

Axon - Data Marketplace

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Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available to view on our **INFASupport YouTube channel** and **Success Portal**. The link will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

Success Portal

<https://success.informatica.com>

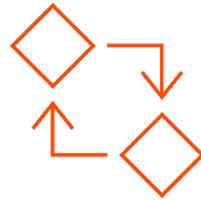
Learn. Adopt. Succeed.



Bootstrap product trial experience



Enriched Onboarding experience



FREE Product Learning Paths and weekly Expert sessions



Informatica Concierge with Chatbot integrations



Tailored training and content recommendations

Safe Harbor

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Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

Agenda

- Data Democratization
- Data Governance is Key to Data Democratization
- Data Marketplace – Data Democratization for Everyone
- Demo

Data and Users are Growing



Explosion in
Data Volume

**15.3 zettabytes
per year**
in global data
center traffic



New
Users

500 million
business data
users and growing



New Data
Types

(mobile, social, IoT)

20 billion
connected
devices



Data in
the Cloud

**Over 92% of data
center traffic**
will come from
the Cloud



Machine
Learning/AI

1 billion workers
will be assisted by
machine learning or AI

Data Governance is Evolving

Manage Risk
27%

- Improve regulatory compliance
- Account for data privacy by design
- Enhance data quality/reliability/accessibility

Control Cost
28%

- Improve operational efficiencies
- Reduce analytics cost
- Improve order accuracy

Drive Biz Value
45%

- Increase customer intimacy/experience
- Drive product/offering innovation
- Reduce time to market for products/offerings

Looking forward:

Through 2021, 80% of Programs will have value creation/revenue generation as their No. 1 priority, up from 45% in 2017.

Data Democratization is Foundational to Transformation

Manage Risk

“The **people who create the data know** exactly the information it contains, how it relates to the other information within the company, who should be accessing it – and who shouldn’t. **Give them an active role in protecting it.**”

infosecurity
GROUP

Control Cost

“If you can’t get insights until you’ve analyzed your sales for a week or a month, then you’ve lost sales within that time. **If you can cut down that time from two or three weeks to 20 or 30 minutes**, then that saves a lot of money.”

Forbes

Drive Business Value

“Data democratization is the future of managing big data and realizing its value. Businesses armed with the right tools and understanding are **succeeding today because they are arming all their employees with the knowledge** necessary to make smart decisions and provide better customer experiences.”

 IDG

Challenges to Data Democratization

Challenges

Data Strategy

only about 30% of respondents to a McKinsey survey had a data strategy in place.

Data Literacy

the 2nd most reported internal roadblock by CDOs

Data Trust

According to a Harvard Business Review study, only 3% of executives believe that the data that their departments use is trustworthy

Data Privacy

59K data breaches were reported under GDPR in 2018

Data Growth

Through 2022, data management manual tasks will be reduced by 45 percent through the addition of ML and automated service-level management.

Understand how data is linked to business processes and outcomes for prioritization

Determine data standards and semantics to provide consistency and a common business language for data

