

Brochure

# Cloud Data Marketplace Professional Services Units MVP Package

Accelerate Your Path to First Value



Where data  
& AI come to **LIFE**™

## Unleash the Power of Your Data with Cloud Data Marketplace – Turning Your Data Democratization Vision into Reality!

Embark on your data journey with confidence through our comprehensive program readiness assessment and architectural guidance, ensuring you start on the right data democratization path.

We offer expert assistance to help you unlock the full potential of the Informatica Cloud Data Marketplace, tailoring its features and enhancements to your unique needs. Our custom-designed Data Marketplace Operating Model drives business engagement and maximizes value, while our seamless installation and configuration services in one environment, coupled with best practices, ensures your success from day one.

Maximize your investment in data quality with a solution that sets your business up for immediate and ongoing success.



Expert program readiness assessment and tailored architectural guidance.



Personalized support to harness the full potential of Informatica Cloud Data Marketplace.



Streamlined installation, configuration and best-practice guidance for Cloud Data Marketplace.



Custom-designed Data Marketplace Operating Model.

**“We needed a robust data ecosystem in the cloud that would cover governance, quality, master data management, a data marketplace for internal users and more. Informatica offered us a single, comprehensive cloud-native data management platform that scales organically and will serve as the focal point of our growing and maturing data ecosystem.”**

**– John Macrina  
SVP, Global Head  
of Enterprise  
Technology**

**Televisa  
Univision**

## How it Works

We follow a lean and agile integration approach to ensure predictable, timely results and aim to achieve a competitive advantage for your business. Our advisory data governance experts conduct an assessment and kickoff workshop, determining the current state and identifying a targeted Data Marketplace business use case to demonstrate value.

Solution experts analyze use case needs, configure the environment, and provide guidance for data utilization. We then prepare a roadmap and recommendations for your success.

## Ready to unlock the full potential of your data governance strategy?

Partner with us and elevate your data governance journey to new heights!







### **Enhance Your Data Governance Journey**

**Start small and fast,  
then grow as needed**

Within the realm of data governance, the Cloud Data Marketplace plays a pivotal role as a platform for secure and compliant data exchange. We ensure that data transactions adhere to stringent governance policies, safeguarding data privacy, security, and integrity.



### **Strong Roots, Strong Growth**

**Start with a  
Solid Foundation**

Unlock the full potential of your data governance strategy by partnering with us to elevate your data governance journey to new heights.



### **Proof of First Value**

**Unlock value,  
one Data Governance  
milestone at a time**

Our package offers a clear blueprint for ongoing success, providing expert guidance and support at every stage of your data governance journey.

**“The beginning is the most important part of the work.”**

**– Plato**



## What You Get

- A readiness assessment and workshop to align teams quickly.
- Solid foundation and solution architecture advice for deploying Informatica's Cloud Data Marketplace Solution.
- Best practices for data asset publishing, sharing, collaboration, and integration.
- Guidance for developing the initial prototype to familiarize you with the solution.
- Direction for the next phase of implementation.

Catalog Item	Included
CDMP Business Adoption Workshop & Use Case Prioritization	✓
CDMP Requirement Definition & Validation	✓
CDMP Framework & Operating Model	✓
CDMP Solution Design	✓
CDMP Configuration & Set Up	✓
CDMP Knowledge Transfer	✓
CDMP Marketplace Roadmap	✓
CDMP Solution Demonstration, Readout & Project Close	✓

## Add-on Training Benefits

Our comprehensive product training equips your team with the skills needed for successful implementation. Training is delivered by expert instructors in a virtual classroom setting, with a tailored plan to maximize productivity. 12 Professional Services Units for product training are recommended to support the CDMP MVP implementation. Your Education Specialist will help you determine the best training plan for your team.



# About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

Worldwide Headquarters  
2100 Seaport Blvd.  
Redwood City, CA 94063, USA  
Phone: 650.385.5000  
Fax: 650.385.5500  
Toll-free in the US: 1.800.653.3871

[informatica.com](https://www.informatica.com)  
[linkedin.com/company/informaticax.com/Informatica](https://www.linkedin.com/company/informaticax.com/Informatica)

**CONTACT US**

## Learn More

*Do It Right the First Time*  
Contact Informatica  
Professional Services at  
[ips@informatica.com](mailto:ips@informatica.com)

## Where data & AI come to



IN03-5064-0525

© Copyright Informatica LLC 2025. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and other countries. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.