

17 Feb, 2026

# Master Data Governance with CDGC - Part 1

- Avanish Srivastava, Senior Manager – Solution Architects, CSA
- Rebecca South., Principal Solutions Architect, CSA
- Naveed Haider, Principal Solutions Architect, CSA

Where data & AI come to 

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- 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.

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# Agenda

1 Introduction

3 Foundational Business Assets to Enable MDM Governance

5 How Informatica CDGC Supports MDM Governance

7 Demo

2 Master Data Governance - Reference Architecture & Use cases

4 Managing Business Assets Related to MDM Governance

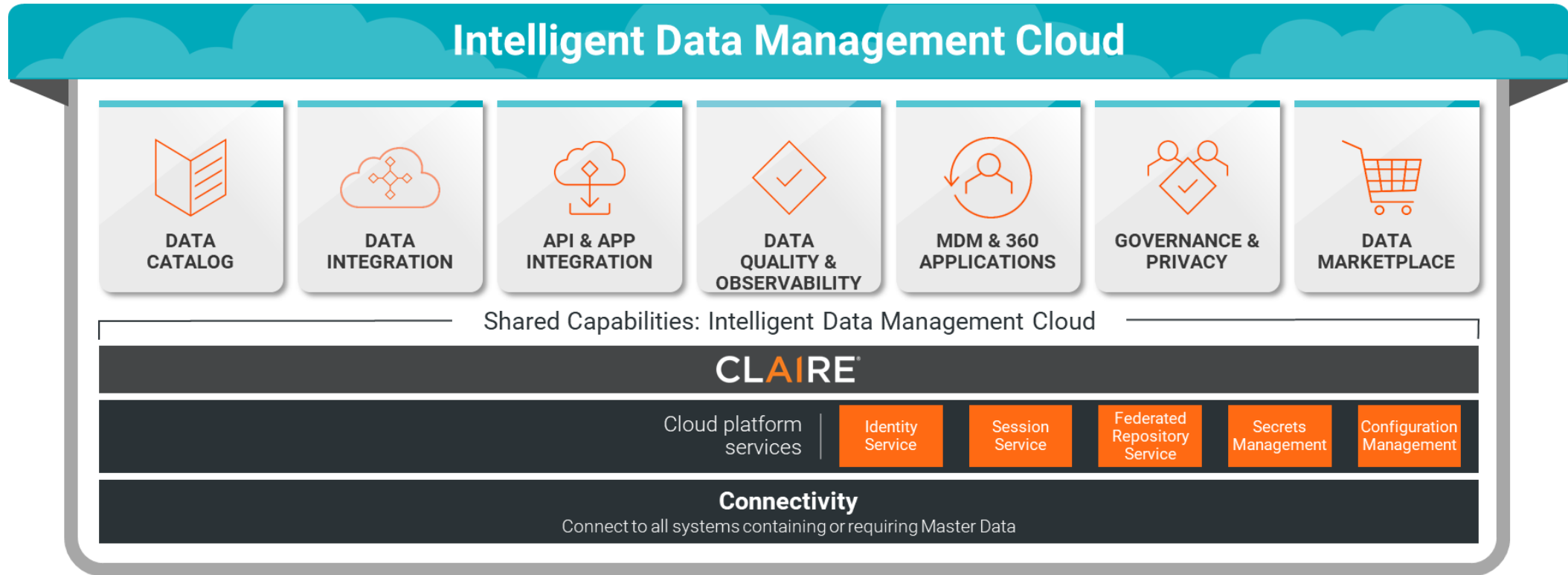
6 Integration with MDM & Reference Data

8 Q&A

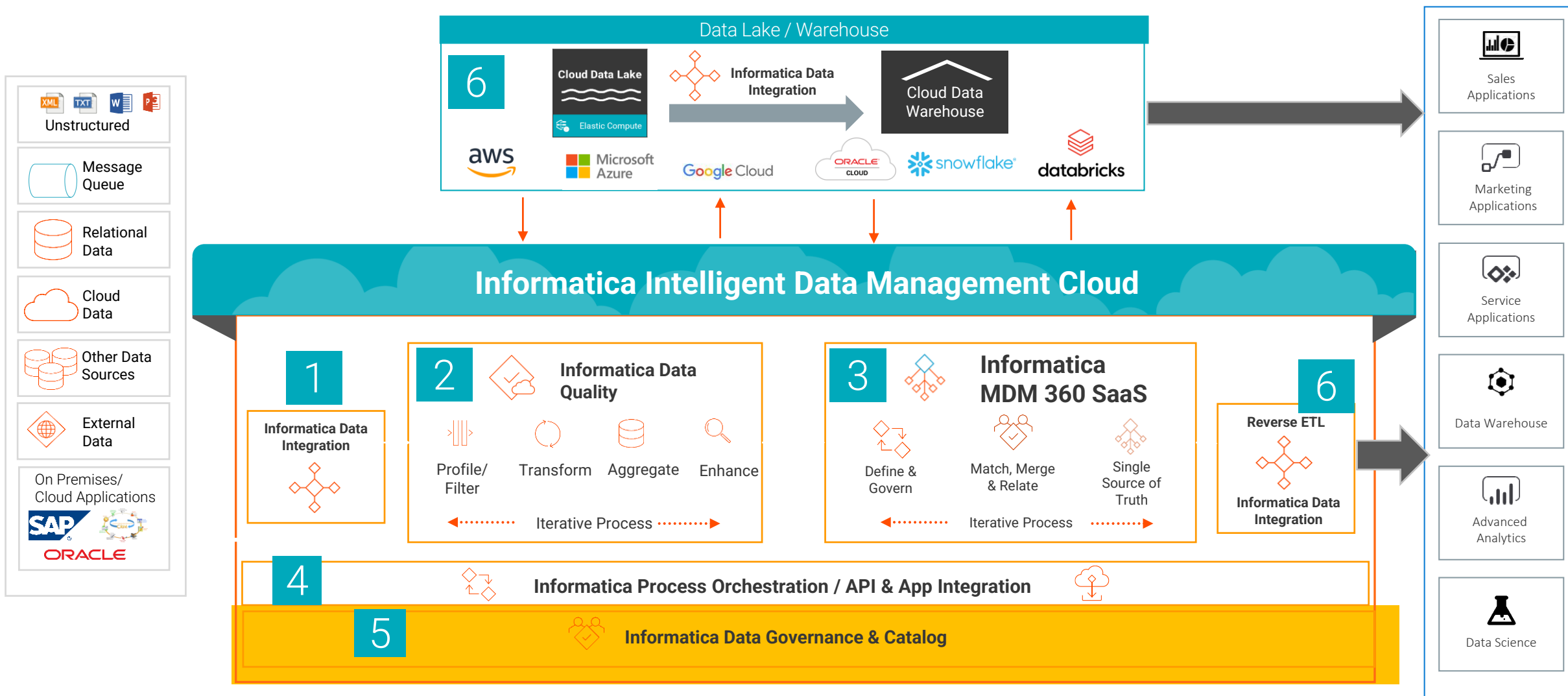
# Introduction to Master Data Governance with CDGC

