

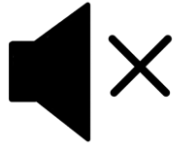
21 Apr, 2026

# Cloud Data Access Management in Practice: Controlling Data Access in Modern Data Platforms

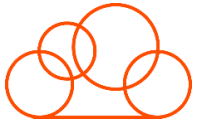
- Ananya Venkat, Senior Solutions Architect, Informatica
- Sreehari Desai, Senior Solutions Architect, Informatica
- Akshada Sable, Senior Solutions Architect, Informatica

Where data  
& AI come to 

# Housekeeping Tips



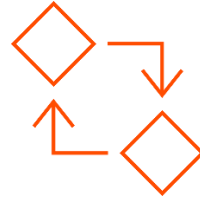
- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists"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



Bootstrap trial and  
POC Customers



Enriched  
Customer  
Onboarding  
experience



Product  
Learning Paths  
and Weekly  
Expert Sessions



Informatica  
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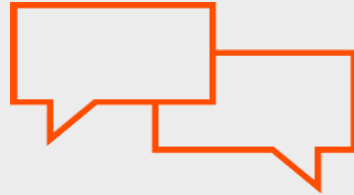
Tailored training  
and content  
recommendations

# More Information



## Success Portal

<https://success.informatica.com>



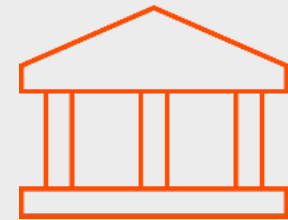
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

# Safe Harbor

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# Why is data access management important and what does it mean?

Data access management platforms (DAMs) streamline these processes, providing essential components for effective data governance, security and privacy without overwhelming administrators with countless rules and access provisions.

These platforms integrate various functions including identifying data, setting rules for its use, and enforcing those rules across different data storage systems.

This includes masking data both at rest and on read via encryption, tokenization, and other more advanced techniques and can be implemented through different methods like connectors, agents, proxies, and APIs.

**63%**

of data leaders say privacy concerns limit their ability to use data effectively.

**62%**

of data leaders say data protection reduces the value of their data.

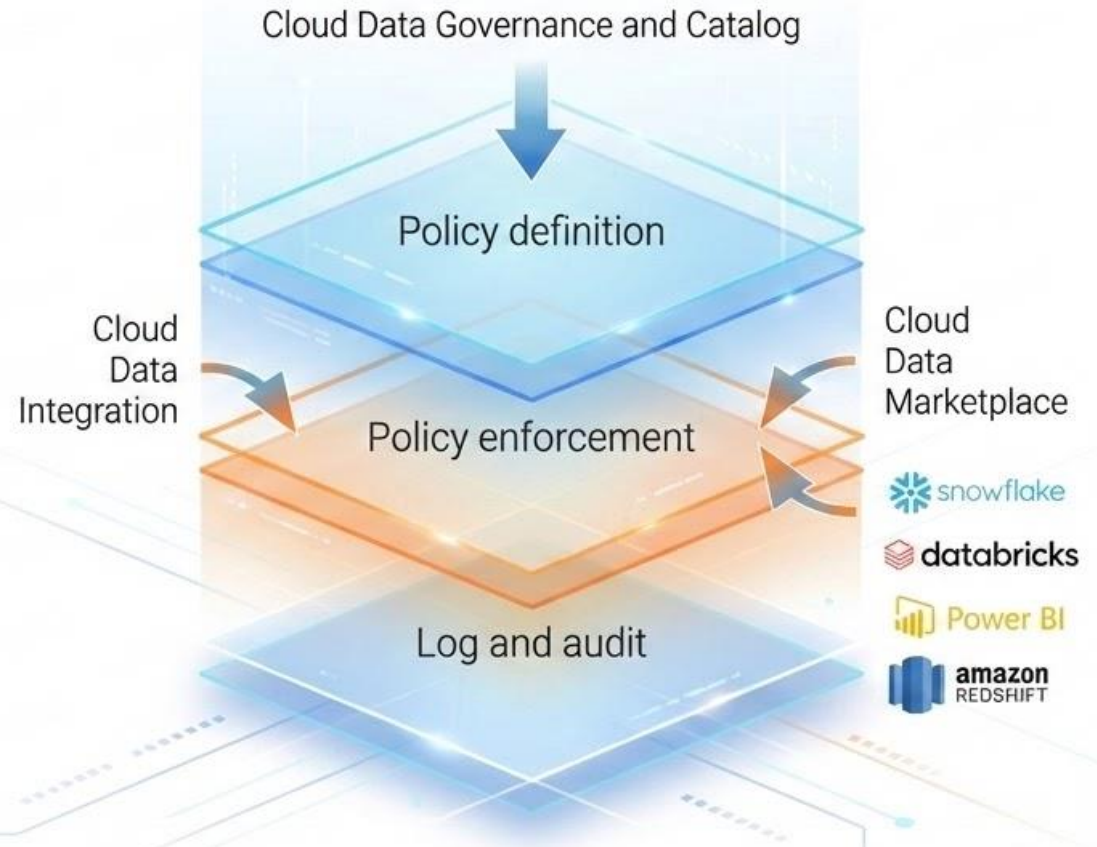
**89%**

of data leaders are looking to simplify processes for achieving regulatory compliance.

