

Democratize Data Access Across the Enterprise

Key Benefits

- Help data consumers find trusted, relevant data
- Deliver data directly to business users' analytics tools of choice
- Maintain oversight around data access and data privacy requirements
- Easily reuse common data requests without additional research

Empower Your Enterprise Users With an Easy-to-Use Data Shopping Experience

Enterprises have never collected and stored so much business-critical data, and astute business leaders realize that this data represents innovation, increased revenue, efficiency, and cost savings. At the same time, there have never been so many business users who need access to that information—or so many data privacy mandates that require greater, more responsible data use and stewardship. Each of these factors ups the stakes for the success of an enterprise data governance program.

Business leaders throughout data-driven organizations need to understand the data that is available, determine whether they can trust it, and get a clear understanding about whether they're authorized to use it. Yet many of the people responsible for making key business decisions may find it difficult to understand the context for the data on which they're basing their decisions.

Establishing trust in data, then, can represent the difference between data being misused—and thereby becoming a liability—or data being used appropriately and leveraged wisely to unleash new value with confidence. Trust in data quality gives enterprises the ability to achieve predictable and reliable outcomes to optimize data-driven results, while trust in data privacy and protection helps assure the right stakeholders that data is used responsibly in line with consumer expectations for appropriate use. Trust is also important when managing and mitigating risk, for similar reasons.

While CDOs and data governance teams are key to managing data context, data quality, and data policies, they don't always help interpret the business context for users so that users know what the data is and whether that data is relevant to their needs. At the same time, data governance teams and data engineers struggle to keep up with exponential growth, both in the amount of data that needs to be governed and the demands for greater access from data consumers.

The Informatica® intelligent, integrated, and automated data-democratization marketplace scales data governance rapidly and cost-effectively by combining the data governance workflow with an order-management framework that includes self-service capabilities. It's like Amazon, only for your data assets. A data marketplace provides an end-to-end experience for intelligently and automatically enabling data consumers to shop, discover, and understand the context of data—and access it for use if they're authorized. There are three aspects to a data marketplace: create and publish; shop and checkout; and fulfill and track. Using Axon™ Data Marketplace, your data governance team can leverage contextualized, governed data sets—which are linked to policies, processes, data quality, and much more—throughout all these steps to promote the best available data collections to users.

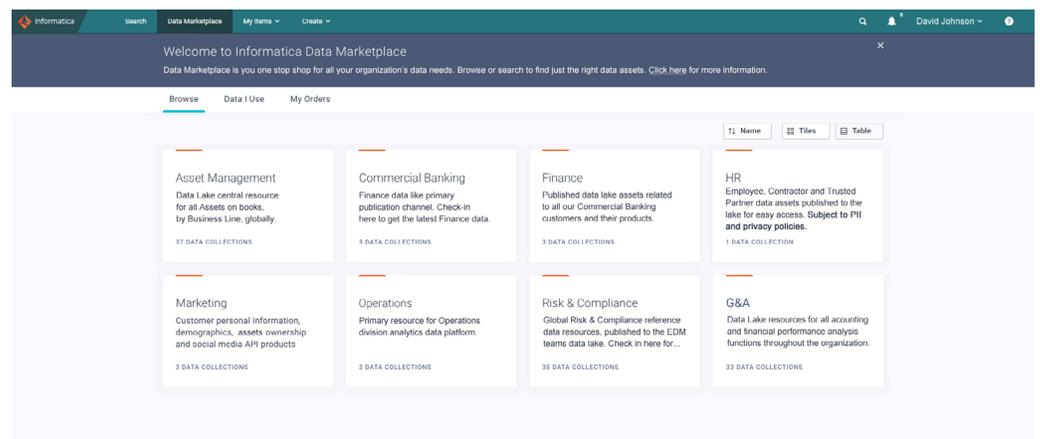


Figure 1: Axon Data Marketplace.

Organize Relevant Data Into Easily Understandable, Browseable Categories.

The Axon Data Marketplace automates each step in the data value creation journey with metadata intelligence. Take the provisioning of data:

- Data consumers can use the Axon Data Marketplace to browse and search for data assets relevant to their analyses and “order” data sets that fit their needs.
- Data owners are automatically notified about who has requested which data and can decide whether or not requests should be approved.
- Data owners can then leverage the automated provisioning capabilities of Enterprise Data Catalog in conjunction with Informatica Intelligent Cloud ServicesSM cloud data integration to deliver approved data directly where the consumer needs it.
- The solution then allows data governance teams to pre-package frequently-requested data and metadata sets with business context so that they can easily be reused, maximizing that data's return on business value.

Governed data democratization is what every enterprise needs to strive for today. And the only way to get there is through AI- and ML-powered intelligence automated with quality and privacy assurance to enable trusted outcomes. The Informatica solution for data democratization is fueled by intelligence and automation, enabled by the CLAIRE® engine, the AI- and ML-powered metadata intelligence.

Axon Data Marketplace is a cost-effective solution that reduces IT overhead and cost while ensuring that your business users can count on consistent, responsive delivery of trusted data that supports data-driven decision making at any scale.

