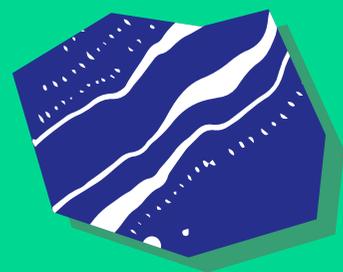
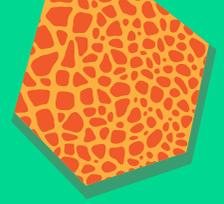


SODA: CLOUD

Modern Data Quality Management





Soda delivers best-in-class data quality management that empowers everyone to trust their data to inform decisions and take action.

Boost your business with data you can trust

Commercial success in today's fast-moving marketplace involves an ever-increasing demand for data. Now, more than ever, organizations use data to generate growth, make intelligent decisions, reduce costs, and innovate to win against competitors.

Using traditional and legacy data management platforms, many organizations are struggling to establish and maintain high-quality data that is relevant, timely, and reliably trustworthy. The modern data stack is made up of cloud-based, best-of-breed tools that help organizations remove bottlenecks and tear down silos in order to democratize data, making it easily accessible to everyone.

Soda's vision is centered on user-first data quality management and our mission is to empower and incentivize everyone to share and use reliable, high-quality data. This means facilitating the collaboration between data producers and data consumers in their efforts to manage the quality of business-critical data. For data engineers, it means providing a way to quickly resolve data issues or, as much as possible, prevent issues from occurring.

Built on our unique Soda Core Engine and using a declarative, domain-specific language for data quality, Soda Cloud offers industry-leading capabilities for every user across an organization.

With Soda Cloud, teams can confidently trust their data. They can gauge the health of data, test, validate, and improve it, prevent bad data from entering systems, continuously monitor data quality, and collaborate to more efficiently share and use reliable data. At last, people can trust the data they use to do their jobs.

Best-of-Breed Data Quality

Soda Cloud delivers an unique and powerful experience for users in all areas of a business. It is designed to enable data-informed organizations to thrive and increase their use of reliable, high-quality data for machine learning models and operational insights and analytics.

Define Data Expectations

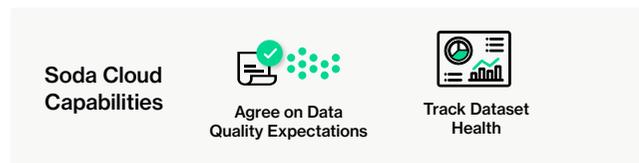
The way that data producers and data consumers are united in Soda Cloud to define and agree upon data quality expectations is unmatched. Colleagues can easily connect across domain teams to share and use data that is relevant, timely, and trustworthy for insights, analytics, and machine learning. Using our declarative, domain-specific language for data quality, it is easy to ensure that data remains fit-for-purpose by creating a data contract between stakeholders that stipulates the expected and agreed-upon state of the data's quality. Users of all skill levels are empowered to get access to the data that matters to them the most, when and how they need it.



The screenshot shows the 'New Agreement' workflow in Soda Cloud, currently on the '2. Checks' step. The interface includes a 'Quality Checklist' with four categories: 1. Freshness Checks (Determine the relative age of the data in a column in your dataset), 2. Schema Checks (Validates the presence, absence or position of columns in a dataset), 3. Reference Checks (Checks if a reference to another dataset actually exists), and 4. Validity Metrics. Each category has an 'Add' button. On the right, there is a code editor showing SQL checks for customers: `1 checks for customers:`, `2 -- missing_count(customer_name) = 0`, `3 -- missing_count(customer_type) = 0`, and `4 -- missing_count(monthly_spend) = 0`. The top navigation bar shows steps: 1. Configure, 2. Checks (active), 3. Stakeholders, and 4. Notifications.

Detect Data Issues

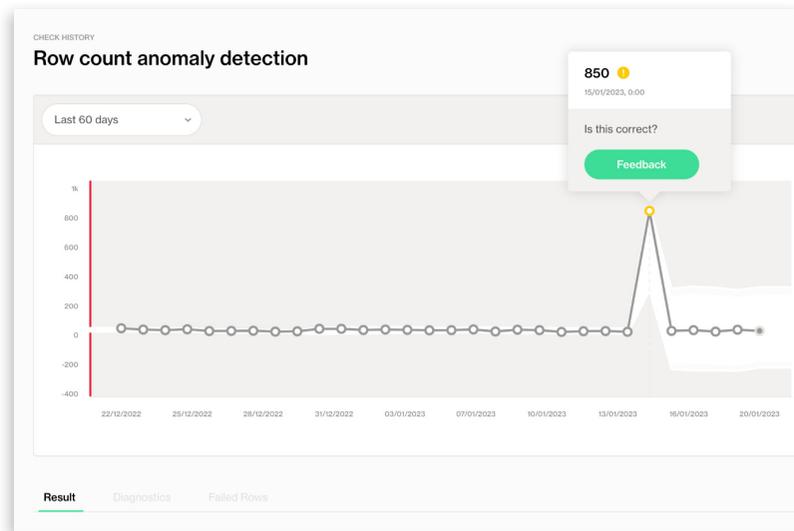
Soda Cloud has a comprehensive checks library with built-in checks and metrics, including cross-data source checks, anomaly detection, change-over-time checks, schema evolution, and more. The domain-specific language for data quality allows teams to easily create checks and alerts within an intuitive user interface. Tailoring these checks and their alert notifications ensures that teams do not suffer from alert fatigue, and enables them to focus on true data quality issue signals instead of noise. Machine learning helps users understand and confidently use data so that anyone, at any skill level, can do more with their data.