# Informatica's Cloud Data Access Management

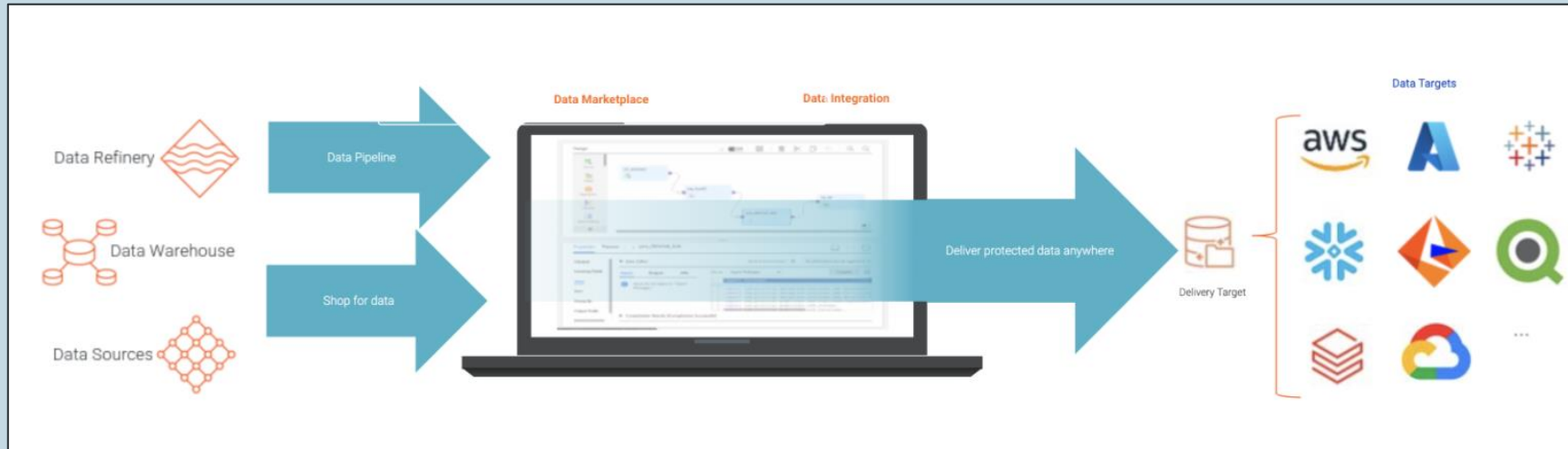
Ensure the right people have access to the right data at the right time

- ☰ Logical, scalable metadata-driven policies
- ☑ Defined in one place, enforced everywhere
- 🏗 Leverage discovery and classification from CDGC
- 🔧 Multiple policy enforcement points, including:
  - Apply within CDI workloads
  - Pushdown to cloud data platforms
  - Streamline access requests in CDMP
- ☁ Hybrid and multi-cloud enforcement
- 👁 Observe, monitor and audit policy change

