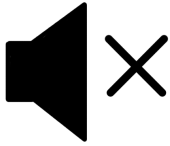Feb 15th, 2022

Introduction to Cloud 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 on our INFASupport YouTube channel and 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.
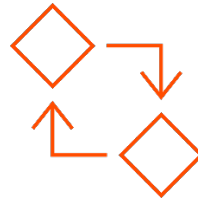
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Feature Rich Success Portal
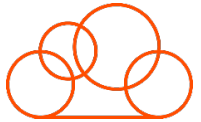
Bootstrap trial and POC Customers

Enriched Customer Onboarding experience

Product Learning Paths and Weekly Expert Sessions

Informatica Concierge

Tailored training and content recommendations

More Information

Success Portal

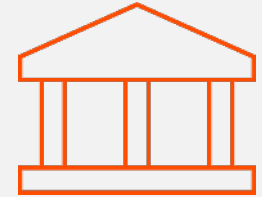https://success.informatica.com

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

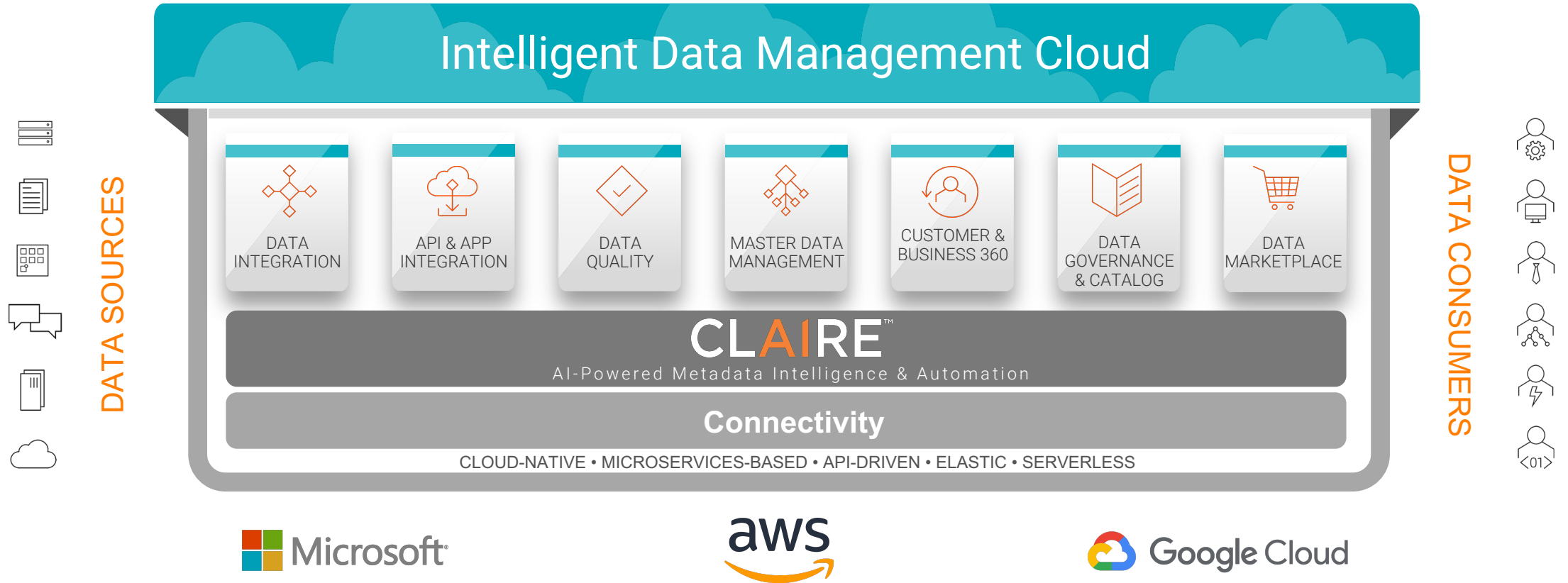|	
1	Introduction to Cloud Data Market Place
2	Core Concepts/Building Block
3	Create Marketplace
4	Consumer's Experience
5	Demo
6	Q&A

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Introduction to Cloud Data Marketplace

# Intelligent Data Management Cloud

What is Cloud Data Marketplace?

