



Accelerate Azure AI Adoption with Cloudera Data Lineage

Cloudera Data Lineage Helps Azure Sellers Move AI and Modernization Deals Forward by Solving a Common Blocker: Lack of Data Visibility and Trust.

It delivers automated, end-to-end lineage across hybrid environments, giving customers confidence to advance AI initiatives, reduce migration risk, and unlock broader Azure platform opportunities.

Accelerate Azure Deals and Reduce Risk

What Cloudera Data Lineage does for your Azure business:

Accelerates AI adoption

Gives teams fast visibility into where data comes from and how it's used, removing the discovery delays that stall AI projects.

Reduces migration risk

Automatically maps cross-system dependencies so customers can plan and move workloads to Azure with confidence.

Creates an entry point for larger deals

Solves an urgent, high-priority problem quickly, opening the door to broader platform and modernization conversations.

Azure Marketplace and consumption model

Cloudera Data Lineage is available as a standalone SaaS offering through Azure Marketplace and is eligible to decrement a customer's MACC.

Bottom line: Data Lineage helps you start with a fast win and build toward larger Azure AI and modernization deals.

Trigger events that signal opportunity:

AI initiatives stalled due to data trust issues

Teams cannot validate data sources or quality for AI models.

Migration planning or execution

Cloud migration blocked by unknown dependencies or risk concerns.

Compliance or audit pressure

Need to demonstrate data lineage and governance for regulatory requirements.

Discovery questions to qualify the opportunity:

How long does it take your team to trace a data quality issue back to its source?

What's your process for understanding the impact of a system change before you make it?

How much tribal knowledge are you dependent on to understand your data flows?

Who to Target: Ideal Customers

- Enterprise segment with complex, hybrid data environments
- Multiple data sources, ETL processes, and BI tools across on-premises and cloud
- Highly regulated and data-intensive industries including financial services, healthcare, government, manufacturing, and telecommunications
- Buying committee: CDOs, Data Architects, Data Governance Leaders, CIOs, IT Directors

Cloudera Data Lineage + Microsoft Proven Impact:

Proven migration acceleration

Customers can reduce migration time by automatically mapping dependencies before moving workloads to Azure.

Dramatic time savings

Teams can reduce root cause analysis from days or weeks to minutes with visual lineage tracing. Organizations can save 14+ hours per week previously spent hunting down tribal knowledge or manually documenting data flows.

Real cost optimization

Identify up to 37% of cloud costs wasted on orphaned tables, redundant pipelines, and unused resources—enabling customers to optimize Azure spend and demonstrate clear ROI.

Automated at scale

60+ native integrations with technologies out of the box, plus universal connector for non-native systems. 100% automated approach delivers value in hours, not weeks.

Enterprise trust

Relied on by the world's most regulated industries to maintain visibility, governance, and compliance across complex hybrid data environments.

Technical Capabilities and Platform Positioning

Cloudera Data Lineage is built for complex hybrid environments. Trace data from source systems to final reports across on-premises, Azure, and multi-cloud. See field-level transformations within ETL processes, SQL scripts, and BI semantic layers.

Multidimensional lineage capabilities:

- Cross-system lineage (end-to-end visibility)
- Inner-system lineage (column-level detail)
- Asset-level lineage

Key differentiators:

- **100% automated metadata harvesting**
No manual tagging or documentation. Value in hours, not weeks.
- **60+ native integrations**
Broadest coverage of any automated lineage solution, with universal connector for non-native systems.
- **Hybrid compatibility**
Works consistently across on-premises, Azure, and multi-cloud environments.
- **Interactive lineage diagrams**
Visual, explorable maps for technical and business users.

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14+

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100%

automated approach delivers value in hours, not weeks.

How to engage:

- Identify accounts with stalled AI or migration risk.
- Lead with Data Lineage as a fast, high-impact entry point.
- Engage the Cloudera co-sell team for joint support.

Accelerate AI adoption and de-risk Azure migrations.

CLUSTERA

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To learn more about how Cloudera and Microsoft Azure are enabling governed hybrid data and AI for regulated industries, visit www.cloudera.com/partners/solutions/microsoft.html or explore our resources on hybrid data modernization: www.cloudera.com/products/cloudera-data-platform.html.