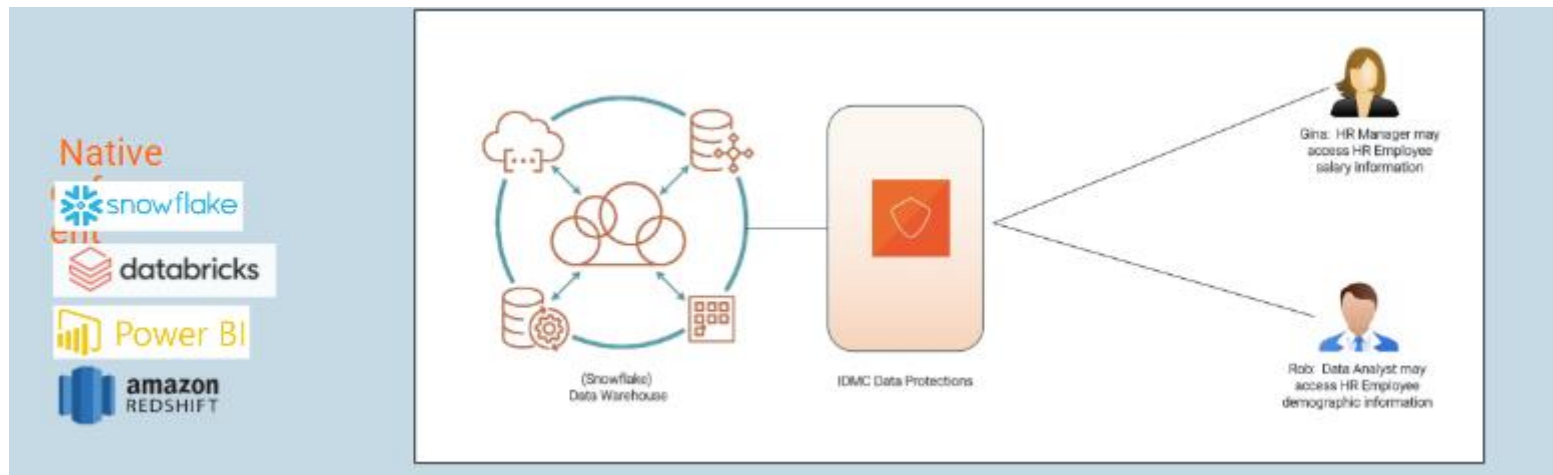


# Data Access Management

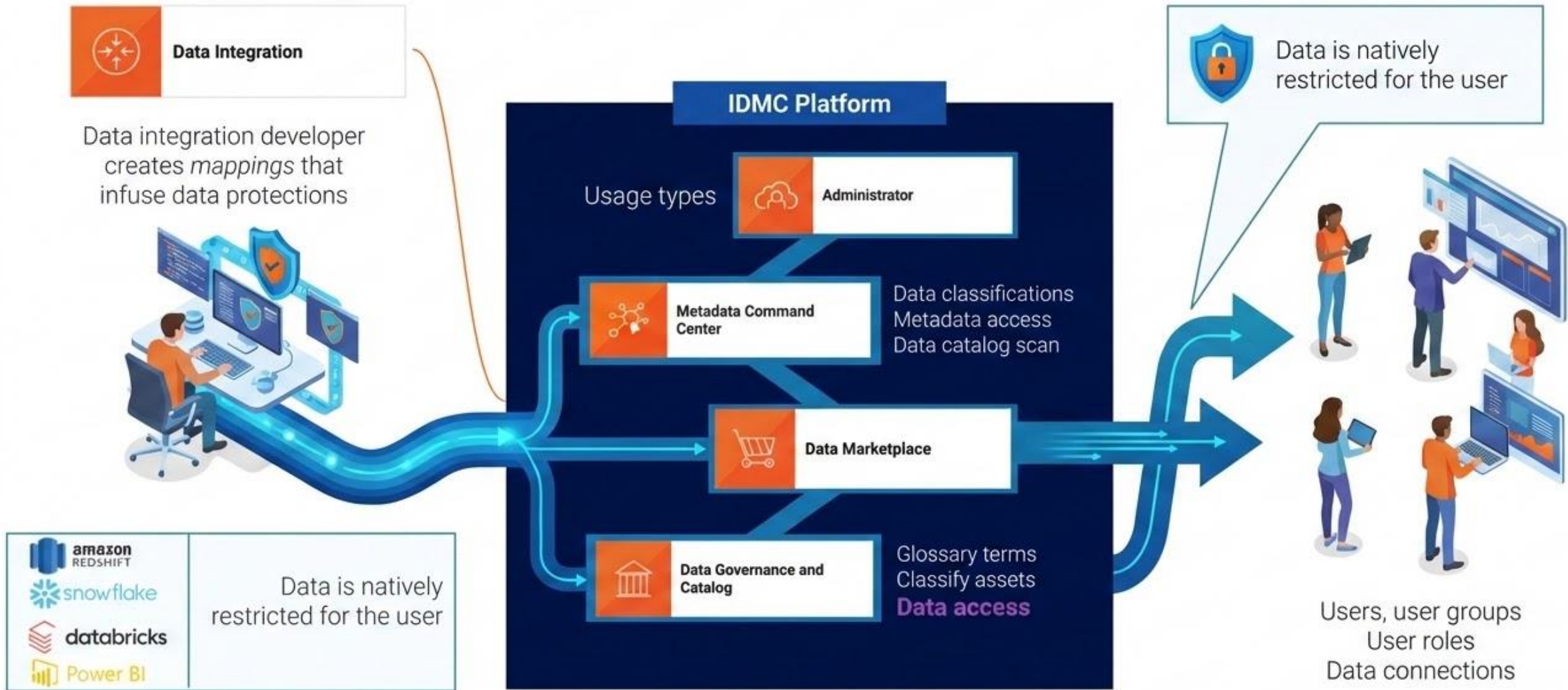
A single platform for documenting policies in one place, and enacting and enforcing data protection and access controls across the enterprise



