



Azure Purview

UNIFIED DATA GOVERNANCE TO MAXIMIZE
THE BUSINESS VALUE OF DATA

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Reimagine data governance with Azure Purview

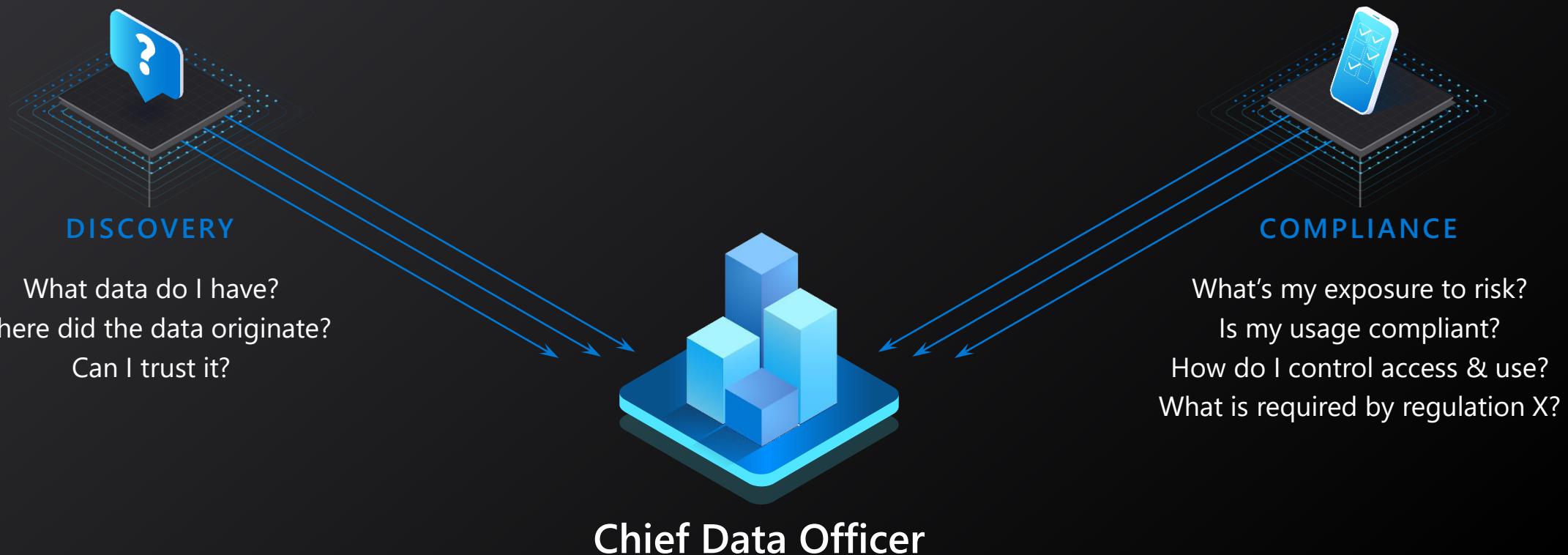
Unified | Hybrid | Open



If you don't know what data, you have and where it resides you can't do much with it.

Data is the more strategic asset
of our time

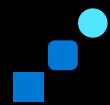
Data governance is becoming increasingly interdisciplinary



Today's data realities



Volume



Variety



Velocity

What **data** do I have?

Is it **trustworthy**?

Can people access the **data** needed
to make the right decisions?

How can I **enable faster**
business insights?

What's my **compliance exposure**?



Reimagine data governance in the cloud

- Manage and govern operational, transactional and analytical data
- Cloud-native, purpose-built service to address discovery and compliance needs
- Fully managed, serverless, PaaS service
- Eliminate manual, ad-hoc and homegrown solutions





Establish the foundation for **effective** data governance

- Automate discovery of data in on-premises, multicloud and SaaS sources
- Classify data at scale to specify sensitivity, compliance, industry, business and company-specific value
- Know where data came from and what was derived from it with data lineage





Maximize **business** **value** of data

- Connect business and technical data analysts, data scientists, and data engineers to a trusted data catalog
- Enable users to quickly find data and view its lineage and sensitivity
- Deliver a curated and consistent glossary of business terms and definitions





Gain insight into data use across the estate

- Understand at a glance how data is being created and used across your data estate
- Visually assess the state of data assets, scans, business glossary and sensitive data



