# The automated data quality monitoring platform

# Get ahead of issues and build greater confidence in your data.

Anomalo is the only company that provides both foundational data observability and deep data quality monitoring. Get to the bottom of any data quality issues with automatic detection, intelligent alerting with built-in false positive suppression, and actionable root cause analysis. With Anomalo, you will have the peace of mind that your data is always accurate, even as it evolves over time.

"We selected Anomalo to fully automate the basis of our data quality monitoring because their machine learning and root cause detection technology identifies late, missing or anomalous data across our petabyte-scale cloud warehouse."

-Keith Toney, EVP / Chief Data & Analytics Officer at Discover

DISCOVER'

# Anomalo goes a level deeper, so you don't have to.

Deep data quality monitoring goes beyond basic foundational checks, like data delivery and volume, and helps with the hardest parts of data quality, like how to differentiate between broken data and an unexpected trend.

Foundational data observability might be sufficient if you're in the early innings of your data journey, but if you're using data to make decisions or as an input into ML models then you can expect to be plagued with issues and inaccuracies.

This is why enterprises choose Anomalo to help them detect and resolve complicated data issues, before issues affect BI dashboards and reports or downstream ML models.

# Foundational data observability

- Did my data get collected?
- Did my transformation job run successfully?
- Was my data available on time?

## CLEANSING AND TRANSFORM PIPELINES

FAST, CENTRALIZED QUERY ACCESS

COLLECT, INGEST AND STORE DATA

ML / AI

BI & DASHBOARDS

### Deep data quality

- Is my data correct & consistent (with the recent past and with expectations)?
- Are there significant changes in my metrics or ML inputs?

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Anomalo helps you get ahead of data issues by automatically detecting them as soon as they appear in your data and before anyone else is impacted.



#### DETECT

Go beyond data observability, with deep data quality monitoring you can trust.

**Unsupervised machine learning:** With Anomalo, you get incredibly powerful data quality checks that are powered by unsupervised machine learning, to automatically identify missing and anomalous data.

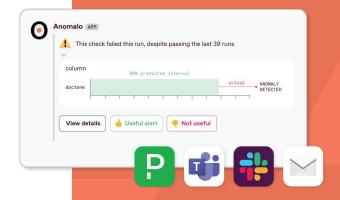
Easy for everyone, no-code UI: No SQL? No problem. Anyone can be a data quality champion and either create their own validation rules or key metric checks or choose from Anomalo's hundreds of pre-built checks. A user can generate a no-code check that calculates a metric, plots it over time, generates a time series model, sends intuitive alerts to tools like Slack, and returns a root cause analysis—all within just six clicks.



#### ALERT

The right alerts, sent to the right person. No noise.

False positive suppression techniques: Anomalo's incredibly powerful unsupervised machine learning intelligently readjusts time series models and uses automatic secondary checks to weed out false positives.



## RESOLVE

Save hours of time investigating an issue with root cause analysis.

**Root cause analysis:** Anomalo automatically generates a root cause analysis for both custom checks and automatic unsupervised machine learning checks. Our triage feature orchestrates a resolution workflow and can integrate with many remediation steps, like ticketing systems.