Consumer self-service  
Cloud data migration



# Informatica Intelligent Data Management Cloud (IDMC)



# Informatika Intelligent Data Management Cloud (IDMC)

**Data Integration**

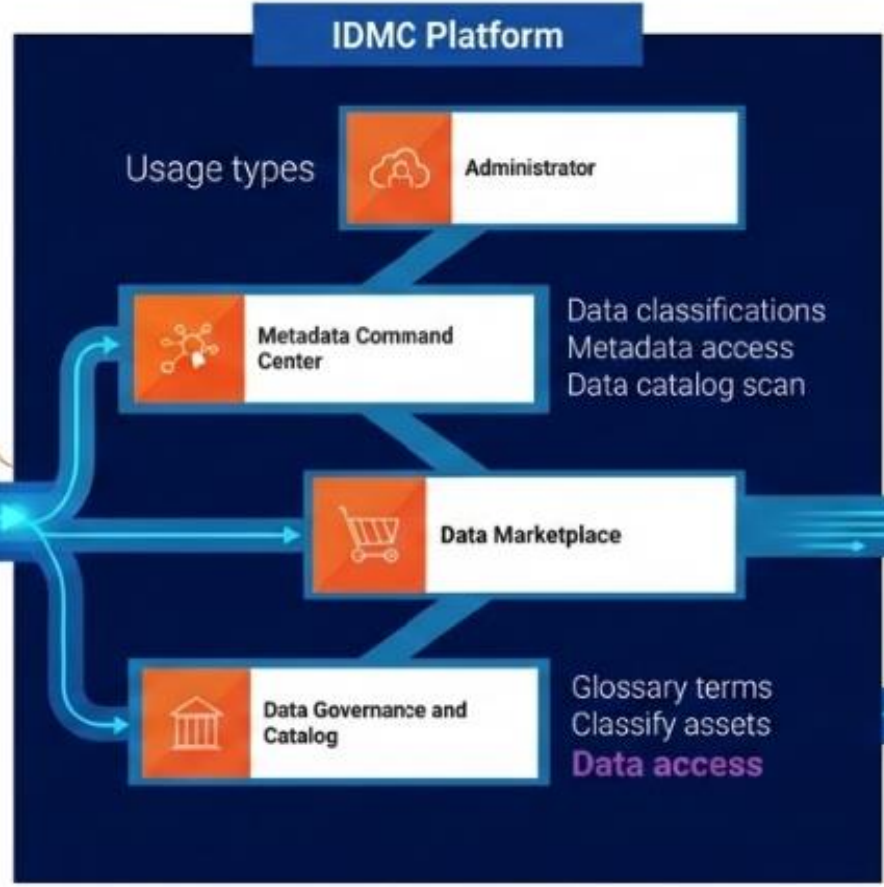
Data integration developer creates *mappings* that infuse data protections



Data is natively restricted for the user



Users, user groups  
User roles  
Data connections



amazon REDSHIFT  
snowflake  
databricks  
Power BI

Data is natively restricted for the user

# Concepts

## Two core pillars for data security

### Policy Management

#### On top of data classification

- Define access rules based on data sensitivity levels.
- Centralized governance for global data sets.
- Automated discovery and labeling of sensitive assets.

### Policy Enforcement

#### OnLoad & OnRead

- Real-time masking and encryption during data movement.
- Dynamic access control at the point of consumption.
- Native restriction for unauthorized users.

# Data Access Management in Action: HR Data Scenario



HR Manager (Gina) - Full Access

Employee ID	Name	Department	Salary	SSN
E12345	Sarah Jones	Sales	\$120,000	999-00-1111
E12345	Sarah Jones	Sales	\$120,000	999-00-1111
E12345	Hareh Rqbs	Sales	\$120,000	999-00-1111
E12345	Joneh-rewson	Sales	\$120,000	999-00-1111
E12347	Sarah Rones	Pntkrara	\$120,000	999-00-1111

