



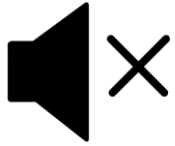
Jan 23, 2024

# IDMC Master Data Governance Case Study with Demo

- Rashmi P, Solutions Architect, CSA
- Ragavendra Kinnera, Principal Solutions Architect, CSA
- Ankit Tripathi, Sr. Solutions Architect, CSA
- Kamal Abrol, Sr Principal Customer Success Architect, CSA

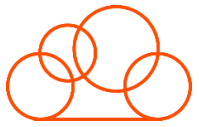
Where data & AI come to The LIFE logo, where the letters L, I, F, and E are rendered in a colorful, multi-colored font.

# 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.

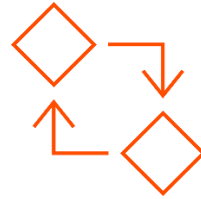
# Feature Rich Success Portal



**Bootstrap trial and  
POC Customers**



**Enriched Customer  
Onboarding  
experience**



**Product  
Learning Paths  
and Weekly  
Expert Sessions**



**Informatica  
Concierge**



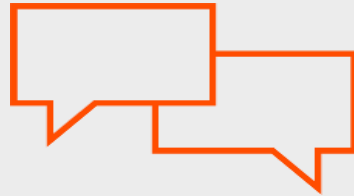
**Tailored training  
and content  
recommendations**

# More Information



## Success Portal

<https://success.informatica.com>



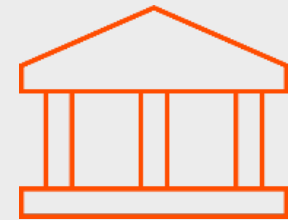
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

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

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# Agenda

- Overview of Master Data Governance
- Challenges when MDG is not in place
- Master Data Governance in Informatica Data Management Cloud
- Case Study Demo

# What is Master Data Governance?

Master data governance is the application of data governance factors to a subset of data called master data. The factors of data governance are about documenting definitions, sources, processes, policies, rules, metrics, and people to improve the management of data.