Azure Purview

UNIFIED DATA GOVERNANCE

Data Map

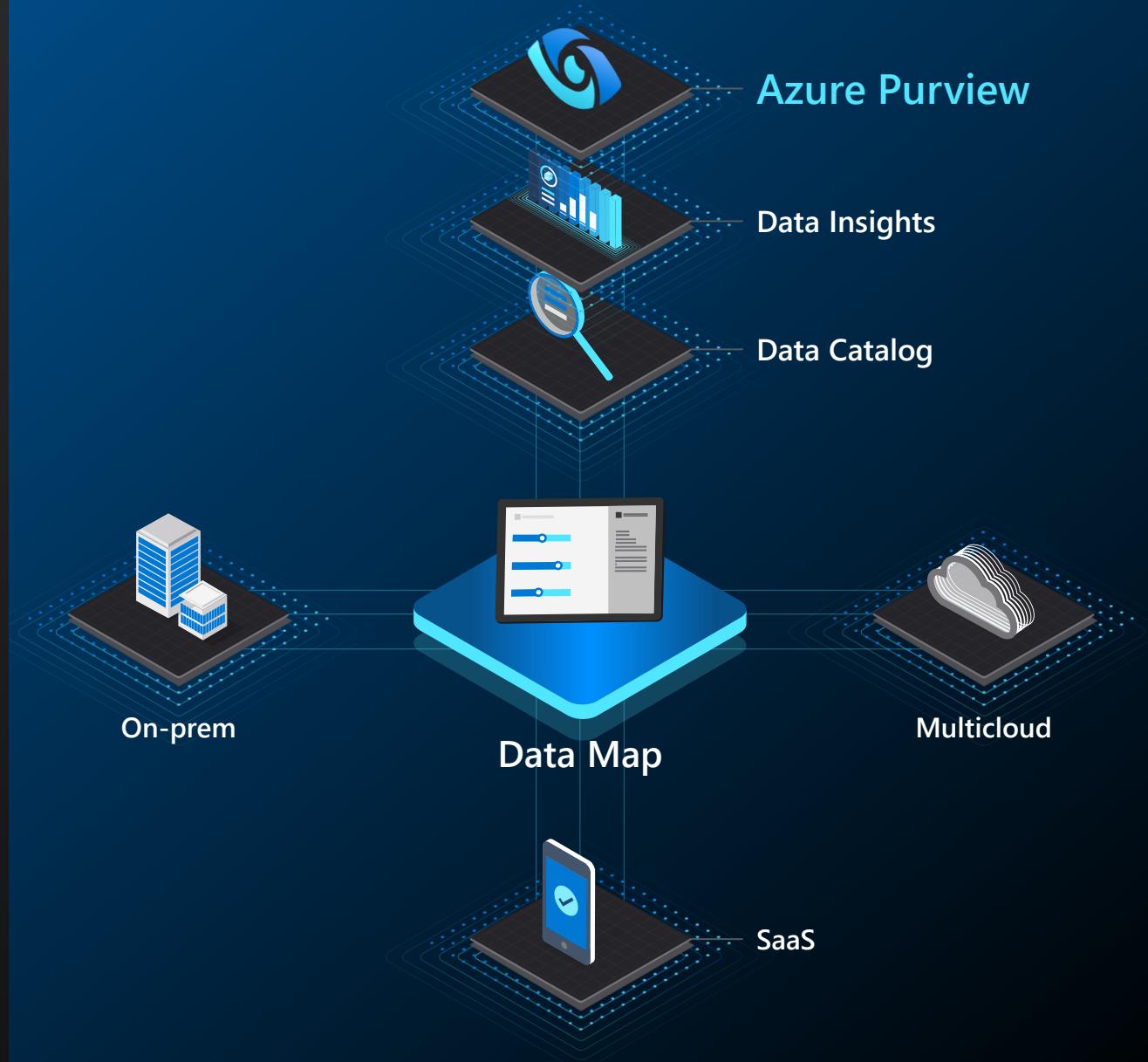
- Automate and manage metadata at scale

Data Catalog

- Enable effortless discovery for data consumers

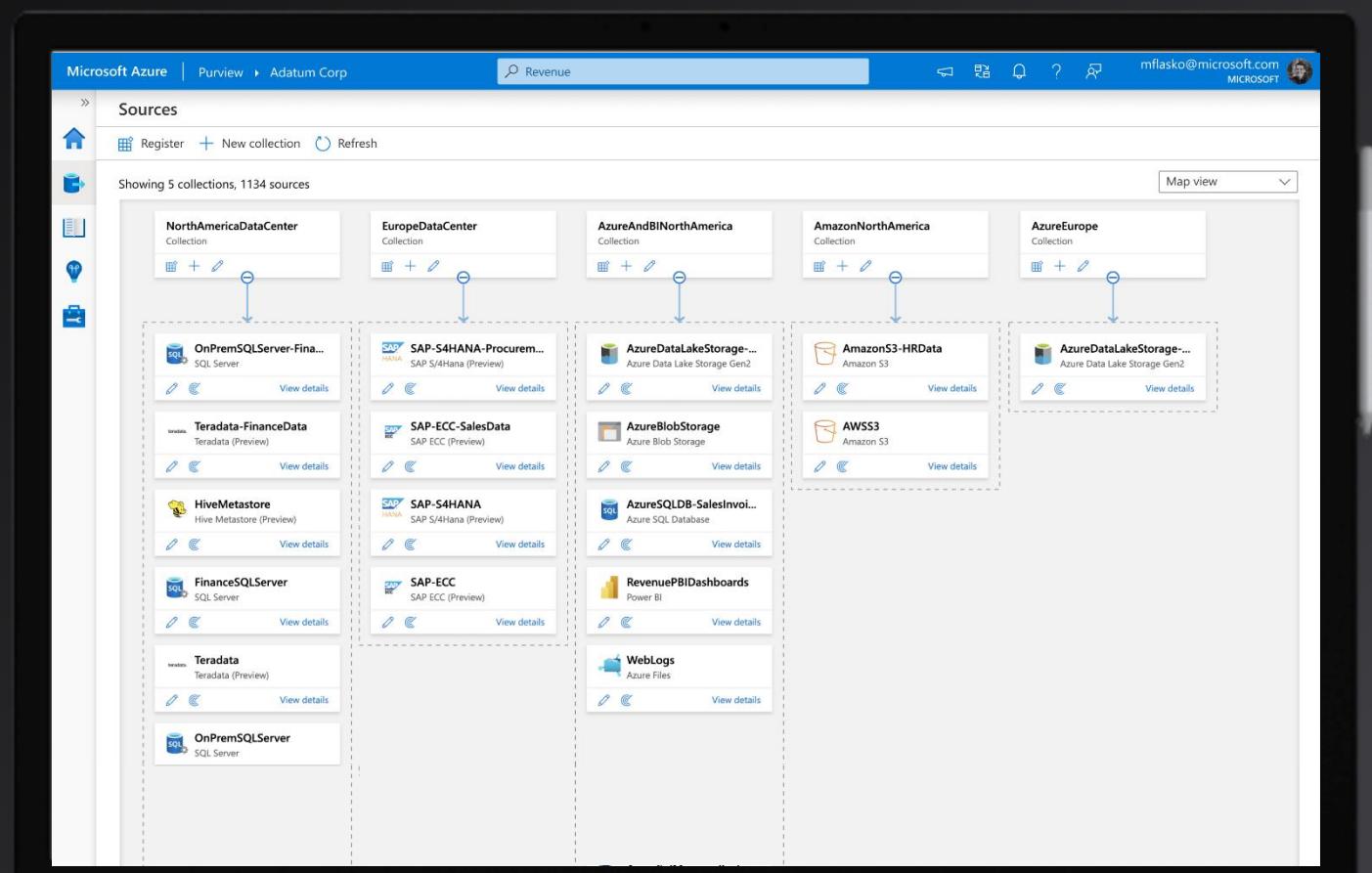
Data Insights

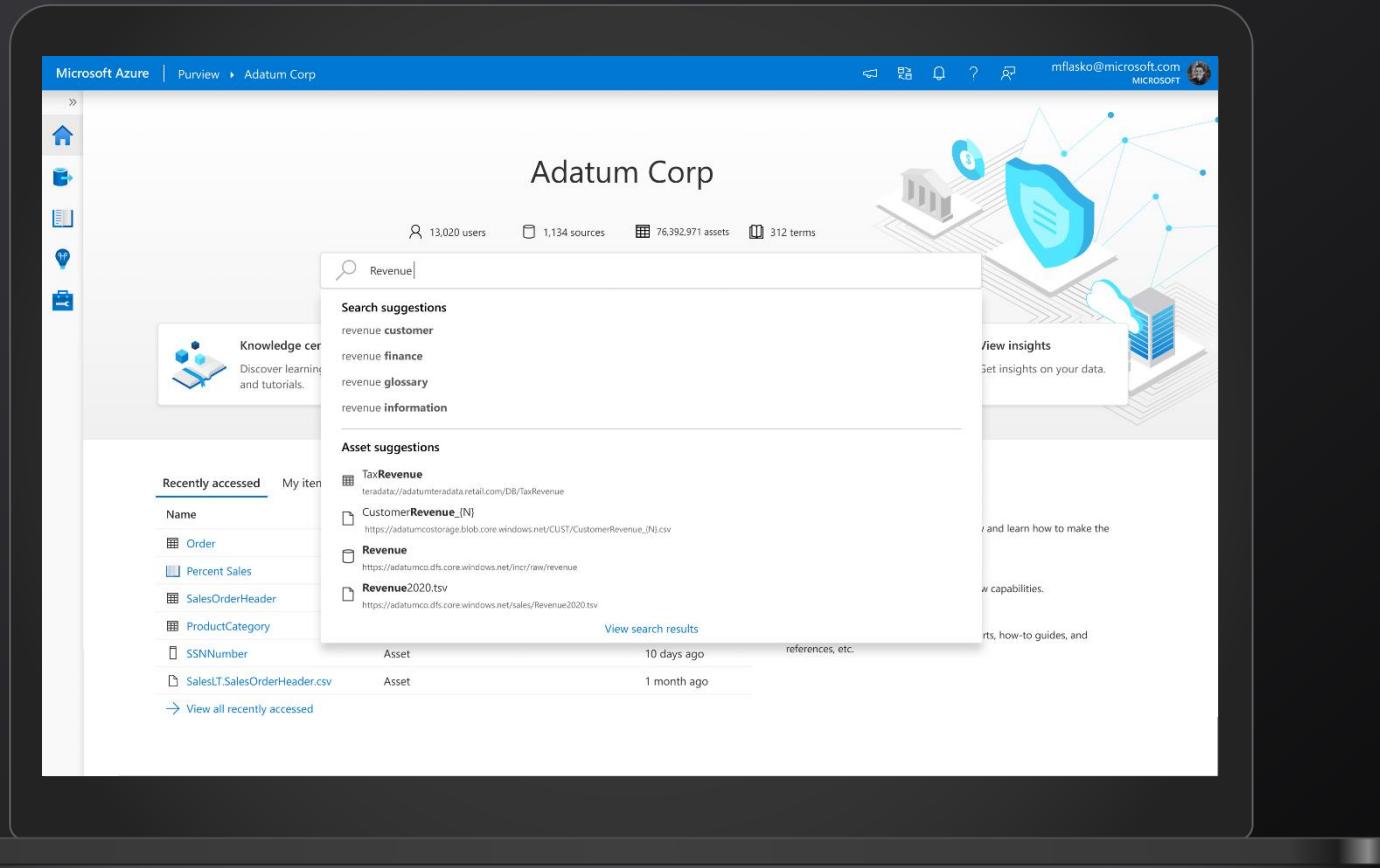
- Assess data usage across your organization



Unify and make data meaningful using Purview Data Map

- Automated metadata scanning and lineage identification of hybrid data stores
- 100+ built-in and custom classifiers
- Microsoft Information Protection sensitivity labels



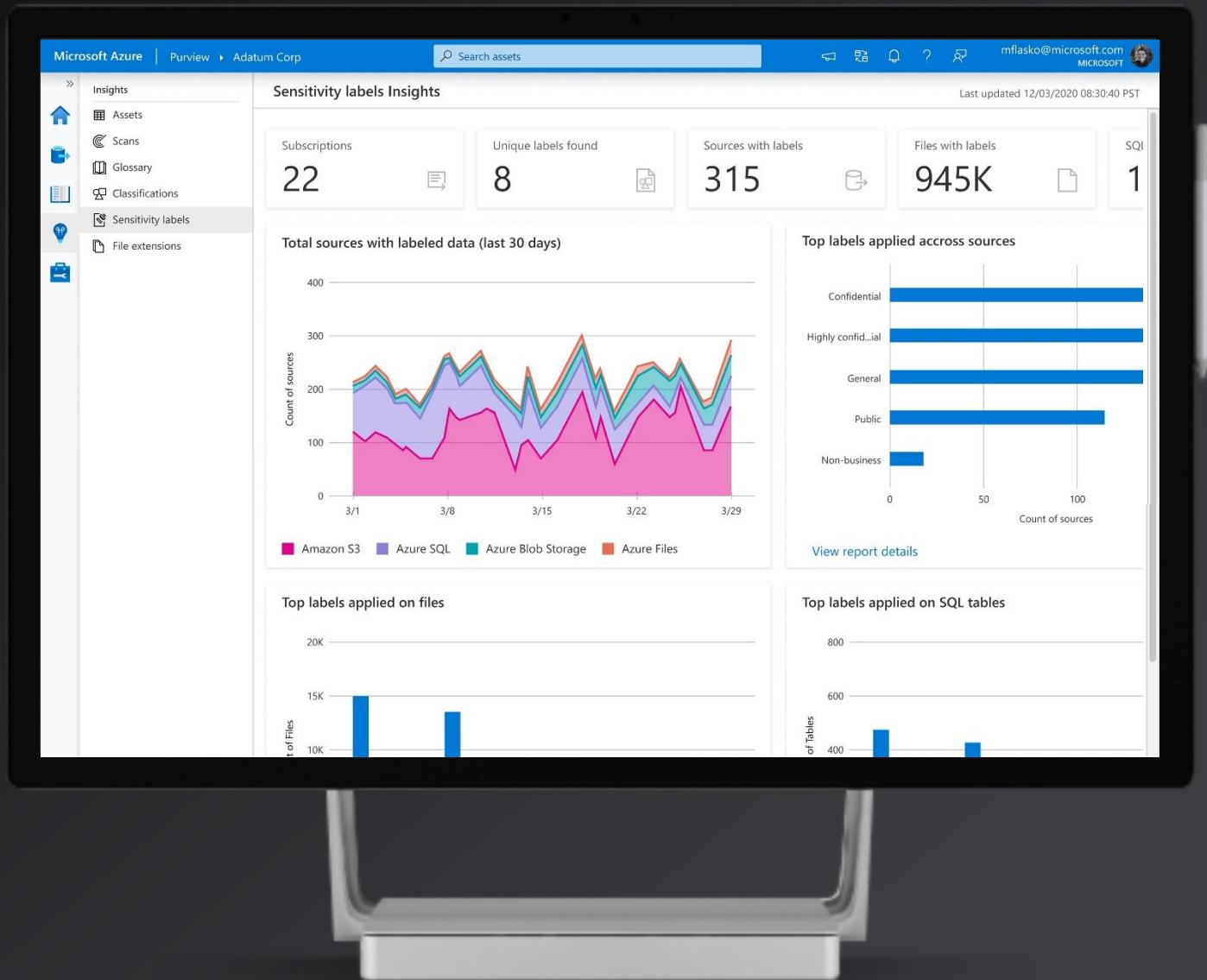


Enable effortless discovery with Purview Data Catalog

- Semantic search and browse
- Business glossary and workflows
- Data lineage with sources, owners, transformations, and lifecycle

Get a bird's-eye view of sensitive data with Data Insights

- Reports on Assets, Scans, Glossary, Classification, and Labeling





Azure Purview Studio (Unified Experience)

Purview Studio

A single, centralized place that provides unified experience for data producers, data consumers, data & security officers

The screenshot shows the Microsoft Purview Studio interface for the organization "Adatum Corp". The top navigation bar includes "Microsoft Azure", "Purview", "Adatum Corp", and a user profile for "mflasko@microsoft.com". The main dashboard displays key metrics: 13,020 users, 1,133 sources, 76,392,971 assets, and 312 terms. A central graphic illustrates a data ecosystem with a central database icon connected to various data flows and storage layers. Below the metrics are four action cards: "Knowledge center" (Discover videos and tutorials about Purview), "Register sources" (Register sources to your Purview), "Browse assets" (Explore assets by source type), and "Manage glossary" (Manage business glossary). The left sidebar features a navigation menu with icons for Home, Sources, Assets, Glossary, and Settings. The main content area is divided into sections: "Recently accessed" (listing items like "Order", "Percent Sales", "SalesOrderHeader", etc.) and "My items" (a placeholder). On the right, there's a "Links" section with links to "Purview Overview", "Getting Started", and "Documentation".

Recently accessed

Name	Type	Last updated
Order	Asset	10 mins ago
Percent Sales	Term	1 day ago
SalesOrderHeader	Asset	2 days ago
ProductCategory	Asset	2 days ago
SSNNumber	Asset	10 days ago
SalesLT.SalesOrderHeader.csv	Asset	1 month ago

My items

→ View all recently accessed

Links

- [Purview Overview](#)
- [Discover the capabilities offered by Purview and learn how to make the most of them.](#)
- [Getting Started](#)
- [Learn about how to get started with Purview capabilities.](#)
- [Documentation](#)
- [Visit the documentation center for quickstarts, how-to guides, and references, etc.](#)

Purview Studio

Purview Studio divided into **Activity hubs**.

These organize the tasks needed for managing data governance activities

The screenshot shows the Microsoft Purview Studio interface with a red box highlighting the left sidebar. The sidebar contains icons for Home, Sources, Glossary, Insights, and Manage, along with a search bar and a 'Recently accessed' section listing items like Order, Percent Sales, SalesOrderHe, ProductCateg, SSNNumber, and SalesLT.SalesC.

Home
Quick actions, recently accessed items, owned items, search bar and documentations.

Sources
Create collections, register data sources and set up scans.

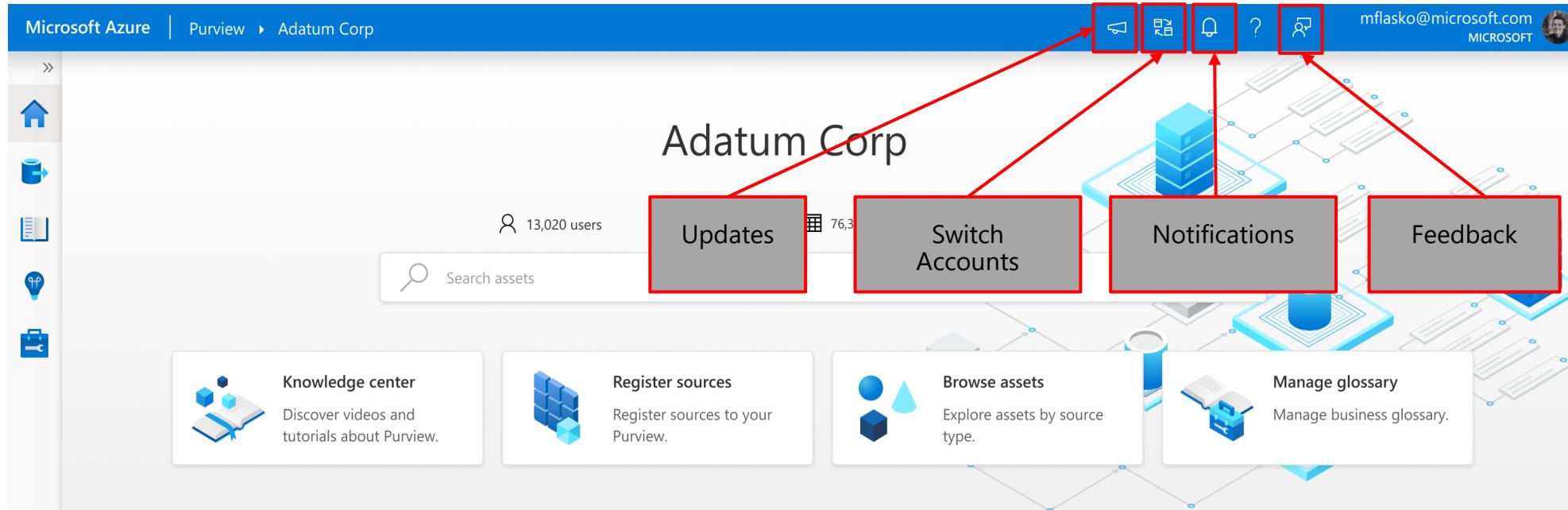
Glossary
Manage glossary terms, search glossary terms, manage term templates and custom attributes, Import and export terms using .CSV.