Policy allows full view of sensitive employee records for authorized HR tasks



Data Analyst (Rob) - Restricted Access

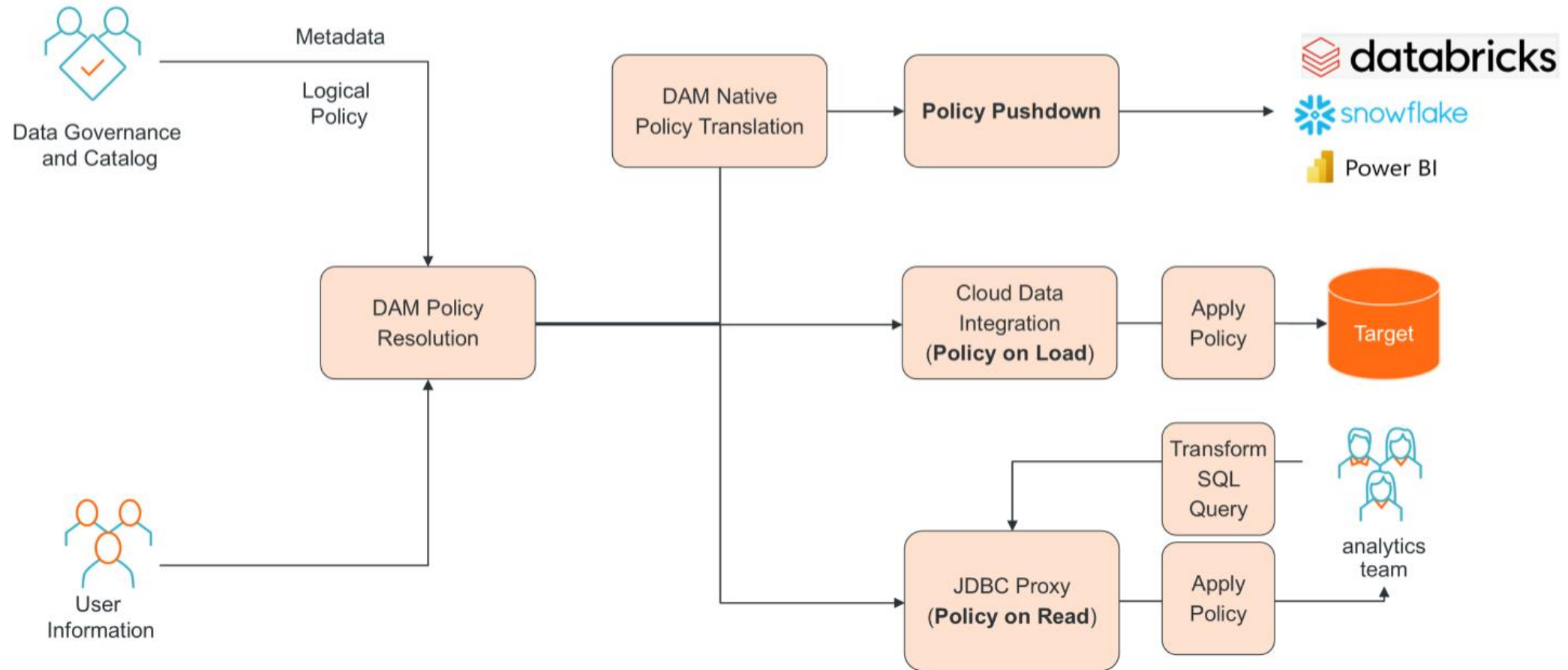
Employee ID	Name	Department	Salary	SSN
E12345	Sarah Jones	Sales	*****	REDACTED
E12345	Sarah Jones	Sales	*****	***.***.****
E12345	Hareh Rens	Sales	*****	REDACTED
E12345	Joneh-rewson	Sales	*****	***.***.****
E12347	Sarah Rones	Pntkrara	*****	***.***.****

Policy automatically masks sensitive PII and financial data, enabling analysis without exposure.

Single policy defines access, natively enforced across the platform for different roles

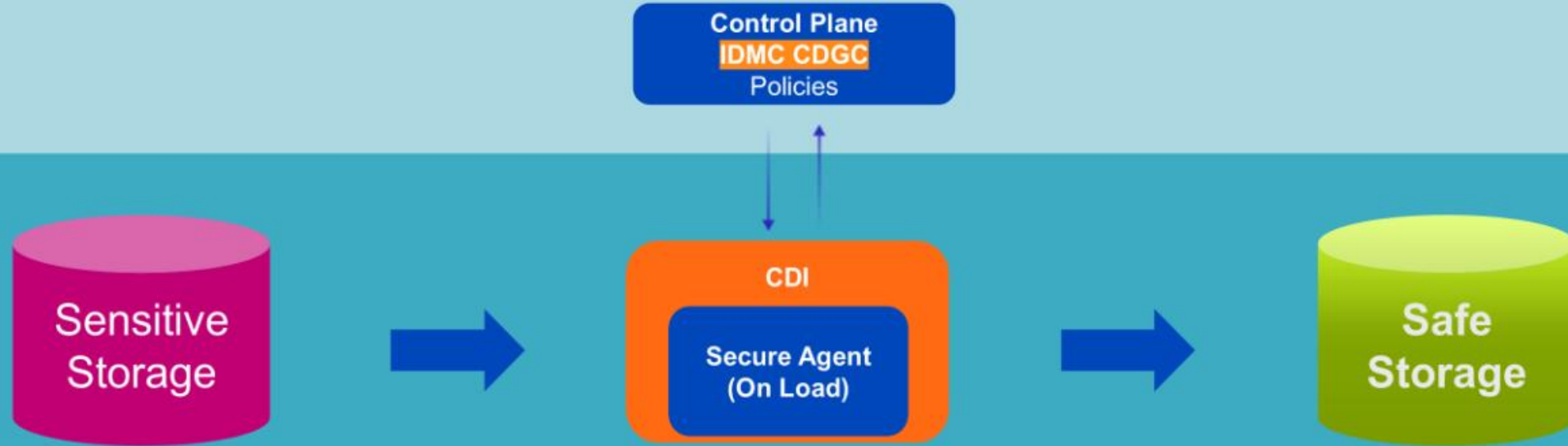
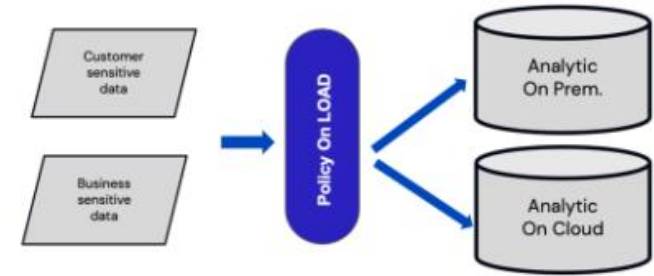