Who Benefits From Data Democratization?

Democratizing data access has a potentially profound impact on roles across the organization:

Chief Data Officer and Chief Data and Analytics Officer

CDOs and CDAOs are responsible for ensuring timely, cost-effective delivery of trusted data throughout the organization. They're challenged by a shortage of the qualified data engineers and data stewards needed to facilitate the volume of data requests coming from their business users. By replacing manual processes with automated, intelligent ones, the Informatica solution eliminates the need to increase data engineer and stewardship headcount while enabling business users to receive trusted, governed data at scale in minutes rather than weeks.

Chief Data and Analytics Officers may struggle with different departments or engineers may come up with wildly different findings, as their analytics are based on different data sets. Axon Data Marketplace steers them towards the best data available, making analytics results more consistent and reliable over time as a result.

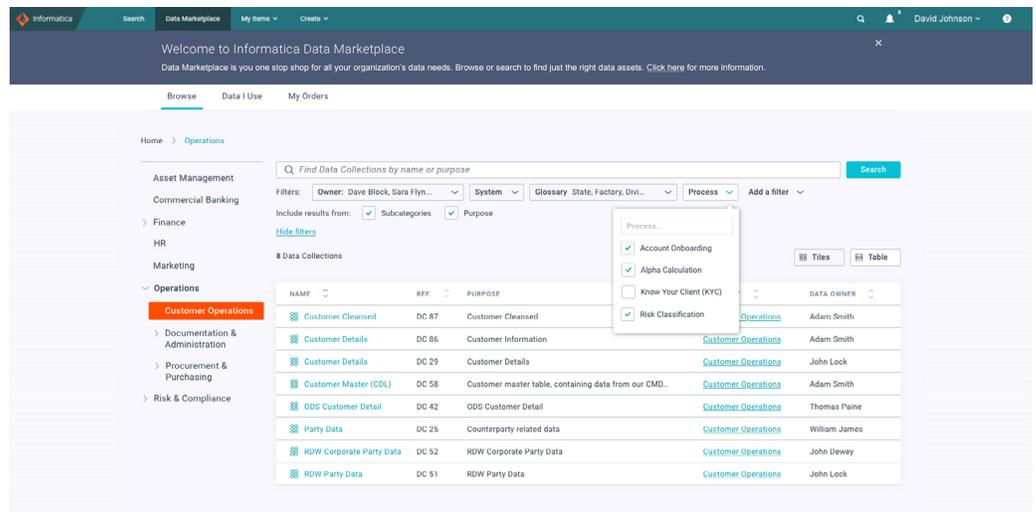


Figure 2: Axon Data Marketplace.

Filter Available Data Assets Using Contextually-Relevant Business Criteria

Data Consumers (Users)

Data scientists, business analysts, and line-of-business executives urgently need the right data for critical business initiatives. They need it to use with predictive analytics to determine “next best offers,” and analyze customer processes to reduce response times and lower costs. Indeed, almost all business decisions are driven by their organization’s data. However, these data consumers don’t know where to find the data they need, who they should ask for access, or whether the data is trustworthy. All this is happening as enterprises modernize their infrastructure by moving to the cloud and building new cloud data warehouses and cloud data lakes. As a result of this added complexity, data consumers are often unaware of the specific privacy, sensitivity, and other policies that might apply to any data they want to use.

Axon Data Marketplace delivers relevant data packaged with easily understandable context, consistent data quality, and any applicable policies. It also allows data consumers to rate the quality of the data, and to note what they used the data for, and how well the data worked for them. This allows other data consumers to quickly determine whether data is relevant and usable, which data they can use, and whether they should use that data for their contemplated purposes. Artificial intelligence and machine learning continually run in the background, combing the data environment for relevant data sets that could be packaged for data consumer use, so that consumers always have the most complete, best-qualified, and relevant data available, on request.

The screenshot shows the 'Customer Master (CDL)' data asset page in the Axon Data Marketplace. The page is divided into several sections:

- SUMMARY:** Describes the data as a 'Customer master table, containing data from our CMD system to support customer analytics.' It lists the data owners as Adam Smith, the technical owner as Henry David, and the category as Customer Operations.
- PROVISIONING:** States that the data mart is provisioned from the Data Lake through automated mapping generated from Informatica Enterprise Data Catalog. It lists the type as Automated, format as .twb, method as Tableau Report, and source as a URL.
- Attributes:** A table listing the attributes of the data asset.

