**6 to 8 minutes demo**

1. Meta data management

2. Data Quality

3. Data Modeling

Data governance/quality

- This is about brining some control to the parameters. You want to make sure that when you produce a report the quality of that report can be trusted.

* Lets say you have a Security (a bond)
  + Issue base
  + Closed base
  + If you look at the report and the data
  + Unless you have some sort of rules behind the scenes that tells you this security, heres a rule.
  + Flag it
  + Data Quality

Meta Data:

* Data about data
* A good example is your iTunes library
  + Name of artist
  + The cover
  + The length of the song
  + The number of songs
    - Provides context around a subject
  + Maroon 5
    - What does this mean?
    - Nothing!
    - You need context
      * Dimension one: music
      * Dimension two: album
      * Dimension three: singers

Data Modeling:

* Youre a customer and you buy a mortgage then you become the customer from Wells Fargo. At the same time you have a bank account with Wells Fargo
  + –Credit card
  + Checking
  + Savings
* Suddenly your relationship with Wells Fargo is much more complicated
* Data Modeling takes the separate entities
  + Wells Fargo
  + Brandon
    - Draws the relationship
* Think of it as a picture or a flow chart
  + Two Boxes with a bunch of lines going across them
* We need to have a lot of data with buttons etc.
* Think of a tableau report
  + Screen or report
  + Portal
* 1. A portal that you pick from the portal, two or three attributes. Then there will be a link that sends you to adaptVis
* They generate an XML
* Meta data driven automation.

Mock Up a spreadsheet