# Summary of Policy Enforcement Points



# Policy Enforcement on Load

- Privacy by Design
- Protection at ingestion into analytic storage
- Integration into IDMC ETL pipelines
- Create specific data marts



# CDAM for Cloud Modernization & Migration

## Implement rigorous security and privacy postures between data source and cloud

Cloud Data Integration (CDI) moves data between stores, including from on-premises to the cloud.

Use CDAM to land de-identified data in the cloud, protecting sensitive data in structured data sets.

### Support key initiatives:

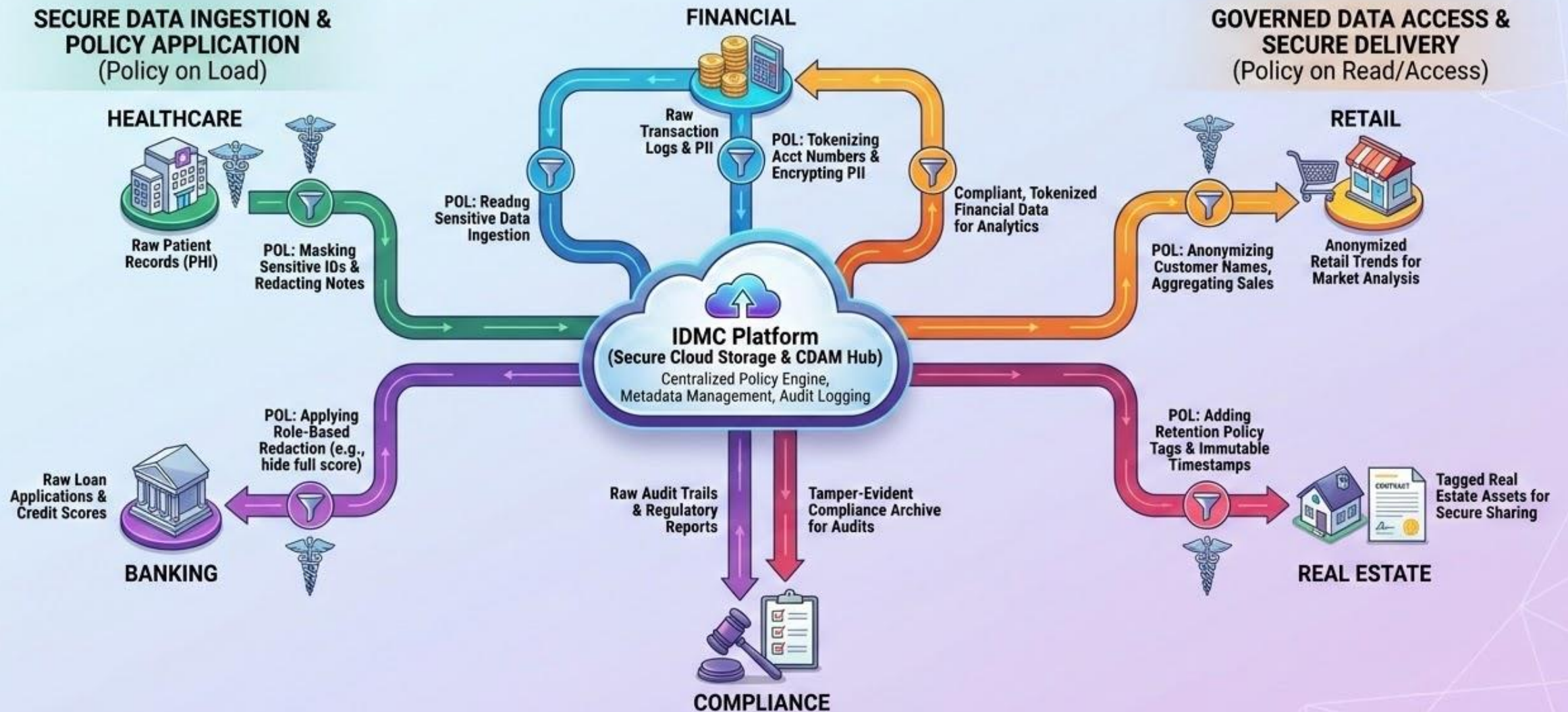
- Digital transformation and modernization
- Migration to the cloud
- Data for AI and ML training
- Regulatory compliance

