

Informatica Cloud Data Access Management

Trusted Data Access Management to Unleash Data's Potential with Confidence

Informatica® Cloud Data Access Management (CDAM) enables organization to share and use their data while supporting policy compliance and customer trust. With universal, automated controls governing data access to enforce security and privacy, data teams can ensure data is delivered to those who need it, when they need it, while minimizing risks and demonstrating compliance with relevant standards and regulations.

CDAM protects sensitive and confidential data within structured data sets with methods that preserve data utility and maintain referential integrity. Fine-grained controls can target rows, columns or individual cells. Realistic, de-identified data supports trusted insights and reliable data-driven outcomes in strategic business initiatives. Such initiatives include migration to the cloud, sharing data for AI and analytics and improved customer experience.

As part of the **Informatica Intelligent Data Management Cloud™** (IDMC), CDAM seamlessly leverages Informatica's intelligent discovery, classification, cataloging and data quality capabilities. This approach provides an end-to-end AI-powered data access governance solution to ensure that controls are appropriately applied in any given context, addressing requirements from data collection to sharing and use. Aligning data governance **strategy** with policies that enforce appropriate data security and privacy controls increases the trustworthiness of data and provides greater transparency across complex operations and data silos.

Cloud Data Access Management features robust access controls and data protection algorithms, including redaction, tokenization and generalization, to limit risk exposure and promote appropriate data use. Records are filtered and data transformations are applied based on metadata-driven attributes organized in policies. These policies are both easily defined by business users and automatically enforced in data integration workloads, as part of a query or pushed down into data stores. Policies provide data protection that scales along with increasing data volume and use cases.

Key Benefits

- Accelerate access to trusted data for innovation and competitive advantage
- Reduce the cost of compliance and reduce the risk of data misuse
- Simplify controls on data across complex, hybrid data operations
- Automate self-service access to data from hundreds of data sources

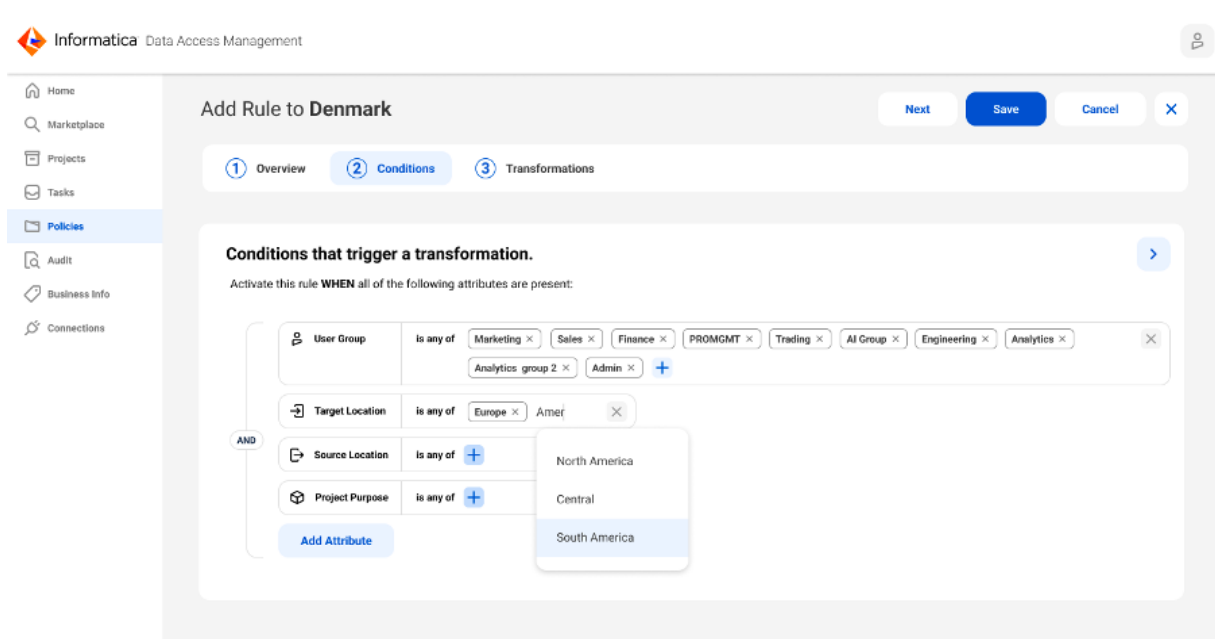


Figure 1. Intuitive, no-code policy authoring allows users to tailor fine-grained controls that balance data protection and business purpose.

