Democratize Data on Amazon Web Services with Cloud Data Marketplace

Key Benefits

- Democratize access to diverse, trusted data assets on AWS and additional data sources
- Facilitate data sharing and collaboration to derive value
- Promote data literacy and understanding
- Quickly operationalize analytics and AI

Streamline Data Democratization on Amazon Web Services (AWS)

The volume of data in the cloud grows exponentially, yet most organizations today are unable to realize the full strategic potential of their data assets. Analytics and artificial intelligence (AI) are vital capabilities that promise to empower data consumers and enterprise stakeholders. Relevant and trustworthy data in the right hands through data sharing and democratization is needed to foster a data-driven culture where individuals and groups across the organization leverage data to inform critical decisions and spur digital transformation. Gartner® has stated that, "by 2023, organizations that promote data sharing will outperform their peers on most business value metrics."[1]

Enterprise teams driving analytics and AI initiatives need trusted data and models delivered conveniently and on-demand. It's also paramount that any user — regardless of their technical or data literacy skill — is able to understand and act on relevant data across an organization's estate. Context is key to assess the relevance of data, and a self-service model is ideal.

Cloud Data Marketplace: A Cloud-Native, Intelligent Solution for Data Democratization on AWS

Informatica® Cloud Data Marketplace is a cloud-native, intelligent, governed data marketplace and is part of an end-to-end platform dedicated to cloud data management. Much like a retailer organizes information and merchandises their products in an online store, the Cloud Data Marketplace allows a data owner to organize first-party data into categories, where data consumers can browse and shop for data that is relevant to their topic or domain of interest.

A flexible data asset registry lets data owners acquire data, and inventory and document available data sets from their entire data estate — whether on AWS, on-premises or hybrid environments. This allows data consumers to make informed decisions about requesting and sourcing those assets, including information about who among their peers is using this data and for what purpose.

[1] Gartner, Driving the Business Value of Data and Analytics: A Gartner Trend Insight Report, Alan D. Duncan, 9 August 2021

Because Cloud Data Marketplace is a service of the Informatica Intelligent Data Management Cloud™ (IDMC), consumers' requests for data can be assessed and provisioned using the capabilities of IDMC. This enables low code/no code delivery of data to consumers, which lowers the cost and time required to convert trusted data into data-fueled insights. The Cloud Data Marketplace facilitates transparency by helping data owners and operations teams to track requests for data and ensures that the data is available in the format, location and access method most convenient for use.

Key Capabilities

Diverse Data Asset Onboarding and Curation

Informatica Cloud Data Marketplace can acquire data assets from diverse locations and tools, whether on AWS or on-premises. Owners are assigned to document data content, ownership and delivery options for data consumers. The resulting data inventory can then be packaged into multiple collections for self-service discovery, request and delivery.

Flexible Data Delivery and Provisioning

Data requestors can choose how they would like their data to be delivered. Data owners and their data engineering teams can define default delivery options. Users can also request a new delivery option if their preferred method is not currently available.

Advanced Data Sharing

Cloud Data Marketplace provides the ability to deploy multiple self-service marketplace entry points for various data consumer communities throughout the organization, including the organization's ecosystem of distributors, suppliers and partners. This makes it possible for you to create a data marketplace for data access and democratization that leverages AWS Lake Formation and Informatica's IDMC.

Transparent Order Processing

Cloud Data Marketplace provides visibility into order processing timing, data usage and more. The solution keeps track of each order request, identifies its purpose, monitors its fulfilment and orchestrates order processing with other data engineering processes to facilitate timely delivery of data to the data consumer.

Analytics and AI Model Merchandising

As more organizations turn to AI models to predict outcomes and automate answers for various challenges, they need to train the models using historical data. Cloud Data Marketplace allows them to make models available for self-service consumption, alongside their associated datasets. Since models tend to lose their predictive value due to biases that creep in over time, the Marketplace also helps to monitor KPIs such as quality and data drift. The cloud-native solution also helps to support the provisioning of models for multiple test, validation and production cases.
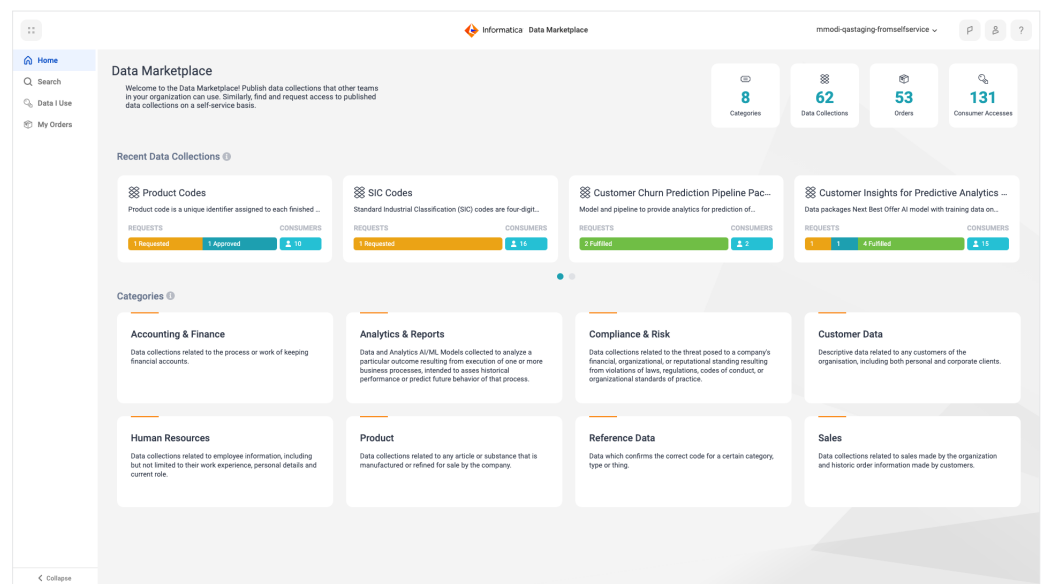

Figure 1: View recently updated collections, usage statistics and available assets by category from the Cloud Data Marketplace home screen.

Key Benefits

Efficiently Provide Trusted Data to Consumers

Data consumers need access to high-quality, privacy-compliant and relevant data that is trustworthy. Cloud Data Marketplace minimizes the need for IT operation support while searching for data, ensuring quick analysis and deployment of data for the intended initiative.

Deliver Data That Meets the Needs of Its Consumers at Scale

Multiple modes of delivery allow data consumers to select their preferred option for data access from available options. They also have the ability to define new delivery options in response to individual consumer requests. IDMC facilitates the delivery of data to requested access points where automation or scale is required.

Quickly Operationalize AI

Organizations can get more out of their investments with the ability to package and promote AI models alongside the associated data pipelines to other data consumers. Data science and data engineering teams can more easily discover and assess each other's work, reusing high-value data and models in other relevant contexts.

Improve Data Literacy and Understanding

Cloud Data Marketplace allows consumers across the organization to request access to data sets or AI models for relevant initiatives. Improve data understanding by providing visibility into all available data collections and how, where and by whom the data is being used.

Remove Silos and Encourage Collaboration

Facilitate data sharing and empower data consumers with democratized, self-service access to trusted data. Ensure that your teams across the world can share and access the information that they need. With Cloud Data Marketplace, your organization will be able to find, understand, trust and access its data with confidence.

Next Steps

To learn more, please visit Informatica's <u>Cloud Data Marketplace</u> solution page and <u>Informatica on AWS</u>.

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