

# Enterprise Data Catalog for AWS

## Self-service data asset discovery across your enterprise

Data is the trusted currency of your business and powers your analytics initiatives. Yet, 49% of CEOs “are concerned about the integrity of data driving their decisions.”<sup>1</sup> With Informatica’s Enterprise Data Catalog for AWS (Amazon Web Services), business analysts can discover trusted, timely and relevant data to fuel insights that their management can trust.

## Informatica Enterprise Data Catalog for AWS

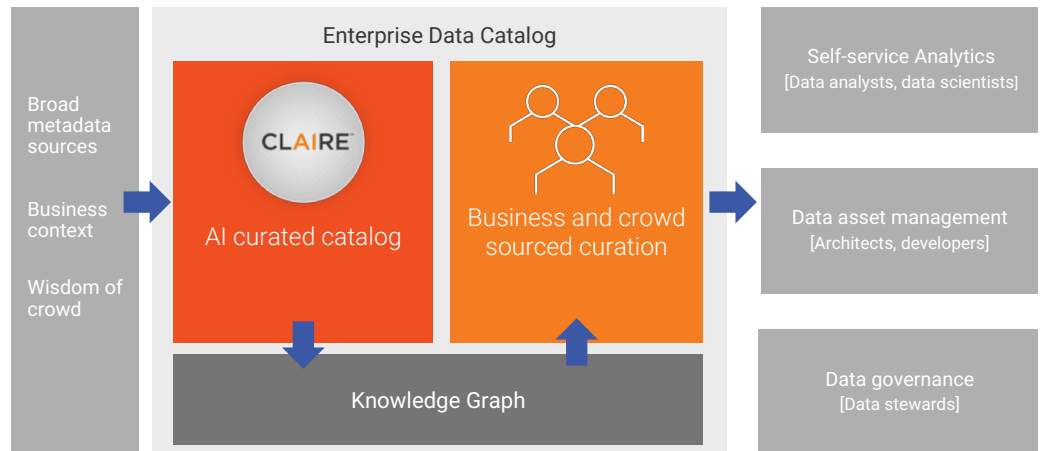
When you modernize your IT infrastructure with AWS, you first need to catalog your data assets, profile them and understand their context. Informatica Enterprise Data Catalog for AWS delivers agile, self-service analytics on IT governed data. It provides trusted insights based on certified data assets and further enhances the collaboration between lines of business and IT.

Informatica Enterprise Data Catalog is an Artificial Intelligence (AI)-powered data catalog that provides a machine-learning-based discovery engine to intelligently scan and catalog data assets across the enterprise—in the cloud, on-premises, and big data anywhere. The intelligence in Enterprise Data Catalog is provided by the CLAIRE™ engine, which leverages enterprise-wide metadata to deliver intelligent recommendations, suggestions, and automation of data management tasks. This enables IT users to be more productive and business users to be full partners in the management and use of data.

<sup>1</sup>KPMG. U.S. CEO Outlook 2017: Disrupt and grow. June 13, 2017

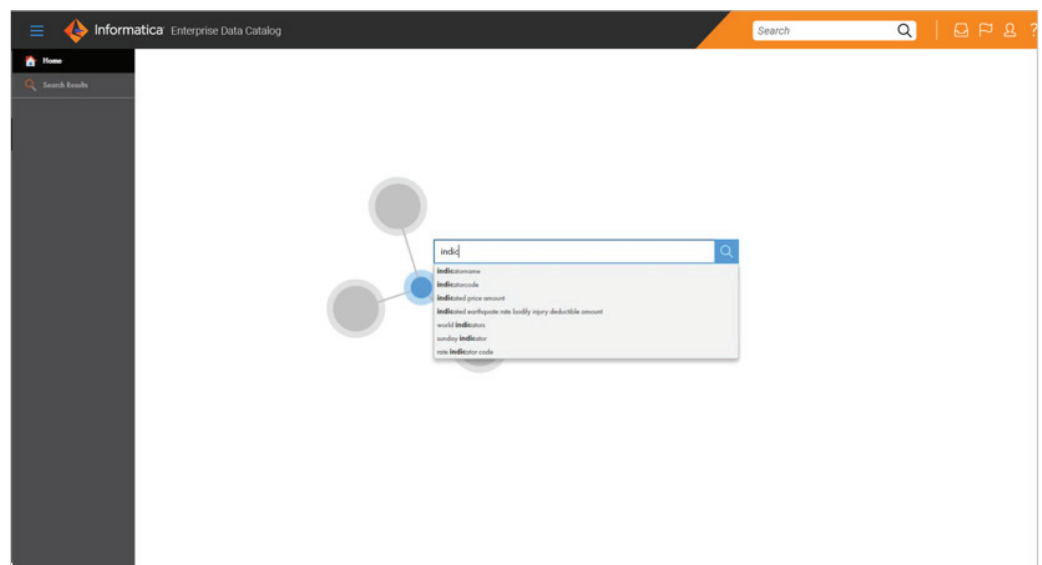
## Governance, Visibility and Trust in Context

Enterprise Data Catalog for AWS provides visibility into certified data assets across the AWS services and on-premises systems. Enterprise Data Catalog brings all data context, business classifications and AI-powered recommendations for self-service business users within the context of the AWS and on-premises systems. It automatically detects the data in connected systems and provides rich contextual information on data asset certification, data quality, data lineage, business definitions and community-based feedback.