Informatica IDMC

## The Data Management Platform



# MDM. SaaS Reference Architecture



# What is Master Data Governance?

Master data governance involves managing the critical data entities of an organization to ensure consistency, accuracy, and accountability across various systems.



A framework for managing and maintaining critical business data across the organization



Ensures accuracy, consistency, and accountability of master data assets



Involves processes, policies, and technologies to control data quality

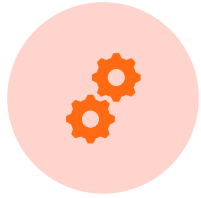


Establishes clear data ownership and stewardship roles



Supports regulatory compliance and operational efficiency

# Key Use cases powered by Governed Master Data



Enable scaling of AI and agentic capabilities on Mastered Data with confidence



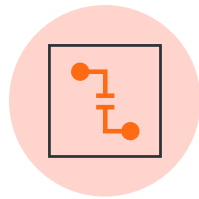
Scan Ref360 data, linking it with business and technical assets in the catalog and MDM business entities for integrated governance.



Continuous & Ongoing data quality checks as data evolves over time



Democratize trusted mastered data via Cloud Marketplace & ClaireGPT



Lineage + data quality insights for quick issue resolution (From Ingres to Egress)



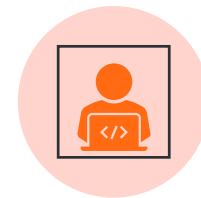
Ensure regulatory compliance for shared MDM data



Support customer privacy (right to delete/forget) with lineage



Maintain MDM knowledge and insights despite team transitions post go lives



Data observability to detect anomalies & track data changes in published master data systems (Snowflake, Databricks, etc.)

# Practical Implementation Guide for Master Data Governance

1

**Start with CDGC Discovery Only:** Begin by scanning source systems to collect profiling results and metadata, focusing on data discovery rather than full governance. Leverage deep profiling capability within CDGC as applicable for deepened data analysis. This approach helps customers gain a clear understanding of their data landscape without interrupting MDM progress.

2

**Execute MDM Implementation:** Leverage the profiling insights to establish data quality rules, then carry out the core MDM processes—data landing, standardization, matching, merging, and publishing.

3

**Return to CDGC for Governance:** Once MDM is operational, scan the MDM system and all dependent data sources. Enhance the environment by adding business context, comprehensive cataloging, lineage, reference data and continuous data quality monitoring to achieve a fully governed, end-to-end data ecosystem. Leverage CDGC to democratize this mastered data further with Cloud Marketplace and/or Claire GPT as applicable.

