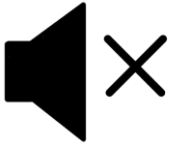Informatica

Jan 16, 2024

Optimizing Business Performance Through Master Data Governance and Architectural Innovations

- Srinivasa Gopal, Principal Solution Architect, CSA

- Dilip Yeluguri, Principal Solution Architect, CSA

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.
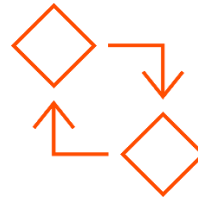
Feature Rich Success Portal
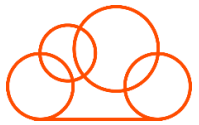
Bootstrap trial and POC Customers

Enriched Customer Onboarding experience

Product Learning Paths and Weekly Expert Sessions

Informatica Concierge

Tailored training and content recommendations

Informatica

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
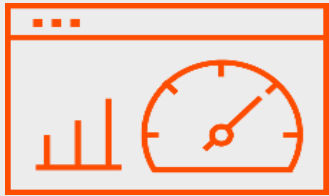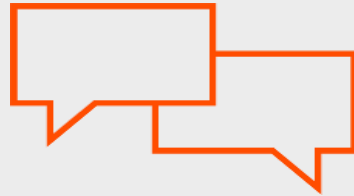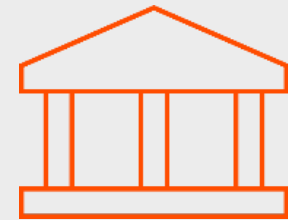
Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

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.

Top Business Imperatives for Data Leaders

Increase productivity rates

GROW THE BUSINESS AND INCREASE AGILITY

30% higher

Improve time-to-market

IMPROVE CUSTOMER EXPERIENCE

by **16%**

Reduce operational costs

REDUCE OPERATIONAL COSTS

by **15%**

Improve operational risk

MANAGE RISK AND COMPLIANCE

28% better
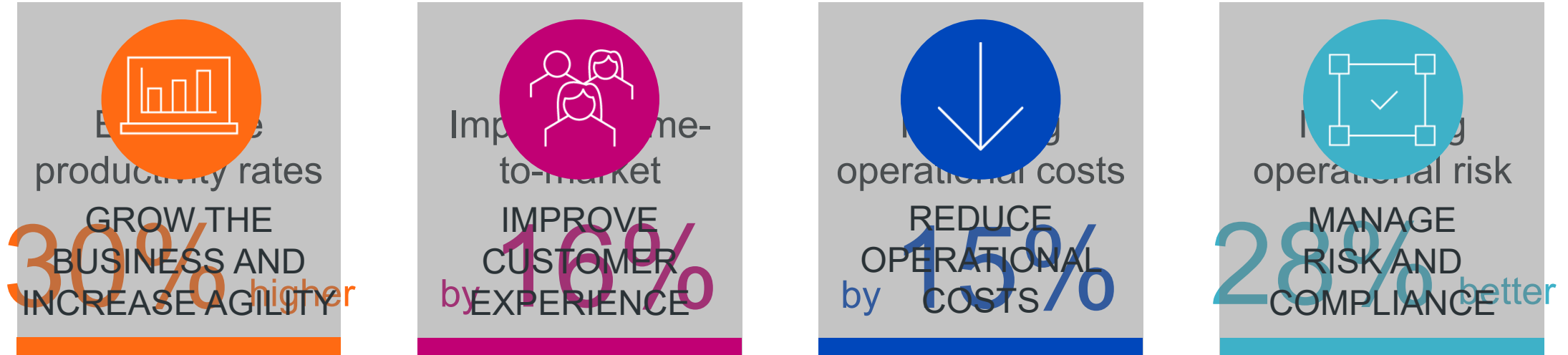
[1] High performing data delivery organizations compared to low-performing organizations.
Data Trust Survey, IDC, December 2021, n=500

How Do I Empower the Organization to Achieve Data-Driven Outcomes?

Finance

HR

Sales

CDO/CDAO

Operations

LOB

Architects

Does HR get reliable salary data to plan where best to hire?