## Find Relevant, Trusted Data Assets Quickly with Intelligent Search

Search has become the ubiquitous way to discover data today. Business users can find and discover the most relevant data sets for their analysis using a simple and powerful textual search bar within the context of their AWS and multi-cloud data landscape. The intelligent search goes across all certified data assets including tables, documents, reports, dashboards in cloud, on-premises and big data environments to discover the most relevant and trusted data sources. It leverages the AI-powered engine to recommend related and alternate data assets that are not usually available in a typical data asset discovery process.



## Business Glossary and Definitions across Your Teams

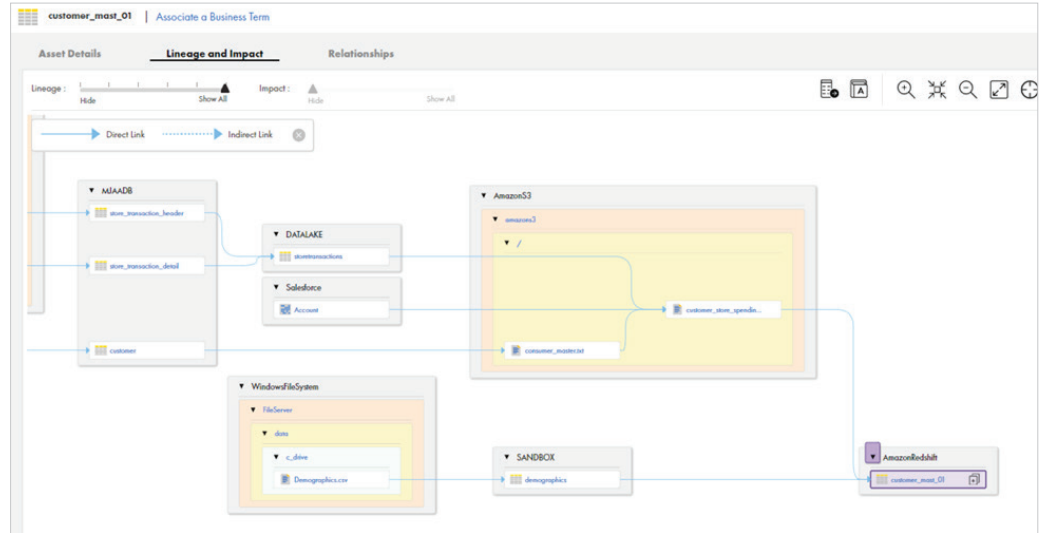
Business users, who are consumers of data from AWS, SaaS and on-premises systems, get a complete view of their data, the profiles of the data and lineage via metadata intelligence. This includes information such as data owner of the report and data, description of the report and definition of business terms as defined by data owners and data stewards, and social indicators such as user endorsements and user commentary. Additionally, they also have the ability to comment, flag or endorse a report.

## Complete View of Certified Data Assets

The holistic view of data in a knowledge graph enables users to understand enterprise data assets, get meaningful data relationships along with business and technical definitions, and automatically discover related data sets. Data profiling statistics such as value distributions and data patterns are made available alongside technical metadata to understand the quality of data before using for analysis.

## End-to-end Data Lineage to Understand Data Flows

Get transparency into data lineage and understand where the data is coming from, how does it flow, how it was changed or modified and what is the final destination. Interactively trace the origin of data from start to end, through business-friendly summarized lineage views that highlight the end points. Easily drill down and expand data lineage to see more details.



## Export Data from Data Sources Directly into Your Report

Enterprise Data Catalog for AWS enables business users to quickly connect to data sources in AWS as well as in repositories including Oracle, Teradata and Hive, in the cloud or on-premises. They can then export the data as TDE files into their AWS application.

## 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.

## Summary

AWS empowers organizations to leverage the flexibility and efficiency of the cloud to modernize and build new systems to fuel their data-driven digital transformations. Informatica's AI-powered data catalog ensures users quickly find and access the high-quality data they need to deliver data insights that their management can trust. The integration between the two best-in-class solutions—AWS cloud services and Informatica's data catalog—enables governed self-service analytics, which is critical for democratizing data across the enterprise and empowering teams with data.

## Additional Resources

[Enterprise Data Catalog Datasheet](#)

Informatica Cloud for Amazon Redshift Data Sheet



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IN17\_1120\_03550

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