1 A cloud-native storefront, with order management, and governed delivery capabilities

2 Where you can package data assets from any data source

3 And easily ensure your data consumers can shop for data and AI models

4 Your teams can quickly fulfill their requests

5 And track requests, data usage and more

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Cloud Data Marketplace

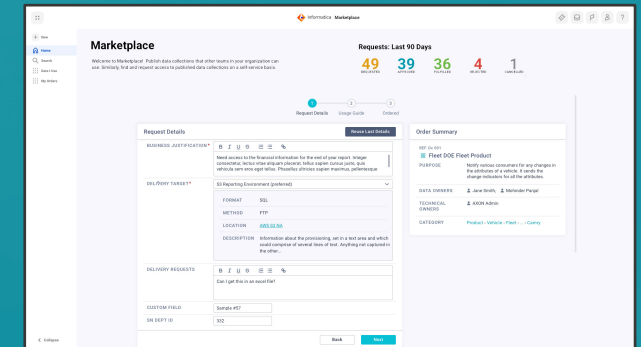## A storefront, with order management, and governed delivery capabilities
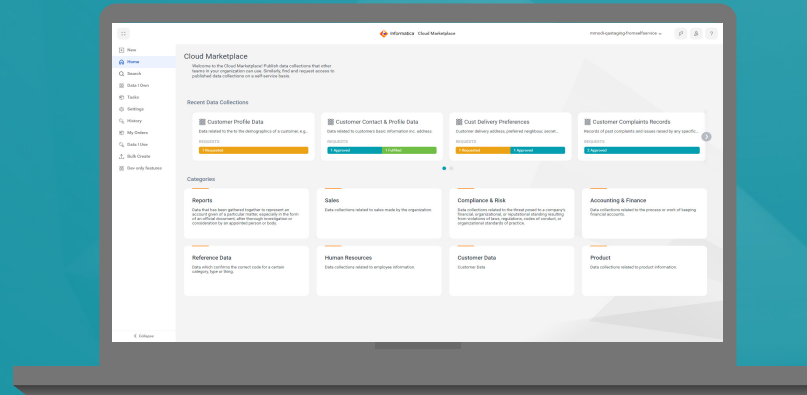
Package Data Assets

Shop & Checkout

Fulfill & Track

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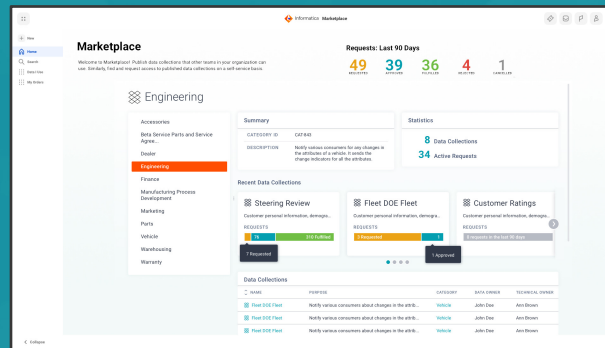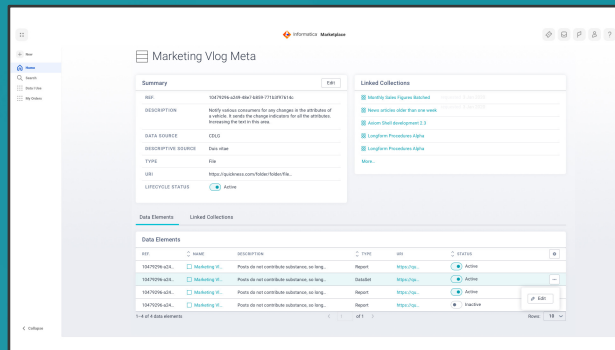
Why Marketplace: The Drive Towards Data Democratization

