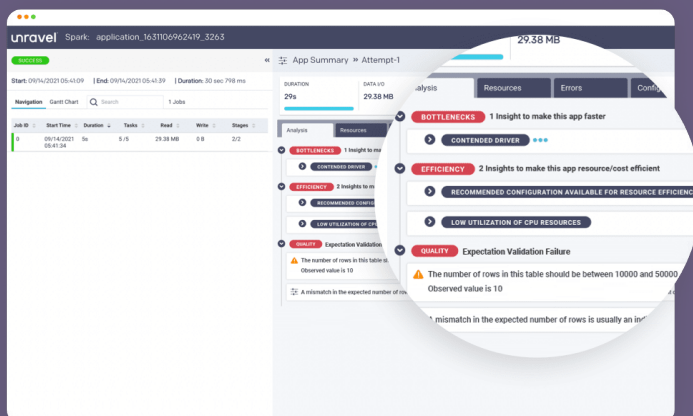# unravel™

UNRAVEL AUTOMATES DATA QUALITY INSIGHTS

Unravel integrations capture, correlate, and analyze data quality checks from external tools

Poor data quality is the #1 enemy of data teams: dirty data sabotages their ability to deliver value to the organization. Bad data leads to inaccurate analysis, missed opportunities, lost revenue, higher operational costs, damaged reputation, and poor business decisions.

There's no shortage of data profiling and data quality assessment tools—from open-source standards like Great Expectations to cloud vendors' tools to dozens of proprietary vendor solutions—that do a great job of flagging data quality issues. But then what?

Data quality is just one (very important) aspect of ensuring that your data pipelines run reliably, at scale, cost-effectively. But too often dealing with data quality issues remains a silo'ed activity, handled in isolation by scarce experts.

Unravel uses its automation capabilities, correlation engine, and AI to integrate data quality into the bigger picture, breaking down the walls and ensuring continuity throughout the other aspects (performance, cost, optimization, speed to production) of the DataOps lifecycle.

Unravel's open API lets us pull in data quality check results generated from other tools, assimilate them into a workload-aware context, show the upstream/downstream impact in seconds, provide insights into how to triage data issues, and automate "circuit breaker" guardrails to prevent bad data from corrupting results.

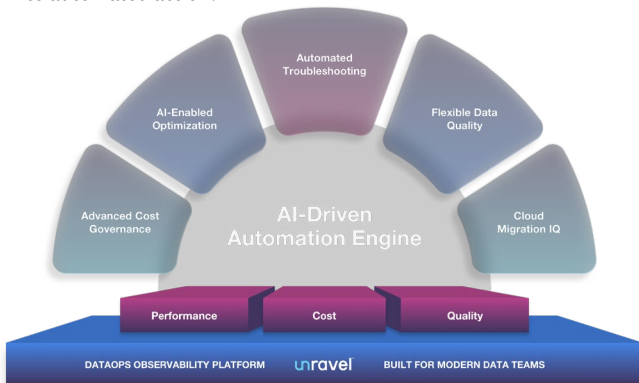## Unravel end-to-end observability captures and correlates all data details

Unravel unifies all data details from throughout your modern data stack—horizontally and vertically—in a single view. Drill down into:

- Data quality checks
- End-to-end observability of data pipelines
- Timelines
- Lineage
- Partitions
- Schema
- Resource Usage
- Table and data access
- Size
- Users
- and more

Unravel goes beyond observability, to automated optimization and governance

Unravel full-stack observability untangles the wires across your modern data stack to paint a picture of what's going on and why—for performance, cost, and data quality. But what data teams really want is to know exactly how to make things better and then get better control through automated governance.
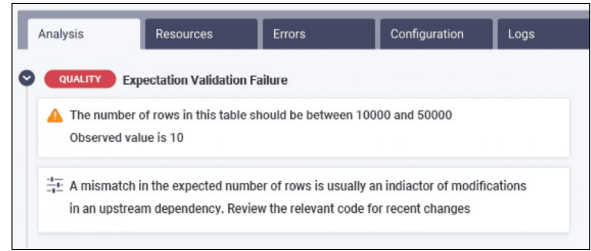
Unravel's automated insights, root cause analysis, and AI recommendations provide precise, prescriptive intelligence to empower any data team member to self-service issues. AutoActions let you put in customizable guardrails to convert AI recommendations into automated action.

How Unravel helps with data quality

See data details end-to-end in context

Have all the granular data details at your fingertips in one place. When a data check fails, Unravel correlates all critical information—lineage, schema, timelines, partitions, size, usage, etc.— tying it up to the data pipeline for a workload-aware context. Drill down into all data details from a single unified view.

Plug-and-play best-of-breed tools

Leverage the data quality tools you're already using—no need for disruptive re-tooling. Our open API lets us build plug-ins to feed your existing tools' results right into Unravel's single pane of glass. Seamless integration makes Unravel and data quality tools better together.

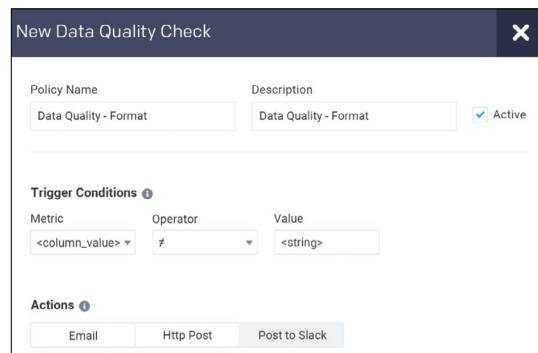### Understand the impact in seconds

Get a holistic view of everything that's going on with an app or data pipeline that fails a data check. Automated insights let you understand in seconds exactly what's impacted downstream, who may have introduced bad data (and where) upstream, and what your next best step is to remediate the issue.

Automate, automate, automate

Speed changes everything—move fast when there's a data quality problem. Stop wasting valuable time by hunting down information manually. Get automated alerts, with one-click access to all the details you need already extracted and correlated, waiting for you.

Implement automated circuit-breaker guardrails

Prevent bad data from seeing the light of day. Automated alerts let you know when—and where—quality checks fail. Customizable system- and user-defined, policy-based AutoActions act as a circuit breaker to prevent bad data from corrupting results.

Unify quality, performance, and cost insights

No more jumping from tool to tool. See observability details for data quality alongside insights and AI recommendations for performance and cost from a single pane of glass. Unravel connects the dots for different team members tackling different functional problems.

Next steps

Discover how we can integrate your data quality checks into Unravel. Talk to one of our DataOps experts.