

Data Fabric: Delivering Data-Driven Value at Scale

Organizations are harnessing a significant amount of business and customer data from a myriad of data sources. If utilized and managed properly, this data can enable your organization to make better-informed business decisions and increase operational efficiency at lower cost. To succeed, you need an innovative, agile approach to data management that establishes a trusted data foundation for data-driven transformation.

Pitfalls of Traditional Data Management

The complexities of modern data landscapes are expanding rapidly as new technologies, data types, and platforms are introduced. Changing and bolstering data management methods with each technological shift is difficult and disruptive.

As technology innovation accelerates, the traditional approach to data management will quickly become unsustainable, resulting in inefficiencies, lack of trust in data, risks to security, privacy and compliance, and an inability to meet business demands for data in a timely manner. This will hinder your organization's ability to be truly data-driven and deliver data products faster in support of digital transformation.

Data Fabric: A Modern, Dynamic Approach to Data Management

A data fabric integrates and connects all your organization's data intelligently and efficiently by abstracting underlying complexity. It minimizes disruption by enabling a highly adaptable data management strategy with augmented data integration and management. It is agnostic to deployment platforms, data processing methods, data delivery methods, locations, and architectural approaches. It can manage large volumes of data that might be structured, unstructured, or semi-structured.

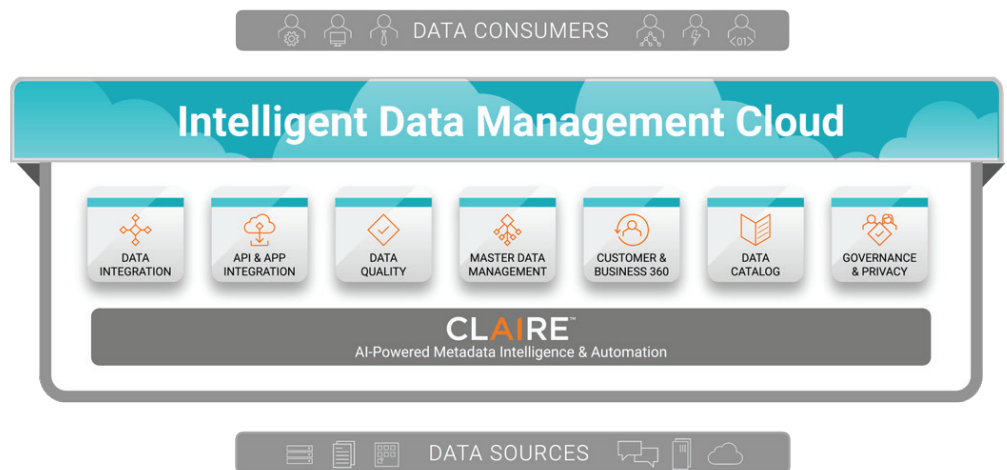
A data fabric enables faster time-to-value for business users, increases productivity for data engineering, provides greater efficiency for operations, and delivers robust governance and compliance fidelity. It establishes a trusted data foundation on which the business builds their capabilities, products, and services, empowering self-service.

The Benefits of an Intelligent Data Fabric

- Integrates and connects all your organization's data and facilitates frictionless data sharing for improved business outcomes
- Accelerates self-service data discovery and analytics by making trusted data accessible faster to all data consumers
- Reduces data management costs and efforts via intelligent automation of data management tasks
- Delivers real-time analytics and insights by optimizing the data lifecycle and enabling flexible and faster data-driven application development

Intelligent Data Management Cloud Enables Your Data Fabric

Informatica® Data Management Cloud™ (IDMC) is a cloud-native, AI-powered end-to-end data management platform that promotes agility, reduces costs, and improves operational efficiencies via intelligent automation of data management capabilities. IDMC enables an intelligent data fabric across a distributed data landscape with an active metadata-based AI and ML engine, CLAIRE®, that utilizes breadth of metadata to automate data management tasks.



The Intelligent Data Fabric Features

Informatica Intelligent Data Fabric is a hybrid multi-cloud data fabric that enables autonomous data management and delivers trusted data for your analytics and AI initiatives.