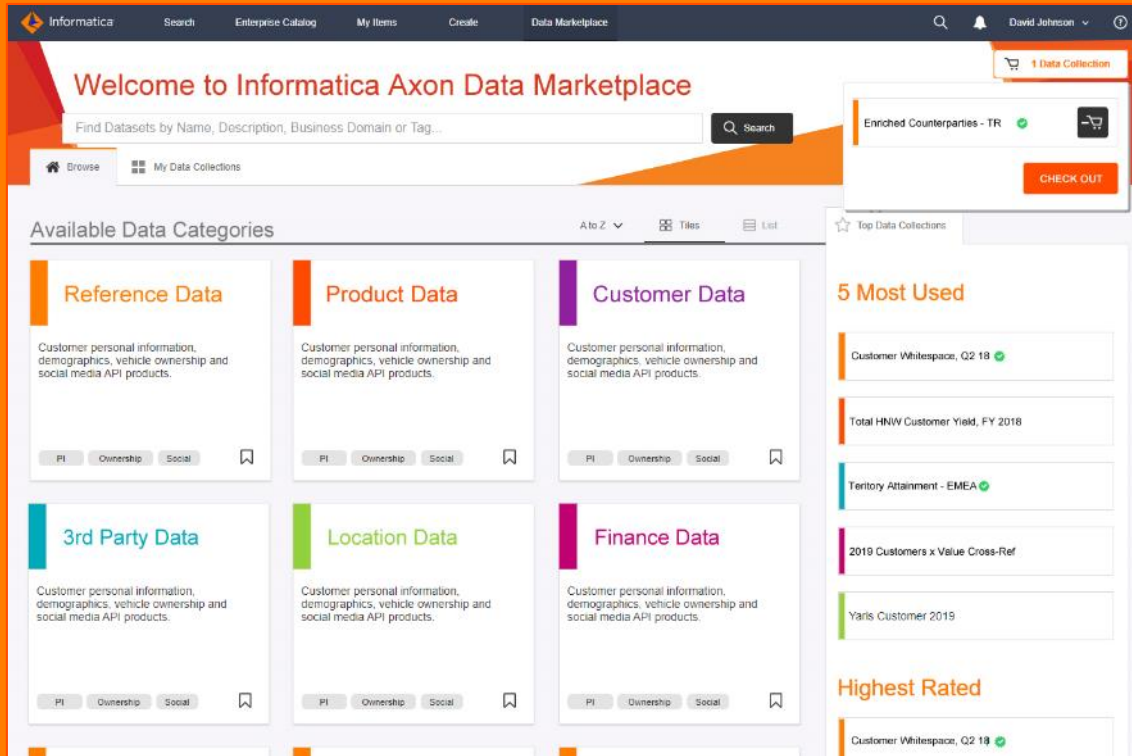
Determine data lineage and automatically implement data quality rules to understand and improve trust

Design and implement privacy at the data level as part of your data governance framework

Leverage the power of AI and machine learning to execute the heavy lifting

Solution -> Data Governance

Data Marketplace



Enable Data Democratisation across the organisation

- **Simple, store-like experience for analysts**
 - Browse and search for relevant data assets, find data recommended by peers
 - Easily search, navigate and subscribe to relevant data topics
 - Automated provisioning of requested data
 - Request new data assets as required
- Facilitate production and publishing “pipeline”, with **automated enforcement** of...
 - Standard, rule-based quality, reliability and availability metrics
 - Audit history, reporting, analytics on data consumption patterns

