ASG TECHNOLOGIES NAMED LEADER IN 2020 GARTNER MAGIC QUADRANT FOR METADATA MANAGEMENT SOLUTIONS FOR 3RD YEAR

ASG Technologies, a leading provider of solutions for the information-powered enterprise has been positioned by Gartner Inc. as a Leader in the October 2020 Gartner Magic Quadrant for Metadata Management Solutions for the third year in a row. The report provides a detailed overview of the enterprise metadata management market and evaluates 17 vendors based on completeness of vision and ability to execute.

According to its glossary, "*Gartner defines enterprise metadata management (EMM) as the business discipline for managing the metadata about the information assets of the organization. Metadata is "information that describes various facets of an information asset to improve usability throughout its life cycle.*"*

Metadata management lays the foundations for describing, cataloging and understanding data to support multiple use cases, such as data governance, data privacy compliance, data analysis, app modernization, cloud migration and digital transformation.

In the report, Gartner notes: "*Metadata supports understanding of an organization's data assets, how those data assets are used and their business value. Metadata management initiatives deliver business benefits such as improved compliance and corporate governance, better risk management, better shareability and reuse, and better assessments of the impact of change within an enterprise, while creating opportunities and guarding against threats.*"

It continues: "*Enterprise metadata management (EMM) seeks to exploit the value of governed metadata across programs and projects by, for example, sharing common business metadata across a data warehouse for use in application integration. Thus, EMM is much more complex and harder to implement than metadata management, but its business value is correspondingly greater.*"

ASG Data Intelligence™ has the extensive set of capabilities and the broad range of business use cases to set it apart as a leader in the market.

ASG CUSTOMER RECOGNITION

❝ *Excellent Platform* ❞

" *Excellent coverage for metadata ingestion. We have been able to trace lineage from our mainframe layer all the way out to our reporting platforms. The scanners do an excellent job with storage layer metadata and standard integration layer metadata.* ❞

— **Gartner Peer Insights Reviewer**
Data Governance Technology Leader
$30B+ Financial Institution

FROM METADATA MANAGEMENT TO DATA INTELLIGENCE

As one of the most mature metadata management solutions in the marketplace, ASG coined the term data intelligence back in 2016. It describes how our platform makes technical data "smarter" with end-to-end views of the data and its movements (data lineage) combined with business context – business definitions, data use policies, business rules, identification of personal data, data quality and more.

By adding context to data, metadata is no longer the exclusive provenance of IT data architects and administrators. Data value is unleashed by making it available, understood and trusted to users across your organization – data scientists, analysts, marketeers and more.

This metadata-driven foundation delivers the power to nimbly address data challenges —from risk and compliance to digital transformation initiatives like artificial intelligence and machine learning.

As your organization continues to gather data at a relentless pace and across an ever-expanding universe of technologies and sources, it's crucial that your users can discover, understand, trust and access their data assets to drive business value. A metadata management tool like ASG DI delivers data intelligence to drive greater usage of data for better customer experiences, winning business strategies and more efficient operations.

"*In our view, this report recognizes ASG Data Intelligence for providing a foundation for a broad array of business use cases, including regulatory compliance, data analytics, data governance, cloud migration and application modernization,*" Swamy Viswanathan, EVP and Chief Product Officer at ASG Technologies said.

 "*Whether adjusting to the turmoil of the global health crisis, complying with new regulatory mandates or being able to exploit emerging opportunities swiftly, enterprises need resilience in order to withstand dynamic business environments,*" he continued. "*With ASG's unified approach to metadata management, users gain an end-to-end technical and business understanding of the context and lineage of their data, enabling them to have this same business resiliency in their data management practices.*"

To learn more about ASG's Data Intelligence solution visit www.asg.com/dataintelligence.

To find out more about the 2020 Gartner Magic Quadrant for Metadata Management. Read the report with your Gartner account here: https://www.gartner.com/document/3993025

ASG DATA INTELLIGENCE CAPABILITIES

- **Automatic scan and metadata capture** - from across your data estate for 260 data sources incorporating legacy to modern distributed and cloud platforms, from applications to data stores

- **Enterprise Metadata Repository** – core metadata management and data lineage functionality needed by data management professionals

- **Business Glossary** – define a shared, agreed-upon business language for data assets; data can be tagged and coupled with data lineage building an "information supply chain" of shared understanding

- **MyInfo Assist** – enables users to look up data descriptions and other information directly from their business applications

- **Flexible models of business and data environments** – incorporate policies, business rules, data privacy tags into the model

- **Data governance / stewardship** - predefined and flexible governance workflows for issues management, approval and other tasks, as well as out-of-the-box governance reports and dashboards

- **Reference Data Management** – document and manage your controlled vocabulary, allowing users to reconcile data between systems for more accurate reporting and analysis

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ASG Technologies is a global software company providing the only integrated platform and flexible end to end solution for the information powered enterprise. ASG is the only solutions provider for both Information Management and IT Systems and has over 3,500 customers worldwide. To learn more visit www.asg.com.

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