



# Centralized Data, Decentralized Insights

*Finding Answers in a Sea of Information*



## Information is an organization's greatest asset.

Unfortunately, most of it is hidden from teams, tucked away on an employee's hard drive, buried in corporate systems, or simply not advertised to others that it exists. Imagine if users could access all of an organization's information in real time, and in a secure, permissive way. This is the exact functionality that Cursor provides, allowing users to quickly query their company's data (i.e. reports, tables, code snippets, etc.) across a variety of connected systems. What's more, setup with Cursor is immediate; simply connect Cursor to any application or database. In short, Cursor transforms "mere data" into the stuff of competitive advantage and efficiency.

## What is Cursor?

### Overview

Cursor is a data catalog and integrated development environment ("IDE") merged into a single tool. Using pre-built connectors, Cursor integrates anywhere data lives within your organization, from databases like Oracle, Microsoft SQL Server and Snowflake, to BI systems like Tableau and Power BI, to CRM platforms like Salesforce. Developers and business analysts can then locate the datasets they need for analysis, or search for and reuse existing code and queries or make changes to the code directly in Cursor. General business users leverage Cursor as a powerful search platform, much like a Google search query, to find reports or dashboards. In this way, Cursor eliminates the need to manually navigate a plethora of systems that may or may not be familiar to the user, helping users find what they need while saving significant time and effort. See Figure 1.

### Search Functionality

Imagine a colleague is looking for the most recent quarterly sales report for his team but does not know where the report is housed. Leveraging the existing metadata and previous user search patterns, Cursor looks within all connected systems and uses logical parameters applied to the metadata to locate the most relevant reports. A list of reports with associated metadata is returned in a user-friendly format for easy access.

### Integrated Development Environment

Cursor is not just for searching but is also a capable development environment. Rather than working with locally installed tools, where content and institutional knowledge are trapped from discovery, users can leverage Cursor to author new queries or reuse existing code, saving time and effort. Cursor allows team members to discuss activity on the platform with one another as well, keeping this valuable context for future reference.

### Security

Cursor takes a multi-pronged approach to security, knowing that a company's data is its most precious asset:

*Group Security:* Cursor administrators can define permissions for groups of users at both the connection/integration level or the document level. Groups can represent departments (eg: Marketing), projects (eg: Annual Report team), or even levels (eg: Senior Managers).

*Remote System Enforcement:* Since Cursor only can view system metadata, the source system, whether

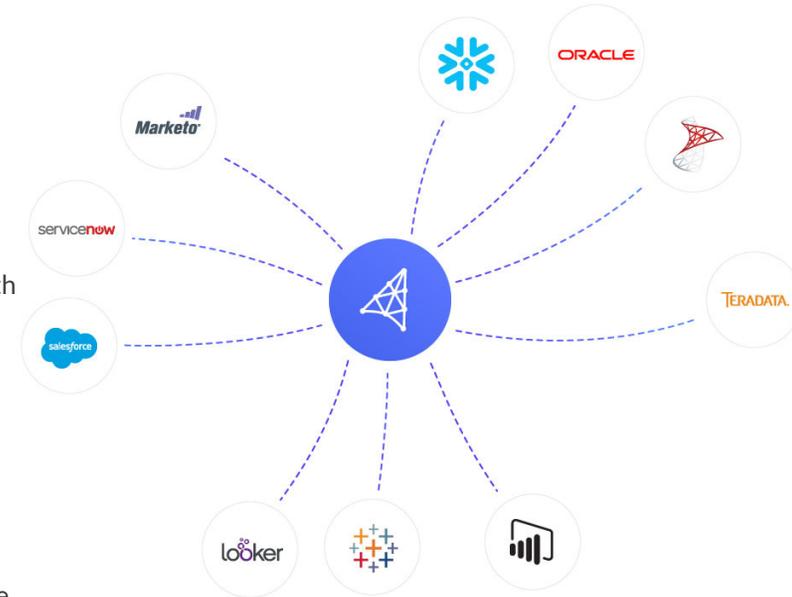


Figure 1. Cursor connects with leading databases, Business Intelligence platforms, and other business systems.

Cursor integrates  
anywhere data  
lives within your  
organization.

“We built Cursor to bring teams together from across the world. We saw the need to make data retrieval seamless and efficient.”

-Adam Weinstein  
CEO, Cursor

it be a database or other application, will ultimately enforce what a user can see. Even if an administrator has granted access to a given asset, if the remote system isn't configured to allow it, the user won't be able to view its contents.

*Deployment Options:* Cursor has a global cloud footprint, enabling companies to get started without an infrastructure investment. However, for organizations where security or regulatory restrictions prevent consumption of cloud software, Cursor can also be deployed on-premise, behind a company's firewall. In either case, actual data never leaves a company's network and stops at the end user's machine (eg: a SQL query's result is shown to the client, but only the column names and code are sent to Cursor's server).

## Benefits of Cursor

### **Retrieve Insights Instantly**

Cursor allows users to go directly to the data source, provided they have the necessary security permissions. This removes delays that typically result when a user must email a series of colleagues to get the needed information.

