

Democratize Data Access Across the Enterprise

Key Benefits

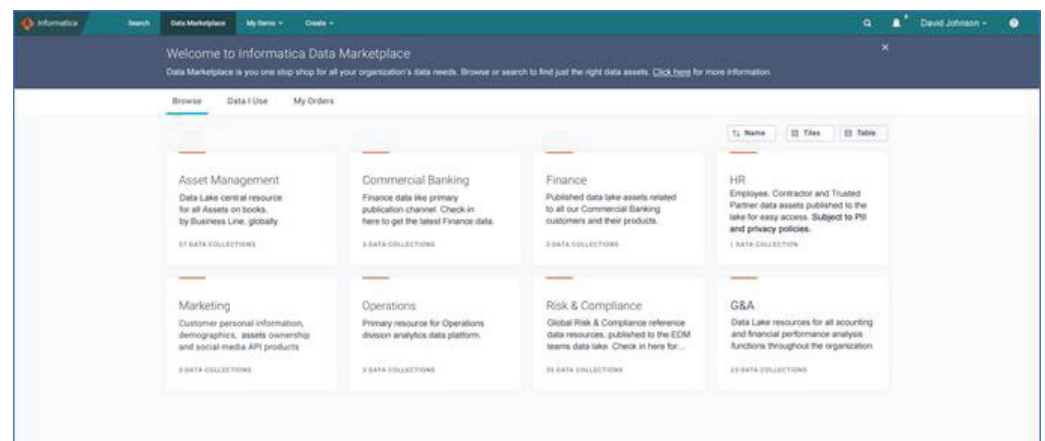
- Help non-technical users find trusted, relevant data
- Deliver data directly to business users' analytics tools of choice
- Maintain oversight around data access and data privacy requirements
- Easily reuse common data requests without additional research

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

Now more than ever, non-technical decision-makers throughout modern 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 allowed to use it. Yet many of the people responsible for making key business decisions may find it difficult to understand the technical context surrounding the data on which they're basing their decisions.

Organizations are key to managing data context, data quality, and data policies, but they don't increase end users' ability to interpret the business context telling them 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 users.

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. Using Axon™ Data Marketplace, your data governance team can survey the entire data landscape, capture metadata to discover the business relevance, evaluate, measure, and report its quality, and link it across the enterprise for easy searching.



Organize relevant data into easily understandable, browsable categories.

Non-technical users can then use the Axon Data Marketplace to browse and search for data assets relevant to their analysis and “order” the data set if it fits their needs. Data owners are automatically notified of the need for their data, with the authority to decide whether or not requests should be approved, and upon approval, can 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 Informatica solution for data democratization also allows data governance teams to pre-package frequently-requested data and metadata with business context so that they can easily be reused, maximizing that data’s return on business value.

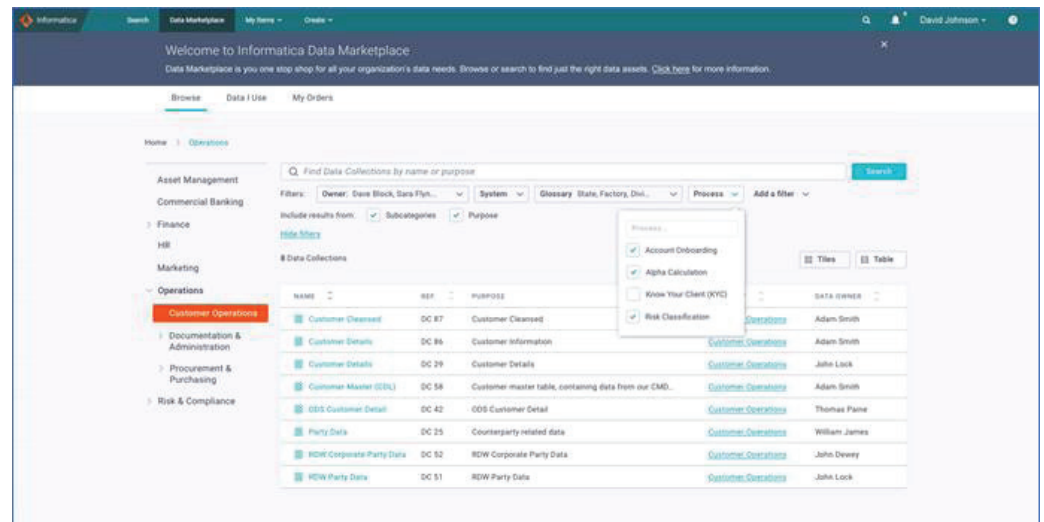
Axon Data Marketplace is a cost-effective way to reduce IT overhead and cost while ensuring that your business users can count on consistent, responsive delivery of trusted data that supports data-driven decision making at any scale.