The screenshot shows the 'Insights' dashboard in Soda Cloud. It features two line charts and two bar charts. The top-left chart shows 'Failed rows' at 29%, grouped by 'Agreement', with lines for 'Sales Agreement' and 'Leads Agreement' over time from 5/9/22 to 11/9/22. The top-right chart shows 'Failed checks' at 29%, grouped by 'Agreement', with lines for 'Validity' and 'Freshness' over time. The bottom-left chart shows 'Checks with most failed rows', listing 'Country is missing' (460 rows - 50%), 'Customer type is missing' (80 rows - 40%), and 'Monthly spend is missing' (48 rows - 25%). The bottom-right chart shows 'Incidents' at 5%, with a line graph showing an increasing trend over time.

Prevent Data Issues

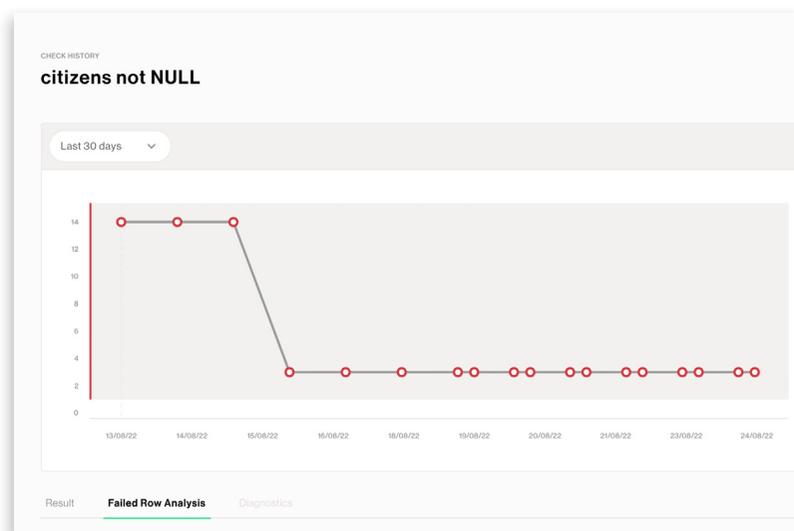
As systems, applications, and humans have come to depend upon data, it has become imperative to catch issues with data quality as early as possible. Soda Cloud incorporates the practice of shift-left, an approach which helps teams anticipate changes by testing and validating the quality of data as early as possible in the data product lifecycle, before any data moves into production. Soda Cloud enables data and analytics engineers to register and enforce data contracts to find anomalies upstream.



Resolve Data Issues

When data quality issues occur, whether at the dataset or the record level, Soda Cloud provides a comprehensive workflow that efficiently guides your team from detection to resolution. Users are equipped to gain real-time visibility, reduce response time, avoid alert fatigue, resolve critical incidents faster, and prevent future occurrences.

Incident management in Soda Cloud finds and fixes the root cause of issues fast. The out-of-the-box workflow integrates with your existing ticketing and messaging tools to enable and encourage the relevant people to form a collaborative response team with defined roles and responsibilities, and clear communication in incident-specific channels to quickly create, investigate, and resolve incidents. And it doesn't stop there— a key component of the workflow includes conducting retrospective discussion to discover what went wrong, understand why it went wrong, and record the lessons learned to avoid a repeat of the issue in the future.



From traditional data quality to smart data quality

Soda's vision for data quality management is one in which technology and carefully-designed workflows address the challenges of managing data quality at scale for domain teams. Organizations that rely on data to accelerate revenue growth, optimize operations, and preserve loyal and happy customers have access to a smart data quality platform that empowers and incentivizes everyone to share and use reliable, high-quality data.

High Quality for the Modern Data Stack

As nearly all applications and systems depend upon data, it is imperative that checks for data quality extend across the entire modern data stack. To meet the demands of organizations that rely on data to discover insights and drive business decisions. Soda Cloud integrates with many commonly-used tools and provides webhooks for niche integrations and custom-built solutions. This ensures that teams can continue using the tools that are in place for orchestration, transformation, discovery, business intelligence, ticketing, and collaboration.

What's next?

**Get in touch
with Sales**

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of Soda Cloud**

[Watch the Product Showcase](#)

**Explore our
Integrations**

[Learn More](#)

About Soda

Soda's vision is an organization where everyone can use trusted data products and analytics to improve their decision making in a data-informed culture. Soda Cloud delivers end-to-end data quality management to detect and resolve data issues before they have a downstream impact. With high-quality, trusted data, organizations can accelerate revenue growth, optimize operations, and preserve loyal and happy customers. Soda's platform has received industry recognition from Gartner, Thoughtspot, and Sifted. Soda serves over 100 active customers and contributors around the world.

SODA

Europe +32 2 786 43 65

US 929.920.1414

info@soda.io

soda.io