

Ensure Trusted Data on Snowflake Cloud with Informatica Data Governance and Catalog

Fuel Data-Driven Business Outcomes by Establishing a Foundation of Trusted Data on Snowflake Data Cloud with Unified Cloud Data Governance

Increasing volumes of data are stalling digital transformation initiatives across the globe. To manage their infrastructure requirements and make trusted data accessible and usable for business opportunities, enterprises are migrating to the cloud. But when outdated data governance solutions are not effective, agile and scalable, this effort turns into a major roadblock.

Recent research suggests that although more than 92% of organizations that have adopted a multi-cloud strategy,¹ only 24% of organizations rate themselves as data driven.²

For organizations aspiring to accelerate their digital transformation journeys, their ability to understand, govern and trust their data is mission critical. Modern and robust cloud-based data governance can dramatically improve operational efficiencies, assure data quality and provide trusted access to empower data professionals in their decision making.

Informatica Cloud Data Governance and Catalog Integrated with Snowflake Horizon

Informatica® Intelligent Data Management Cloud™ (IDMC) delivers end-to-end, AI-led data management capabilities, including data governance and catalog services. A unified, SaaS-based platform, IDMC enables you to align business and technical stakeholders around a foundation of trusted data intelligence and purpose. It combines many powerful capabilities — including policy and stakeholder management, data discovery, **data lineage** and **data quality** — into a single solution that helps you automate data insights to improve data transparency.

Key Benefits

- Maximize ROI from your Snowflake Data Cloud with a trusted, scalable governance framework
- Accelerate time to insights and reduce cost of operation for Snowflake users through automation
- Enrich data assets and enforce policies effectively with bidirectional integration between IDMC and Snowflake Horizon
- Gain transparency and visibility into AI models and their underlying data by leveraging IDMC and Snowflake integration
- Discover sensitive data and automatically assign recommended data policies

¹ Flexera, State of the Cloud Report

² Why is it hard to be data driven? Harvard Business Review

Powered by Informatica's AI engine, **CLAIRE®**, IDMC provides the only modern metadata-driven intelligent data and analytics governance platform as a service capable of supporting Snowflake at any scale across multiple cloud ecosystems.

This modern unified cloud data architecture means that enterprises can seamlessly connect their hybrid, multi-cloud, on-premises and edge infrastructure to the Snowflake Data Cloud. Enterprises can govern trillions of records every month using pre-built connectors and scanners to extract metadata from a large variety of sources to help integrate at speed and scale.

The Informatica Cloud Data Governance and Catalog, a service of IDMC, offers comprehensive data discovery and lineage capabilities to help you identify sources of data, classify data sets and track utilization patterns.

A write-back feature, combined with Snowflake's tagging capabilities, lets organizations catalog data and provide metadata insights back into the Snowflake Data Cloud. This ability to discover structures, content and relationships allows you to easily and intuitively curate and auto-enrich raw metadata from Snowflake. The Informatica Cloud Data Governance and Catalog's user-friendly interface helps Snowflake enforce data governance principles.

Key Capabilities

Unified Governance for Policy Orchestration Through Bidirectional Integration

The Informatica Cloud Data Governance and Catalog offers a single platform that allows you to govern policy creation, orchestration and execution across enterprise-level systems. Thanks to deep integrated Snowflake policies and automatic tag value associations through metadata scans, you can efficiently monitor risks related to sensitive and confidential data.

You can also discover and associate Snowflake Tags with their respective data elements, then enable push down to the Snowflake Data Cloud, where you can apply additional policies for privacy, quality and data sharing.

The Informatica Cloud Data Governance and Catalog also allows Snowflake administrators to define KPIs for analytics, create glossary hierarchies for context, define policy hierarchies and terms of use for data consumption and set up automated workflows that can be triggered by events and changes.

