Fuel Transformation With Enterprise Data Governance

Key Benefits

- Define a data governance framework that enables effective collaboration between business and IT

- Identify and classify all your data with intelligent discovery and cataloging

- Create and automate data quality rules based on business definitions for faster, more accurate analytics

- Add business context to data automatically at scale for more relevant decision-making

- Simplify regulatory compliance with confidence

- Generate greater business value from trusted, governed data

Scaling Data Governance Through Intelligence, Automation, and Integration

Data powers digital transformation—but only when that data is readily trusted and governed across your enterprise. Every data professional from the Chief Data Officer on down is looking for new insights to power the organization and drive competitive advantage by identifying new markets, optimizing pricing, reducing costs and risks, complying with regulations, and improving customer experience.

An enterprise data governance program is key to turning data into direct impact on the bottom line. By enabling you to measure and monitor the quality of your data, it ensures that data is consistently trustworthy for analytics and critical business decisions. At the same time, an enterprise data governance program also promotes regulatory compliance, helps reduce risk, and protects personal and sensitive data.

An enterprise data governance program is most effective when data professionals know where all of their data lives, who owns it, and how much they can trust it. However, the scale and complexity of today's data environments, make it difficult or impossible to achieve this with manual processes. Instead, data professionals need a solution that automatically discovers what data the organization has, where and how that data is used, and whether it can be trusted. Such a solution enables data professionals to achieve broader visibility into and deeper understanding of data assets in less time. That, in turn, frees them to focus less on avoiding problems and more on giving business users more access to more trustworthy data to create value for the organization.

Informatica®'s Enterprise Data Governance solution combines Informatica Axon™ Data Governance, Informatica Enterprise Data Catalog, and Informatica Data Quality to enable you to discover your data, understand what needs to be governed, and ensure the appropriate business policies are associated with it. As a result, you can govern your data appropriately and monitor its quality, ensuring trusted data and support for compliance requirements.

The solution scans and catalogs data assets throughout your organization, both on-premises and in the cloud. It enriches what you know about your data while automating data quality checking and other routine data management tasks. Finally, it delivers intelligent recommendations and suggestions for more efficient data governance, so your organization can promote internal collaboration and drive business value.

Key Features

Surface Data Catalog Capabilities From Within Axon Data Governance

Gain a single lens onto your data governance program. Tight integration between Axon Data Governance and Enterprise Data Catalog empowers anyone in the organization to find specific datasets, discover the most relevant data assets, and trace data lineage and relationships for a single holistic view of data. Define policy rules and custom fields, so you can tailor your enterprise data governance program to your business needs. And easily understand business context with automated onboarding that pulls metadata from Enterprise Data Catalog into Axon Data Governance to document how the data is relevant for your data governance program.
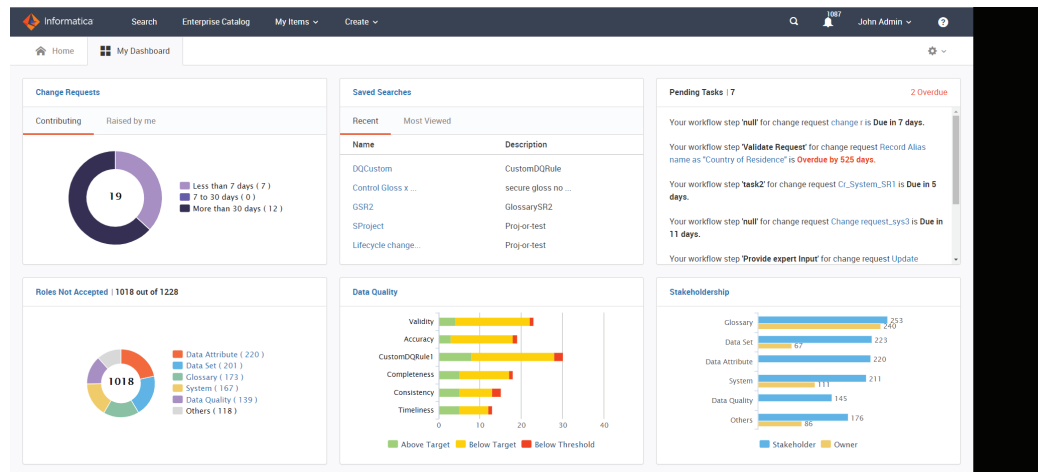

Figure 1: The Axon dashboard is a central hub for the data governance leader, presenting key information for all data governance.

Discover All of Your Data in All of Your Systems

One of the biggest challenges that data-driven leaders face is knowing where to find all of their data requiring governance. Informatica's Enterprise Data Governance solution enables definition of business glossary terms, policies, and classifications and automatically associates them with the right technical metadata. By combining that with similar data and subsets of data, the solution lets you identify all of the places across all of your organization's systems where relevant related data is captured, stored, and used.