# Foundational Business Assets to Enable MDM Governance

# CDGC Asset Alignment with MDM Governance

## MDG Components



Defined data standards, policies, and procedures



Data Quality monitoring and management



Integration with business process and IT systems



Data stewardship and ownership assignment



Continuous improvement through audits and feedback

## CDGC Components



Business Glossary



Business & Technical Metadata



Business Rules



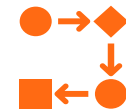
Lineage & Business Impact



Data Observability



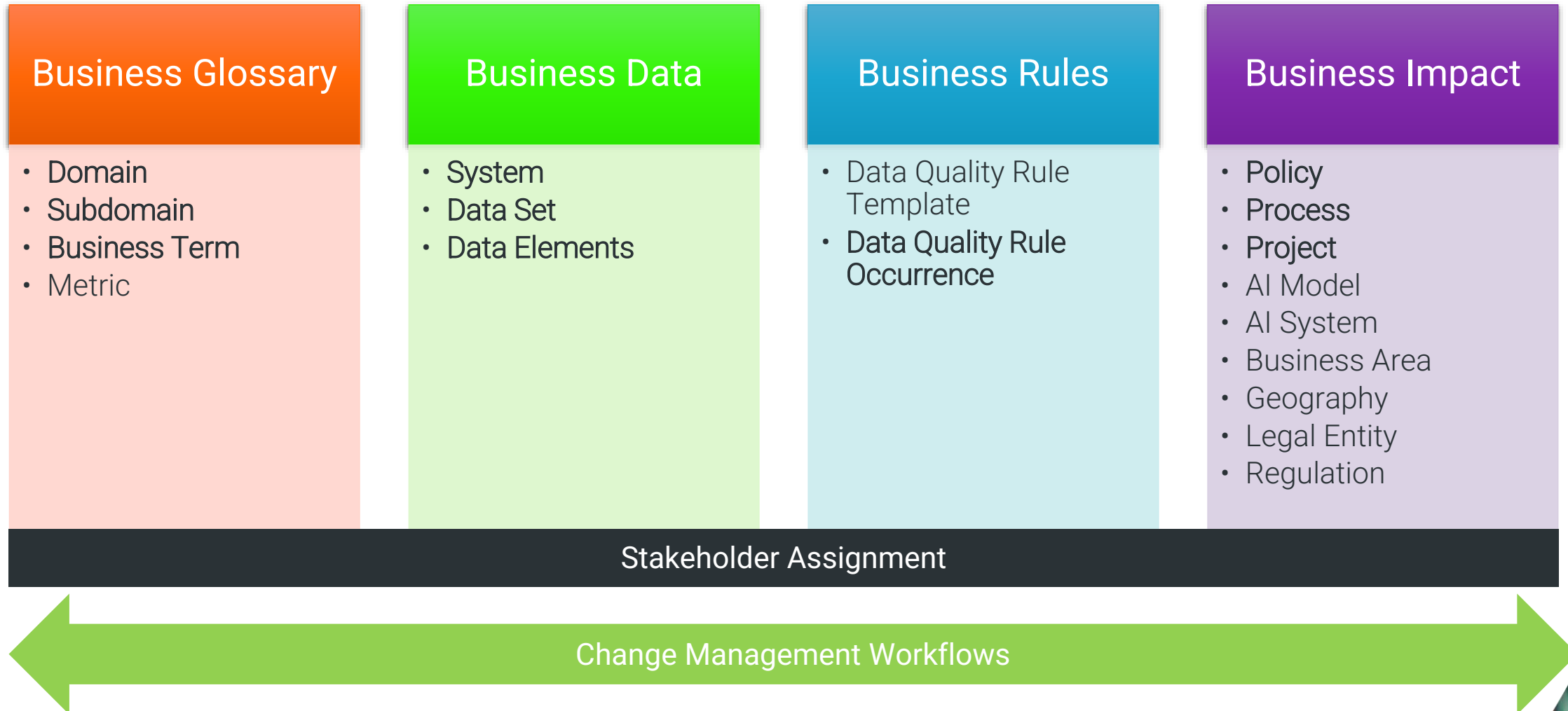
Stakeholder Assignment



Workflows

# Foundational Business Assets to Enable MDM Governance

What CDGC Business assets are critical to Master Data Governance?