Key Features

Intuitive Policy Authoring to Align Access Management Strategy with Business Use Cases

CDAM provides intuitive policy authoring to align data access management with approved business use, risk tolerance and regulatory frameworks (see Figure 1). A comprehensive range of controls allows users to create and maintain policies that preserve business value while minimizing risk across multiple use cases without the need to code, script or re-engineer operations.

Metadata Connectivity for Controls that Enforce Contextual Access and Use Conditions

CDAM policies use conditional logic to compose rules, mapping data classifications and contextual attributes to controls that fit situations where data access must conform to standards, mandates or regulations, even as organizations scale. Metadata, automatically created through the power of **CLAIRE®** and stored in IDMC, informs the appropriate application of policies, regardless of where, how and by whom data is accessed.

Enforce and Audit Policies Across Diverse Data Environments

A policy created in CDAM can be enforced automatically across multiple workloads and data flows in diverse environments. Enforcement utilizes data processing platforms already in place to ensure security and privacy are less of an obstacle to scale. CDAM logs policy decisions, data provisioning and data access for auditing and general observability. With a solution that spans data silos and connects data sources to business consumers, organizations benefit from a single, reliable approach across IDMC.

Key Benefits

Accelerate Access to Trusted Data for Innovation and Competitive Advantage

Data-driven organizations can automate seamless data movement and self-service access to data with greater trust when data access management is integral to data operations, leveraging existing infrastructure. CDAM capabilities embedded in **Informatica Cloud Data Marketplace** accelerate access to data by simplifying data access request and approval workflows, while automating data protection. CDAM makes it possible to replace complex, inconsistent and manual processes with logical, consistent and automated workflows. Data stewards and engineers are freed from time-intensive aspects of connecting data consumers with data or finding reliable data sources to deliver.

Reduce the Cost of Compliance and Reduce the Risk of Data Misuse

Data de-identification prevents the exposure of personal and other confidential information and satisfies many regulatory requirements for maintaining data privacy. With universal security and privacy control automation, organizations can safely consolidate data from business lines in multiple jurisdictions and efficiently manage and reduce risks when handling sensitive data. CDAM supports compliance with standards and regulations such as the EU GDPR, CPRA and HIPAA that mandate the use of anonymization, pseudonymization or data minimization principles. This helps organizations avoid costly fines and maintain vital customer trust.

Simplify Controls on Data Across Complex, Hybrid Data Operations

CDAM is built for performance and scale to promote responsible data use across diverse and complex organizations. Policy definition and enforcement are separated so that security and privacy controls can be distributed to multiple data platforms and target environments. Policies can be applied in high-volume batch, streaming and on demand data pipelines to provision datasets for user groups, or applied dynamically when data is queried. With policies automating the enforcement of appropriate controls across your organization, you can provision secure data at speed and scale to remain agile and satisfy emerging business use cases as needed.

Automate Self-Service Access to Data from Hundreds of Data Sources

Cloud Data Access Management supports cloud modernization and democratized data use for organizations seeking to leverage cloud platforms. It extends data access to more users and applications through self-service, while maintaining a rigorous security and privacy posture. Deploying policies in **Cloud Data Integration** workloads enables users to ingest de-identified data into the cloud from sensitive data in structured, on-premises data sets. Integration with Cloud Data Marketplace enables sensitive data to be de-identified dynamically in the cloud, allowing new use cases to be approved and data served more quickly as end users shop for data products.

Where data & AI come to



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Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

IN17-4725-0224

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