New Self-Service Model

Population

Data Literacy

Data Scientist · ETL Developer · Data Engineer · Citizen Integrator · Citizen Analysts · Citizen Consumer

← Technical | Business →

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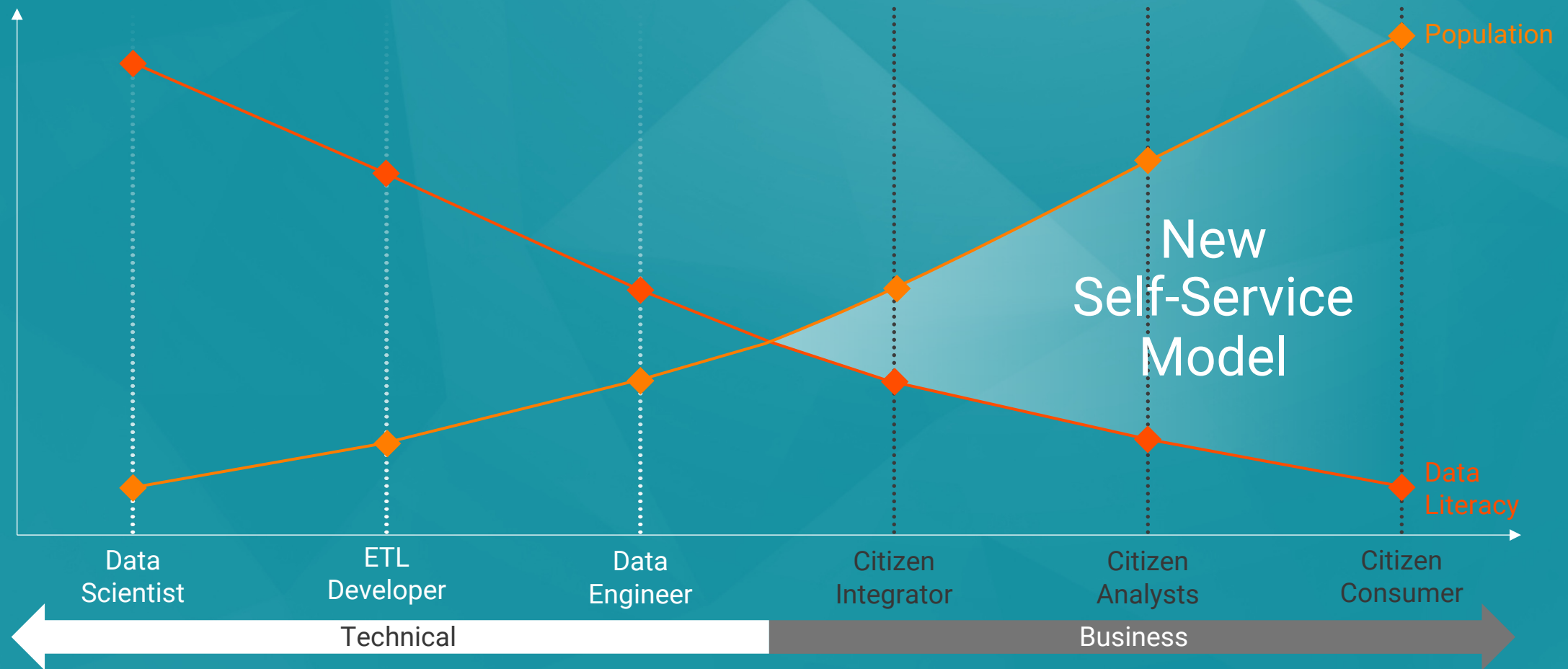
Key Features

Data Asset Diversity

- Acquire data assets from diverse data sources, on-prem or cloud, inventoried from diverse data catalogs

- Document data content, ownership, and access points for consumers.

- Data available to be packaged into multiple collections for self-service discovery, request & delivery

- Link back to on-prem or cloud data sources for on-demand delivery

Seamless Data Shopping

- Enable data consumers to easily find, understand and access data they need.