Insights
Get Insights on your data.

Manage
Metadata management - classifications, resource sets, data sources, Integration run time, Alerts, Security, data factories and data share connections

Purview Studio

Ease of access to get updates, to switch accounts, to get notifications and to provide feedback



Recently accessed My items

Name	Type	Last updated
Order	Asset	10 mins ago
Percent Sales	Term	1 day ago
SalesOrderHeader	Asset	2 days ago
ProductCategory	Asset	2 days ago
SSNNumber	Asset	10 days ago
SalesLT.SalesOrderHeader.csv	Asset	1 month ago

→ View all recently accessed

Links

[Purview Overview](#)

Discover the capabilities offered by Purview and learn how to make the most of them.

[Getting Started](#)

Learn about how to get started with Purview capabilities.

[Documentation](#)

Visit the documentation center for quickstarts, how-to guides, and references, etc.



Purview Studio

Home Page

Home Page

Starting point for the activities with key links to tasks, artifacts and documentation based on user role

Recently accessed entities and list of entities owned by logged-on data user.

Name	Type	Last updated
Order	Asset	10 mins ago
Percent Sales	Term	1 day ago
SalesOrderHeader	Asset	2 days ago
ProductCategory	Asset	2 days ago
SSNNumber	Asset	10 days ago
SalesLT.SalesOrderHeader.csv	Asset	1 month ago

→ View all recently accessed

Catalog metrics

13,020 users | 1,133 sources | 76,392,971 assets | 312 terms

Search bar to browse and search data assets

Home page tiles for key activities

Links

- Purview Overview [🔗](#)
Discover the capabilities offered by Purview and learn how to make the most of them.
- Getting Started [🔗](#)
Learn about how to get started with Purview capabilities.
- Documentation [🔗](#)
Visit the documentation center for quickstarts, how-to guides, and references, etc.

Links for Overview, getting started and purview documentation

Home Page Activities

Home page key activities based on assigned user roles and selected purview tiers (C0, C1 & D1)

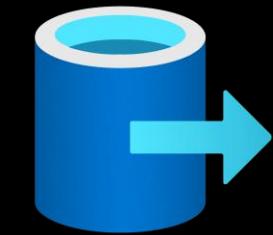
The home page quick access buttons (tiles) depend on the role assigned to the user.

- For **data curator**, the buttons are **Knowledge Center**, **Browse Assets**, **Manage Glossary** and **View Insights**.
- For **data reader**, the featured buttons are **Knowledge Center**, **Browse Assets**, **View Glossary**, and **View Insights**.
- For **data source administrator + data curator**, the featured buttons are **Knowledge Center**, **Register Data Sources**, **Browse Assets**, and **Manage Glossary**.
- For **data source administrator + data reader**, the featured buttons are **Knowledge Center**, **Register Data Sources**, **Browse Assets**, and **View Glossary**.
- For **data source administrator**, no access to Purview Studio.

***Note:** Only Owners and User Access Administrators can assign roles for Purview Studio in Azure portal.

Quick action buttons on **Homepage**

All Features (C0 + C1 + D1)					
	C0 (Sources registration, automated scanning and classification, data discovery.)	C1 (Business glossary and lineage visualization)	D1 (Catalog insights and sensitive data insights)		
Data source admin CRUDScanBinding, ScanClassification, CRUDSHIR, ManageDataCenterScopes					
Data curator Read, Mutate, ApplyClassification, ApplyGlossaryTerm	 Discover learning materials and tutorials.		 Explore assets by different types.	 Create and edit terms with custom term templates.	 Get insights on your data.
Data reader Read	 Discover learning materials and tutorials.		 Explore assets by different types.	 View business glossary managed by your team. <small>READ-ONLY</small>	 Get insights on your data.
Data source admin + Data curator	 Discover learning materials and tutorials.	 Register sources to your Purview.	 Explore assets by different types.	 Create and edit terms with custom term templates.	
Data source admin + Data reader	 Discover learning materials and tutorials.	 Register sources to your Purview.	 Explore assets by different types.	 View business glossary managed by your team. <small>READ-ONLY</small>	



Purview Platform **Sources**

(Automated Scanning, Classification, Open APIs to populate the DataMap)

Sources

Map your data to manage an enriched metadata map of operational and transactional data no matter where it lives

Benefits

- Automated scanning of on-prem, multicloud, SaaS data
- Discover Azure data sources, PowerBI, SQL better. Leverage turnkey integrations with Power BI, SQL (on-prem, azure, MI) and key Azure Data Services such as Azure Synapse, Cosmos DB, ADLS.
- Manage metadata and scale understanding of data with automated, fully managed, serverless metadata management capability
- Leverage Apache Atlas Open APIs to programmatically publish metadata and lineage from a wide range open-source data systems

The screenshot shows the Microsoft Azure Purview Studio Sources interface. At the top, there's a navigation bar with 'Microsoft Azure', 'Purview', 'Adatum Corp', a search bar ('Revenue'), and user information ('mflasko@microsoft.com', 'MICROSOFT'). Below the navigation is a sidebar with icons for Home, Register, New collection, Refresh, and a red-highlighted icon for Collections. The main area displays a grid of data collections under the heading 'Showing 5 collections, 1133 sources'. The collections are organized into five columns:

- NorthAmericaDataCenter Collection**: Contains entries for 'OnPremSQLServer-Fin...' (SQL Server), 'Teradata-FinanceData' (Teradata (Preview)), 'HiveMetastore' (Hive Metastore (Preview)), 'FinanceSQLServer' (SQL Server), and 'Teradata' (Teradata (Preview)).
- EuropeDataCenter Collection**: Contains entries for 'SAP-S4HANA-Procurement...' (SAP S/4Hana (Preview)), 'SAP-ECC-SalesData' (SAP ECC (Preview)), 'SAP-S4HANA' (SAP S/4Hana (Preview)), 'SAP-ECC' (SAP ECC (Preview)), and 'OnPremSQLServer' (SQL Server).
- AzureAndBINorthAmerica Collection**: Contains entries for 'AzureDataLakeStorage...' (Azure Data Lake Storage Gen2), 'AzureBlobStorage' (Azure Blob Storage), 'AzureSQLDB-SalesInvo...' (Azure SQL Database), 'RevenuePBIDashboards' (Power BI), 'WebLogs' (Azure Files), and 'AzureSqlManagedInsta...' (Azure SQL Database Managed Instance).
- AmazonNorthAmerica Collection**: Contains entries for 'AmazonS3-HRData' (Amazon S3) and 'AWS3' (Amazon S3).
- AzureEurope Collection**: Contains no visible entries.

Each collection item has a 'View details' button. A 'Map view' button is located in the top right corner of the main area.

Sources

Automated scanning & classification of on-prem, multicloud and SaaS data

Microsoft Azure | Purview > Adatum Corp | Revenue

Sources

Register New collection Refresh

Showing 5 collections, 1133 sources

NorthAmericaDataCenter Collection

- OnPremSQLServer-Fin...
- Teradata-FinanceData
- HiveMetastore
- FinanceSQLServer
- Teradata
- OnPremSQLServer

EuropeDataCenter Collection

- SAP-S4HANA-Procurement...
- SAP-ECC-SalesData
- SAP-S4HANA
- SAP-ECC

AzureAndBINorthAmerica Collection

- AzureDataLakeStorage
- AzureBlobStorage
- AzureDataExplorer
- RevenuePBDashboard
- WebLogs
- AzureSqlManagedIn...

Register sources

Filter by keyword

All Azure Database File Power BI Services and apps

- Amazon S3
- Azure Blob Storage
- Azure Cosmos DB (SQL API)
- Azure Data Explorer
- Azure Data Lake Storage Gen1
- Azure Data Lake Storage Gen2
- SQL
- Azure SQL Database

Continue Cancel

Sources

Automated scanning & classification of on-prem, multicloud and SaaS data

Microsoft Azure | Purview > Adatum Corp Revenue Filter Help ? Logout mflasko@microsoft.com MICROSOFT

Sources

Register New collection Refresh

Showing 5 collections, 1133 sources

NorthAmericaDataCenter Collection

- OnPremSQLServer-Fina... SQL Server
- Teradata-FinanceData Teradata (Preview)
- HiveMetastore Hive Metastore (Preview)
- FinanceSQLServer SQL Server
- Teradata Teradata (Preview)
- OnPremSQLServer SQL Server

EuropeDataCenter Collection

- SAP-S4HANA-Procurement SAP S/4Hana (Preview)
- SAP-ECC-SalesData SAP ECC (Preview)
- SAP-S4HANA SAP S/4Hana (Preview)
- SAP-ECC SAP ECC (Preview)

AzureAndBINorthAmerica Collection

- AzureDataLakeStorage Azure Data Lake Storage (Preview)
- AzureBlobStorage Azure Blob Storage
- AzureSQLDB-SalesIn Azure SQL Database
- RevenuePBDashboard Power BI
- WebLogs Azure Files
- AzureSqlManagedInst Azure SQL Database Managed Instance

Register sources

Filter by keyword

All Azure Database File Power BI Services and apps

- Azure Synapse Analytics (formerly SQL DW)
- Hive Metastore (Preview)
- Power BI
- SAP ECC (Preview)
- SAP S/4Hana (Preview)
- SQL Server
- teradata. Teradata (Preview)

Continue Cancel

Scan Sources

Set up scans to enrich business value of data with technical, business and semantic metadata

The screenshot shows the Microsoft Azure Purview Studio interface for managing data sources. On the left, there's a sidebar with icons for Home, Sources, Register, New collection, Refresh, and a search bar labeled "Search catalog". The main area displays a list of collections under "Sources": "NorthAmericaDataCenter Collection", "EuropeDataCenter Collection", and "AzureAndBInorthAmerica Collection". Below these are detailed lists of sources:

- OnPremSQLServer-Fina...** (SQL Server)
- Teradata-FinanceData** (Teradata (Preview))
- HiveMetastore** (Hive Metastore (Preview))
- FinanceSQLServer** (SQL Server)
- Teradata** (Teradata (Preview))
- OnPremSQLServer** (SQL Server)
- SAP-S4HANA-Procurement...** (SAP S/4Hana (Preview))
- SAP-ECC-SalesData** (SAP ECC (Preview))
- SAP-S4HANA** (SAP S/4Hana (Preview))
- SAP-ECC** (SAP ECC (Preview))
- AzureDataLakeStorage** (Azure Data Lake Storage C)
- AzureBlobStorage** (Azure Blob Storage)
- AzureSQLDB-SalesIn** (Azure SQL Database)
- RevenuePBIDashboa** (Power BI)
- WebLogs** (Azure Files)
- AzureSqlManagedIn** (Azure SQL Database Manag)

On the right, a modal window titled "Scan 'AzureDataLakeStorage-ss7'" is open, prompting for a "Scan name" (set to "Scan-N4f") and a "Credential" (set to "Purview MSI"). A note at the bottom of the modal states: "Before you set up your scan, you must give the managed identity of the Purview account permissions to enumerate your Azure subscription. See more". At the bottom of the modal are "Continue", "Test connection", and "Cancel" buttons.