### **Develop Queries More Efficiently**

Cursor's integrated development environment capabilities allow teams to edit code, ask questions, and get answers - all from the Cursor interface. This works especially well for remote teams, where streamlined communication improves project completion times.

### **Eliminate Duplicative Work**

Our experience shows that 40% of data questions have been asked before. Yet, business analysts spend a large portion of their day simply responding to questions by rewriting SQL queries which likely already exist. With Cursor, there is no need to answer the same question twice. Business analysts can search Cursor for the answer or guide a business user to Cursor to find it themselves.

### **Track Data Usage**

Cursor allows organizations to understand how and when their data is used, and by whom. Over time, understanding the patterns behind data usage helps Cursor self-improve, pointing users to the exact source that they need. In addition, managers can use

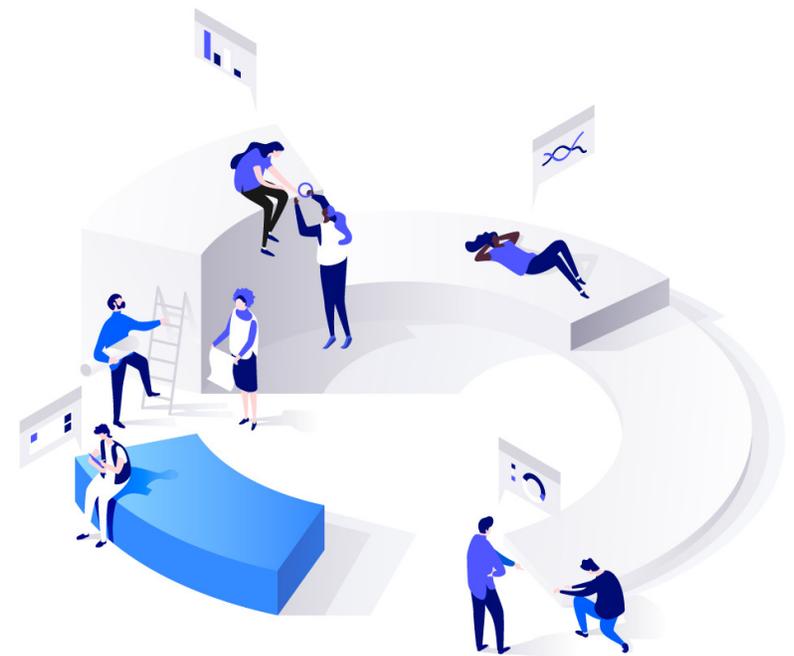


Figure 2. Cursor allows real-time collaboration, enabling users to instantly retrieve insights.

Cursor to systematically determine which reports and tables have not been updated or accessed recently, making decisions to archive or remove them from view as needed.

### **Support Data Governance**

Cursor helps users understand who owns data, capturing metadata alongside each asset on the platform. You can document definitions or calculations for key terms on a report, indicate the source data, and list owners as well as key stakeholders. Interested users can subscribe to relevant assets and be notified when changes occur. Formalizing this communication increases trust in the data and is the foundation of Data Governance.

### **Create a Culture of Collaboration**

Members of the same team often work from different locations, making it difficult to collaborate on work products and share valuable understanding. For developers and analysts, Cursor allows for threaded conversations associated with the assets and captures the history for future reference.

### **Notate Data Nuances with the Data Glossary**

The data contained in reports is typically nuanced and not always obvious. By using Cursor's commenting and free-form content functionality, stakeholders can notate calculation methods, data sources, and other helpful information to better document the content being shared.

### **Facilitates Knowledge Transfer**

New users often spend weeks figuring out how to navigate enterprise systems and learning where to find commonly used data sets. Formalized training is lacking for many of these roles, and "learning as you work" by asking peers or shadowing other team members is the common method of onboarding.

Using Cursor, new analysts can independently find the data they need. The metadata combined with additional user generated content provides a self-serve knowledge base which can eliminate the need to pepper your colleagues with questions as you get up to speed.

## **Getting Started**

Setup with Cursor is easy and can be completed in a few minutes. Whereas legacy Data Catalog solutions required months or years of planning to get started, teams can begin using Cursor immediately to organically start building a valuable knowledge base. Organizations can elect to begin with Cursor by connecting as many or few of their systems as desired, growing as needed. Reach out to Cursor at [setup@cursor.com](mailto:setup@cursor.com) and a specialist will walk you through how to get started and answer any questions you may have.

#### **About Cursor**

Cursor offers a data discovery and code search hub that makes disparate information accessible and actionable, enabling technical and business users alike to effortlessly get answers, collaborate and gain insights. Cursor eliminates duplicate work and reduces time to insight while simultaneously building trust in the data. Founded by a trio of data leaders from Salesforce, LinkedIn, and Pandora, Cursor's easy-to-deploy software has been adopted by teams at Apple, Atlassian, Deloitte, Incedo, LinkedIn, NovumRx, and Slack. Cursor is based in San Francisco, CA.

#### **Contact Us**

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