Leveraging the power of artificial intelligence and machine learning through the CLAIRE™ engine, Informatica lets you quickly discover all of your critical data assets so you can see how they impact your enterprise data governance program, understand the business context surrounding the data, and build trust in your well-governed data.
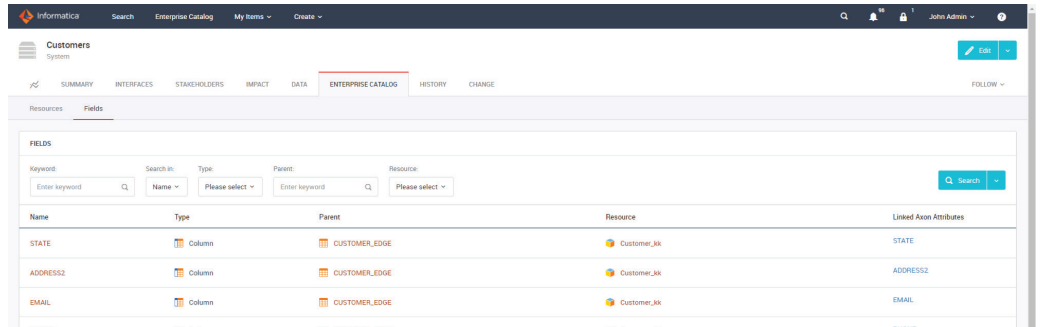
Figure 2: Leverage machine learning and AI to find critical data across structured and unstructured sources.

Automate, Analyze, and Visualize Data Quality and Trustworthiness

With Informatica's Enterprise Data Governance solution, it's easy to define, monitor, and automate data quality rules from within Axon Data Governance. Users can profile, standardize, manage exceptions, and cleanse and monitor their own critical data. The solution also allows users to monitor data quality in real time by setting their own rules for measuring data quality and then viewing these metrics through easy-to-understand dashboards in Axon Data Governance.

That gives each team member hands-on opportunities to demonstrate to key IT and business stakeholders alike that your data governance team is creating value. It also increases productivity by automating the creation of data quality rules, freeing up team members to focus on more critical tasks.
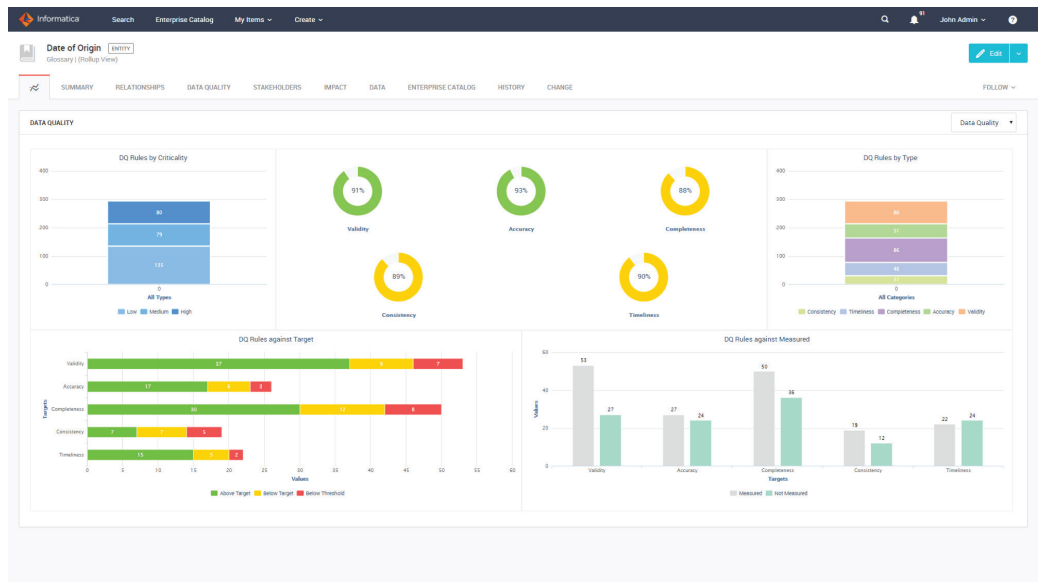

Figure 3: With integrated data quality, you can easily monitor the quality of your data through Axon.

Key Benefits

Enable Collaboration to Save Time and Resources

Enterprise data governance programs require your business and IT teams to collaborate toward a common goal. Teams that are locked into a departmental data silo are inefficient, waste resources, and produce conflicting results that are only relevant within their own small corners. Data-driven leaders looking for trusted results need data governance tools that provide all stakeholders with what they need to be successful.

With the Informatica Enterprise Data Governance solution, you'll be able to foster collaboration, ensure that your teams can define all of their processes, discover data and the context surrounding it, and monitor the success of their efforts for reporting to executive stakeholders.

Enhance Scalability With Artificial Intelligence and Automation

The Informatica Enterprise Data Governance solution combines the power of machine learning and other AI techniques with the industry-leading metadata capabilities of the Informatica Intelligent Data Platform™ to accelerate and automate core data management and governance processes—for example, by creating multiple data quality rules at once instead of enacting each one individually. By leveraging AI to automate and streamline processes like data discovery, cataloging, and adding rich business context to the data, the solution frees your team to focus on deeper analyses and higher-value processes.

Govern Your Data for Greater Business Value

Informatica delivers the most scalable, automated, intelligent solution for fast, agile data governance. With AI-powered capabilities, it enables you to intelligently discover, govern, and monitor the trustworthiness of your data so you can fuel any business initiative or support any data-centric regulation with high-quality, trusted data. And when your business analysts, data stewards, and others can find, understand, and collaborate on more data more intelligently in less time, your entire organization can accelerate the kind of digital transformation initiatives that outpace the competition and upend markets.

Informatica's Enterprise Data Governance solution tightly integrates data discovery, governance, and data quality into a single customizable, comprehensive platform that lets you tailor your data management framework to your business needs. Discover with Enterprise Data Catalog. Define with Axon Data Governance. Measure and monitor with Data Quality. It's the complete package for a truly comprehensive enterprise data governance program solution—and one that only Informatica can offer.

Next Steps

Learn more about creating an intelligent enterprise data governance program by visiting Informatica's Data Governance solution page.

![Informatica logo]