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 data delivery throughout the organization. They’re challenged by a shortage of 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.



Filter available data assets using contextually relevant business criteria.

Data Consumers

Data scientists, business analysts, and line-of-business executives urgently need the right data for critical business initiatives: predictive analytics to determine “next best offers,” analyzing customer processes to reduce response times and lower cost, almost all business decisions are driven by the organization’s data. However, these data consumers don’t know where to find the data they need, who they should ask for access, or how to know whether the data is trustworthy, and they often aren’t aware of what privacy, sensitivity and other policies they need to follow to use the data.

Axon Data Marketplace delivers relevant data packaged with easily understandable context, quality, and policies, so users can quickly determine whether data is relevant and usable, which data they can use, and whether they should use that data for their contemplated purpose. 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 displays the Informatica Data Marketplace interface for a dataset named "Customer Master (CDL)". The interface is divided into several sections:

- SUMMARY:** Describes the dataset as a customer master table. Lists data owners (Adam Smith, Henry David), technical owner (Henry David), and category (Customer Operations).
- PROVISIONING:** States the data is provisioned from the Data Lake. Lists TYPE (Automated), FORMAT (Job), METHOD (Tableau Report), and SOURCE (a URL).
- ATTRIBUTES:** A table listing the dataset's fields. The table has columns: REF, NAME, DEFINITION, K2B, ORIGIN, LINKED FIELDS, ATTRIBUTE GLOSSARY, ATTRIBUTE SUCCESSION TYPE, DATA TYPE, and DATA LENGTH.

REF	NAME	DEFINITION	K2B	ORIGIN	LINKED FIELDS	ATTRIBUTE GLOSSARY	ATTRIBUTE SUCCESSION TYPE	DATA TYPE	DATA LENGTH
1	CMID	ISO-3 Character	True	Sourced	ACCT_ID	CMID	Term	NUMBER	16
2	BIT ID	Country Name	True	Created / Set here	CONTACT_ID	BITID	Empty	VARCHAR	10
3	Legal Name	Country Name	True	Sourced	NAME	Legal Name	Empty	VARCHAR	255
4	Country	Country Name	True	Created / Set here	COUNTRY	Legal Country	Empty	CHAR	2
5	KYC Status	Country Name	True	Created / Set here		KYC KYB Sta	Empty	VARCHAR	6
6	Risk Rating	Country Name	True	Created / Set here	TIER	CountryRisk	Empty	CHAR	1
48	BIC Code	Country Name	True	Created / Set here		BIC_CODE	Empty	VARCHAR	10
807	MI FID Class	Country Name	True	Created / Set here		MI FID Class	Empty	VARCHAR	255

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 siloes 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, and for the business, which puts the entire program at risk.

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.

Axon Data Marketplace eliminates siloed data governance programs and increases transparency by automatically inventorying the available data across the enterprise, 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 fuel more business processes and initiatives, the enterprise data governance program increases its impact and delivers greater business value.

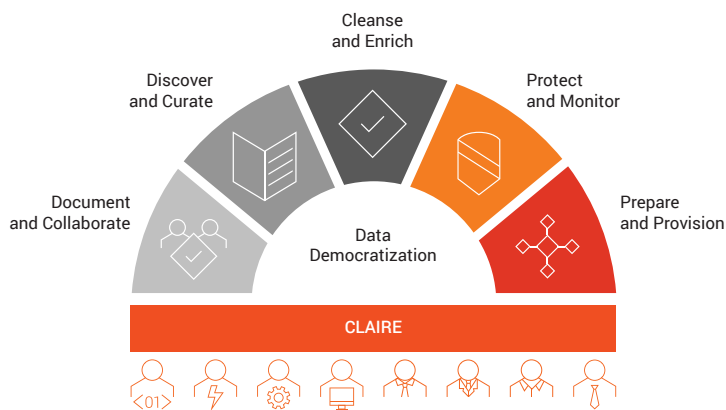
Data Engineers

Data engineers are frustrated by the expectation that they will 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 cost, and reduces the value returned.

The single, centralized marketplace in the Informatica solution enables self-service access to trusted, governed, and protected data for all data consumers in all lines of business. Data engineers can reuse previously-produced data assets to meet a broad number of data requests, across different business lines, while ensuring the optimal data is always sourced for each project, and that data is always delivered in the format required for users by the business, with optimal quality, and with appropriate policy enforcement to ensure use is consistent with organization policies.

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.



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