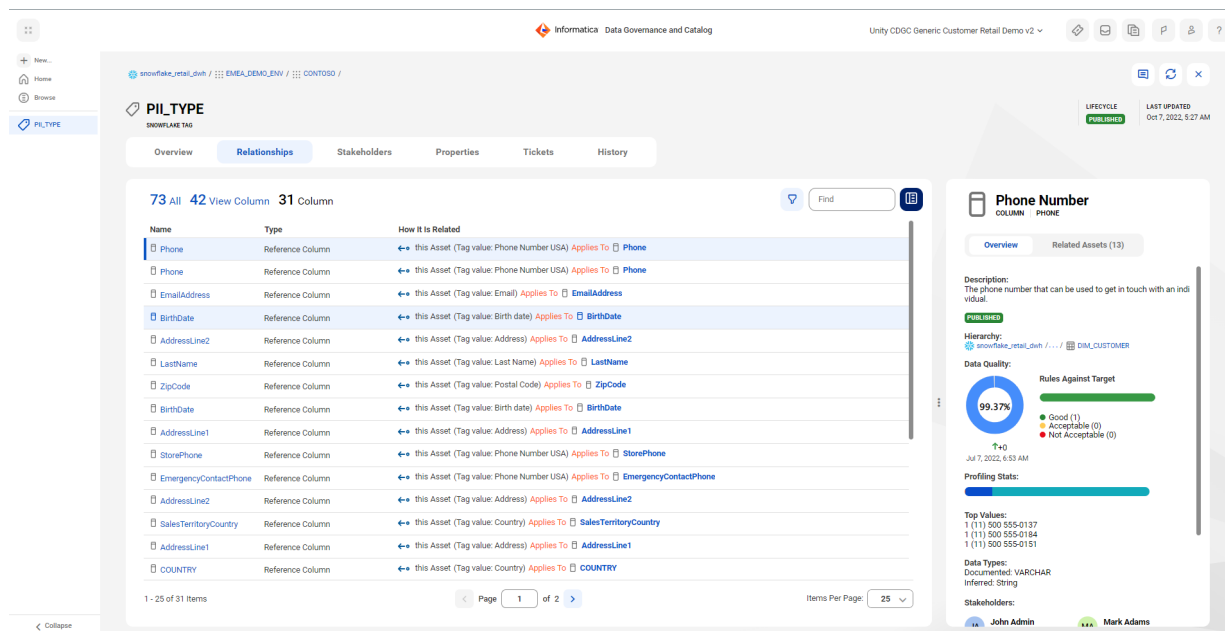


Figure 1: Curate and enrich data with bi-directional integration using Snowflake Tags in the Informatica Cloud Data Governance and Catalog.

Powerful, User-Friendly Search Capabilities Using Snowflake Tags

You can search for critical assets across business and technical domains in Informatica Cloud Data Governance and Catalog using natural language due to the power of Snowflake Tags. Metadata scans automatically fetch the tags, their associations and their allowed values. The user does not have to manually associate a Tag in Cloud Data Governance and Catalog or Metadata Command Center. This makes tags, tag values and tag associations visible across all technical assets, and allows easy discovery of elements, lineage and relationships. Filter and preview capabilities make it simple to review and identify desired assets. And a powerful browsing experience across business and technical assets makes it easy for data analysts and scientists to understand different data elements in context.

Custom Entity Classification and Access Control

To manage protected data, you can create custom rules for data classification based on data domains and your business requirements. Informatica Cloud Data Governance and Catalog includes more than 215 out-of-the-box classification rules, and you can easily tailor policies to match your guidance and mandates for data confidentiality. Data classifications and strong lineage capabilities help you effectively identify and tag data sets back to sources. This makes it easier for Snowflake users to implement data access controls across the enterprise with confidence.