Scan Sources

Scope your scan to select the entire storage account or few containers, files

The screenshot shows the Azure Purview Studio interface for scanning data sources. On the left, there's a navigation pane with icons for Home, Register, New collection, Refresh, and a search bar with the placeholder "Revenue". The main area displays a list of collections and their associated sources:

- NorthAmericaDataCenter Collection**: Contains OnPremSQLServer-Financial, Teradata-FinanceData, HiveMetastore, FinanceSQLServer, and Teradata.
- EuropeDataCenter Collection**: Contains SAP-S4HANA-Procurement, SAP-ECC-SalesData, SAP-S4HANA, and SAP-ECC.
- AzureAndBInNorthAmerica Collection**: Contains AzureDataLakeStorage, AzureBlobStorage, AzureSQLDB-SalesIn, RevenuePBIashboard, WebLogs, and AzureSqlManagedIn.

To the right, a modal dialog titled "Scope your scan" is open. It contains a "Refresh" button and a note: "All future assets under a certain parent will be automatically selected if the parent is fully or partially checked." A search bar is followed by a list of checked items under a tree view:

- AzureDataLakeStorage-ss7
 - analytics
 - productiondata
 - 000
 - 001
 - 002
 - 003
 - 004
 - 005
 - 006
 - 007
 - 008
 - 009
 - 00Zerotmp0
 - 00Zerotmp1

At the bottom of the dialog are "Continue", "Back", and "Cancel" buttons.

Scan Sources

Select files types for scanning. Define custom file types

Microsoft Azure | Purview > Adatum Corp Revenue Speaker Help ? Print mfalko@microsoft.com MICROSOFT

Sources Register New collection Refresh

Showing 5 collections, 1134 sources

NorthAmericaDataCenter Collection

- OnPremSQLServer-Fin...
- Teradata-FinanceData
- HiveMetastore
- FinanceSQLServer
- Teradata
- OnPremSQLServer

EuropeDataCenter Collection

- SAP-S4HANA-Procurement...
- SAP-ECC-SalesData
- SAP-S4HANA
- SAP-ECC

AzureAndBINorthAmerica Collection

- AzureDataLakeStorage
- AzureBlobStorage
- AzureSQLDB-SalesIn...
- RevenuePBIDashboard
- WebLogs
- AzureSQLManagedIn...

Select file types

Custom File Type → + New file type

File types for schema extraction and classification.

CSV	JSON	PSV	SSV
TSV	TXT	XML	PARQUET
AVRO	ORC	Document file types	

Continue Back Cancel

The screenshot shows the 'Scan Sources' process in Azure Purview Studio. The user has selected the 'Custom File Type' option, which is highlighted with a red box. To the right, a grid of file types is displayed for schema extraction and classification. The grid includes CSV, JSON, TSV, XML, AVRO, ORC, and document file types (DOC, PDF, XLS, etc.). The 'AzureAndBINorthAmerica' collection is currently selected, showing its internal components like Azure Data Lake Storage and Azure Blob Storage.

Scan Sources

100+ built in classifiers, define your own custom classifiers

The screenshot shows the Microsoft Azure Purview Studio Sources interface. On the left, there's a sidebar with icons for Home, Register, New collection, Refresh, Sources, and a search bar with the text "Revenue". Below the sidebar, it says "Showing 5 collections, 1134 sources" and lists several collections: NorthAmericaDataCenter, EuropeDataCenter, and AzureAndBInorthAmerica. Each collection has a "View details" button. A red arrow points from the text "100+ out of box classifiers" to the "System rules" section.

Select classification rules
Choose classification rules that will run on the dataset.

System rules

- > Government
- > Financial
- > Personal
- > Security
- > Miscellaneous

Custom rules

- > Custom classification rules
 - TransactionID
 - SupplierNumber
 - StoreUid
 - ProductCode
 - ProductCategory
 - PONumber
 - InvoiceNumber
 - EmployeeID
 - CouponCode

Buttons at the bottom:

- Create
- Back
- 105 classification rules selected
- Cancel

Scan Sources

Run the scan one-time or on a schedule

Microsoft Azure | Purview > Adatum Corp

Revenue

Sources

Register New collection Refresh

Showing 5 collections, 1134 sources

NorthAmericaDataCenter Collection

- OnPremSQLServer-Fina... SQL Server
- Teradata-FinanceData Teradata (Preview)
- HiveMetastore Hive Metastore (Preview)
- FinanceSQLServer SQL Server
- Teradata Teradata (Preview)
- OnPremSQLServer SQL Server

EuropeDataCenter Collection

- SAP-S4HANA-Procurem... SAP S/4Hana (Preview)
- SAP-ECC-SalesData SAP ECC (Preview)
- SAP-S4HANA SAP S/4Hana (Preview)
- SAP-ECC SAP ECC (Preview)

AzureAndBInNorthAmerica Collection

- AzureDataLakeStorage Azure Data Lake Storage C
- AzureBlobStorage Azure Blob Storage
- AzureSQLDB-SalesIn Azure SQL Database
- RevenuePBIDashboa Power BI
- WebLogs Azure Files
- AzureSQLManagedIn Azure SQL Database Manage

Set a scan trigger

Set a scan trigger to apply the scan rule at specific times. The initial scan is a full scan and will start after setup is completed. Every subsequent scan is incremental.

Recurring Once

Recurrence *

Every 1 Month(s)

Month days Week days

Select day of the month to scan

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Last			

Schedule scan time (UTC)
h:mm:ss AM

Start recurrence at (UTC) *
2020-12-03 h:mm:ss AM

Specify recurrence end date (UTC)

Continue Back Cancel



Purview Catalog Browse & Search

(Effortless discovery of trusted & accurate data)

Browse & Search

Discover your data based on relevance using signals derived from scanning, classification, business context

Benefits

- Empower business and technical data analysts via a catalog to find and interpret data
- Provide intelligent recommendations based on data relationships, business context, search history
- Power data scientists and engineers with business context to drive BI, Analytics, AI and ML initiatives

The screenshot shows the Microsoft Azure Purview Browse & Search interface for the organization "Adatum Corp". The top navigation bar includes "Microsoft Azure", "Purview", and "Adatum Corp". The main dashboard displays statistics: 13,020 users, 1,134 sources, 76,392,971 assets, and 312 terms. A search bar at the top contains the query "Revenue". Below the search bar, there are sections for "Search suggestions" and "Asset suggestions". The "Search suggestions" section lists: revenue customer, revenue finance, revenue glossary, and revenue information. The "Asset suggestions" section lists several assets related to revenue, such as "TaxRevenue", "CustomerRevenue_(N)", "Revenue", and "Revenue2020.tsv". A red box highlights the search results area. To the right, there is a sidebar with a "View insights" button and a callout "Get insights on your data." The overall interface is clean and modern, designed for easy data discovery and management.

Browse & Search

Search results by relevance

Benefits

- Return relevant results without writing complex queries or applying advanced filters
- Semantic search by understanding the context of every single word in search query and the intent (searching for one asset or exploration) of the user
- Support for spell check, keyword suggestions, query expansion (synonyms, semantics) and content expansion (matching the keyword with things like glossary, classification and asset name)

Microsoft Azure | Purview > Adatum Corp

Search results for "Revenue"

Filter Clear all <<

Glossary term

- Finance (27)
- Retail (15)
- World Wide Sales (4)
- Rewards (2)
- [See more](#)

Classification

- Person's Name (321)
- EmailAddress (217)
- Geolocation (Lat/Lon) (185)
- ProductCode (159)
- CostCenterCode (124)
- InvoiceNumber (97)
- CustomerID (82)
- IP Address (53)
- Credit Card Number (26)
- [See more](#)

Contact

- Dorothy Jones (12)
- Oscar Helios (9)
- Steve Patterson (6)

15 out of 587 results

SalesRevenue
SAP ECC Table
sap_ecc://adatumsap_00_800/SalesRevenue
Last updated: 10-12-2020 10:32AM

RevenueCollection
Azure Cosmos DB Database
https://adatumcosmos.documents.azure.com/dbs/RevenueCollection
Last updated: 8-18-2020 12:12AM

RewardsCustomers
Teradata Table
teradata://adatumteradata.retail.com/DB/Revenue/RewardsCustomers
Last updated: 7-23-2020 04:12PM

Web Marketing 2020
Amazon S3 File
s3://s3webmarketingstorage/2020/AuditRevenue/Web Marketing 2020
Last updated: 7-23-2020 04:12PM

Revenue
Azure Synapse Analytics Table
mssql://adatumsq|server.database.windows.net/RetailSalesRevenueDW/dbo/Revenue
Last updated: 9-17-2020 02:32PM

Sort by: Relevance

< Previous Page 1 of 40 Next >

Browse & Search

Filter search results by business terms, classifications, contacts

The screenshot shows the Azure Purview Studio interface with the following details:

- Header:** Microsoft Azure | Purview > Adatum Corp. The search bar contains "Revenue".
- Left Sidebar:** Icons for Home, Search, Filter, Glossary, Classification, and Contact.
- Search Results:** Title "Search results for 'Revenue'".
- Filter Panel (highlighted with a red box):**
 - Glossary term:** Finance (27), Retail (15), World Wide Sales (4), Rewards (2). **World Wide Sales** is checked.
 - Classification:** Person's Name (4), EmailAddress (3), CustomerID (3), InvoiceNumber (3), ProductCode (2), CostCenterCode (2).
 - Contact:** Dorothy Jones (4), Oscar Helios (2), Steve Patterson (1).
- Results:** 4 results listed:
 - RevByCustomer**: Azure Synapse Analytics Table, URL: mssql://adatumsqldatabase.windows.net/RetailSalesRevenueDW/dbo/RevByCustomer, Last updated: 9-17-2020 02:32PM.
 - CampaignRevenue_{N}.model**: Azure Blob Resource Set, URL: https://adatumfinanceteststorage.blob.core.windows.net/revenue/{Year}/{Month}/{Day}/CampaignRevenue_{N}.model, Last updated: 11-09-2020 01:12PM.
 - Q4SalesRev2020**: Power BI Dashboard, URL: mssql://10.0.1.7/ADATUMSERVER/2020/Revenue/Q4SalesRev2020, Last updated: 8-27-2020 09:32AM.
 - FinanceRevenue**: SQL Table, URL: mssql://adatumsqldatabase.windows.net/RetailSalesRevenueDW/dbo/FinanceRevenue, Last updated: 10-26-2020 09:32AM.
- Sort By:** Relevance.

Asset Overview

Discover operational, semantic and business information about a specific dataset

The screenshot shows the Azure Purview Asset Overview page for the **RevByCustomer** dataset. The top navigation bar includes Microsoft Azure, Purview, Adatum Corp, a search bar with the term **Revenue**, and user mflasko@microsoft.com.

The main content area displays the dataset details:

- Dataset Name:** RevByCustomer (Confidential)
- Type:** Azure Synapse Analytics Table
- Actions:** Edit, Refresh, Synapse Analytics
- Overview Tab:** Selected (highlighted with a red box).
- Description:** World-Wide revenue from retail stores and online sales.
- Last updated:** 12/01/2020 18:44:40 UTC by Carrier Hoffman
- Semantic Metadata:** A red box highlights the **Classifications (6)** section, which lists Person's Name, CustomerID, EmailAddress, InvoiceNumber, ProductCode, and CostCenterCode.
- Operational Metadata:** A red box highlights the **Properties** section, which includes Create time, Modified time, Qualified name (mssql://adatumsqlserver.database.windows.net/RetailSalesRevenueDW/dbo/RevByCustomer), and Size (527 KB).
- Hierarchy:** Shows the dataset's location in the data catalog, starting from adatumsqlserver.database.windows.net, going down to RetailSalesRevenueDW, and finally to the RevByCustomer table.
- Business Metadata:** A red box highlights the **Glossary terms (1)** section, which lists **World Wide Sales**.

