

aws marketplace

Data Hub

# Reviews, tips, and advice from real users



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# Product Recap



Data Hub

# Data Hub Recap

Data Hub is an advanced platform designed to streamline data management processes, enhance data accessibility, and provide comprehensive analytics capabilities for informed decision-making.

Data Hub offers a unified approach to handling large-scale datasets, empowering organizations to effectively manage, analyze, and extract insights from their data infrastructure. It provides robust features for data integration, storage, and visualization, supporting diverse business needs and driving data-driven strategies.

## What are the key features of Data Hub?

- **Data Integration:** Seamlessly combines data from multiple sources for cohesive analysis.
- **Scalability:** Supports growing data needs without performance degradation.
- **Analytics Tools:** Enables advanced data processing and insightful reporting.
- **Security:** Robust security protocols to ensure data compliance and protection.
- **Custom Dashboards:** Offers customizable interfaces for tailored analytics displays.

## What benefits do users experience with Data Hub?

- **Increased Efficiency:** Streamlines data processes, reducing time and resource spent.
- **Cost-Effectiveness:** Minimizes need for multiple data management tools.
- **Improved Decision Making:** Provides actionable insights through data analytics.
- **Enhanced Collaboration:** Facilitates data sharing across departments, encouraging teamwork.

Data Hub is implemented across industries such as finance, healthcare, and retail, providing tailored solutions that meet specific demands in areas like customer data analysis, patient record management, and inventory tracking. Its ability to adapt to sector-specific requirements makes it a versatile choice for businesses seeking enhanced data capabilities.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “One of the biggest advantages of Data Hub is the very good integration, for example, a department focused on development made the integrations between Data Hub and BigQuery.”



**Henrique dos Anjos**

Data Quality Engineer at trueologic

- ✓ “Data Hub proved to be a robust, scalable, enterprise-ready data catalog that is well-suited for AWS-based architecture and complex organizational environments.”



**Verified user**

Software Engineer at a tech vendor with 10,001+ employees

- ✓ “Data Hub has positively impacted our organization by bringing the tribal knowledge that resides with team members into a single place where users can discover and understand the data elements before they make use of it.”



**Azhagarasan Annadorai**

Director at a university with 1-10 employees

✓ “Acryl Data has positively impacted my organization by speeding up all the development.”



**Verified user**

Partner at a tech vendor with 10,001+ employees

✓ “Acryl Data helps with processing large amounts of data as it is a very good tool that gives good flexibility to store a huge amount of data and is easier to use.”



**Verified user**

AWS Practice Leader & Network Cloud Business Head for OneCloud at a tech vendor with 10,001+ employees

### What users had to say about valuable features:

“The best feature Acryl Data offers is the simplicity of the UI. The UI is simple for me because it is easy to navigate. Acryl Data has positively impacted my organization by speeding up all the development. It sped up development because the team can access data faster, improving speed by approximately 50%..”

**Verified user**

Partner at a tech vendor with 10,001+ employees

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“Acryl Data helps with processing large amounts of data as it is a very good tool that gives good flexibility to store a huge amount of data and is easier to use. The UI is good.

“The best features Acryl Data offers include storage. When I mention storage, I refer to its scalability.

“The positive impact of Acryl Data is that it has increased efficiency..”

**Verified user**

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AWS Practice Leader & Network Cloud Business Head for OneCloud at a tech vendor with 10,001+ employees

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“One of the biggest advantages of Data Hub is the very good integration, for example, a department focused on development made the integrations between Data Hub and BigQuery. When this integration is very well done, it is possible to check data lineage, which I think is a very important subject in data governance. It's something that cannot be done manually, so having a tool that shows the data lineage from the source until the target tables helps us a lot. I think this is one of the best advantages that we have.

“Data Hub helps to analyze data from various sources in my case..”

**Henrique dos Anjos**

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Data Quality Engineer at truelogic

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“The best features that Data Hub offers include the management of ownership, with standard out-of-the-box ownership such as business owner, data steward, or technical owner, which is relevant for us. It also integrates with Active Directory. In our Active Directory, we maintain certain roles based on the scrum teams related to a team member, and by integrating with Active Directory, we are able to bring the same roles and map them to the corresponding ownership roles within Data Hub. Data Hub has integrations with Slack, Snowflake, BigQuery, and so on, which we use.

