



Informatica®

# Take Next-Generation Analytics and Intelligence-Led Decision-Making to New Levels

Better Serve Public Sector Clients by  
Partnering With Informatica and DataWalk

# Intractable Data Challenges Demand an Innovative Solution

To gain insights from huge and ever-growing volumes of data, government agencies at federal, state, and local levels require powerful data management, integration, and analytics solutions. System integrators like you are eager to tap into this \$1 billion market.

But too often, public sector organizations default to hand-coded or custom-built, proprietary solutions with increasingly spiraling lifetime costs—even if this choice is not in their best interest. Let's face it: Manual and closed, proprietary data analysis solutions that lock customers in are exceptionally costly, require extensive customization, and fail to provide the flexibility and scalability that today's agencies require. Dissatisfied government representatives understand these deficits—and they want something better.

How can you meet their needs and win new public sector contracts? By providing a next-generation platform for intelligence-led decision-making from Informatica® and DataWalk.



Agencies Need Help Integrating Data to Deliver  
Insightful Analytics to Immediate Action Areas

**93%**

of government agencies  
rank data integration as  
critical or very important

**BUT, ONLY  
40%**

are extremely satisfied with  
their current approach to  
data integration



# Turn to the Trailblazers in Data Management and Analytics

Informatica, the leading provider of data management solutions, and DataWalk, which offers industry leading, enterprise-class intelligence analysis software, stand ready to help you serve public sector organizations.

Our combined technologies handle data preparation, including discovery, aggregating, cleaning, cataloging, governing, and mastering data at scale. They link data in a single repository—supporting simple searches, querying, and analysis—at the click of a button. And these solutions employ simple code-free visual interfaces that eliminate the need for SQL or programming expertise, allowing users to instantly analyze data through link charts, geospatial analysis, natural language processing, dashboards, and other facilities.

## Informatica

### Empower the Business With Intelligent Data

The Informatica artificial intelligence (AI)-powered Intelligent Data Platform™ empowers agencies to solve their most complex problems. Using enterprise-class data management to unleash the power of their data, agencies can:

- Deliver a single view of reliable, trusted, well-governed data
- Create a reliable analytics resource by engineering data at scale
- Connect data from any location, including on-premises, cloud, and big data sources
- Use master data management solutions to locate, access, and use trusted data
- Create a trusted, real-time view of citizens, communities, and neighborhoods
- Minimize the risk of non-compliance with enhanced data management, quality, governance, and protection
- Automate data protection using AI, data cataloging, and monitoring

## DataWalk

### Achieve Better Intelligence Analysis, Faster

The DataWalk platform accelerates analysis efforts by linking data in a single repository, supporting both investigations and operational use cases. Using DataWalk, agencies can:

- Search across siloed data to gain instant insights
- Query data through an intuitive visual interface
- Instantly analyze data
- Quickly retrieve, rerun, or modify no-code queries by just clicking a button
- Add new data sets and modify connections with a few clicks
- Access and integrate data from internal and external sources
- Use an infrastructure ideal for AI and machine learning
- Share queries and scores with other authorized users

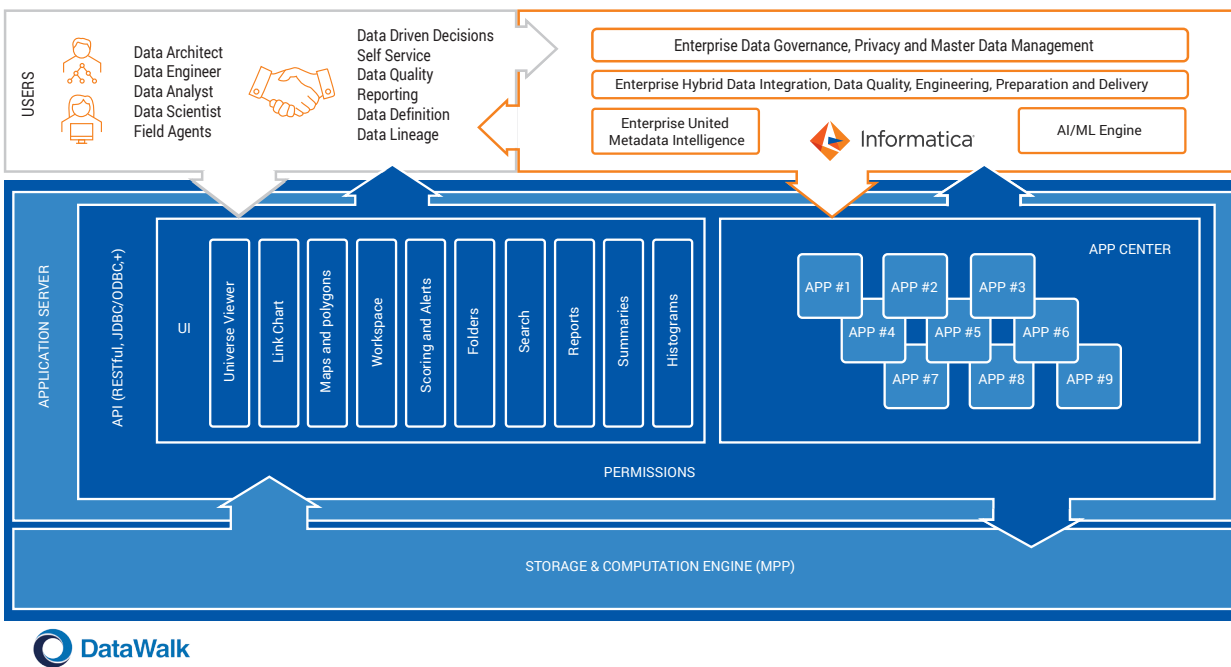
Together, the comprehensive, automated Informatica and DataWalk solutions help agencies quickly, easily, and efficiently gain real insights from their data. By partnering with us, you can be a hero to your agency clients—delivering the analytics technology they need without costly, time-consuming customization.