# Taxonomy of Party/Customer Master Data

**1-Party Data**  
DOMAIN

Overview **Hierarchy** Relationships Data Quality Stakeholders Tickets History

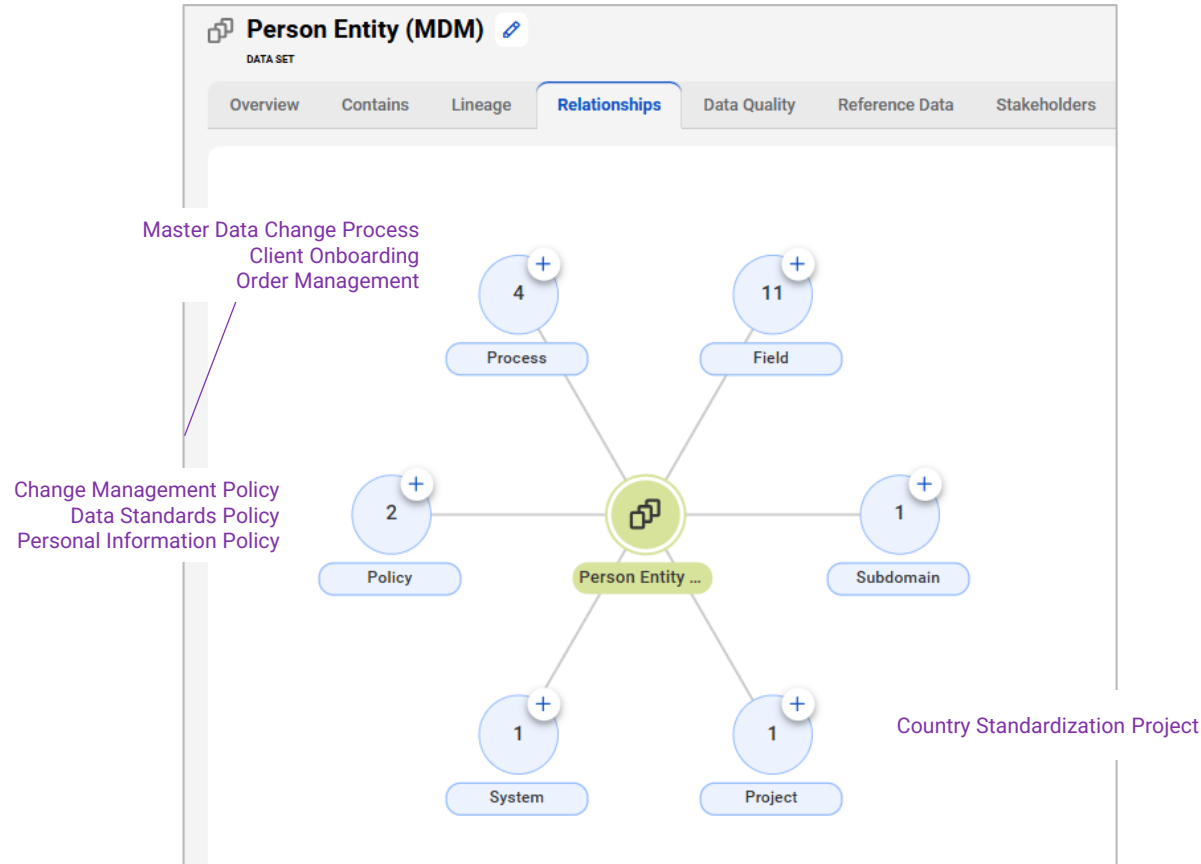
**Content**

Name	Description	Type	Alias Names
1-Party Data (2)	Data related to customers of the organization - both personal and corpora...	Domain	-
Party Data - Common Attributes (4)	Attributes for Customer Data that share a common definition and usage a...	Subdomain	-
Individual (24)	Terms related to information captured on Individuals who are either Custo...	Subdomain	Customer, Employee, Person
Location Attributes (7)	Physical or mailing address for an individual or organization. Types of an i...	Business Term	Address
City	A city is a human settlement with a defined area and population. It typicall...	Business Term	-
Country Code	The country code to make up an address	Business Term	-
Country Name	A Country refers to a sovereign nation recognized by the international co...	Business Term	-
Post Office Box	A secure and numbered box located at a post office where a person or bu...	Business Term	-
Postal Code	A series of letters and/or numbers assigned to specific geographic areas ...	Business Term	Zip Code, Postcode
State or Province	The state or province used to make up an address. A regional division wit...	Business Term	-
Street Address	The street name and number used to make up an address. The specific lo...	Business Term	-
Organization (19)	Terms that describe the type of information captured specific to organizat...	Subdomain	Company
Phone Number	Contact Phone Number for the Individual or Organization. May include Mo...	Business Term	Telephone, Mobile, Phone#
Party Identifier	The party ID is the numeric representation used to identify the unique part...	Business Term	Party ID, PID

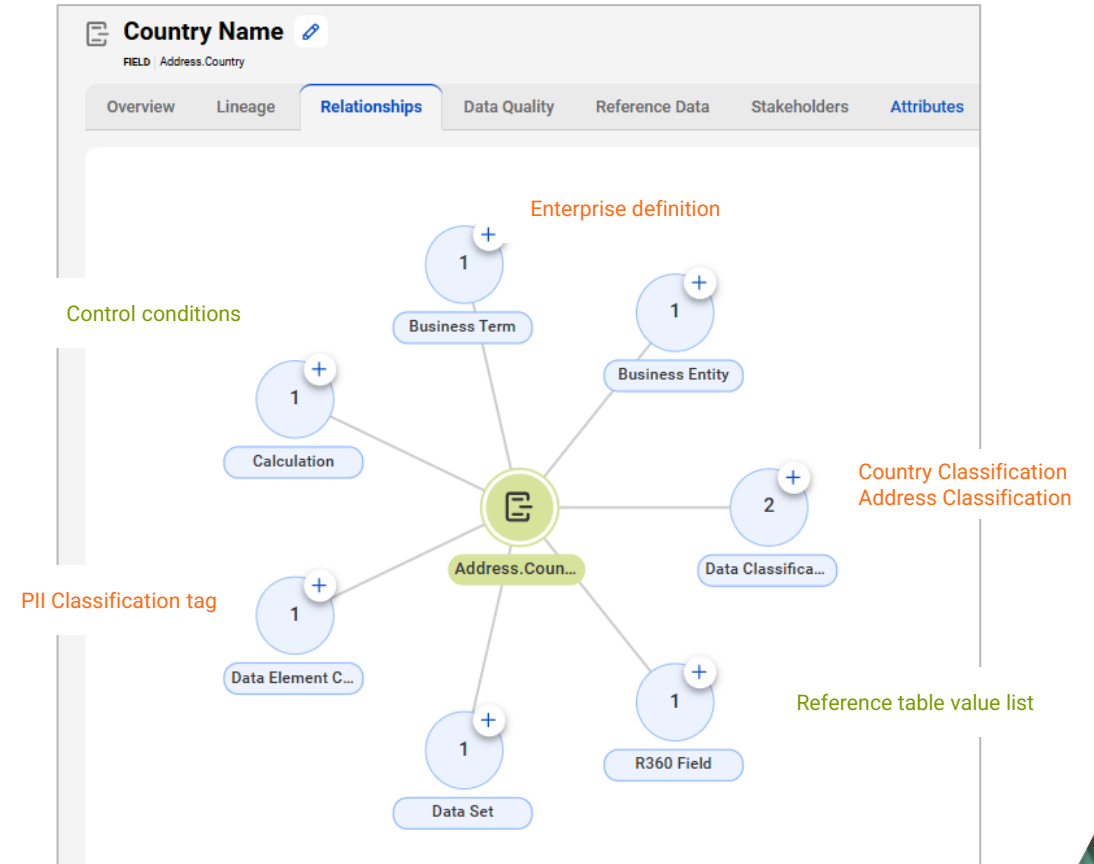
# Bringing Master DG together with CDGC

## Relationships to CDGC assets to provide context, impact, alignment

### Business Data Set View



### Data Element View



# Managing Business Assets Related to MDM Governance

## Key Activities in CDGC for Master Data Governance



### Data Stewardship and Ownership

Establishing clear roles and responsibilities for data stewards and owners who oversee the quality, integrity, and security of master data assets.



### Data Policy and Standards Development

Defining and enforcing policies, standards, and processes for master data creation, maintenance, and usage across the organization.