Data Hub has positively impacted our organization by bringing the tribal knowledge that resides with team members into a single place where users can discover and understand the data elements before they make use of it. Users can ask questions via Slack to understand how a data element is defined and get the answers back. This definitely saves time; without a data catalog in place, users need to ask around to find out what a particular data element means and to find out the owners. Now, with the data catalog, searching and discovering data elements and the corresponding owners is easier, saving approximately thirty to forty percent of the time that would have been spent finding out the owners and definitions of the data elements..”

**Azhagarasan Annadorai**

Director at a university with 1-10 employees

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“Our key benefits that we achieved include centralized metadata management across multiple AWS services and data platforms and improved data discoverability, significantly reducing the time required to find relevant data sets. Clear data ownership and stewardship improved accountability and collaboration between teams. End-to-end lineage visibility enabled faster impact analysis and safer changes, and faster onboarding of new data users through self-service access to documentation and metadata. From a governance perspective, Data Hub became a single source of truth for metadata, supporting both compliance requirements that are very important in a data governance environment and day-to-day operational needs.

The main strengths we experienced with Data Hub are a strong metadata model and its extensibility because Data Hub offers a rich and flexible metadata model that adapts well to complex enterprise scenarios. Excellent lineage capabilities are provided because the lineage visualization is clear, actionable, and extremely useful for impact analysis and governance workflow. The open source foundation with enterprise readiness is significant because the open architecture avoids vendor lock-in while still being suitable for production-grade environments.

Data Hub is very effective for us because we build the data lineage from the beginning, from origination to visualization, to the final use of the data. We follow and track a path of the data, which improves analysis and enables us to find where data is used and the impact of deleting data. This is also very important in a regulatory environment..”

**Verified user**

Software Engineer at a tech vendor with 10,001+ employees

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# Other Solutions Considered

“We previously used OvalEdge as our data catalog before switching to find a tool that has more AI capability and allows extension of usage to non-technical users, seeking a tool that is less clunky and more intuitive..”

**Azhagarasan Annadorai**

Director at a university with 1-10 employees

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“I'm not using Atlan anymore because the company that I was working with, I'm no longer there. I went to another consultancy group and now I'm working with other platforms. Atlan is not the one that I'm working with at the moment.

“I am working with a different platform that is also regarding data governance and metadata management. The platform itself, the back end, is Data Hub. But the user interface is customized for this client. I'm currently working for Uber, the Uber company..”

**Henrique dos Anjos**

Data Quality Engineer at truelogic

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# ROI

Real user quotes about their ROI:

“In terms of ROI, I would say that Atlan is better. I had a very good experience using Atlan, and I believe it's faster. Velocity in organizations today is very important; people want to see things very fast. I believe Atlan has a better approach compared to Data Hub.

“The way Data Hub is implemented at the moment, Atlan is much better. It's much, much faster..”

**Henrique dos Anjos**

Data Quality Engineer at truelogic

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# Use Case

“My main use case for Acryl Data is to extract insights from customer data. I use Acryl Data for a project in order to identify all the customers and find out which customer buys a lot of items..”

**Verified user**

Partner at a tech vendor with 10,001+ employees

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“My main use case for Data Hub is to enrich the metadata to classify for PII data. As an administrator, I crawl a number of data sources and bring the metadata into a single place, then assign the ownership, such as a data owner or steward, for all the data assets. With their help, we classify the data into PII direct and indirect, sensitive, non-sensitive, and so on. We add tags and glossary terms onto the data elements. The main use case is for DSAR compliance; for GDPR DSAR compliance, we try to identify the PII data in the catalog so that we know where the PII data is in our data inventory..”

**Azhagarasan Annadorai**

Director at a university with 1-10 employees

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“I work with Data Hub as a user, but I also have some administrative responsibilities there. I'm not a final user; the final users are business users, and I play some administrative roles in the tool to have the metadata information available for all Uber users.

“I'm a Data Quality Engineer focused on data governance. I manage the metadata information for Uber, and I also use this to apply some data quality rules. My focus in my current job is to apply some rules and manage the metadata information and ensure it is accurate for the end users, which is why I'm using it..”

**Henrique dos Anjos**

Data Quality Engineer at trueologic

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“We adopted Data Hub in the context of a large enterprise customer operating in a regulated industry with a strong focus on data governance, data discoverability, and ownership clarity across multiple cloud-native platforms. The solution was deployed on AWS, and the main business problem was the lack of a centralized, reliable view of data assets, including poor data discoverability, unclear data ownership and stewardship, limited lineage visibility across ingestion and transformation layers, and high dependency on tribal knowledge held by a few individuals. Data Hub was selected as an enterprise data catalog and metadata backbone with the goal of enabling both technical teams and business users to easily understand, trust, and reuse data.