# Built-in Interoperability Helps You Deliver Value Faster

Marrying analytics and data integration technologies is difficult for agencies with multiple business systems, data sources, and data sets. Bringing these assets together into a unified resource optimized for analysis has traditionally required tremendous manual effort and long project development cycles. Legacy solutions require extensive custom coding and significant labor expenses, delaying time to value and increasing client expenses.

Informatica and DataWalk solved this problem. Advanced interoperability features allow the Informatica and DataWalk solutions to easily work together and integrate agencies' broader workflows. (See Figure 1.)



**Figure 1.** Simplified integration between Informatica and DataWalk supports agency missions.

Automated data integration, quality, engineering, preparation, and delivery features—supported by the latest AI and machine learning technologies—streamline the processes of collecting, managing, and preparing data for analysis. By reducing data integration complexity, these technologies allow agencies to begin realizing insights faster than ever.

Partnering with Informatica and DataWalk helps you provide an affordable, scalable, and flexible analytics solution to your clients. With our unified data management and analytics offering, you can accelerate solution delivery, helping agencies affordably and efficiently meet their mission.

# Choose the Right Path to Client Success

The unified data management and analytics solutions from Informatica and DataWalk support a wide variety of complex use cases, including:



## Law Enforcement Analysis and Investigations

Identifying and understanding crimes and suspicious behaviors requires the ability to make sense of huge volumes of data spread across multiple sources. The solutions help your clients:

- **Ensure the right data is available where you need it most**, by accessing, transforming, and delivering data from diverse sources
- **Deliver trustworthy data to surveillance systems**, by identifying errors, building and executing data quality rules, monitoring exceptions, and delivering data quality reports
- **Understand the data lineage used to manage analysis**, using an AI-powered data catalog to discover, inventory, and organize data assets
- **Identify and relate the parties involved in criminal activity**, creating a single, authoritative, and trusted source of information
- **Identify, classify, and track sensitive data** so you can understand data movement, link identities, analyze risk, and remediate problems



## AI and Machine Learning Data Preparation

To provide effective crisis response and recovery, government agencies must be able to leverage a deluge of data. The solutions help organizations:

- **Automatically discover and prepare data**, with the tools needed to validate and enrich contact data and instantly verify the accuracy and safety of email addresses
- **Standardize and catalog data**, automating discovery and understanding
- **Ingest and integrate data at scale**, by supporting complex, new integration patterns
- **Master and relate data to create a single source of truth**, combining various data types and creating relationships among data
- **Provide a trusted foundation for decision-making**, with reusable data quality rules and accelerators that support rapid data cleansing
- **Ensure compliance and protect sensitive data** to de-identify, de-sensitize, and anonymize sensitive data from inadvertent release or unauthorized access



## Fraud Detection and Investigations

Comprehensive data management can help states and federal governments reduce the risk of improper payments, such as unemployment insurance and stimulus payments. With our solutions, public sector organizations can ensure that data is:

- **High quality**, with standardized, cleansed, enriched, and validated citizen and business information
- **Secure**, with the personal identifiable information (PII) prevalent in systems of record protected in times of crisis
- **Timely and accessible**, providing decision-makers with access to data and insights captured and maintained among multiple on-premises and multi-cloud environments
- **Mastered**, offering an authoritative single source of truth for critical data that ensures payment accuracy and prevents fraud
- **Governed**, with data policies that enable full transparency and define accountabilities to ensure compliance



## Healthcare

Analytics and insights from data are critical to responding to healthcare crises such as COVID-19. With the right solutions, your clients can:

- **Create a solid data management foundation**, supporting efforts to respond to the immediate crisis and reopen care systems to more normal operations
- **Deploy holistic data governance**, with a goal of ensuring reliable, trustworthy data
- **Support digital patient engagement**, using master data management capabilities to deliver information to patients and their families, capture their communication preferences, and demonstrate knowledge of prior interactions
- **Use predictive analytics to support executive decision-making and planning**, building models on reliable, trustworthy data

# Bring the Full Potential of Data Analytics to Your Clients

The opportunity to help your public sector clients gain insights from massive data volumes—quickly and affordably—has never been greater. By partnering with Informatica and DataWalk, you can deliver the data management and analytics solutions to ensure agency success.



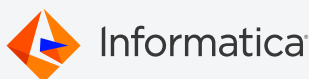
## Benefits for Government Agencies

- **Comprehensive data management and analytics functionality**, with automated capabilities
- **An agile, open software platform** that is trusted by industry leaders to support their data-driven transformation initiatives
- **Faster time to insights**, requiring only minutes to link data sources
- **Reduced costs with open, commercial off-the-shelf (COTS) solutions** that are extensible, require no customization, and avoid proprietary lock-in
- **Transparent algorithms**, making all results transparent and easy to understand, evaluate, and audit
- **Support for granular security**, ensuring that users access data only with authorization



## Benefits for Service Providers

- **Increased services revenues**, estimated at 10X the cost of the software
- **Easy configuration**, using a flexible ontology that streamlines deployments
- **Simple integrations**, with an App Center that allows you to add value by writing scripts to integrate with new data sources and extend functionality
- **Tools, training, and support for business partners** with available expertise; online, self-paced user training and sales training; and technical training classes
- **Unparalleled opportunity to better serve your clients**, with powerful, automated, intuitive data management and analytics functionality that meets the current and future needs of public sector agencies



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