Augmented data catalog—An AI-powered intelligent data catalog enables you to find, understand, and prepare all your data with AI-driven metadata discovery and data cataloging.

Knowledge graph enriched with semantics—The Enterprise knowledge graph puts data in context by linking and enriching semantic metadata and inferencing to deliver intelligence to data management functions.

Metadata activation and recommendation engine—The AI-powered CLAIRE engine learns your data landscape to automate thousands of manual tasks and augment human activity with recommendations and insights.

Data preparation and data delivery—Enterprise data preparation enables you to simplify and speed up the data preparation with advanced ML-based automation and data cataloging.

Orchestration and DataOps—Enterprise orchestration and XOps enables automatic orchestration of all data delivery flows by employing DataOps, MLOps, and InfosecOps in support of continuous analysis and monitoring.

Leading Use Cases Enabled by an Intelligent Data Fabric

Analytics Productivity and Acceleration

Increase productivity and accelerate data-driven decision-making by abstracting the complexity of the distributed data landscape while leveraging the existing investments in data warehouses, data lakes, data hubs, and more.

Cloud Migration and Modernization

Accelerate cloud transformation by significantly reducing risks and optimizing costs while easing disruption to data consumers. Gain a deep understanding of the impact and efforts associated with modernization to manage risks proactively.

Complete View of Business Data

Drive faster, more accurate decisions with a complete view of business data by accelerating unification and enrichment of geographically, organizationally, and technologically disparate business data.

Data and AI Governance

Activate data and AI governance by accelerating data stewardship, data classification, business glossary, and data quality with AI and ML-powered automation.

Data Privacy, Risk, and Compliance

Enable automated discovery and classification of sensitive data assets at scale. Drive a privacy-aware data culture, facilitate regulatory compliance, and promote responsible sharing of personal data.

Operational Efficiency

Improve efficiency by automating the operationalization and management of both data and AI model lifecycle and delivering a bird's-eye, multilevel view of key operational insights.

Self-Service Data Search and Discovery

Enable fast and easy discovery of business-critical data for a wide range of data consumers by breaking down data and organizational silos, reducing redundancy, and fostering collaboration.

Customer Spotlight: BMC Transforms Complex Technology Into Extraordinary Business Performance With a Data Fabric

BMC software (BMC) helps companies harness technology to improve the delivery and consumption of digital services. The company's accounts payable and generic ledger operations were handled by decentralized regional services centers using manual processes. This, in turn, caused a lack of standardization across countries, which impacted the BMC treasury team's ability to view current account balances and resulted in the need to maintain excessive cash reserves to cover the possible occurrence of any unpredicted cash needs.

With Informatica, BMC built a functional system in a very short period of time and then layered on more sophisticated capabilities. The company dramatically improved visibility into actual and projected cash flows, enabling it to better manage cash positions and optimize use of its working capital.

BMC saved hundreds of thousands of dollars and has much better reporting and control across the hundreds of bank accounts. It now has accurate and timely visibility into its cash holdings and has been able to elevate the rigor behind its risk management and mitigation strategies.

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.

Customer Spotlight: Equinix Consolidates Analytics to Improve Decision-Making

Equinix is a multinational company that specializes in internet connection and data centers. Twenty years of rapid growth left Equinix with 225 different data management tools and siloed data platforms for its legacy data warehouse. Equinix wanted to establish a more data-driven culture with unified analytics as the company pursued digital transformation.

With Informatica, the company consolidated all data across the organization to deliver a single source of truth for all data analytics to improve decision-making related to platform improvements and client services. This not only allowed Equinix to democratize data, but it also helped the company consolidate systems, allowing for seamless enhancements to its cloud interconnectivity solutions while reducing costs.

Accelerating Business Value With Data Fabric

The increasing volume and variety of business data have created new opportunities for organizations to transform the way they manage their businesses to achieve increased customer satisfaction, increased revenue, and reduced costs. With a data fabric, you can establish a trusted data foundation to accelerate delivery of data products, answer any business questions in real time, and meet security and compliance needs.

Get started with an Intelligent Data Fabric by visiting this [page](#).



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