- Familiar, seamless browse & search experience

- Policy and delivery context for the data. Automated notifications to owners to facilitate access

AI/ML & Analytics Model Merchandising

- AI/ML and Analytics Models available for data self-service

- Package Model and Data Pipeline dependencies together

- Monitor Model KPIs, including data quality, drift & model performance

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Key Features

Transparent Order Processing

- Review and approve requests to access data assets on-demand

- Deliver and provision data access upon approval by designated owner/stakeholders

- Keep track of who is using what data for what purposes. Monitor and audit timely fulfillment of data consumer's requests

- Coordinate delivery with other data engineering processes to ensure seamless fulfillment

Data Delivery & Provisioning

- Define multiple delivery options for data assets corresponding to alternative analytics and operational access points

- Consumer selects their preferred option for data access, or can request net new data delivery option

- As data engineers deliver data to consumers, new delivery options available for reuse for new requests

Multi Marketplace Capability

- Deploy multiple Marketplace entry points to support different data consumer communities

- Supports internal and external data self-service within and across orgs

- Data distribution across Marketplaces for different consumer communities

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Core Concepts/Building Blocks of CDMP

Core Concepts

Category

- Broader group of Data Collection within a common theme which helps consumers while browsing the marketplace for relevant data.

- E.g., Customer, Product, Accounting & Finance etc.

Data Collection

- A 'Data Package' which comprises of one or more data assets based which can be tables, files, view, reports or AI/ML Models.

- Can be searched within the Marketplace UI by consumers with filters on its 'terms of use'.

Data Assets

- The Data assets describes the data within a collection. Data assets contains

- E.g., APAC Sales Data, Customer Churn Report

Data Elements

- Data elements are the attributes within a data asset.

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Core Concepts

Terms Of Use

Usage Context

Roles & Users

Delivery Options

- Provides Usage guidelines which a consumer must understand and accept while making the access request.

- Helps consumers through filters while searching for data collections to get right data for their project.

- Marketplace setup phase allows consumers to select from a predefined list of usage context for the data. E.g. Analytics, Marketing etc.

- The usage context defines the contexts within which Data Users can use the data collections that they order.

- Marketplace comes with default roles based on different features and functions available for operationalizing marketplace. E.g. Marketplace User, Technical Administrator, Category Owner
- It is important to identify personas for these roles and enable them for their tasks in the Marketplace prior to a launch.

- Marketplace allows creation of data delivery templates through a combination of format and method which will be used for data fulfillment. E.g. JSON format and API Delivery

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Bulk Upload

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Cloud Data Marketplace Roles

Consumer	Owners		Admins	
Data Marketplace User	**Data Marketplace Data Collection Technical Owner**	**Data Marketplace Data Collection Owner**	**Data Marketplace Technical Administrator**	**Data Marketplace Administrator**
				Can configure application at the IICS level e.g., create roles, allocate permissions,
				Can create categories, collections, terms of use, templates and data assets. Can bulk create assets, collections and access.
			Can create terms of use, delivery templates and data assets.	
	Can fulfil data requests where they are Technical Owner.	Can approve data requests where they are Data Owner.	Can fulfil any data access requests.	Can approve and fulfil any data access requests.
	Can edit data collections where they are the Technical Owner (inc. adding assets, delivery targets and terms of use) and see "Data I Own" tab.	Can edit data collections where they are the Owner (inc. **editing summary data**, adding assets, delivery targets and terms of use) and see "Data I Own" tab.	Can edit all data collections (inc. adding assets, delivery targets and terms of use).	Can edit data collections (inc. **editing summary data**, adding assets, delivery targets and terms of use)
	Can be given the Technical Owner role on a collection and will see "Data I Own tab.	Can be given the Data Owner role on a collection and will see "Data I Own tab.	Cannot be given any roles from this alone.	Can allocate owner roles but cannot be given any roles from this alone.
Can review and shop for data collections in CDMP across all categories except those marked as "Unpublished"	Can review and shop for data collections in CDMP across all categories except those marked as "Unpublished"	Can review and shop for data collections in CDMP across all categories except those marked as "Unpublished"	Can review and shop for data collections in CDMP across all categories.	Can review and shop for data collections in CDMP across all categories.