Asset Schema

Discover technical, semantic and business information about a specific dataset

The screenshot shows the Microsoft Azure Purview Asset Schema interface. At the top, the navigation bar includes 'Microsoft Azure', 'Purview', 'Adatum Corp', a search bar containing 'Revenue', and a user profile for 'mflasko@microsoft.com'. Below the navigation is a breadcrumb trail: 'Home > Search results for "Revenue" > RevByCustomer'. On the left is a vertical toolbar with icons for Home, Refresh, Synapse Analytics, Overview, Schema (which is selected and highlighted with a red box), Lineage, Contacts, and Related. The main content area displays the schema for the 'RevByCustomer' dataset, which is an 'Azure Synapse Analytics Table'. The schema table has columns for Column name, Data type, Classifications, Glossary terms, and Description. The table rows are as follows:

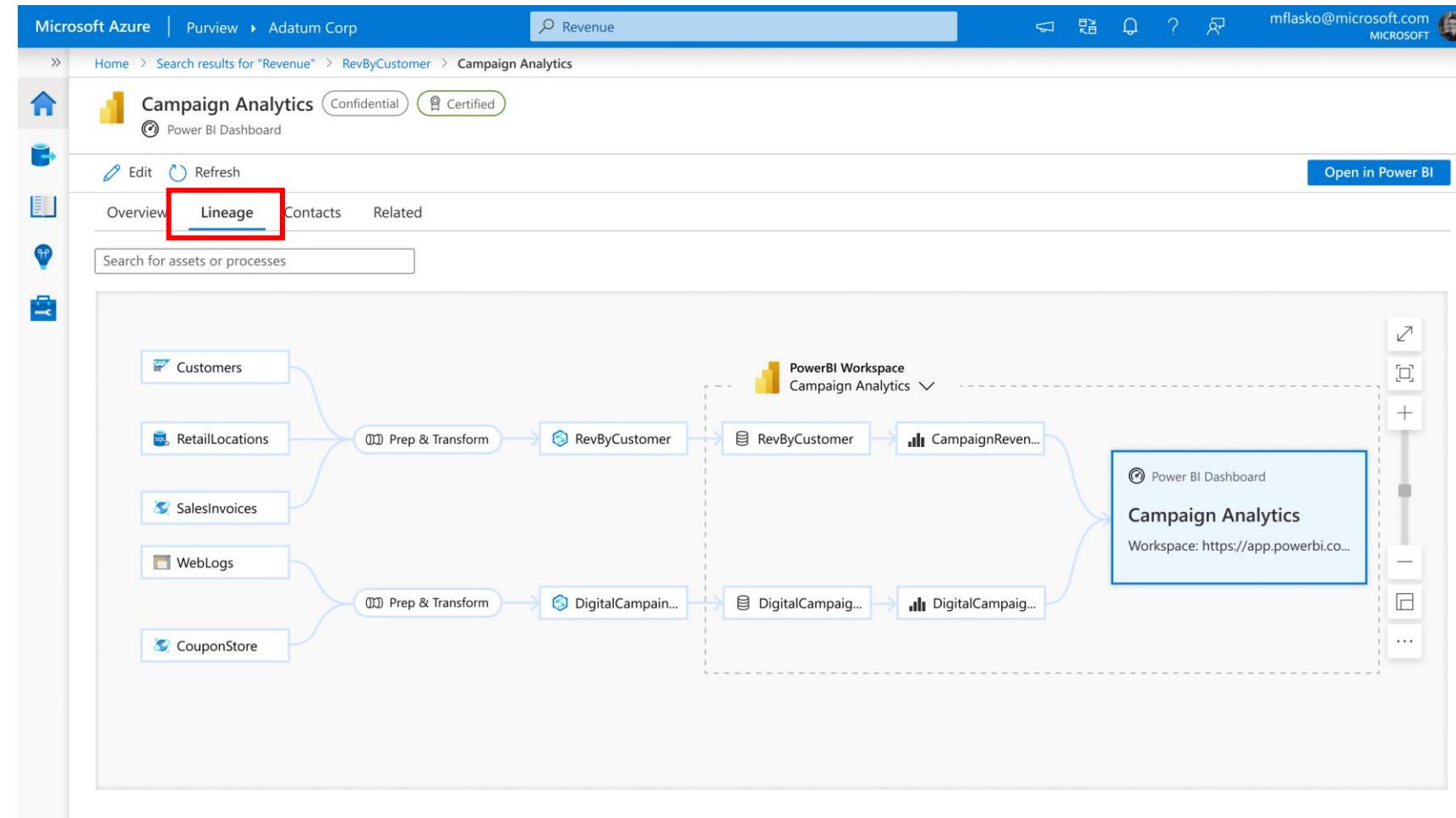
Column name	Data type	Classifications	Glossary terms	Description
CustomerID	int	CustomerID	Customer	Unique Customer Identifier
CompanyName	int			Customer Company Name
EmailAddress	int	EmailAddress		Customer Email Address
Phone	nvarchar			Customer Phone Number
FirstName	nvarchar	Person's Name		Customer Contact First Name
LastName	nvarchar	Person's Name		Customer Contact Last Name
SalesInvoiceNumber	int	InvoiceNumber		Unique Sales Invoice Number
OrderQuantity	int		SalesOrder	Sales Order Quantity
ProductCode	nvarchar	ProductCode		Standardized Product Code
DiscountAmount	nvarchar			Discounted Amount
BillingID	int		Finance	Unique Billing Identifier
CostCenterCode	nvarchar	CostCenterCode		Unique Code for Accounting Cost Center
SalesAmount	int			Sales Amount
TaxAmount	int		Tax	Tax Amount

Asset Lineage

Trace lineage of data assets across the data estate

Benefits

- Ensure data provenance with a visual representation of owners, sources, transformation, and lifecycle
- Leverage support of Apache Atlas's open-source Lineage APIs and built-in integrations with solutions such as Azure Data Factory, Azure Data Share and Power BI
- Analyze impact of changes to data and understand dependencies visually.
- Root cause analysis of failures by inspecting dependencies upstream and determine downstream impact



Asset Contacts

Identify experts and owners of the data asset

The screenshot shows the Azure Purview Studio interface for the 'RevByCustomer' asset. The top navigation bar includes 'Microsoft Azure | Purview > Adatum Corp' and a search bar with the term 'Revenue'. The main content area displays the 'RevByCustomer' asset details, which is an 'Azure Synapse Analytics Table' marked as 'Confidential'. Below the asset name are buttons for 'Edit' and 'Refresh', and a dropdown for 'Synapse Analytics'. A horizontal navigation bar at the bottom of the asset card includes tabs for 'Overview', 'Schema', 'Lineage', 'Contacts' (which is highlighted with a red box), and 'Related'. To the left of the asset card is a vertical sidebar with icons for Home, Data Flow, Synapse Analytics, and Data Governance.

Here are list of people you can contact about this asset:

Experts (3) ①

- Dorothy Jones ✉
Senior Finance Analyst
- Steve Patterson ✉
Finance Manager

Owners (1) ①

- OH Oscar Helios ✉
Data Engineer

Asset Related

Browse assets by hierarchy. Works for unstructured, semi-structured and unstructured data

This screenshot shows the Azure Purview Studio interface for a structured dataset named "DailySales_2020_Q1". The "Related" tab is selected, highlighted with a red box. The results show 1 to 100 of 562 items, primarily Azure SQL Tables, such as "DailySales_2005_Q1" through "DailySales_2008_Q1". A red arrow points from the "Related" tab to the page navigation controls at the bottom, which show "Page 1 of 6".

Structured Data
Browse Hierarchy

This screenshot shows the Azure Purview Studio interface for an unstructured dataset named "sales_covid_sup.csv". The "Related" tab is selected, highlighted with a red box. The results show 3 items, including an Azure Storage Account, an Azure Blob Container, and several Azure Blob Path entries. A red arrow points from the "Related" tab to the top of the list of items.

Unstructured Data
Browse Hierarchy



Purview Catalog **Business Glossary**

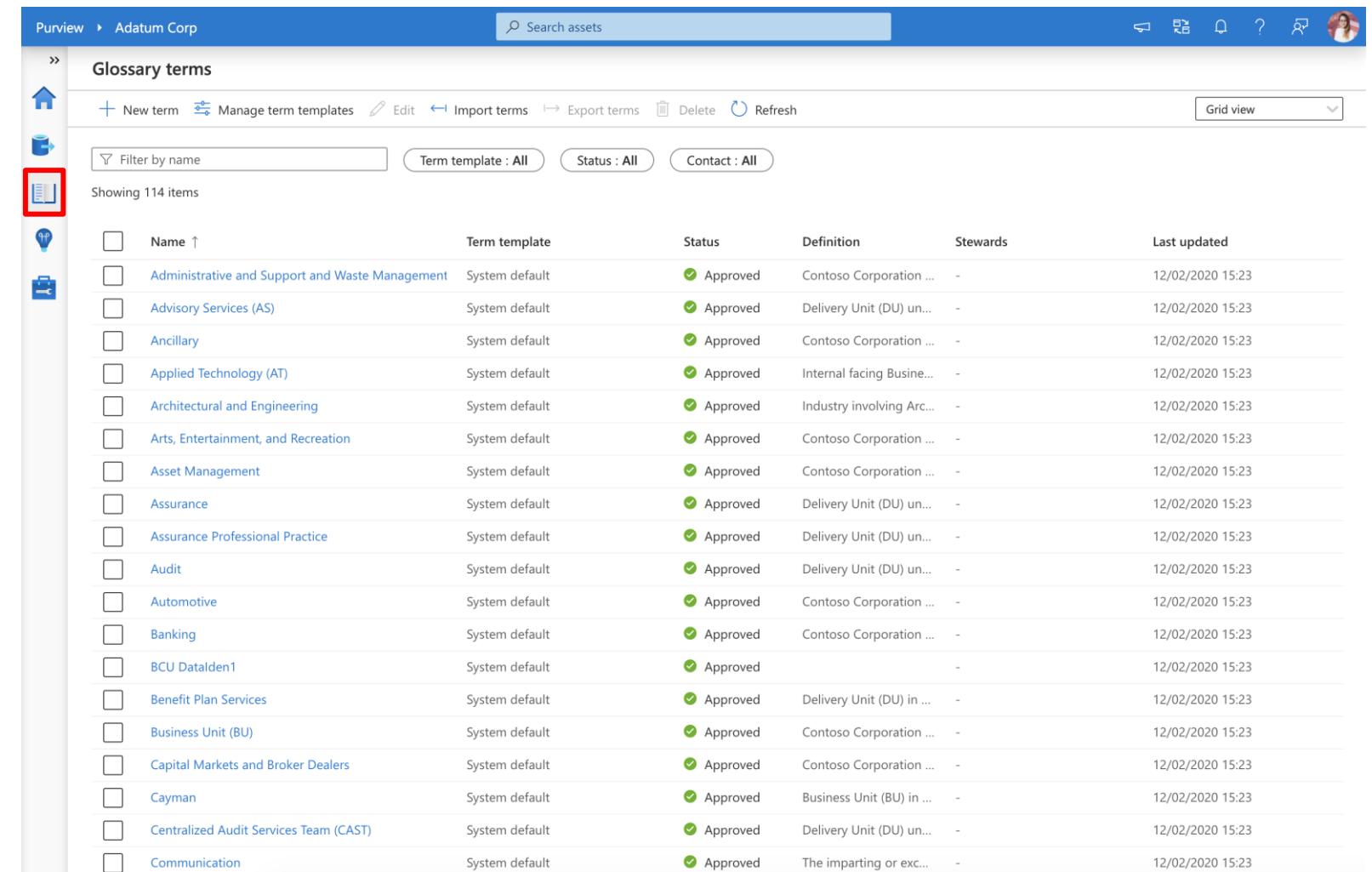
(Search & Browse your data estate from a business lens)

Business Glossary

Consistent and curated understanding of business terms and definitions

Benefits

- Understand business context associated with data in the organization
- Bulk Import glossary terms from existing data dictionaries easily
- Flexible business terms definition with custom attributes per business domain
- Browse & Search your data estate from a business lens



The screenshot shows the Azure Purview Business Glossary interface. At the top, there's a navigation bar with 'Purview' and 'Adatum Corp'. A search bar says 'Search assets'. On the right are icons for message, file, user, help, and profile. Below the bar, a sidebar has icons for home, file, lightbulb, and briefcase, with the file icon highlighted by a red box. The main area is titled 'Glossary terms' with sub-titles 'New term', 'Manage term templates', 'Edit', 'Import terms', 'Export terms', 'Delete', and 'Refresh'. It includes filters for 'Filter by name', 'Term template : All', 'Status : All', and 'Contact : All'. A message says 'Showing 114 items'. The main table has columns: Name (sorted by up arrow), Term template, Status, Definition, Stewards, and Last updated. Each row lists a term like 'Administrative and Support and Waste Management', its status as 'Approved', its definition as 'Contoso Corporation ...', and the date '12/02/2020 15:23'.

