

Trusted Identity Intelligence for Databricks®

The problem

Organizations are investing heavily in Databricks to power analytics and AI, but that investment only pays off if the underlying identity data is accurate and complete. Disconnected systems land in the Delta Lake as fragmented, duplicated entities, and data teams spend their time reconciling identities before producing a single insight. Any AI or ML model built on that data inherits every duplicate and every broken link.

The solution

Verato MDM Cloud™ unifies, enriches, and manages identities across systems, creating a trusted foundation that accelerates AI readiness and powers better experiences, outcomes, and business growth. Joint customers can now access that identity intelligence directly within Databricks through a Direct Database Share built on Delta Sharing and Unity Catalog, with no ETL, no files to move, and no API to maintain.

Connecting Verato and Databricks unlocks:



More accurate AI and analytics

Feed unified identity data into Databricks AI/ML feature stores and analytics workloads so models train on accurately resolved entities rather than fragmented and inaccurate source records.



Trusted 360-degree views

Resolve and enrich fragmented identity data across numerous data sources, EHRs, CRMs, claims systems, and more within Verato and access them directly where your workflows exist, in Databricks.



End-to-end control

With Delta Sharing from Verato to Databricks, you enable live data exchange without movement while maintaining full auditability. Govern all your data and AI in Databricks, so you can scale agents or AI workflows while managing access, quality and cost.

How it works

Joint customers of Verato and Databricks can sync Verato identity data into their Databricks environment through Delta Sharing and Unity Catalog. Verato maps its Identity Data Platform into shared, secure database views, so customers read Verato-resolved identity tables as live, versioned data, including **up to 40 distinct views**, such as identity crosswalks, demographics, household data, and enrichment data.

The benefits you'll see:



Less engineering effort



No integration maintenance



Complete governance



Continually updated data

Visit [Verato.com](https://verato.com) to explore how Verato can power your Databricks workflows. →

Verato®, the identity intelligence company, solves the critical challenge of Knowing Who Is Who™. Proven in healthcare and trusted everywhere, Verato MDM Cloud™ unifies, enriches, and manages identities with unmatched accuracy—powering better experiences, improved outcomes, business growth, and AI-native efficiency across identity-driven business processes.

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