We used Data Hub to create very good data discoverability, assign data ownership and stewardship, improve data quality processes, and establish good data governance for our customer in terms of data catalog, data lineage, and metadata management in general..”

**Verified user**

Software Engineer at a tech vendor with 10,001+ employees

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“Because Data Hub is a customized solution, I don't have many details about the installation and deployment process. However, when I was using Atlan, I saw that they implemented very fast. In this way, I believe both tools have an easy way to implement, but because Uber chose to have a customized solution, it became more difficult and complex. However, in their native way, I think both tools are good..”

**Henrique dos Anjos**

Data Quality Engineer at truelogic

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# Customer Service and Support

“We have not gone that far with customer support; as far as the POC is concerned, we received good support from the team and the sales team that helped us evaluate the tool..”

**Azhagarasan Annadorai**

Director at a university with 1-10 employees

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“My support is internal when I have any questions or requests, so I direct it to a support team from Uber and not from the provider. When I was working with Atlan, and needed support, they were very good at attending to my requests directly. I had contact with the provider, so it was very fast. At the moment, I don't have that; I direct my requests to an internal department of Uber..”

**Henrique dos Anjos**

Data Quality Engineer at trueologic

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## Other Advice

“I chose seven out of ten because there are better catalogs available in the market that offer more features. The UI, especially when setting up new data sources and crawling them, is a little cumbersome, but it is a one-time activity, so it is manageable; however, the UI could be improved concerning administration.

My advice to others looking into using Data Hub, also known as Acryl, is that it is a reasonably stable product that satisfies most data catalog use cases; however, [Atlan](#) appears to be the closest competitor, while [Alation](#) is the market leader among the three. Data Hub has an open-source version I believe, and it may be worth considering that option as well.

I rated this review seven out of ten..”

**Azhagarasan Annadorai**

Director at a university with 1-10 employees

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“Based on internal measurement and feedback from the data teams, there are many impacts. Time to locate and understand a data set was reduced by approximately 40–50 percent. Manual documentation effort was reduced by around 40 percent. Dependency on senior data engineers for data explanation dropped significantly. Data onboarding time for new team members decreased from weeks to days.

I would rate this product a 9 out of 10. I chose nine because Data Hub proved to be a robust, scalable, enterprise-ready data catalog that is well-suited for AWS-based architecture and complex organizational environments. It is always possible to improve and useful to maintain space for further optimization.

My advice is to use Data Hub to move from fragmented metadata and manual processes to a modern, governed, and self-service data ecosystem, delivering clear value in terms of efficiency, cost saving, and data trust. We would confidently recommend Data Hub to organizations looking to improve data governance, data discovery, and metadata management on AWS..”

**Verified user**

Software Engineer at a tech vendor with 10,001+ employees

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“I have experience with Data Hub to some extent.

“I believe Data Hub uses a lot of APIs, but I don't think I'm the right person to answer that because it relies a lot on a technical aspect that I don't understand. I cannot provide you with a curated answer about it, but I know that the software development team that works with this customized solution uses APIs; I just don't know how to speak about their performance, whether it's good or not.

“Real-time batch processing is very important for me and my organization because some datasets are very critical for the business. If we have batch

processing, it's good for the organization to set up a very large dataset, for example, and have it available on the data catalog in a short time. I agree that this is important.

“In both experiences I had, the integration with the catalog was with GCP. I don't have experience working with another data warehouse, so even in Atlan or now in Data Hub, it is connected with GCP.

“I don't use anything else like [CRM](#), storage, or any architecture management tools; just Data Hub.

“I would give Data Hub a score of seven out of ten, summarizing everything that I've discussed about the product..”

**Henrique dos Anjos**

Data Quality Engineer at truelogic

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# Top Industries

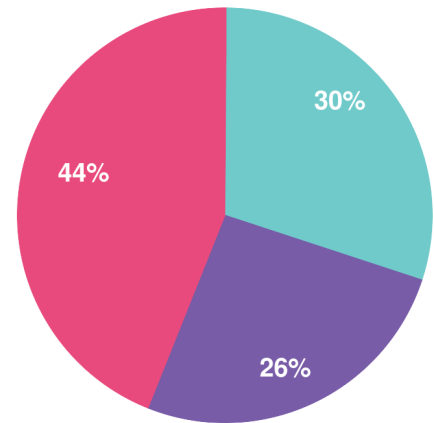
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# Company Size

by reviewers

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Large Enterprise Midsize Enterprise Small Business

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