



Migrate, govern, and manage your data

Intelligent Data Management from KPMG and Informatica

Data has the power to create great value by driving better decisions. Yet, the quality and the speed at which key decisions can be derived depends on your ability to:

Leverage automation and cloud-based architectures to maintain agility and flexibility



Govern data according to new regulations and evolving technologies

Manage and maintain trusted data throughout the organization.



More and more enterprises store data in legacy, on-premises warehouses or platforms and are considering a move to the cloud. IT leaders must identify what assets to migrate and then efficiently onboard the data, files, and databases to cloud-based platforms.

Privacy regulations—such as General Data Protection Regulation (GDPR) in Europe and California Consumer Privacy Act (CCPA)—require enterprises to know where personally identifiable information (PII) resides and be able to access or delete it. To be compliant, executives need a centralized platform with updated local and global privacy regulations.

To reduce errors and streamline business processes, enterprises seek to create a single, master source for all critical business data. Master data management (MDM) helps ensure policies are maintained and adhered to, builds confidence in data quality, and provides access to trusted data required for analysis.

Whether your organization needs to modernize a legacy data warehouse, stand up a governance office, or improve overall quality of data, KPMG and Informatica have the knowledge and technology to address a broad range of data challenges. Regardless of your industry or size, the joint Intelligent Data Management offering can help to meet your needs across the data supply chain.

Informatica: An intelligent data platform

For more than 25 years, Informatica has been helping companies unleash the power of their data. A leader in enterprise data management, Informatica supports more than 9,500 customers in 82 countries and has a presence at 85 percent of the Fortune 100 companies.

The company's intelligent data platform is hybrid, modular, and built on a microservices-based, Application Program Interface (API)-driven, and Artificial Intelligence (AI)-powered architecture. This platform supports a broad range of data management activities across three major areas:

- **Cloud Data Warehouse/Lake (CDW/L):** cloud-based solutions such as data warehouses and lakes, iPaaS, and data integration
- **Data Governance/Privacy:** enterprise data governance, metadata management, data quality, and data privacy
- **Business 360:** MDM and business analytics for customers, suppliers, products, and finance

Informatica's products support data integration, transformation, data quality, data governance, and management of data on various cloud and big data platforms. These leading products are unified on an integrated data platform, so you can power your business with intelligent data.

Informatica is a market leader for iPaaS, Data Quality, Master Data Management, Metadata Management, and Data Integration.

KPMG: Build confidence in your data

A leader in data and analytics (D&A) services, KPMG provides the understanding of data, processes, and technology to help companies unlock actionable insights and make transformative business decisions. With deep industry and functional knowledge, KPMG professionals can help you:

- Develop a strategy and target operating model for D&A supported by Informatica's tools
- Define a cloud-based solution architecture for integrating data tools into your technology stack
- Design and execute MDM, data quality, and validation rules as part of a data program
- Implement and configure Informatica technologies across cloud, data governance, and MDM.

The KPMG D&A advisory practice delivers design, delivery, and implementation services based on people, tools, and processes. Our consulting experience in areas such as data management and strategy, data quality, data governance, cloud data migration, and data privacy specifically complement Informatica products. As part of the alliance, KPMG professionals access training, sandbox environments, and product experts at Informatica, resulting in offerings that quickly deliver measurable value to clients. With KPMG, you can leverage data to better address unique business challenges.

Forrester named KPMG a leader in The Forrester Wave™: *Enterprise Insights Service Providers, Q2 2020.*

Intelligent data management from KPMG and Informatica

The joint Intelligent Data Management offering combines KPMG D&A advisory services with Informatica's enterprise data management products. It supports cloud migration, data governance, and MDM across various data platforms. By emphasizing data-driven, rapid decision-making, the offering changes the way organizations interact with data.

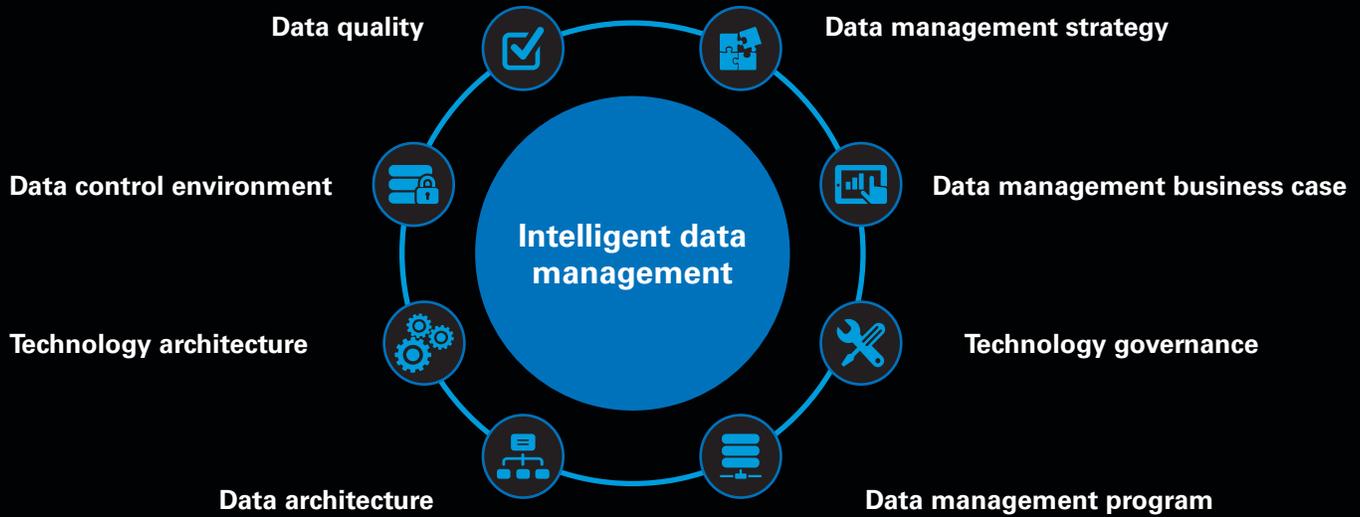
KPMG and Informatica also help clients manage their in-cloud and on-premises data needs across cataloging, lineage, usage, transformation, storage, and privacy. By leveraging advanced technologies such as AI and machine learning, KPMG and Informatica can bring additional value through searchable catalogs, data marketplaces, and predictive data quality.

Intelligent data management can deliver benefits that include:

- Increased revenue by driving better outcomes and monetizing data
- Reduced costs through effective use of resources and efficient service delivery
- Improved decision-making by transforming data into trusted insights
- Reduced risk by decreasing waste and fraud
- Greater compliance with privacy regulations

Conclusion

As enterprises build data-driven cultures and extend data literacy, they face challenges in migrating data to the cloud, governing data for compliance, and instituting MDM. The Intelligent Data Management offering from KPMG and Informatica provides the strategy, framework, and technology to help your company address these challenges. Contact us to learn how Intelligent Data Management can impact your business.



Engage with KPMG and Informatica

Engagements provided by KPMG and Informatica via the Intelligent Data Management offering include:

- Cloud data migration readiness assessment
- Migration to a cloud data warehouse or data lake on Azure, AWS, or other data platform
- Action plan for complying with data privacy and regulations, such as CCPA
- Execution of data quality profiling and providing cleansing roadmaps, and developing analytic tools to track data quality improvement
- Development of master data and reference data solutions
- Development of a repository for real-time and streaming analytics.

Contact us

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