

The No-Nonsense Checklist for *Data Observability* Buyers

Most platforms promise observability. Few deliver data trust at scale. This checklist is your blueprint to **cut through inflated claims, pressure-test real capabilities, and choose a platform that won't break when it matters most.**



Step 1:

Know Your Environment

- Is your organization **centralized** or **decentralized**?
- What's the size and complexity of your **data landscape** (sources, warehouses, pipelines)?
- Is your infrastructure **cloud-native, hybrid, or on-prem**?

💡 **Tip:** If you have decentralized teams and multiple warehouses, prioritize platforms that map and monitor flows across silos.

Step 2:

Define Your Trust Gaps

- Where does poor data quality **hurt the most** (analytics, AI models, operations)?
- What is the **frequency and detection time** of current data issues?
- Who **loses trust first** — technical teams, business users, or leadership?

💡 **Tip:** Struggling to answer these? Seek platforms with out-of-the-box coverage, business impact analysis, and user feedback loops.

Step 3:

Map Critical Functionality to Real Jobs

Focus on jobs-to-be-done, not just shiny features.

TEAM MEMBER	JOBS-TO-BE-DONE	LOOK FOR PLATFORMS THAT...
CDOs	Guarantee trusted data for governance, analytics, and AI at scale	Deliver full-stack visibility, clear accountability trails, usage insights, audit-ready reports
Data Engineers	Build, monitor, and debug pipelines fast	Auto-suggest monitors, real-time impact lineage, fast root cause isolation
Data Analysts	Deliver trusted dashboards and insights	Detect upstream data issues early, impact analysis for dashboards, clear data health metrics
DataOps Teams	Optimize pipelines and infrastructure efficiency	Automate monitoring, improve pipeline reliability, optimize compute and storage usage
Business Users	Rely on trustworthy data for decisions	Provide functionality for business users to provide business context around data quality, simplify communication of data status, surface "trust signals" inside BI tools

Step 4:

Test for Scalability and Intelligence

- 🔗 Can the platform auto-adjust to schema changes and data volume growth?
- 🔗 Does it correlate incidents across multiple systems?
- 🔗 Are AI features transparent and auditable?

💡 **Tip:** Platforms that only alert but don't triage or suggest resolutions will crumble under decentralized complexity.

Step 5:

Assess Coverage, Not Just Monitoring

- 🔗 Is lineage provided at the table, column, or field level?
- 🔗 Can it observe data products (dashboards, ML models) — or just pipelines?
- 🔗 Does it track cloud compute, cost, and utilization?

💡 **Tip:** Beware of "old-school" data observability tools that only monitor infrastructure and logs — true observability platforms look at the data itself, its integrity, and its usage across your ecosystem.

Step 6:

Don't Skimp on DataOps and Security

- 🔗 CI/CD integration: Terraform, dbt, native APIs?
- 🔗 Security posture: baked-in encryption, privacy,
- 🔗 Are APIs and alerting extensible and open?

💡 **Tip:** A true observability platform fits into your operational fabric — not the other way around

Step 7:

Build Your Business Case

ROI focus areas:

- 🔗 Reduced downtime and faster incident resolution
- 🔗 Revenue protection from trusted AI initiatives
- 🔗 Compliance and regulatory risk mitigation

Consider total operational savings — not just licensing fees.

💡 **Tip:** The hidden cost of the status quo (wasted time, loss of credibility, risk exposure) is usually bigger than any platform investment.

Sifflet is a leading data observability platform that delivers data trust at scale for analytics and AI initiatives by bridging the gap between technical and business users.

Global customers like the **Penguin Random House, Carrefour, Auchan, CMA CGM and Adaptavist** rely on Sifflet to reach and maintain high levels of data quality and reliability needed for business critical analytics and AI.

Sifflet is a best-in-class data observability solution for the entire organization, ranked Best estimated ROI and Fastest implementation by G2 users. Learn more about what's keeping you from analytics & AI-ready data at [siffletdata.com](https://www.siffletdata.com).

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