Microsoft Purview: A Unified Data Governance Service

Learn how Purview can help you discover, catalog, and classify your data across on-premises, cloud, and multi-cloud environments.

# What is Purview?

* Microsoft Purview is a cloud-based service that provides a comprehensive view of your data estate, wherever it resides.
* Purview enables you to scan and catalog data from various sources, such as Azure, Power BI, SQL Server, Oracle, Teradata, and more.
* Purview also helps you classify and label your data using built-in and custom classifiers, as well as apply and monitor data policies using Azure Purview Data Map.
* Purview empowers you to discover and understand your data, as well as track its lineage and usage, using Azure Purview Data Catalog.
* Purview helps you comply with data regulations, such as GDPR and CCPA, by providing insights into your data sensitivity, exposure, and risk.

# What are the features of Purview?

* Data discovery and cataloging: Purview automatically scans and catalogs your data from various sources, and creates a searchable and browsable inventory of your data assets.
* Data classification and labeling: Purview applies semantic and business metadata to your data, such as data type, format, schema, domain, sensitivity, and business terms.
* Data lineage and impact analysis: Purview tracks and visualizes the data flow and dependencies across your data estate, and helps you assess the impact of changes or issues on your data quality and reliability.
* Data policy management and enforcement: Purview enables you to define and apply data policies and rules, such as data retention, masking, encryption, and access control, using Azure Purview Data Map.
* Data insights and reporting: Purview provides dashboards and reports that show the state and health of your data estate, such as data distribution, sensitivity, compliance, and usage.

# What are the licenses and pricing options for Purview?

* Purview offers two types of licenses: Capacity Reservation and Data Map Units.
* Capacity Reservation is the amount of data that you can scan and catalog using Purview. It is measured in data size per month, and ranges from 4 TB to 500 TB.
* Data Map Units is the amount of data that you can store and manage using Purview Data Map. It is measured in data size per hour, and ranges from 2 GB to 16 GB.
* You can choose the license that best suits your data volume and frequency of scanning and updating.
* The table below shows the pricing for each license type, as of August 2024.

|  |  |  |
| --- | --- | --- |
| License Type | Data Size | Price |
| Capacity Reservation | 4 TB/month | $500/month |
| Capacity Reservation | 10 TB/month | $1,000/month |
| Capacity Reservation | 50 TB/month | $3,000/month |
| Capacity Reservation | 100 TB/month | $5,000/month |
| Capacity Reservation | 500 TB/month | $15,000/month |
| Data Map Units | 2 GB/hour | $0.25/hour |
| Data Map Units | 4 GB/hour | $0.50/hour |
| Data Map Units | 8 GB/hour | $1.00/hour |
| Data Map Units | 16 GB/hour | $2.00/hour |

# What are some customer success stories with Purview?

* Unilever, a global consumer goods company, used Purview to gain a holistic view of their data across 400+ data sources, and to improve their data quality, security, and compliance.
* Walgreens Boots Alliance, a global pharmacy and health care company, used Purview to streamline their data governance processes, and to enable self-service data discovery and access for their business users.
* Maersk, a global shipping and logistics company, used Purview to modernize their data platform, and to enhance their data visibility, trust, and collaboration across their organization.