Name ↑	Term template	Status	Definition	Stewards	Last updated
Administrative and Support and Waste Management	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Advisory Services (AS)	System default	Approved	Delivery Unit (DU) un...	-	12/02/2020 15:23
Ancillary	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Applied Technology (AT)	System default	Approved	Internal facing Busine...	-	12/02/2020 15:23
Architectural and Engineering	System default	Approved	Industry involving Arc...	-	12/02/2020 15:23
Arts, Entertainment, and Recreation	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Asset Management	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Assurance	System default	Approved	Delivery Unit (DU) un...	-	12/02/2020 15:23
Assurance Professional Practice	System default	Approved	Delivery Unit (DU) un...	-	12/02/2020 15:23
Audit	System default	Approved	Delivery Unit (DU) un...	-	12/02/2020 15:23
Automotive	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Banking	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
BCU Datalden1	System default	Approved	-	-	12/02/2020 15:23
Benefit Plan Services	System default	Approved	Delivery Unit (DU) in ...	-	12/02/2020 15:23
Business Unit (BU)	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Capital Markets and Broker Dealers	System default	Approved	Contoso Corporation ...	-	12/02/2020 15:23
Cayman	System default	Approved	Business Unit (BU) in ...	-	12/02/2020 15:23
Centralized Audit Services Team (CAST)	System default	Approved	Delivery Unit (DU) un...	-	12/02/2020 15:23
Communication	System default	Approved	The imparting or exc...	-	12/02/2020 15:23

Business Glossary

Vocabulary for business users attached to assets in the catalog

The screenshot shows the 'New term' creation page in the Azure Purview Business Glossary. The left sidebar lists various glossary terms, and the main area shows the details for a new term named "Market Development and Sales (MDS)".

Glossary terms (Left Sidebar):

- New term (highlighted with a red box)
- Manage term
- Filter by name
- Showing 116 items
- Name ↑
- Adatum Corporation Retail F...
- Adatum Corporation Retail-c...
- Administrative and Support a...
- Advisory Services (AS)
- Ancillary
- Applied Technology (AT)
- Architectural and Engineering
- Arts, Entertainment, and Recre...
- Asset Management
- Assurance
- Assurance Professional Practi...
- Audit
- Automotive
- Banking
- BCU Datalden1
- Benefit Plan Services
- Business Unit (BU)
- Capital Markets and Broker C...
- Cayman
- Centralized Audit Services Team (CAST)
- Communication

New term "Market Development and Sales (MDS)"

Term template: System default

Overview (Selected tab) | **Related** | **Contacts**

Name: Market Development and Sales (MDS)

Definition: Internal facing Business Unit (BU) in Adatum Corporation Retail. MDS supports Adatum Corporation Retail in achieving its growth objectives by developing and executing national and international programs to build brand awareness for Adatum Corporation Retail; promoting Adatum Corporation Retail's thought leadership and positioning its experts in the markets it serves in both marketing and media channels; implementing lead management programs through integrated marketing and communications; and enabling revenue generation through multiple sales channels. MDS is also responsible for new product development and the Firm's Client Experience initiative.

Acronym: Use commas to separate multiple values...

Resources:

Resource Name	Resource link
+ Add a resource	

Create | **Cancel**

System default | **Approved** | Delivery Unit (DU) under the Audit Business Unit responsible for conducting audits. | 11/10/2020 09:32 | ...

Custom defaults | **Approved** | The importation or exchanging of information | 11/10/2020 09:32 | ...

Business Glossary

Understand business context associated with data in the organization

The screenshot shows the Azure Purview Business Glossary interface. At the top, there's a navigation bar with 'Microsoft Azure' and 'Purview' tabs, followed by 'Adatum Corp'. A search bar says 'Search assets'. On the right, there are icons for message, notifications (1), help, and a user profile for 'nayenama@microsoft.com MICROSOFT'.

The main content area shows the 'Market Development and Sales (MDS)' term details. The title 'Market Development and Sales (MDS)' is bolded. Below it, there's a note 'Term | System default' and action buttons for 'Edit', 'Delete', and 'Refresh'. A green checkmark icon indicates it's 'Approved'.

Below the title, there are three tabs: 'Overview' (selected), 'Related', and 'Contacts'. The 'Definition' section contains a detailed description of MDS as an internal facing Business Unit (BU) in Contoso Corporation Retail. It mentions MDS supports Contoso Corporation Retail in achieving growth objectives by developing and executing national and international programs to build brand awareness, promote thought leadership, and position experts in markets. It also implements lead management programs through integrated marketing and communications, and enables revenue generation through multiple sales channels. MDS is responsible for new product development and the Firm's Client Experience initiative.

The 'Last updated' section shows the term was last updated on 12/02/2020 at 15:23 by Naga Krishna Venamandra.

The 'Created on' section shows the term was created on 12/02/2020 at 15:23 by Naga Krishna Venamandra.

The 'Catalog assets' section, highlighted with a red box, shows '1 asset associated with "Market Development and Sales (MDS)"' and a 'View asset' button.

The 'Resources' section shows 'No resources'.

Business Glossary

Bulk import business terms from existing dictionaries

Microsoft Azure | Purview > Adatum Corp

Search assets

Glossary terms

[New term](#) [Manage term templates](#) [Edit](#) [Import terms](#) [Export terms](#) [Delete](#) [Refresh](#)

Filter by name Term template : All Status : All Contact : All

Showing 117 items

<input type="checkbox"/>	Name ↑	Term template	Status	Definition
<input type="checkbox"/>	Adatum Corporation Retail Foundation	System default	Approved	Delivery Unit (DU) under the Firmwide (FW) Business Unit focused on charitable content.
<input type="checkbox"/>	Adatum Corporation Retail-curated Content	System default	Approved	Transactional content managed internally by Adatum Corporation Retail BUS for the purpose of distribution.
<input type="checkbox"/>	Administrative and Support and Waste Management	System default	Approved	Adatum Corporation Retail industry sub segment involving Business Support Services.
<input type="checkbox"/>	Advisory Services (AS)	System default	Approved	Delivery Unit (DU) under Applied Technology focused on a range of consulting services.
<input type="checkbox"/>	Ancillary	System default	Approved	Adatum Corporation Retail industry sub segment involving Consumer Goods Rental; Ancillary Services.
<input type="checkbox"/>	Applied Technology (AT)	System default	Approved	Internal facing Business Unit (BU) in Adatum Corporation Retail. Deep Specialization: Financial Services.
<input type="checkbox"/>	Architectural and Engineering	System default	Approved	Industry involving Architectural and Engineering services.
<input type="checkbox"/>	Arts, Entertainment, and Recreation	System default	Approved	Adatum Corporation Retail industry sub segment involving Agents and Managers for the Arts.
<input type="checkbox"/>	Asset Management	System default	Approved	Adatum Corporation Retail industry sub segment involving Insurance and Employee Benefits.
<input type="checkbox"/>	Assurance	System default	Approved	Delivery Unit (DU) under the Audit Business Unit focused on financial coverage that protects the organization.
<input type="checkbox"/>	Assurance Professional Practice	System default	Approved	Delivery Unit (DU) under the Firm Risk Management (FRM) Business Unit.
<input type="checkbox"/>	Audit	System default	Approved	Delivery Unit (DU) under Applied Technology focused on auditing services.
<input type="checkbox"/>	Automotive	System default	Approved	Adatum Corporation Retail industry sub segment involving Motor Vehicle and Motorcycles.
<input type="checkbox"/>	Banking	System default	Approved	Adatum Corporation Retail industry sub segment involving Depository Credit Institutions.
<input type="checkbox"/>	BCU Datalden1	System default	Approved	
<input type="checkbox"/>	Benefit Plan Services	System default	Approved	Delivery Unit (DU) in Adatum Corporation Retail under the Tax Business Unit which is responsible for benefit plan administration.
<input type="checkbox"/>	Business Unit (BU)	System default	Approved	Adatum Corporation Retail's organizational structure includes five external-facing and internal-facing Business Units.
<input type="checkbox"/>	Capital Markets and Broker Dealers	System default	Approved	Adatum Corporation Retail industry sub segment involving Other Financial Investments.
<input type="checkbox"/>	Cayman	System default	Approved	Business Unit (BU) in Adatum Corporation Retail focused on DUW. Adatum Corporation.
<input type="checkbox"/>	Centralized Audit Services Team (CAST)	System default	Approved	Delivery Unit (DU) under the Audit Business Unit responsible for conducting audits.
<input type="checkbox"/>	Communication	System default	Approved	The importing or exchanging of information.

Import terms

[New term template](#)

Select a term template that matches the .CSV file you want to import.

System default
System default term template has only the basic fields.

Finance Template
Term Template for financial glossary terms [View detail](#)

Human Resources Template
Term Template for creating Human Resources glossary terms [View detail](#)

Legal Template
Term Template for glossary legal terms [View detail](#)

Sales Template
Term Template for Sales glossary terms [View detail](#)

[Continue](#) [Cancel](#)

Business Glossary

Flexible business terms definition per business domain

Glossary terms

[New term](#) [Manage term templates](#) [Edit](#) [Import terms](#) [Export terms](#) [Delete](#) [Refresh](#)

[Term template : All](#) [Status : All](#) [Contact : All](#)

Showing 117 items

<input type="checkbox"/>	Name ↑	Term template	Status	Definition
<input type="checkbox"/>	Adatum Corporation Retail Foundation	System default	Approved	Delivery Unit (DU) under the Firmwide (FW) Business Unit focused on charitable contributions.
<input type="checkbox"/>	Adatum Corporation Retail-curated Content	System default	Approved	Transactional content managed internally by Adatum Corporation Retail Business Units for the firmwide business units.
<input type="checkbox"/>	Administrative and Support and Waste Management	System default	Approved	Adatum Corporation Retail industry sub segment involving Business Support Services.
<input type="checkbox"/>	Advisory Services (AS)	System default	Approved	Delivery Unit (DU) under Applied Technology focused on a range of consulting services.
<input type="checkbox"/>	Ancillary	System default	Approved	Adatum Corporation Retail industry sub segment involving Consumer Goods Rental.
<input type="checkbox"/>	Applied Technology (AT)	System default	Approved	Internal facing Business Unit (BU) in Adatum Corporation Retail. Deep Specialization: Data Science.
<input type="checkbox"/>	Architectural and Engineering	System default	Approved	Industry involving Architectural and Engineering services.
<input type="checkbox"/>	Arts, Entertainment, and Recreation	System default	Approved	Adatum Corporation Retail industry sub segment involving Agents and Managers for the firmwide business units.
<input type="checkbox"/>	Asset Management	System default	Approved	Adatum Corporation Retail industry sub segment involving Insurance and Employee Benefits.
<input type="checkbox"/>	Assurance	System default	Approved	Delivery Unit (DU) under the Audit Business Unit focused on financial coverage that protects the firmwide business units.
<input type="checkbox"/>	Assurance Professional Practice	System default	Approved	Delivery Unit (DU) under the Firm Risk Management (FRM) Business Unit.
<input type="checkbox"/>	Audit	System default	Approved	Delivery Unit (DU) under Applied Technology focused on auditing services.
<input type="checkbox"/>	Automotive	System default	Approved	Adatum Corporation Retail industry sub segment involving Motor Vehicle and Motorcycles.
<input type="checkbox"/>	Banking	System default	Approved	Adatum Corporation Retail industry sub segment involving Depository Credit Institutions.
<input type="checkbox"/>	BCU Datalden1	System default	Approved	
<input type="checkbox"/>	Benefit Plan Services	System default	Approved	Delivery Unit (DU) in Adatum Corporation Retail under the Tax Business Unit which is part of the firmwide business units.
<input type="checkbox"/>	Business Unit (BU)	System default	Approved	Adatum Corporation Retail's organizational structure includes five external-facing and internal-facing business units.
<input type="checkbox"/>	Capital Markets and Broker Dealers	System default	Approved	Adatum Corporation Retail industry sub segment involving Other Financial Investors.
<input type="checkbox"/>	Cayman	System default	Approved	Business Unit (BU) in Adatum Corporation Retail focused on DUW. Adatum Corporation Retail's organizational structure includes five external-facing and internal-facing business units.
<input type="checkbox"/>	Centralized Audit Services Team (CAST)	System default	Approved	Delivery Unit (DU) under the Audit Business Unit responsible for conducting audits.
<input type="checkbox"/>	Communication	System default	Approved	The imparting or exchanging of information.