## Probable Failure with no MDG

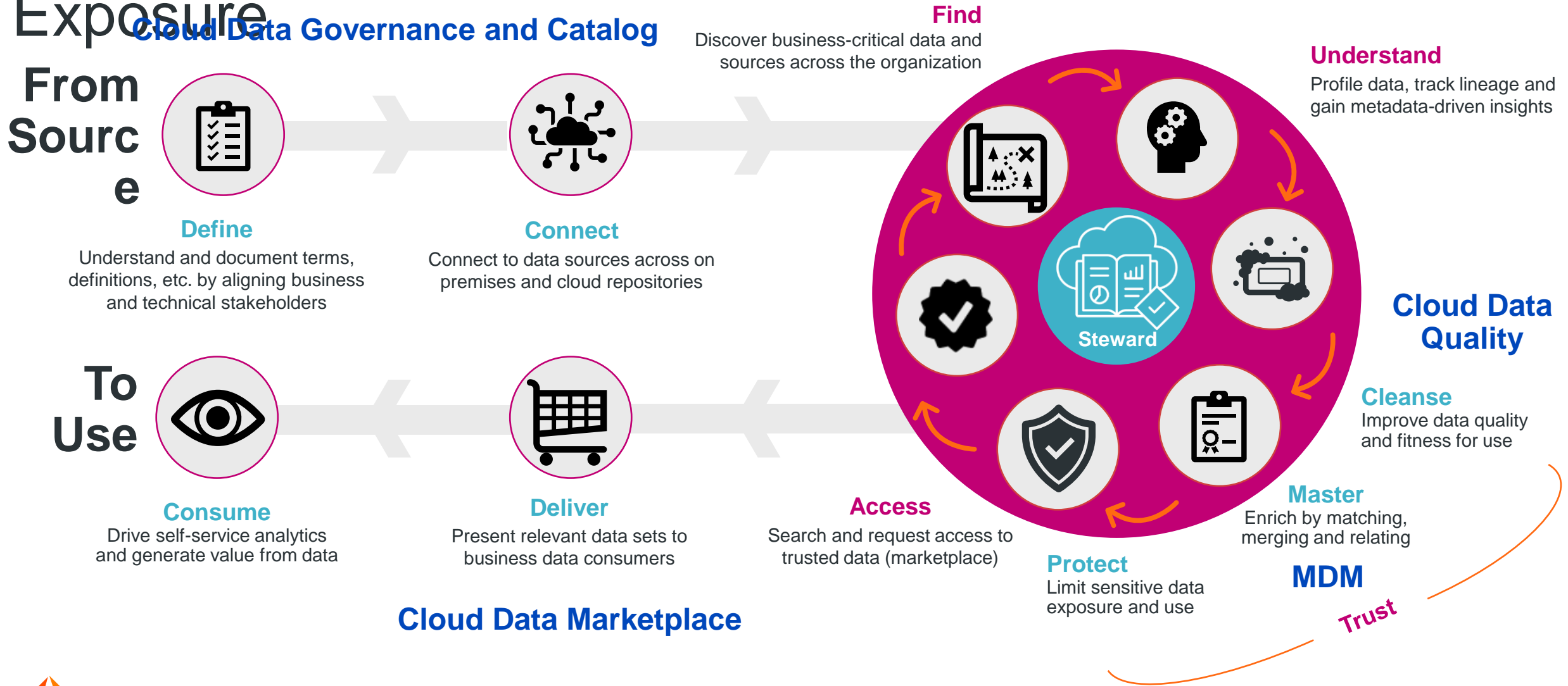


## Why Governance on Master Data?

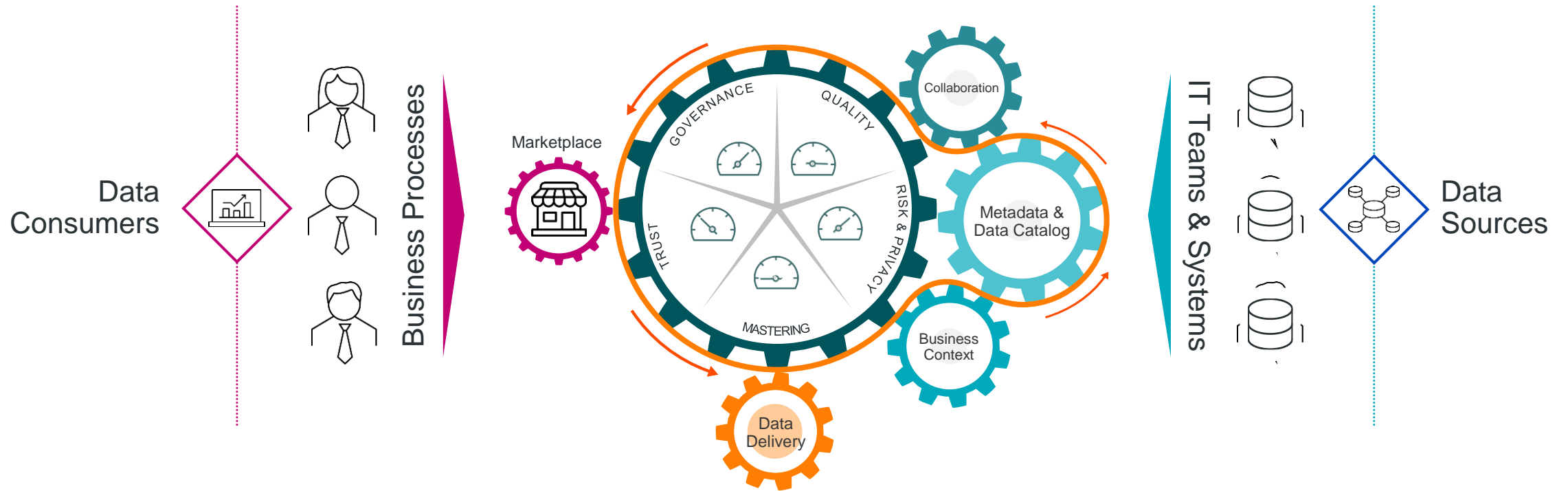
Governing Master Data ensures that it doesn't become another "version of the truth".



# Improve and Democratize Data, Minimizing Risk Exposure



# Deliver Accurate Data using Data Marketplace





# Thank You

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# Where data & AI come to