The screenshot shows the Informatica HR Mailing workflow in the Design view. The workflow consists of four steps: Employee\_Source, AccessPolicy, Filter, and Employee\_Target. The AccessPolicy step is highlighted, and its properties are shown in the Properties pane below. The Properties pane displays a table of employee data with columns: employee\_id, first\_name, last\_name, phone\_number, hire\_date, job\_id, manager\_id, department\_id, street\_address, city, and province.

employee_id	first_name	last_name	phone_number	hire_date	job_id	manager_id	department_id	street_address	city	province
8286	Steven	King	748-607-1749	01/01/2004 00:...	AD_PRES		10	*****	Binghamton	NY
14390	Taylor	Funk	683-471-2353	01/01/2007 00:...	AD_PRES		20	*****	Buffalo	NY
7454	Colette	Kumar	565-365-4933	01/01/2007 00:...	AD_VP		30	*****	Canandaigua	NY
27073	Nadia	Beckman	554-866-5873	01/01/2007 00:...	AD_ASST		40	*****	Cohoes	NY
53403	Denver	Spencer	455-474-4211	01/01/2007 00:...	FL_MGR		50	*****	Corning	NY
99089	Darlene	Fitzsimmons	296-129-7391	01/01/2007 00:...	FL_ACCOUNT		60	*****	Cortland	NY
84680	Demarco	Fair	094-674-4386	01/01/2007 00:...	AC_MGR		70	*****	Dunkirk	NY
74714	Tanisha	Turk	872-126-1131	01/01/2005 00:...	AC_ACCOUNT		80	*****	Elmira	NY
10236	Celina	Derosa	078-899-4255	01/01/2007 00:...	SA_MAN		90	*****	Fulton	NY