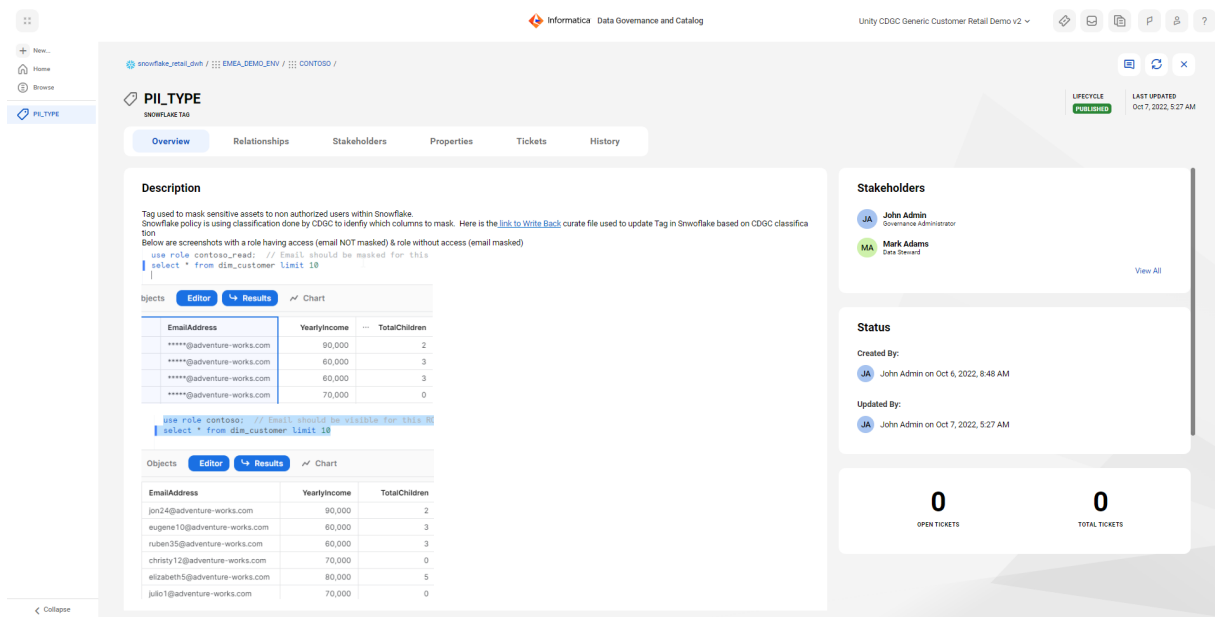


Figure 2: Identify sensitive data and allow Snowflake Data Cloud to enforce access control.

Intuitive and Interactive Workflows

Informatica Cloud Data Governance and Catalog is designed to break down silos and simplify complex processes. A range of widgets, visualizations and drilldown options — including natural language processing (NLP)-based search, notice boards and job monitors — help you with your data governance operations. Automated workflows triggered by events and changes, integrated tasks in boxes and stakeholder notifications through email and the UI ensure seamless collaboration and unity of purpose.

Automated Data Discovery and End-to-End Data Lineage

You can interactively trace data origin through lineage views at any level, from business-friendly views that highlight the endpoints to granular views that provide the intricate details in between. This includes the ability to parse SQL scripts. A drill-down lineage view expands a data path to show granular column and metric-level insights. You can also perform detailed impact analyses on upstream and downstream data assets.

AI/ML-Powered Insights from Metadata

Informatica Cloud Data Governance and Catalog automates metadata extraction from all parts of the Snowflake Data Cloud, auto-classifies large data assets and intelligently associates glossary terms to data assets. It can also infer relationships such as joins and lineages among datasets using AI/ML capabilities, including schema matching.

Key Benefits

Maximize ROI from your Snowflake Data Cloud with a Trusted, Scalable Governance Framework

Monitor and control data across the entire lifecycle through a single governance pane, making it easy for data users to understand and govern their data across ecosystems. Informatica Cloud Data Governance and Catalog allows you to define your own KPIs for data and analytics, create glossary hierarchies for context and define policy hierarchies and terms of use of data consumption. Interactive dashboards help view, track and report the metrics you need to monitor data governance activity.

Accelerate Time to Insights and Reduce Cost of Operation for Snowflake Users Through Automation

With Informatica Cloud Data Governance and Catalog, data management teams, shared services teams and data engineers can architect the Snowflake Data Cloud to accelerate adoption, retire redundancies and reduce data proliferation. Empowering the organization to automatically find, identify and track data, accelerates time to insights and minimizes manual intervention needed. And that helps organizations make timely decisions based on trusted data to accelerate time to value and achieve business objectives.

Enrich Data Assets and Enforce Policies Effectively with Bidirectional Integration Between IDMC and Snowflake Horizon

A powerful semantic search capability helps you discover and understand relationships of data assets across the Snowflake Data Cloud. Integrated views of data lineage help you understand the full context of data flow including source, how data sets are built, the quality of the data sets and transformations along the data journey.

Gain Transparency and Visibility into AI Models and Their Underlying Data by Leveraging DMC and Snowflake Integration

You can get insights into AI models along with the data used to train the AI models. You can also get insights for outputs produced, potential impacts of related policies and which models are available for reuse. This unified approach ensures that models are relevant, that you understand their data lineage and that you have checked any applicable policies. It also provides visibility into any data drift so you can check the impact on the model's prediction capability.

Discover Sensitive Data and Automatically Assign Recommended Data Policies

With Informatica Cloud Data Governance and Catalog, Snowflake data administrators can quickly identify potential privacy and other regulatory risks for data sets and automatically assign recommended data policies applicable for the data classification. With increased transparency, organizations' data protection planning can help limit customer, IP and other similar information exposure to help facilitate responsible and appropriate data use.

Learn More

To discover additional resources and connect with our team, visit our [website](#).

Where data & AI come to



Worldwide Headquarters

2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

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