



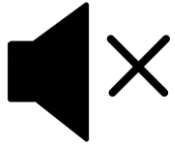
20 March 2024

Cloud Data Marketplace – April 2024 Updates

Kate Amory, Product Manager, CDMP

Where data & AI come to **LIFE**

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.

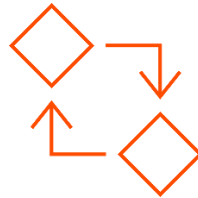
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**

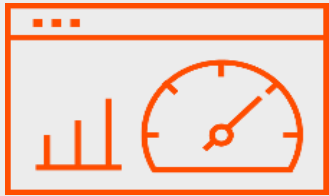


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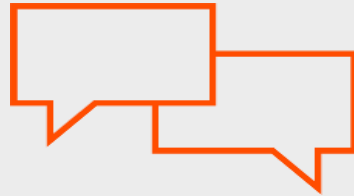
**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



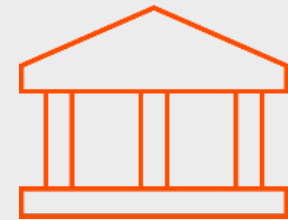
Communities & Support

<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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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.



Data Marketplace – Update

Kate Amory, Data Marketplace Product Manager

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Agenda

1 Background

2 Benefits

3 Impact

4 Next Steps

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Background

- Previously, CDMP has had a distinct object type of 'Linked Asset' which could be created from a multitude of different CDGC objects (table, view, dataset etc.)
 - Customers would create a 'linked asset' in Data Marketplace which was essentially a copy
 - They had the option to re-name and re-describe the asset at the point of creation
 - This was essentially disconnected at this point (any update to the CDGC asset would not appear in Marketplace), though data elements were always live read from CDGC
- In planning for tighter more seamless integration between CDGC and CDMP it became clear that removing this intermediary object and having one single representation of a CDGC asset (that can be viewed in CDMP) would allow for many benefits

Benefits – Cloud Data Governance and Catalog

Marketplace objects will be visible and accessible via CDGC



Key Highlights

- Links from the CDGC asset to containing CDMP Data Collection
- Visibility into linked Data Collections from preview pane and modal in CDGC
- Ability to search in CDGC for which objects have been published to the Marketplace (post April)
- Ability to publish (single) data assets to CDMP from CDGC (post April)
- Ability to overlay Marketplace context on to lineage (post April)

The screenshot displays the Informatica CDGC interface. A modal window titled "Anonymized Customer Data" is open, showing details for a data asset. The modal includes a header with the Informatica logo and "CDGC", a search bar with "All published to marketplace", and a navigation sidebar. The modal content includes:

- Category:** Marketing
- Certified Use:** Marketing
- Rating:** 4 stars (out of 5)
- Consumers:** 76
- Days Delivery:** 5

The modal also features two donut charts:

- What is it used for?** (Total: 18)
 - Analytics: 3
 - Marketing: 3
 - Customer Outre...: 3
 - +11 more
- Where is it used?** (Total: 18)
 - Tableau Server: 3
 - Snowflake Dat...: 3
 - ADLS Gen2: 3
 - +11 more

The modal text describes the asset as "A collection of vehicles leased by; a business, government agency, or other organisation." and provides a detailed description of the fleet management process.

In the background, a "Delivery Cost" asset card is visible, showing a "BUSINESS TERM" and "Related Assets (12)".

Benefits – Cloud Data Marketplace

Consumers will be able to search more intuitively and gain deeper governance context



Key Highlights

- Ability to search for Data Collection by its contents. Users will search free text and CDMP will match in 2 ways (post April)
 - 1) By Data Collection and Description as it does today
 - 2) In a second tab it will match based on data asset (e.g., table) and data element (e.g., column) name and description
- Filters for more powerful search capability when adding assets to collections (April)
- Removal of linked data assets, for single asset model opens doors to expose more in CDMP (post April)
 - Custom fields on CDMP Asset page
 - Data observability information etc.

The screenshot displays the Informatica Data Marketplace interface. The search bar contains 'customer retention'. The results are categorized into 'Data Products (16)', 'Content Matches (6)', and 'Related Data Products (18)'. The 'Related Data Products' tab is selected, showing a table of results with columns for Data Product Name, Description, Rating, Category, Certified Use, Data Owner, and Compare. The table lists multiple entries for 'Fleet DOE' with various ratings and categories. A 'Data Product Filters' sidebar is visible on the left, showing filters for Ratings (5 stars and above, 4 stars and above, 3 stars and above, 2 stars and above, 1 star and above, not rated) and Terms of Use Type (Accessible, Controlled, Restricted). The interface also shows a search bar with 'customer retention' and a 'Search' button. The top navigation bar includes the Informatica logo and 'Data Marketplace' text.

Impact

1. Assets will have one consistent business name and description (maintained in CDGC)

- There is no sense in having 2 business names/descriptions on a single asset, this causes confusion and maintenance issues. CDGC as the governed source should be the master of this content.
- Where customers have chosen to re-name / re-describe linked assets in CDMP, this data will be overwritten by CDGC data as part of the April upgrade. If customers want to preserve local names and descriptions, they should act before upgrade.

2. Comments on CDGC assets will live in CDGC alone

- Comments on Data Collections will remain as is, but comments on CDGC assets will not be supported in CDMP as this creates duplication. Any asset focused conversations for CDGC assets will occur in CDGC.
- Where customers wish to keep records of previous conversation on CDMP Linked Assets, they should act before upgrade .

3. Customers onboarding CDGC assets will have a simplified process

- Previous process to get assets into collections had 2 steps 1) Create linked asset 2) Add linked asset to data collection. The new process has just 1 step: Add CDGC asset to data collection
- If customer is using APIs to automate this process this will present a CAI process change and they should act before upgrade.

4. Enriched experience for adding assets to data collections

- The removal of the onboarding step will make many more assets available for addition to data collection. To ensure this experience remains user friendly we have added filter options to this search experience. This has replaced the 'search by source path' option.

Actions to Consider

1. If you wish to preserve local CDMP Names and Descriptions of CDGC Assets

- You are advised to extract these from CDMP (before upgrading your instance) and upload them into CDGC.
- More information on how to do this can be found in the knowledge base article we will share via email.

2. If you wish to download historical comments on CDMP Linked Assets

- You are advised to extract these from CDMP (before upgrading your instance)
- More information on how to do this can be found in the knowledge base article we will share via email.

3. If you are using automated processes to 1) Onboard CDGC Assets as Linked Assets 2) Link these to Data Collections

- You are advised to simplify your process, removing step 1 entirely and redirecting step 2 to CDGC API endpoints
- More information on how to do this can be found in the knowledge base article we will share via email.

Please note: these actions must be taken before you upgrade to the April release. If you have any questions after reviewing the KB article, please reach out.



Thank You

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