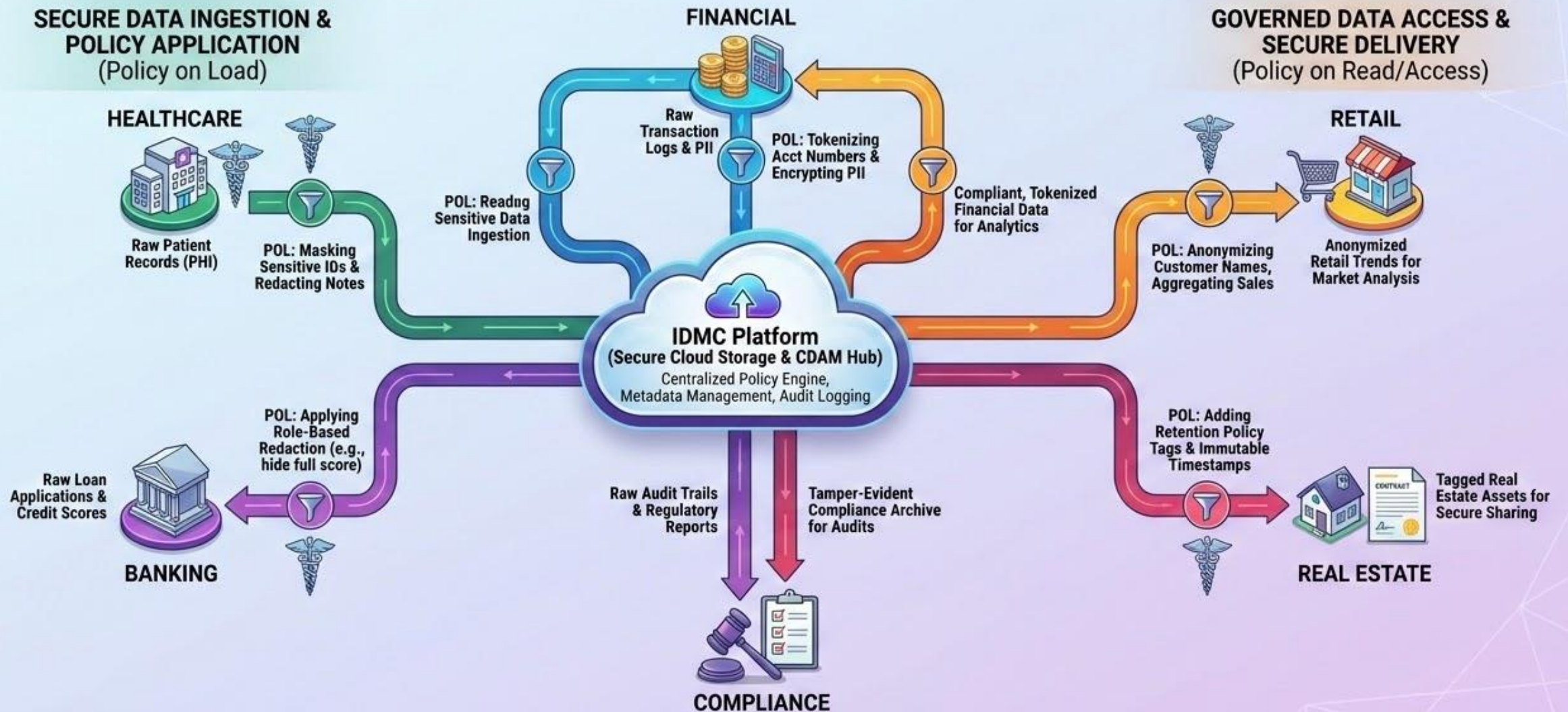
# CLOUD DATA ACCESS MANAGEMENT (CDAM) WITH IDMC PLATFORM

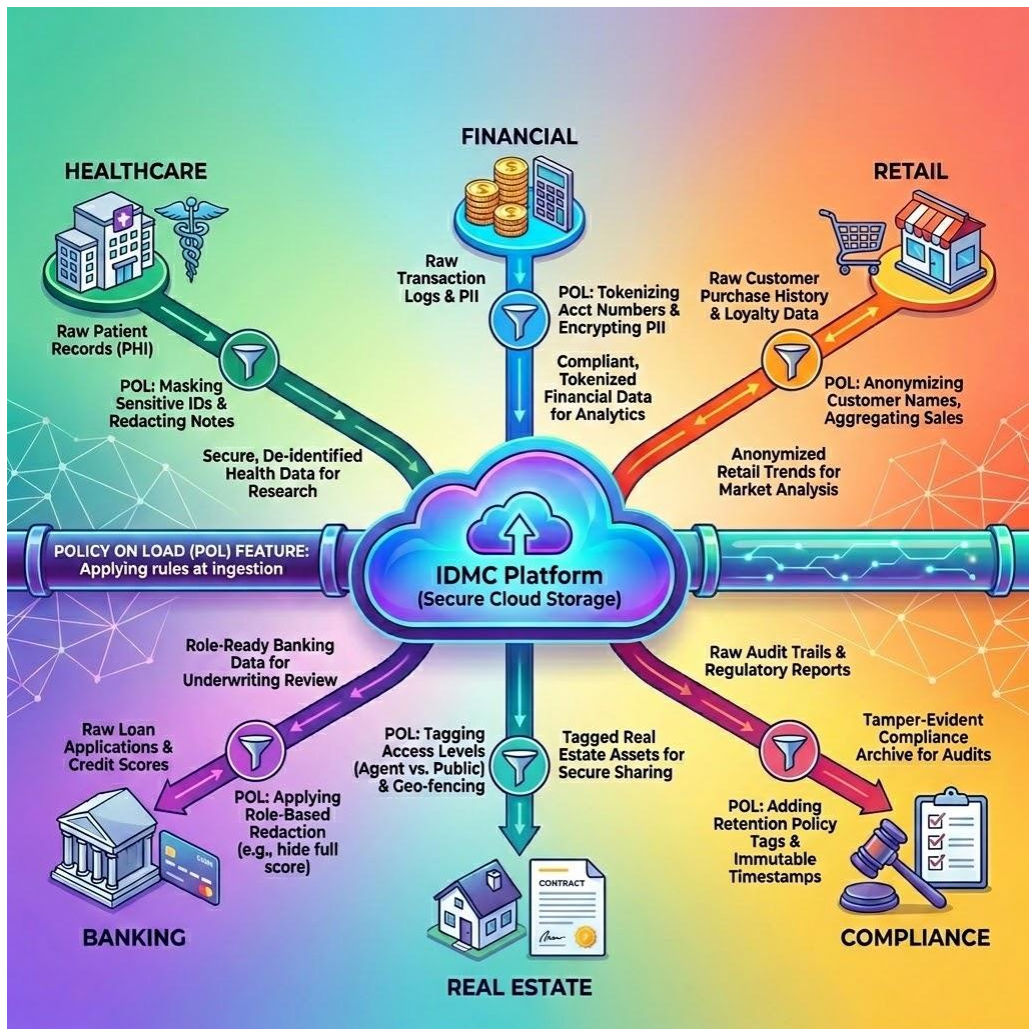
Unified Policy Enforcement, Secure Sharing, and Compliance Across Diverse Industries



# CLOUD DATA ACCESS MANAGEMENT (CDAM) WITH IDMC PLATFORM

Unified Policy Enforcement, Secure Sharing, and Compliance Across Diverse Industries





# Demo





Thank you

Where data & AI come to **LIFE**