Manage term templates

[System](#) [Custom](#)

[New term template](#) [Refresh](#)

You can create new term template with custom attributes and manage them here.

<input type="checkbox"/>	<input type="checkbox"/> Filter by keyword	All term templates
<input type="checkbox"/>	<input type="checkbox"/> Attribute name	Field type
<input type="checkbox"/>	<input type="checkbox"/> Finance Template	Description
<input type="checkbox"/>	Data Name	Text
<input type="checkbox"/>	Data Type	Text
<input type="checkbox"/>	Data Length	Text
<input type="checkbox"/>	Code & Values	Text
<input type="checkbox"/>	Data Priority	Single choice
<input type="checkbox"/>	<input type="checkbox"/> Human Resources Template	
<input type="checkbox"/>	Data Privacy	Single choice
<input type="checkbox"/>	<input type="checkbox"/> Legal Template	
<input type="checkbox"/>	Legal Code	Text
<input type="checkbox"/>	<input type="checkbox"/> Sales Template	

OK



Purview Insights

Data Insights

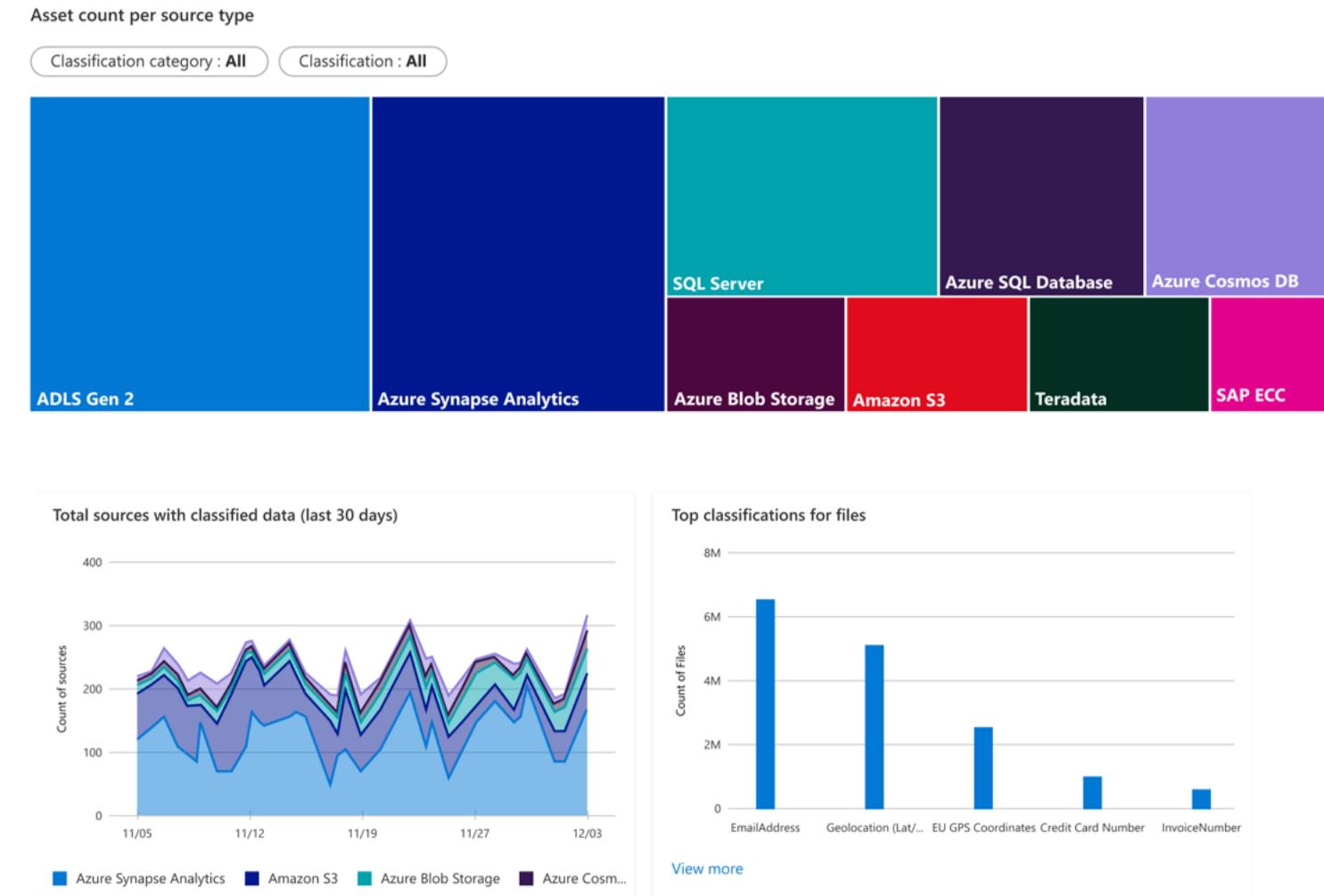
(Bird's eye view of your Data Estate)

Data Insights

Bird's eye view of data landscape

Benefits

- Intended to help users such as Chief Data Officers quickly understand their data estate at large and gain key insights such as where sensitive data resides
- Asset Insights to see where all data resides across a range of data sources. Scan Insights to track successful, failed, cancelled scans over a period. Glossary insights to understand changes made to business terms and how much coverage glossary has over your data map
- Sensitive data Insights to simplify compliance risk assessment across operational and transactional data sources. Assess risk and derive audit trails of data qualified by sensitivity and business relevance



Asset Insights

Understand distribution of data assets across a range of data sources & environments

Microsoft Azure | Purview > Adatum Corp Search catalog Help ? Log out mflasko@microsoft.com MICROSOFT

Last updated 12/03/2020 08:30:40 PST

Insights

- Assets Assets
- Scans
- Glossary
- Classifications
- Data movement
- Sensitivity labels
- File extensions

Asset Insights

Data sources: 1134 | Discovered assets: 76M | Classified assets: 39M

Asset count per source type

Classification category: All | Classification: All

Source Type	Asset Count
ADLS Gen 2	1134
Azure Synapse Analytics	76M
SQL Server	39M
Azure Blob Storage	
Amazon S3	
Teradata	
SAP ECC	

[View more](#)

File-based source types

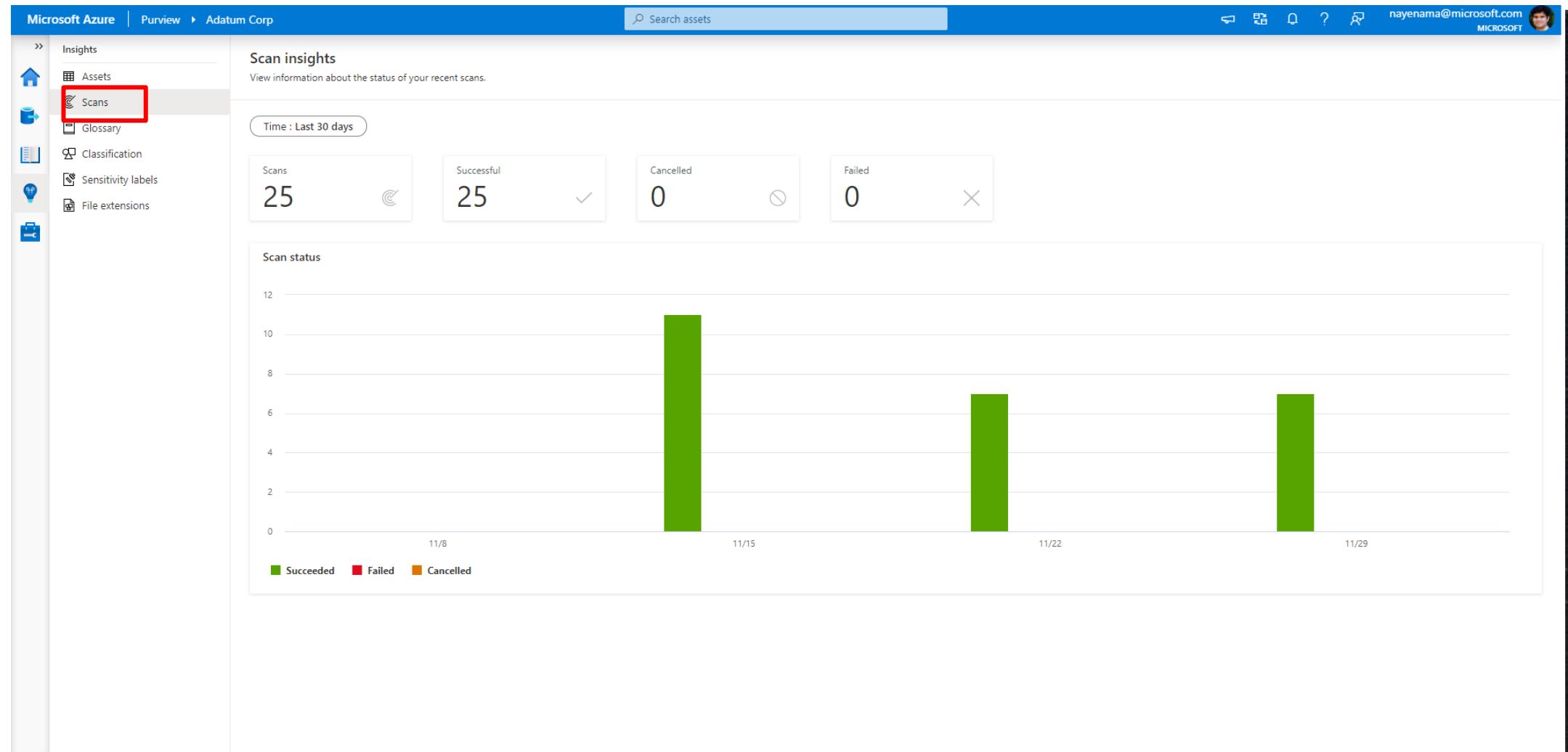
Size trend (GB) of file type within source types

Time: Last 30 days | Source type: Azure Data Lake Gen 2 | File type: Parquet

Files not associated with a resource set

Scan Insights

Number of successful, failed and cancelled scans over time



Glossary Insights

Understand changes made to business terms and assess how much coverage glossary has over the data map

Microsoft Azure | Purview > Adatum Corp

Search catalog

Last updated 12/03/2020 08:30:40 PST

mflasko@microsoft.com MICROSOFT

Insights

Assets

Scans

Glossary

Contact type : **Steward**

Contact : **All**

Total terms: 312

Approved: 289

Expired: 5

Top terms by asset count:

Tax, Personal, Payments, Finance, SupplyChain, Retail, Claims, PurchaseOrder, SourcesTerms, PII, Manufacturing & Distribution

Customer

Personal Credit Card Number, Government, Asset management, HR, Balance sheet, Email, Transactional Data, GDPR, Financial, Master Data, Consumer Products, Percent Sales, Secured Data, Rewards, Equity, World Wide Sales

Term status

Snapshot of terms

With assets (radio button selected)

Without assets

Total terms distribution over time

Time : **Last 30 days**

The screenshot shows the Microsoft Purview Glossary Insights page. The left sidebar has a red box around the 'Glossary' icon. The main area displays key statistics: Total terms (312), Approved (289), and Expired (5). Below this is a cloud of terms categorized by asset type, with 'Customer' as the central node. The categories include Tax, Personal, Payments, Finance, SupplyChain, Retail, Claims, PurchaseOrder, SourcesTerms, PII, Manufacturing & Distribution, and various sub-categories like Credit Card Number, Government, Asset management, HR, Balance sheet, Email, Transactional Data, GDPR, Financial, Master Data, Consumer Products, Percent Sales, Secured Data, Rewards, Equity, and World Wide Sales. At the bottom, there's a 'Term status' section with a 'Snapshot of terms' chart (selected 'With assets') and a 'Total terms distribution over time' chart (selected 'Last 30 days').