### Data Quality and Change Management

Implementing processes to monitor, measure, and improve data accuracy, completeness, consistency, and timeliness.

# Data Stewardship and Ownership Assignment

## Define required roles and responsibilities specific to Master Data assets inside of CDGC

Role	Activities in IDMC- CDGC	CDGC Asset Assignment & Permissions
 <b>Data Steward</b>	<ul style="list-style-type: none"> <li>Use the tool to monitor <b>data quality dashboards</b> and identify anomalies or data rule violations.</li> <li>Perform <b>data profiling</b> and <b>classification</b> to ensure master data accuracy and completeness.</li> <li>Manage and resolve data issues by updating records or <b>initiating workflows</b> for data correction.</li> </ul>	<ul style="list-style-type: none"> <li>Business Data: MDM System &amp; MDM Data Sets</li> <li>Catalog: Technical Assets</li> <li>Permissions: Create, Update, Delete</li> </ul>
 <b>Data Owner</b>	<ul style="list-style-type: none"> <li>Define and update <b>data governance policies, standards, and approval workflows</b> within the tool.</li> <li>Review and approve <b>data change requests</b> and stewardship actions via the governance workflow interface.</li> <li>Set and enforce <b>data access permissions</b> and compliance requirements through role-based access controls.</li> </ul>	<ul style="list-style-type: none"> <li>Business Impact: Policy, Process, Project</li> <li>Business Glossary: Domain, Subdomain, Business Term</li> <li>Business Rules: Data Quality Rule Occurrences</li> <li>Business Data: System &amp; Data Sets</li> <li>Permissions: Create, Update, Delete</li> </ul>
 <b>Data Custodian</b>	<ul style="list-style-type: none"> <li>Configure and maintain <b>metadata repositories</b>, ensuring <b>data lineage</b> and impact analysis are accurate and up to date.</li> <li>Implement data security settings and monitor <b>system integrations</b> to ensure data availability and protection.</li> <li>Support automation of <b>data quality checks</b> and alerts within the tool to assist stewards in proactive governance.</li> </ul>	<ul style="list-style-type: none"> <li>Catalog Sources</li> <li>Business 360 Console</li> <li>Ref360</li> <li>Customer360</li> <li>Cloud Data Quality</li> <li>Data Integration</li> <li>Permissions: Administrator, Designer</li> </ul>

*\*Recommendations only. IDMC allows for customization of roles specific to any enterprise operating model.\**

# Data Policy, Process, Project Development

## Policies translate into supporting Processes, into supporting Projects

### Common MDM Policies

- Data Quality Policy
- Data Standardization and Classification Policy
- Data Security and Privacy Policy
- Data Access and Usage Policy
- Data Lifecycle Management Policy
- Change Management Policy
- Audit and Compliance Policy

### Supporting Processes

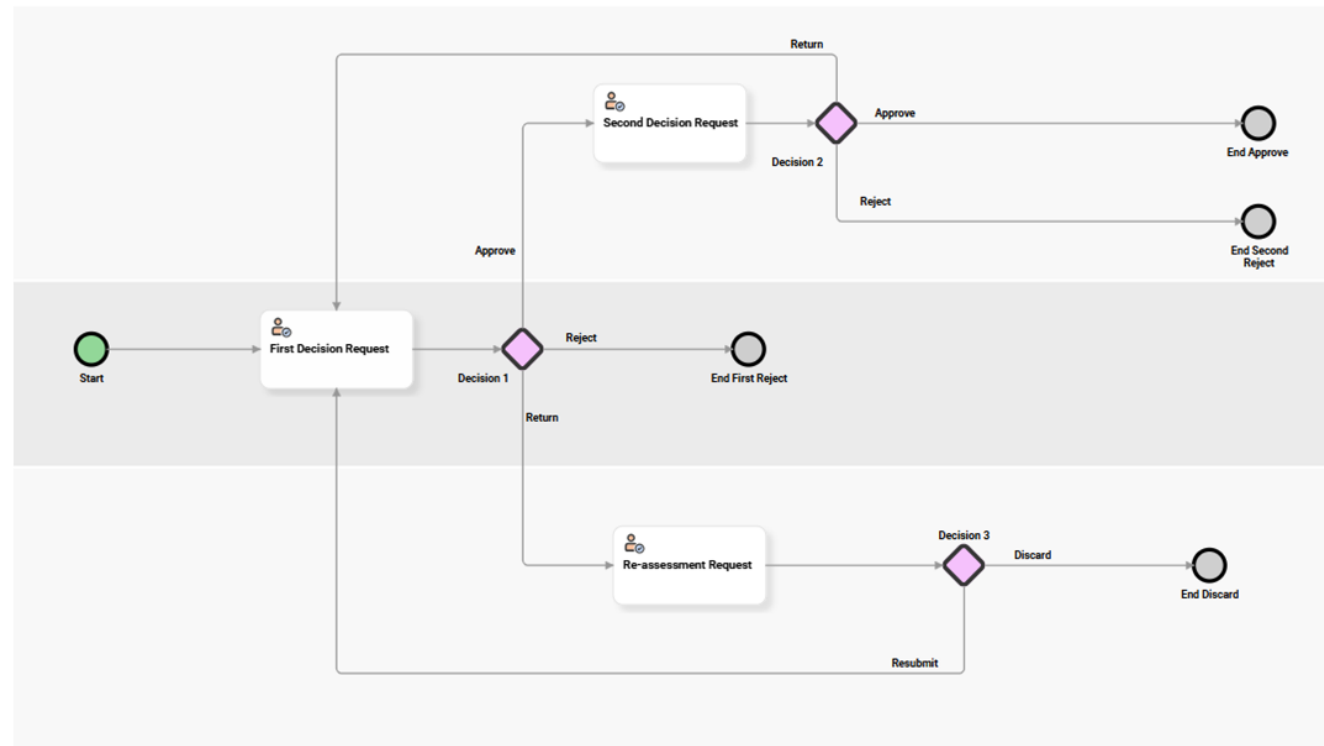
- Data Standard Definition: Establish and enforce standards for formats, naming conventions, and codes
- Data Classification: Categorize master data based on sensitivity, usage, or business domain
- Data Transformation and Normalization: Convert data into standardized formats during integration