Understanding Users and Terms

Data
Consumer

Data Owner

Technical
Owner

Administrator

SuperAdmin

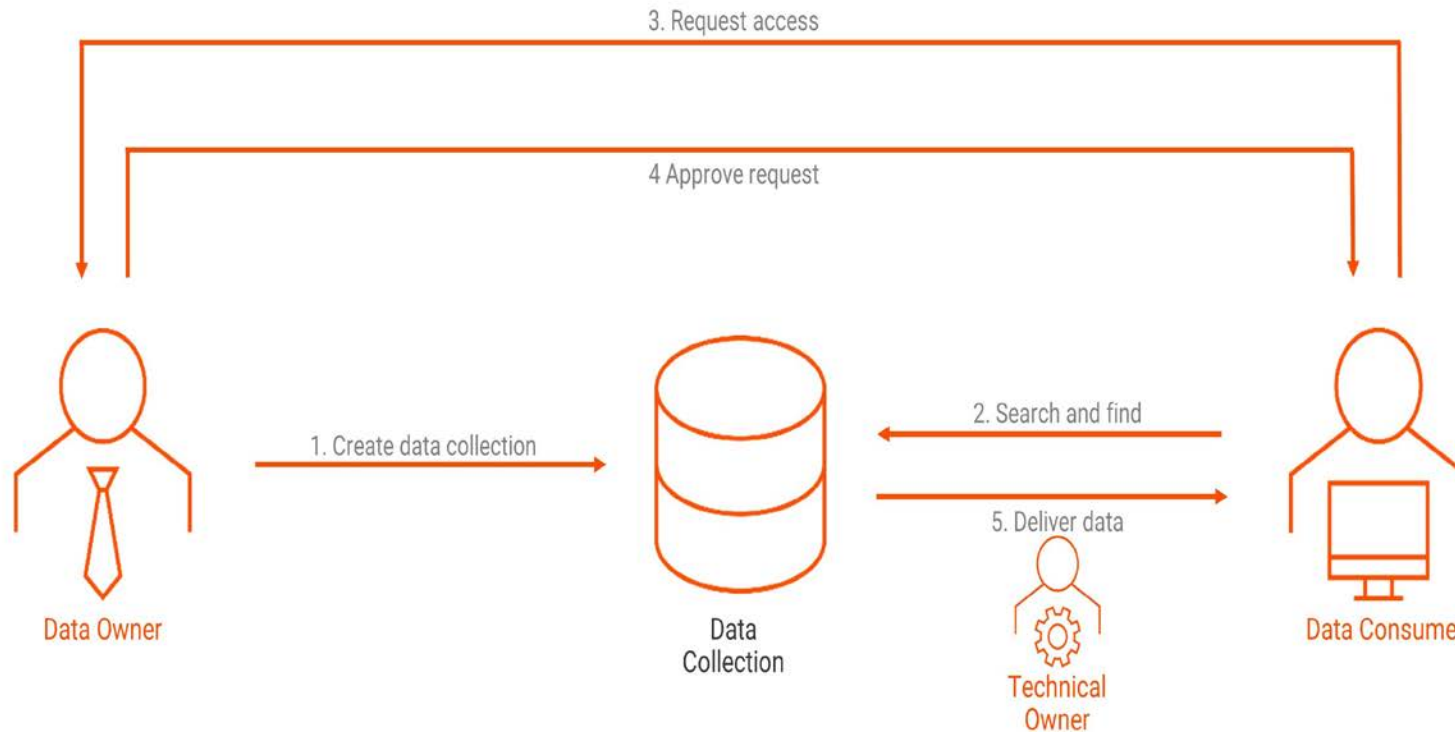
Access
Request

Category

Data
Collection

Fulfilment

How Data Marketplace Works



- *The data owner publishes data sets to the Data Marketplace as a data collection.*
- *The data consumer searches the Data Marketplace and find a data collection.*
- *The data consumer requests access to the data from the data owner.*
- *The data owner approves the request.*
- *The technical owner delivers the data to the data consumer.*

Create Data Collections for Business Use

Ref.	Name	Definition
DS-287	Customers	Customer Information

Informatica Data Governance Search My Items Create

Bulk Publish Search Create Close

SUMMARY

BULK PUBLISH ITEMS

Name
Customers

DEFINITION

Category * HUMAN RESOURCE

Numbering Prefix * HU

Browse Data Categories

Informatica Data Marketplace Explore My Items Create 177 John Admin ?

Search Data | Use My Orders Data | Own Tasks

Find Data Collections by name or purpose Search Tiles List

BUSINESS FINANCE HUMAN RESOURCE MARKET

[Data Collections](#) [Data Collections](#) [Data Collections](#) [Data Collections](#)

Search and Filter to find Relevant Data

The screenshot displays the Informatica Data Marketplace interface. At the top, the navigation bar includes the Informatica logo, 'Data Marketplace', 'Explore', and 'My Items'. On the right, there is a notification bell with '17', a user profile 'abc abc', and a help icon. Below the navigation bar, there are links for 'Search', 'Data | Use', and 'My Orders'. The main content area features a search bar with 'Customers' entered, highlighted by a red box. To the right of the search bar is a 'Search' button. Below the search bar is a 'Show filters' link. A table displays the search results with columns: Name, Purpose, Data sets, Category, and Owners. The table contains one row for 'Customers'. At the bottom of the table, there is a pagination control showing '1 - 1 of 1' and 'Items Per Page: 10'.

Informatica Data Marketplace Explore My Items 17 abc abc ?