Classifications Insights

Understand what sensitive data exists across the data estate from various lens

Microsoft Azure | Purview > Adatum Corp | Search catalog | Last updated 12/03/2020 08:30:40 PST | mflasko@microsoft.com MICROSOFT

Subscriptions: 22 | Unique classifications found: 132 | Classified sources: 1134 | Classified files: 22M | Classified tables: 15M

Total sources with classified data (last 30 days)

Top classifications for files

Classification Category	Count of Files
EmailAddress	~6.5M
Geolocation (Lat...)	~5.2M
EU GPS Coordinates	~2.5M
Credit Card Number	~1.0M
InvoiceNumber	~0.5M

View more

Top classification categories by sources

Classification Category	Count of Sources
Financial	~12M
Personal	~11M
Government	~10M
Security	~5M

Top classifications for tables

Classification Category	Count of Tables
EmailAddress	~5.5M
Geolocation (Lat...)	~1.0M

Sensitivity Labels Insights

Understand what sensitivity labels have been applied across the data estate

Microsoft Azure | Purview > Adatum Corp | Search assets | Last updated 01/14/2020 18:44:40 UTC. | joe@ip4demo.com | CONTOSO | J

Sensitivity label insights
View insights into sensitivity labels applied on your data.

Overview of sources with sensitivity labels

Subscriptions	Unique labels found	Sources labeled	Files labeled	Tables labeled
7	8	16	945K	1.12K

Top sources with labeled data (last 30 days)

The chart displays the cumulative count of sources over a 30-day period. The y-axis represents the 'Count of sources' from 0 to 20. The x-axis shows dates from 11/1 to 11/22. The legend identifies six storage types: Azure Blob Storage (blue), Azure Data Lake Storage Gen 2 (dark blue), Amazon S3 (teal), Azure Files (dark purple), Azure Data Lake Storage Gen 1 (light purple), and Azure Container Instances (not visible in the chart). The total count starts at approximately 15 on 11/1 and rises to about 17 by 11/22.

Date	Azure Blob Storage	Azure Data Lake Storage Gen 2	Amazon S3	Azure Files	Azure Data Lake Storage Gen 1	Total
11/1	15	0	0	0	0	15
11/8	15	0	0	0	0	15
11/15	15	0	0	0	0	15
11/22	17	0	0	0	0	17

Top labels applied across sources

The chart shows the count of sources for five sensitivity labels: Secret, Contoso FTE, BabylonDemo, All Employees, and General. The x-axis represents the 'Count of sources' from 0 to 16. The bars are blue.

Label	Count of sources
Secret	15
Contoso FTE	10
BabylonDemo	7
All Employees	5
General	1

[View more](#)

Top labels applied on files

Top labels applied on tables

File Extensions Insights

Recently scanned files based on their extensions

Microsoft Azure | Purview > Adatum Corp Search assets Last updated 01/14/2020 18:44:40 UTC. joe@ip4demo.com CONTOSO J

» Insights
Assets
Scans
Glossary
Classifications
Sensitivity labels
File extensions File extensions

File extension insights

View information about recently scanned files based on their extensions.

Time : Last 30 days

Unique file extensions found **12**

Top file extensions

File Extension	Number of Files
.DOCX	~25k
.XLSX	~16k
.TXT	~7k
.DOC	~5k
.PDF	~3k
.XLS	~1k
.ZIP	~500
.PPTX	~200
.XML	~100
.MSG	~50

[View more](#)



Purview Studio **Management Center**

Management Center

Provides ability to manage account information, scan rulesets, custom classifiers, integration runtimes & external connections

The screenshot shows the Microsoft Azure Purview Management Center interface. The top navigation bar includes 'Microsoft Azure' and 'Purview' with a dropdown for 'Adatum Corp'. A search bar at the top right says 'Search assets'. The left sidebar has a 'General' section with the following items:

- Account information (selected, highlighted in green)
- Data sources
- Scan rule sets
- Integration runtimes
- Metrics
- Metadata management
- Classifications (highlighted with a red box)
- Classification rules
- External connections
- Data Factories
- Data Shares

The main content area is titled 'Account information' and contains the following details:

Overview

Account name	adatumcorpretail
Friendly name *	Adatum Corp

Information

By participating in Purview Public Preview, you acknowledge that you have read and you agree to the Supplemental Terms of Use for Mi Previews, including additional terms for Purview Public Preview. You can find those terms [here](#).

Actions

Save

Management Center

Management Center table of contents based on user roles

- For *data curator*, the buttons are **Account information, Classification, Classification Rules, Metrics, Access control, Data factories and Data share connections**.
- For *data reader*, the featured buttons are **Account information, Classification, Classification Rules, Metrics, Access control, Data factories and Data share connections**.
- For *data source administrator + data curator/reader*, the featured buttons are **Account information, Scan rule sets, Classification, Classification Rules, Integration run time, Metrics, Access control, Credentials, Data Sources, Data factories and Data share connections**
- For *data source administrator*, no access to Purview Studio.

All Features
(C0 + C1 + D1)

	C0 (Sources registration, automated scanning and classification, data discovery)	C1 (Business glossary and lineage visualization)			D1 (Catalog insights and sensitive data insights)			
	Sources Register and scan	Catalog Search, browse and asset details	Manage SRS, Credentials, IR, External connections	Manage Classification, classification rules, External connections	Glossary	Lineage	Insights Assets, Scan, Classification, Glossary	Insights Labels, File extensions
 Data source admin CRUDScanBinding, ScanClassification, CRUDSHIR, ManageDataCenterScopes	✗	✗	✗	✗	✗	✗	✗	✗
 Data curator Read, Mutate, ApplyClassification, ApplyGlossaryTerm	✗	✓	🕒 READ-ONLY	✓	✓	✓	✓	✓
 Data reader Read	✗	🕒 READ-ONLY	🕒 READ-ONLY	🕒 READ-ONLY	🕒 READ-ONLY	✓	✓	✓
 Data source admin + Data curator	✓	✓	✓	✓	✓	✓	✓	✓
 Data source admin + Data reader	✓	🕒 READ-ONLY	✓	🕒 READ-ONLY	🕒 READ-ONLY	✓	✓	✓

 Full access  Read-only  No access

Management Center – Account Information

See Purview Account information and set a friendly name for Purview account

The screenshot shows the Microsoft Azure Management Center interface for the Purview service. The top navigation bar includes 'Microsoft Azure' and 'Purview' with a dropdown for 'Adatum Corp'. A search bar at the top right says 'Search assets'. The left sidebar has a 'General' section with several items: 'Account information' (which is selected and highlighted with a red box), 'Data sources', 'Scan rule sets', 'Integration runtimes', 'Metrics', 'Metadata management', 'Classifications', 'Classification rules', 'External connections', 'Data Factories', 'Data Shares', 'Security and access', 'Access control', and 'Credentials'. The main content area is titled 'Account information' and contains an informational message about participating in the Purview Public Preview. Below this is an 'Overview' section with fields for 'Account name' (set to 'adatumcorpretail') and 'Friendly name' (set to 'Adatum Corp'). A blue 'Save' button is located next to the friendly name field.

Microsoft Azure | Purview > Adatum Corp

Search assets

General

Account information

Data sources

Scan rule sets

Integration runtimes

Metrics

Metadata management

Classifications

Classification rules

External connections

Data Factories

Data Shares

Security and access

Access control

Credentials

Account information

By participating in Purview Public Preview, you acknowledge that you have read and you agree to the Supplemental Terms of Use for Mi Previews, including additional terms for Purview Public Preview. You can find those terms [here](#).

Overview

Account name adatumcorpretail

Friendly name * Adatum Corp

Save

Management Center – Integration runtimes

Integration runtimes are the compute infrastructure used by scanners to provide automated data scanning, lineage and classification capabilities across different network environments including on-prem environments

Benefits

- Offers Self-Hosted Integration Runtime
- Self-Hosted Integration Runtime— use compute resources in on-premises machine or a VM inside private network

The screenshot shows the 'Integration runtimes' page in the Azure Purview Management Center. On the left, a navigation menu includes 'General', 'Account information', 'Data sources', 'Integration runtimes' (which is highlighted with a red box), 'Metadata management', 'Classifications', 'Classification rules', 'Resource sets', 'Pattern policy', 'Replacement patterns', 'External connections', 'Data Factories', 'Data Shares', 'Security and access', 'Access control', and 'Credentials'. In the center, a table lists two existing integration runtimes: 'IntegrationRuntime' and 'onPremIntegrationRT', both of which are 'Self-Hosted' and currently 'Running'. A red box highlights the '+ New' button in the top-left corner of the table area. To the right, a 'Integration runtime setup' panel is open, titled 'Self-Hosted'. It contains the text: 'Integration Runtime is the native compute used to execute scans. Choose the network environment of the integration runtime which will connect to the data source and run scans.' Below this, there is a section for 'Self-Hosted' with the sub-instruction: 'Use this for running scans in an on-premises / private network'. At the bottom of the setup panel are 'Continue' and 'Cancel' buttons.

Name	Type	Status
IntegrationRuntime	Self-Hosted	Running
onPremIntegrationRT	Self-Hosted	Running

Management Center – Custom Classification rules

Define your own data pattern along with thresholds to reduce false positives

The screenshot shows the Azure Purview Management Center interface. On the left, the navigation menu includes General, Account information, Data sources, Scan rule sets, Integration runtimes, Metadata management, Classifications (which is selected and highlighted with a red box), Classification rules (also highlighted with a red box), Resource sets, Pattern policy, Replacement patterns, External connections, Data Factories, Data Shares, Security and access, Access control, and Credentials.

The main area displays the "Classification rules" section under the "Custom" tab. It lists various columns such as Name, Data pattern, Column pattern, and State. A specific row for "TransactionID" is selected, showing its data pattern as `^TXN-[0-9A-Z]{6}-[0-9]{2}$` and column pattern as `TxnID, TransactionID.*`. The "Edit" button for this row is highlighted with a red box.

An "Edit TransactionID rule" dialog is open on the right side of the screen. It contains fields for Name (TransactionID), Description (Identifier for a sale), Classification name (TransactionID), and State (Enabled). It also includes sections for Data Pattern (with a pattern input field containing `^TXN-[0-9A-Z]{6}-[0-9]{2}$`), Distinct match threshold (set to 2), Minimum match threshold (set to 100%), and Column Pattern (listing `TxnID` and `TransactionID.*`). At the bottom, there are options for Current applied classifications (Keep all applied classifications is selected) and buttons for Ok and Cancel.

Azure Purview Features*

* - Azure Purview and all features listed are in public preview

Purview Data Map	Available Now	Coming Soon
Automated scanning of hybrid sources	●	AWS S3
Classification	●	
Microsoft Information Protection Sensitivity Labels support	●	
Apache Atlas API support	●	
Purview Data Catalog		
Semantic Search and Browse	●	
Business Glossary	●	Hierarchical
Data Lineage	●	
Purview in Azure Synapse workspaces		●
Purview data insights		
Assets and Scans Reports	●	
Glossary reports	●	
Classification and Labelling Reports	●	
Asset-level drill down by sensitivity	●	



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