### Supporting Projects

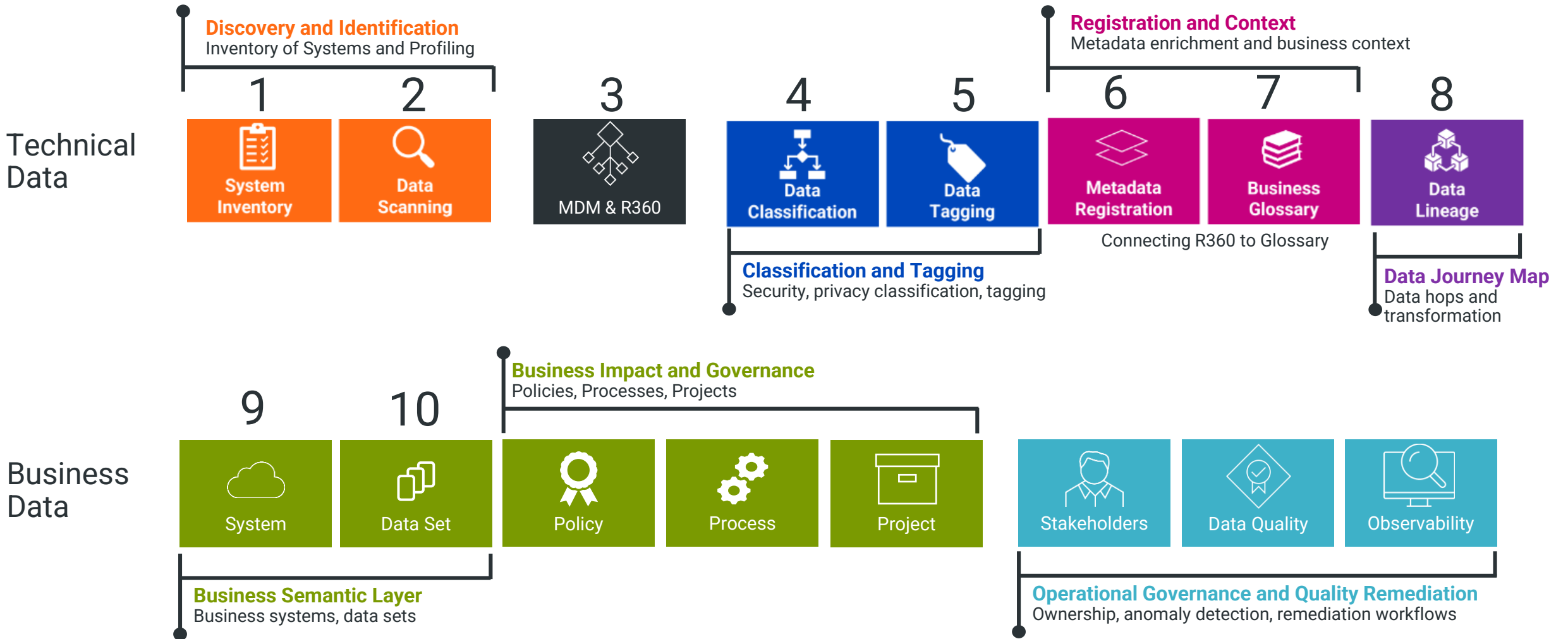
- Standardize and classify Country Codes and Country Names

# Workflows for DQ Remediation and Change Management

- Changes to Reference Data, Business Definitions, Policies governed by workflows
- Similarly, data quality exceptions trigger workflows to monitor and ensure actions are taken to remediate

