

Validio

The Company

Validio was founded in 2019 by Patrik Liu Tran. It is backed by investors Lakestar and J12 Ventures, who led a \$15 million funding round in June 2022. The company sells data quality and data observability software, with an AI emphasis. Its customers include Klarna, Spotify, McKinsey, AWS, Google, and Harvard University.

Validio is headquartered in Stockholm.

Visit their website: www.validio.com

Validio Global Presence & Financial Strength

| | | | |
|-----------------|--------------------------|---------------|---------------------|
| >\$6M | >15 | >60 | 50+ |
| Annual revenue | Countries with customers | Employees | Corporate customers |

The Market

Validio operates within the data observability and data quality market, with functionality covering anomaly detection, data lineage, monitoring and data quality alerts.

Overview

Validio provides modern data observability and data quality software. Its AI-driven approach means that it does not depend on fixed data quality rules. Rather, the software adapts to the actual patterns of data, allowing better anomaly detection with fewer false positives. Customers report that the software allows them to identify data quality issues early, before they manifest themselves in operational issues. Validio has some very sophisticated customers and a proven track record with those customers.

Key Features:

| AI Anomaly Detection | Granular Monitoring | Integrated Lineage | Data and metadata validation |
|--|--|---|---|
| AI adapts data thresholds dynamically to specific patterns and seasonality rather than just fixed rules, reducing false positives. | Going beyond averages and totals, Validio examines data at a fine level of granularity, detecting anomalies that may be hidden in aggregate. | Data quality monitoring is shown on a visual data lineage graph, allowing users to track back issues and consider downstream effects. | Data validation is not restricted to metadata but covers data and metadata, not just structured data but also semi structured like nested JSON. |

The Technology

The Validio software covers a broad range of data observability and data quality functionality. This includes automated data monitoring that does not depend upon fixed data quality rules. Rather, its AI platform adapts to the real-life variations that occur in data, such as seasonality, detecting changes in data that stray outside normal behaviour. This flexibility reduces false positives, which are a major problem with traditional data quality software. Additionally, the software has built-in data lineage and root cause analysis. This means that issues can be traced back to the origin of problems and more rapidly be fixed. Validations can be created for any metrics that users identify, and alerts generated if data is detected that falls outside the norms. The granular nature of these rules

means that the software adapts to the patterns of behaviour within specific datasets, rather than taking a blanket approach. The machine learning models adapt to user behaviour over time, updating data thresholds without needing manual tuning. The ability to handle semi structured data like JSON files and unstructured logs goes beyond relational data and allows issues to be detected in a wider range of data formats than with many traditional tools. The software is designed to run in both batch and real-time, and can be deployed in a virtual private cloud, meaning that data does not leave the user environment. The software can be deployed in a Kubernetes cluster. Data is encrypted at rest and in transit, and supports standards like ISO 27001, HIPAA, and AICPA SOC 2.

Competitors

Validio competes with other data observability vendors, including Monte Carlo, Anomalo, Soda, Bigeye, Metaplane and Datafold, as well as more traditional data quality vendors such as Ataccama, Informatica and SAS. It also competes with in-house data quality solutions and the built-in data quality features of software platforms like Snowflake.

Summary

Validio is a modern data quality suite with AI-driven data observability features. Its software allows data quality at scale, beyond what is feasible with traditional fixed rule-based systems. Its strong customer case studies amongst an unusually sophisticated customer base speak to the value that the software delivers. It should be seriously considered by any company wanting to improve its data quality.

Market Differentiation:

- AI driven, enabling data quality at scale.
- Data lineage and root cause analysis integrated into the platform
- Fine-grained data monitoring.
- Aimed at business as well as technical users.

“Validio is absolutely the best tool I’ve seen. Validio by far outperformed everyone else out there”

Lisa Verdon, VP of Data Product
Point Predictive

About The Information Difference

At the Information Difference www.informationdifference.com, we offer in-depth analysis of the data management industry, in-depth analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practices.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.