Search Data | Use My Orders

BUSINESS

FINANCE

HUMAN RESOURCE

MARKET


Q Customers X Search

[Show filters](#)

Name	Purpose	Data sets	Category	Owners
Customers	Customer Information	Customers	HUMAN RESOURCE	John Admin

1 - 1 of 1 < 1 of 1 > Items Per Page: 10

Attributes expanded

DATASET NAME	REF.	PURPOSE		TYPE	ATTRIBUTES
 Customers	DS-287	Customer Information		Table	8 attributes
Name	Definition	Ref.		Data Set	System
CUSTOMER_ID	ID	AT-2176		Customers	Oracle_customer
NAME	Name of the customer	AT-2177		Customers	Oracle_customer
Address	Address of the customer	AT-2178		Customers	Oracle_customer
CITY	place of the customer	AT-2179		Customers	Oracle_customer
STATE	State of the customer	AT-2180		Customers	Oracle_customer
Postal Code	zipcode of the customer	AT-2181		Customers	Oracle_customer
Country	Country	AT-2182		Customers	Oracle_customer
Phone	Phone number	AT-2183		Customers	Oracle_customer

Request Access to a Data Collection

The screenshot shows the Informatica Data Marketplace interface. At the top, there is a navigation bar with 'Informatica', 'Data Marketplace', 'Explore', and 'My Items'. A notification bell icon shows 17 notifications, and a user profile 'abc abc' is visible. Below the navigation bar, the breadcrumb path is '< Customers Ref. BU-2', with 'Customers' highlighted in a red box. The main content area is divided into two sections. On the left, a 'SUMMARY' card displays details: PURPOSE (Customer Information), DATA OWNERS (John Admin), TECHNICAL OWNER, and CATEGORY (HUMAN RESOURCE). On the right, a 'Checkout' button with a shopping cart icon is highlighted in a red box. Below the summary, a 'Data sets' section is visible, followed by a 'DATA SETS' table. The table has columns for DATASET NAME, REF., PURPOSE, TYPE, and ATTRIBUTES. The first row, representing the 'Customers' dataset, is highlighted with a red border. The 'Customers' dataset has a REF. of DS-287, a PURPOSE of Customer Information, a TYPE of Table, and 8 attributes.

DATASET NAME	REF.	PURPOSE	TYPE	ATTRIBUTES
Customers	DS-287	Customer Information	Table	8 attributes

Governed Data Access - Business Justification

The screenshot shows the Informatica Data Marketplace interface. At the top, there is a navigation bar with the Informatica logo, 'Data Marketplace', 'Explore', and 'My Items' menus, and a notification bell with '17' items. Below the navigation bar, a 'Checkout' breadcrumb is visible. The main content area is divided into two columns. The left column is titled 'REQUEST DETAILS' and contains a 'Business Justification' label (highlighted with a red box) and a text input field containing 'Need Customer information to generate report'. The right column is titled 'REQUESTED DATA ITEMS' and contains a 'Customers' item (indicated by a grid icon). Below the items, there is a 'Checkout' button (highlighted with a red box). At the bottom of the left column, there is a section titled 'Customers' with a warning message: 'This Data Collection contains sensitive information, please read and accept the Terms of Use, and specifically acknowledge that: Acceptable use of this Data Collection must be in conformance with the Policies for the Data Set(s) contained in the Data Collection, which may be reviewed in the Axon Data Set Details. Please ensure that your business justification is consistent with those Policies.' Below this message is a checked checkbox and the text 'My intended use of the Data Collection is consistent with the corresponding applicable Policies.'

Governed Data Access

Access Request 2

Request Fulfilment

KYC/KYB Status BU-3

"Need KYC information for Business purpose"

abc abc requested access on 18/03/2020

Reject

APPROVE ACCESS REQUEST

Customers BU-2

"Need Customer informat"

John Admin requested a

DATA CONSUMER

John Admin

PURPOSE

Need Customer information to generate report

DATA COLLECTION

Customers BU-2

COMMENTS

Customer Information is available in Oracle database and will share the details

Approved Information

The screenshot displays the Informatica Data Marketplace interface for a dataset named 'Customers' (Ref.BU-2). The top navigation bar includes the Informatica logo, 'Data Marketplace', 'Explore', and 'My Items'. A notification bell icon shows 17 alerts, and a user profile 'abc abc' is visible.