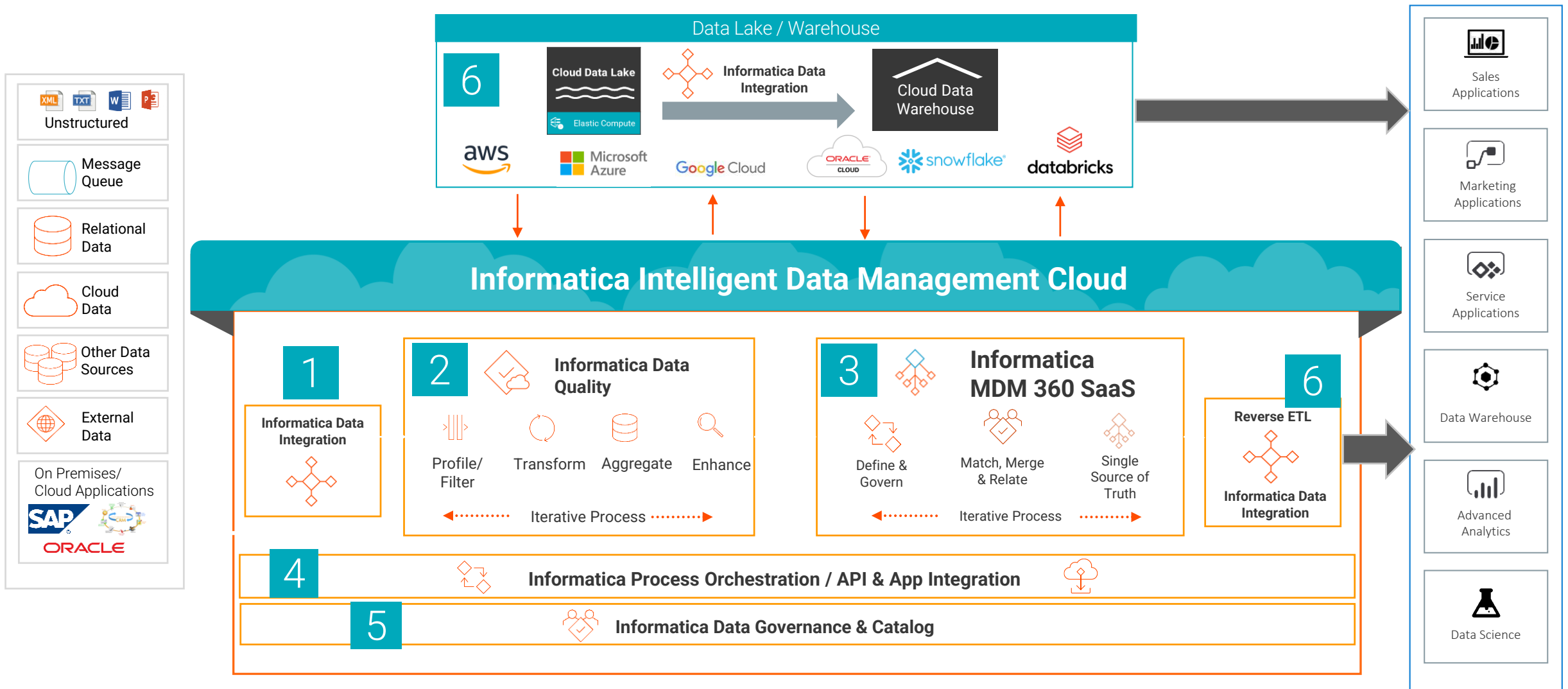


# Putting it together – Order of Operations

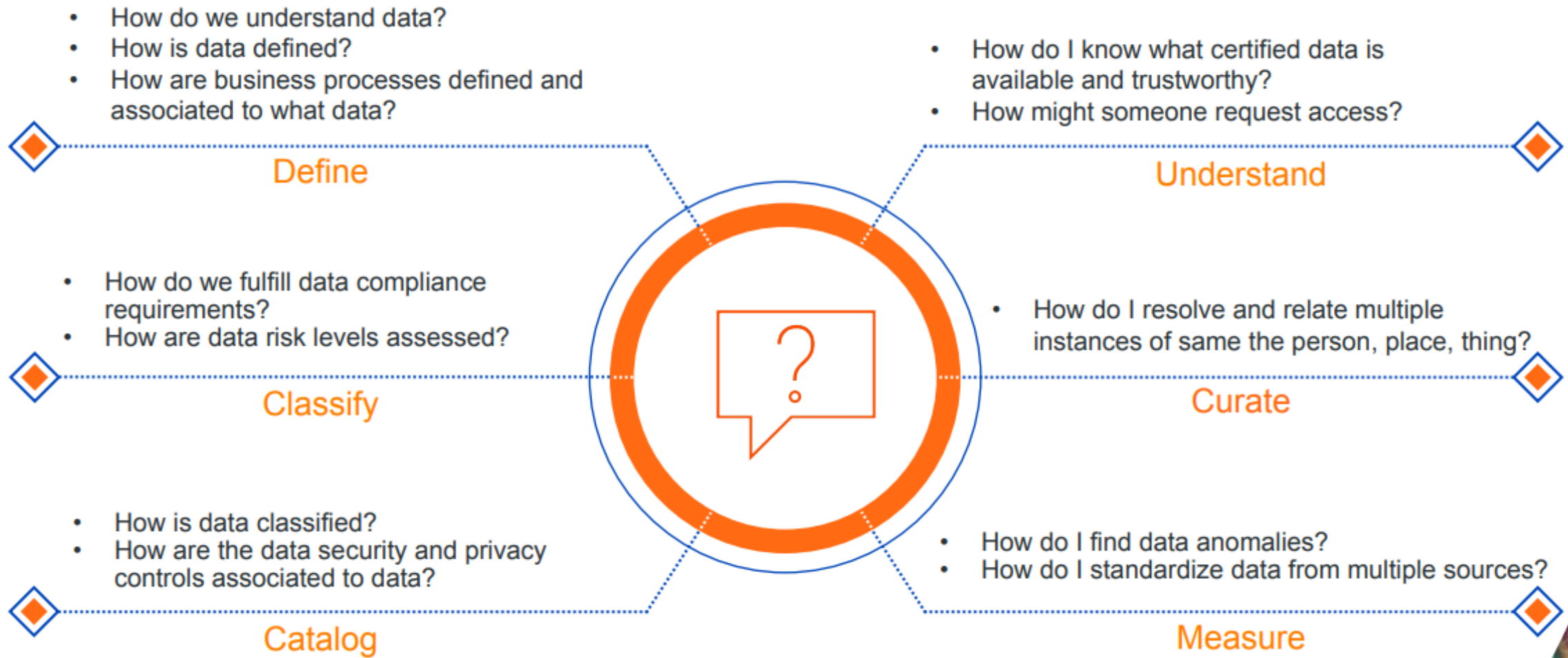


# CDGC Support for Master Data Governance & Reference Data

# MDM. SaaS Architecture

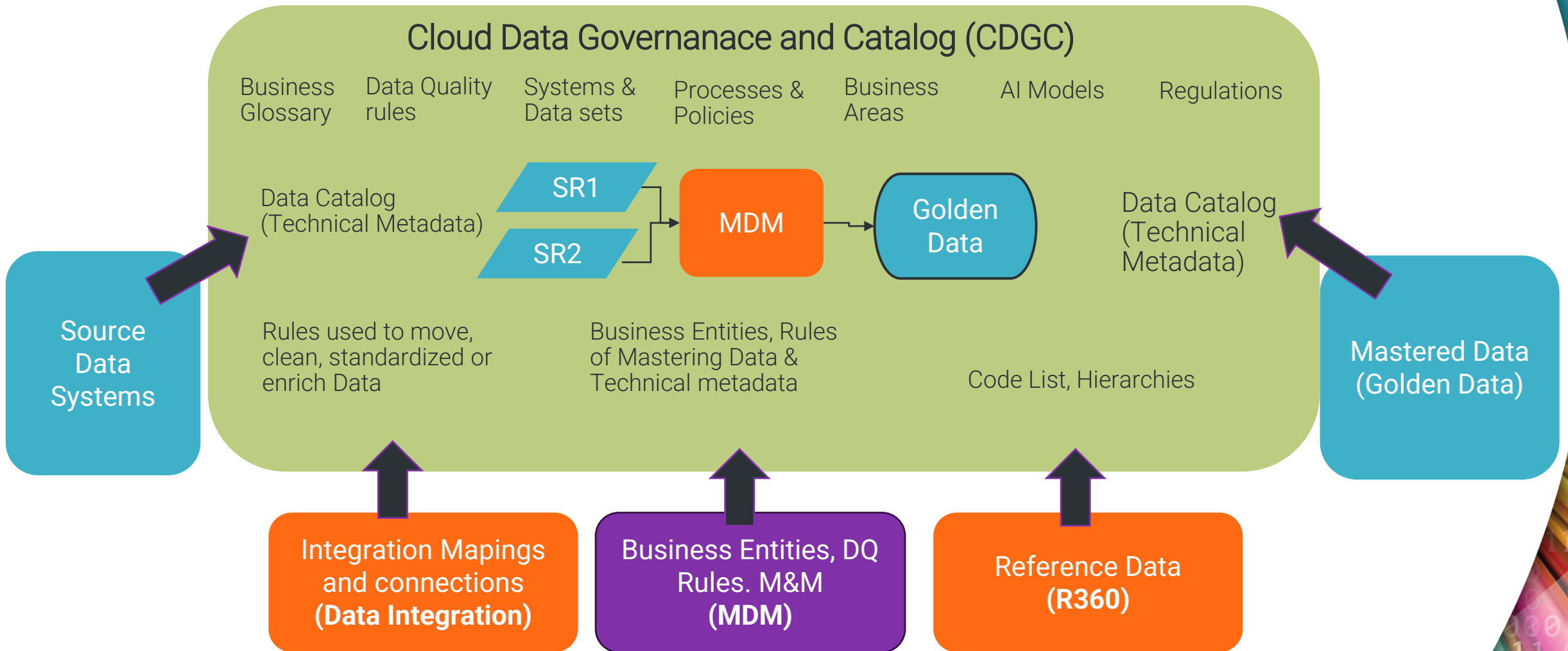


# How CDGC Supports Master Data Governance



# How CDGC Supports Master Data Governance

Cataloging ..... a Simplified View



# Integration with MDM SaaS and Reference data

- Informatica Intelligent Cloud Services Catalog
  - Data Integration
  - MDM SaaS
  - Reference 360 assets.
- Capabilities of the catalog source:
  - Metadata Extraction
    - Filters to limit meaningful metadata extraction
  - Data Classification
  - Glossary Association
  - Lineage Discovery

TT\_IDMC\_MDM  
INFORMATICA INTELLIGENT CLOUD SERVICES CATALOG SOURCE

Overview Hierarchy Relationships

<b>Business Entity</b>	<b>1</b>
Calculation	97
Data Quality	3
Data Quality Calculati...	225
Field	65
Folder	3
Landing Data Set	3
Landing Field	241
Mapping	15
Mapping task	15
Mapping task instance	15
Match and Survivorship	1
