



Executive Guide: Understanding Datalogz vs. Microsoft Purview

Introduction

As executives responsible for strategic decisions around data governance, it's crucial to understand the unique roles played by specialized platforms such as Datalogz and broader governance suites like Microsoft Purview. While both aim to enhance data management, their approaches and outcomes differ significantly.

What is Microsoft Purview?

Microsoft Purview is a **unified data governance solution** designed for the modern enterprise. It provides comprehensive capabilities to manage and understand your data across a vast and diverse landscape, encompassing everything from on-premises databases and cloud data lakes to SaaS applications. Purview empowers organizations to:

- **Create a Unified Data Catalog:** Automatically discover, map, and classify all your data assets into a single, searchable catalog, making data easily findable and understandable.
- **Track End-to-End Data Lineage:** Gain complete visibility into the journey of your data, from its origin to its consumption, ensuring transparency and aiding in impact analysis.
- **Enhance Data Security & Compliance:** Enforce data access policies, protect sensitive information, and demonstrate adherence to regulatory requirements (e.g., GDPR, HIPAA) across your entire data estate.
- **Empower Data Stakeholders:** Provide data professionals, compliance officers, and business users with the tools they need to collaborate effectively and derive maximum value from their data while maintaining governance.

What is Datalogz?

Datalogz Control Tower is a dedicated **Business Intelligence Operations (BI Ops) platform** focused specifically on optimizing BI tools. It connects directly to platforms such as Power BI, Tableau, and Looker, extracting metadata and usage patterns to deliver critical insights and improvements:

- **Eliminate Redundancy & Clutter:** Automatically identifies and removes redundant or stale dashboards and reports, streamlining your BI environment.
- **Optimize Performance & Cost:** Pinpoints inefficient queries and underutilized assets to reduce unnecessary spending and boost overall BI performance.
- **Strengthen BI Governance & Security:** Flags potential security vulnerabilities and governance risks **specific to your BI environment** (e.g., unauthorized dashboard access, non-compliant report distribution), ensuring your **BI assets** remain secure and compliant.



- **Automate BI Management:** Provides automated monitoring, alerts, and insights to help BI teams proactively manage their operations, reduce "BI sprawl," and improve consistency in BI reporting and usage.

Key Differentiators

Aspect	Datalogz	Microsoft Purview
Primary Focus	Operational excellence within the BI layer	Comprehensive data governance across the entire data estate
Scope of Data	Metadata and usage patterns from Business Intelligence (BI) tools	All data assets: on-premises, multi-cloud, and SaaS applications (databases, data lakes, etc.)
Integration	Direct integration with popular BI platforms (e.g., Power BI, Tableau, Looker)	Extensive integration across diverse data sources (e.g., Azure, AWS, Google Cloud, SQL, Oracle, Salesforce)
Core Value Drivers	- Reduce BI costs
 - Enhance BI performance
 - Streamline BI operations	- Establish unified data cataloging
 - Ensure data compliance & security
 - Enable data discovery & understanding

Strategic Recommendations for Executives

- **Immediate ROI:** If your primary objective is optimizing BI tools, improving efficiency, and cutting immediate costs, Datalogz offers fast and tangible outcomes.
- **Holistic Governance:** If you require governance across your entire data infrastructure, regulatory compliance, and long-term risk management, Purview provides broad and comprehensive capabilities.
- **Optimal Combination:** Many organizations benefit from a combined approach—using Datalogz for immediate BI optimization alongside Purview for holistic governance.

Conclusion

Understanding the differences between Datalogz Control Tower and Purview Catalog enables executives to strategically align platform choices with organizational priorities, whether immediate cost efficiency, comprehensive governance, or a blend of both.