The main content area is divided into two panels. The left panel, titled 'SUMMARY', provides details about the dataset:

- PURPOSE:** Customer Information
- DATA OWNERS:** John Admin
- TECHNICAL OWNER:**
- CATEGORY:** HUMAN RESOURCE

The right panel, titled 'FULFILLMENT STAGE', shows a chat log of the order process:

- "Need for business"
- You placed the order on 18/03/2020
- "Customer Information is available in Oracle database and will share the details in separate email"
- John Admin approved the order on 18/03/2020

A 'Cancel Order' button is located at the bottom right of the fulfillment stage panel.

Below the summary and fulfillment stage panels is a section for 'Data sets'. A table lists the available data sets:

DATA SETS					
DATASET NAME	REF.	PURPOSE		TYPE	ATTRIBUTES
Customers	DS-287	Customer Information		Table	8 attributes

Data Preview In Enterprise Data Catalog



Add Business Title

CUSTOMERS

★★★★★ (1)

>> Customer_sachin > ORCL > C02658711G

Following ▾



Overview Columns Keys Lineage and Impact Relationships Reviews Questions Data Preview Data Provisioning

CUSTOMER_ID	NAME	ADDRESS	CITY	STATE	POSTALCODE	COUNTRY	PHONE	LAST_ORDER_DT	STATUS
1083	Libby Bender	7140 South Lewis Avenue	Tulsa	OK	74136	US	(918) 488-4014	2/4/2006	LIVE
1084	Madonna Smeltzer	1350 East 17th Street	Kansas City	MO	64108	U.S.	(816) 346-0227	6/6/2006	LIVE
1085	Mark McNary	2323 Grand Blvd	Kansas City	MO	64108	US	(816) 881-8582	6/6/2006	LIVE
1086	Marnell Ford	5817 Old Leeds Road	Birmingham	AL	35210		2059569537	3/1/2006	LIVE
1087	Maury Gallagher	3291 North Buffalo Drive	Las Vegas	NV	89129	US	7023101000	8/4/2006	LIVE
1088	Michele Matthews	5319 Brandermill Ct	Greensboro	NC	27407		(336) 286-1837	2/8/2006	LIVE
1089	Nancy Thomas	2002 Pisgah Church Road	Greensboro	NC	27455		(910) 545-2218	8/4/2006	LIVE
1090	Neil Duddy	2323 Grand Blvd	Kansas City	MO	64108	US	(816) 881-8907	1/8/2006	LIVE
1091	Pat Walls	201 North Franklin Street	Tampa	FL	33602		8132733029	3/1/2006	Inactive
1092	Mark Lacasse	10440 North Central Expy	Dallas	TX	75231	US	(972) 583-2104	7/1/2006	LIVE

Data Provisioning In Enterprise Data Catalog

The screenshot shows the Informatica Enterprise Data Catalog interface. The top navigation bar includes the Informatica logo and the text "Informatica Enterprise Data Catalog". On the left, a sidebar contains navigation options: Home, Search Results, Accounts, Customer_sachin, and CUSTOMERS. The main content area displays the "Add Business Title" for "CUSTOMERS" with a 5-star rating and a breadcrumb path: Customer_sachin > ORCL > C02658711G. Below this, a horizontal menu includes Overview, Columns, Keys, Lineage and Impact, Relationships, Reviews, Questions, Data Preview, and Data Provisioning (which is highlighted). The Data Provisioning section contains a progress indicator with three steps: 1 Source Connection, 2 Target Connection, and 3 Review (the current step). Below the progress indicator, a message reads "Review the configuration details before proceeding." followed by a table of configuration details.

Source Connection Name	accounts
Target Connection Name	accounts
Target Asset Name	CUSTOMERS_DataProvision
If Asset Exists	Create New Asset

Technical owner – Mark as Fulfilled

The screenshot displays the Informatica Data Marketplace interface. A modal dialog box titled "MARK FULFILLED" is open in the foreground. The dialog contains the following information:

- DATA CONSUMER:** abc abc
- PURPOSE:** Need for business
- DATA COLLECTION:** Customers BU-2
- COMMENTS:** The details of the data is shared over the email.

At the bottom of the dialog, there are two buttons: "Cancel" and "Mark as Fulfilled".

The background interface shows an "Access Request" page with a "Request Fulfilment 3" button. The page lists several requests under the "Customers B" category, including one with the purpose "Need for bu" and another with "Need KYC in".

Demo

Questions?



Thank you!