Match and Survivorsh...	75

# Integration with MDM and Reference data

- Link Reference 360 Data
  - Business terms
  - Metrics,
  - Data elements

**Ref360\_MDM\_Metadata**  
INFORMATICA INTELLIGENT CLOUD SERVICES CATALOG SOURCE

Overview | Hierarchy | Relationships | Stakeholders | Attributes | Tickets | History

Folder	Count
Folder	13
Hierarchy	3
Hierarchy Data Set	3
Mapping	30
Mapping task	33
Mapping task instance	33
Project	13
R360 Field	958
<b>Reference Data Set</b>	<b>143</b>
Synchronization task	2
Synchronization task instan...	2
System Field	190

**Reference Data Set (143)**

me	Description	Hierarchy
AccountStatus	-	Ref360_MDM
AccountType	-	Ref360_MDM
AddressEnrichedIndicator	-	Ref360_MDM
AddressStatus	-	Ref360_MDM
AddressType	-	Ref360_MDM
AddressUsageType	-	Ref360_MDM
AlternateldType	-	Ref360_MDM
AlternateNameType	-	Ref360_MDM

1 - 25 of 143 Items | Page 1 of 6 | Items Per Page: 25

# DEMO

[Data Governance and Catalog |](#)  
[Home | Master Data Governance](#)



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# Q & A

# Thank You