Data Consumers   **Data Producers**   **Administrators**

Building Marketplace

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Building a Marketplace

1. Enable Marketplace & Admins

- ✓ Enable Marketplace Service under IICS
- ✓ Onboard Initial Stakeholders with required roles

2. Create Base Contents

- ✓ Create Categories & Terms of use
- ✓ Create Data Delivery templates
- ✓ Create some data collections, assets and elements

3. Set up Data Producing Community

- ✓ Onboard Data Owners and Technical Owners with required roles.
- ✓ Assign these users the data relevant collections

4. Populate Marketplace

- ✓ Data Owners to update names, descriptions etc.
- ✓ Add Data Assets, Terms of use
- ✓ Technical Owners to define delivery targets.

5. Prepare for Launch

- ✓ Plan the data consumer onboarding with initial enablement plans.
- ✓ Populate the already existing user community in marketplace to provide a better context for data consumers.
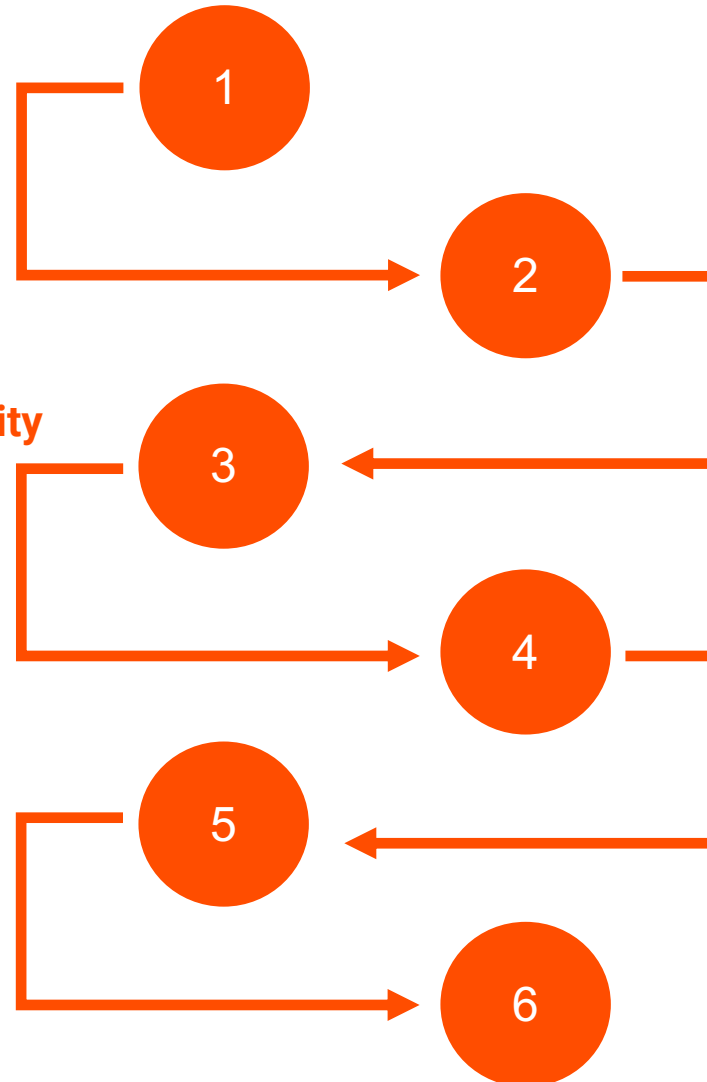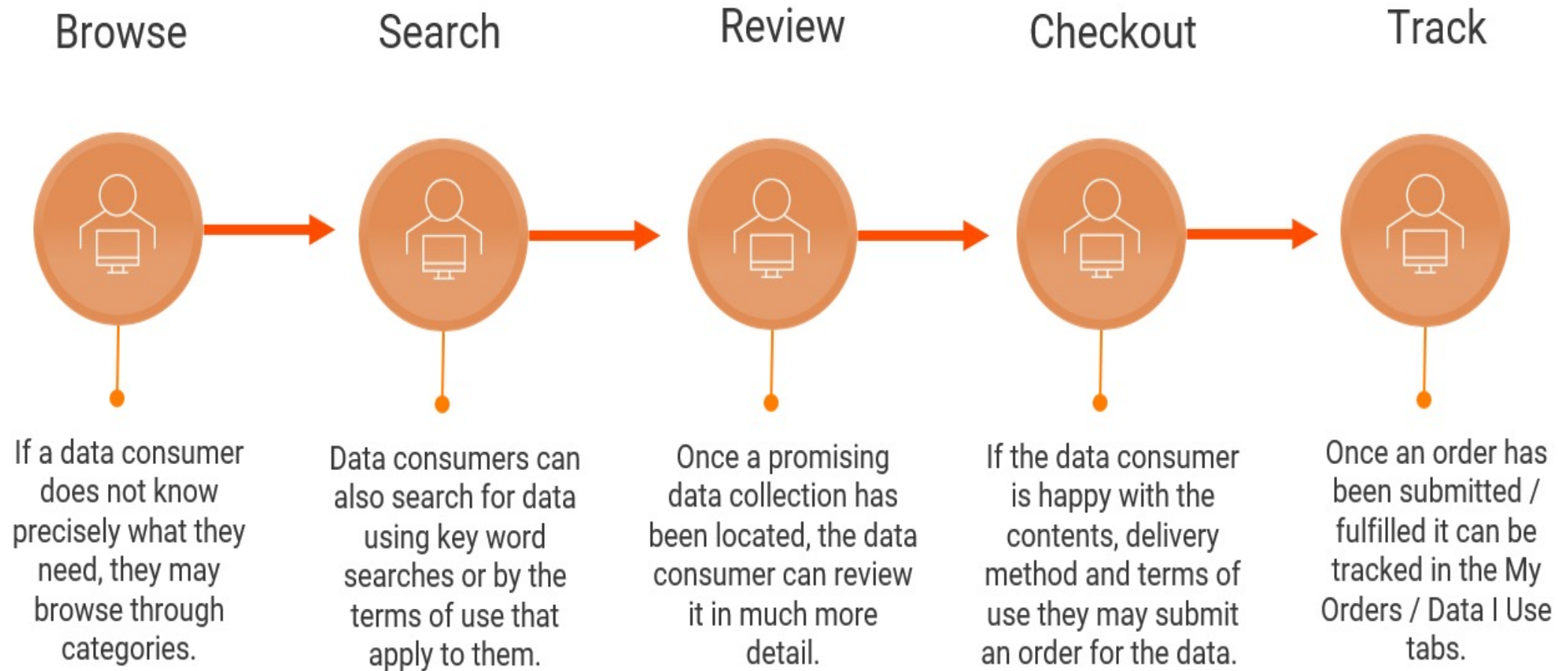
6. Launch Marketplace

- ✓ Launch Marketplace
- ✓ Publish common content for new and existing users. E.g. Playbook, Introduction Videos.
- ✓ Set up Office Hours

1 → 2 → 3 → 4 → 5 → 6

Marketplace Consumer's Experience

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Marketplace Consumer's Experience

Browse	Search	Review	Checkout	Track
If a data consumer does not know precisely what they need, they may browse through categories.	Data consumers can also search for data using key word searches or by the terms of use that apply to them.	Once a promising data collection has been located, the data consumer can review it in much more detail.	If the data consumer is happy with the contents, delivery method and terms of use they may submit an order for the data.	Once an order has been submitted / fulfilled it can be tracked in the My Orders / Data I Use tabs.

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References

- Cloud Data Marketplace: [Click Here]
- On Demand Webinar: [Click Here]
- Product Documentation : [Click Here]

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DEMO

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