

## DATA ANALYTICS

# Streamline data management and governance with the unification of Data Catalog and Dataplex

Lu Yang

Senior Product Manager, Google Cloud

George Verghese

Product Manager, Google Cloud

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Today, we are excited to announce that Google Cloud Data Catalog will be unified with Dataplex into a [single user interface](#). With this unification, customers have a unified experience to search and discover their data, enrich it with relevant business information, organize it by logical data domains, and centrally govern and monitor their distributed data with built-in data intelligence and automation capabilities. Customers now have access to an integrated metadata platform that connects technical and operational metadata with business metadata. and then uses this augmented and

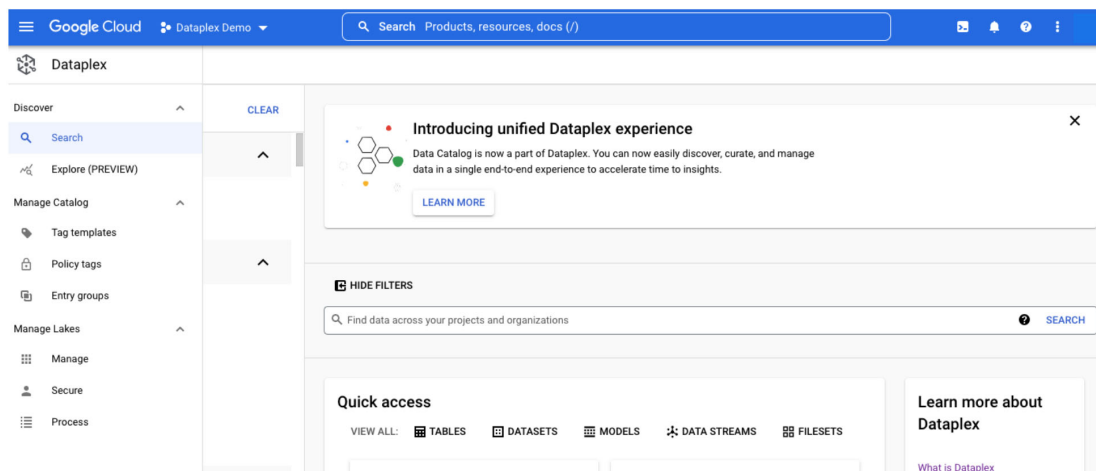
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augment with business knowledge, organize data into domains, and then use that combined metadata to power data management. Together we provide an integrated experience that serves the full spectrum of data governance needs in an organization, enabling data management at scale.

*“With Data Catalog now being part of Dataplex, we get a unified, simplified, and streamlined experience to effectively discover and govern our data, which **enables team productivity and analytics agility** for our organization. We can now use a single experience to search and discover data with relevant business context, organize and govern this data based on business domains, and enable access to trusted data for analytics and data science - all within the same platform.”* said Elton Martins, Senior Director of Data Engineering at **Loblaw Companies Limited**.

## The Unified Dataplex User Experience



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