REF.	NAME	DEFINITION	KDE	ORIGIN	LINKED FIELDS	ATTRIBUTE GLOSSARY	ATTRIBUTE GLOSSARY TYPE	DATA TYPE	DATA LENGTH
1	CMD ID	ISO-2 Character	True	Sourced	ACCT_ID	CMD-ID	Term	NUMBER	19
2	BIT ID	Country Name		Created / Set here	CONTACT_ID	BIT-ID	Entity	VARCHAR	10
3	Legal Name	Country Name	True	Sourced	NAME	Party Name	Entity	VARCHAR	255
4	Country	Country Name	True	Created / Set here	COUNTRY	Party Country	Entity	CHAR	2
5	KYC Status	Country Name	True	Created / Set here		KYC/KYB Sta.	Entity	VARCHAR	6
6	Risk Rating	Country Name	True	Created / Set here	TIER	Counterpart	Entity	CHAR	1
48	SIC Code	Country Name	True	Created / Set here		SIC 2007	Entity	VARCHAR	10
407	MI FID Class...	Country Name	True	Created / Set here		MI FID Class	Entity	VARCHAR	255

Figure 3: Axon Data Marketplace.

Marketplace Provides All the Details Needed to Decide If the Data Is Relevant, Fit, Available and Acceptable to Use

Head of Data Governance

The person in charge of a data governance team must cope with multiple lines of business that each have their own siloed data governance policies and even their own teams to access data. Without the visibility necessary to create a common program for understanding and accessing information—based around a common language for describing the data that everyone can understand—the data governance team can't break down silos to standardize data and repurpose it for other, high-value use. The data governance team therefore struggles to maximize the potential value that trusted data could deliver for data consumers as well as for the business, which puts the entire program at risk.

Axon Data Marketplace eliminates siloed data governance programs and increases transparency by automatically taking inventory of the available data across the enterprise, thus fueling a centralized, governed process for delivering trusted data to any consumer in any line of business that needs it. With more trusted, governed data from more sources available to inform more business processes and initiatives, the enterprise data governance program has more impact and delivers greater business value.

Data Engineers

Data engineers are frustrated by expectations that they will instantaneously understand what business users want and deliver it on demand. Every request from a data consumer is a one-off request, with no automation to detect and reduce repeat work. Many requests are expressed in the obscure language of the consumer's business process and function, and don't translate easily into technical metadata that can be used to drive a data engineering project. And data engineers are often tasked with producing data that they can't locate or don't know how to access. All of this ambiguity introduces friction into the process of data engineering, friction that drives up the cost, and reduces the value returned.

The single, centralized marketplace in the Informatica solution to self-service access to trusted, governed, and protected data—including data stored in cloud data warehouses and data lakes—for all data consumers in all lines of business. Intelligence and automation of back-end processes allow data engineers to reuse previously produced data assets to meet a broad number of data requests, across different business lines. When consumers request creation of a new data collection that's based on an existing one—for example, by adding some additional fields—data engineers can publish the new data set in the marketplace so others can consume. This fully leverages all the work of data engineers by encouraging reuse. It also ensures that the optimal data is always sourced for each project, and that data is always delivered in the format required for business users with optimal quality, and with the appropriate policies enforced.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Privacy and Security Officers

Heads of enterprise data privacy and security, such as CPOs and CISOs, can clash with data stewards who wish to unleash value from personal and sensitive data available in the data marketplace if data exposure could increase risks to abuse. Stewards struggle against directives to keep data protected and “locked down.” But this doesn't need to be an either/or scenario. Axon Data Marketplace can make data safe to consume while limiting risk exposure from inappropriate use. For the best of both worlds, Axon Data Marketplace can take advantage of data privacy controls that enable data to be trusted through integrated protection and transparency capabilities. With Axon Data Marketplace, data governance best practices can be applied to manage risk exposure, helping to ensure appropriate use is aligned to policies for the marketplace.

Additionally, safe access to data for appropriate stakeholders can be enabled for trust assurance. Axon Data Marketplace enforces policies for appropriate access and use, and monitors operations to determine alignment with internal and industry regulatory mandates for data privacy and protection.

Next Steps

Only Informatica delivers the industry's first integrated and intelligent data marketplace utilizing market-leading data quality, metadata management, and privacy capabilities, with AI-powered automation to scale data curation across the enterprise and empower people with trusted information used for value creation. [Learn more](#) about how you can empower collaboration and fuel business initiatives with trusted, governed data.

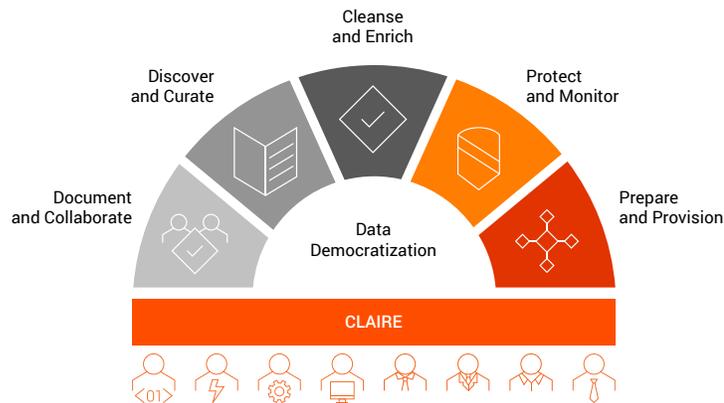


Figure 4: Automate the democratization of data to deliver business value.



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

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