Can operations timely analyze its warehouse stock for supply chains issues?

Can we connect disparate sources to deliver business relevant data to the org?

Is budget data accurate for making make investment decisions?

91%

Predict increases in **data sources** for analytics, cloud stores, applications

Can sales analyze trustworthy data to optimize territory coverage?

50%

Predict they need **5 or more separate tools** to support data management priorities

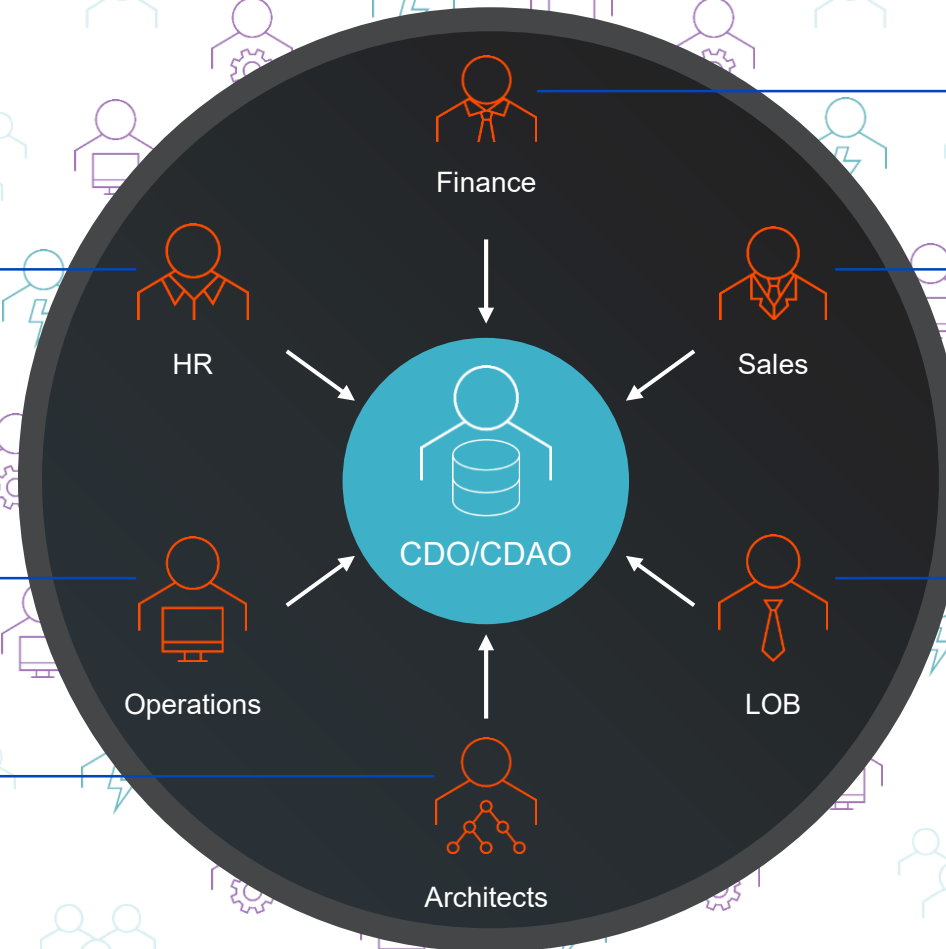*Do marketers have complete performance data to plan a new prospecting campaign?*

45%

Plan to prioritize **more holistic or single views** of customers or business entities

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What are your business imperatives?

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Challenges to Effectively Governing Data

1 — Identifying Unknown Data Sources & Types

- Too much time spent on data discovery and preparation
- Too many silos with unclassified and uncategorized data
- Last mile data delivery challenges

2 — Improving Low Trust in Data Accuracy

- Only 27% of data practitioners completely trust their data[1]
- "Trust in data degrades as it moves further away from its origin"[2]
- Rigid, manual documentation-based approaches do not scale

3 — Enabling Responsible Data Use

- Only 33% of consumers believe that personal data is being used responsibly[3]
- Evolving regulatory policies require ongoing investments and effort to control access
- Manual governance does not scale easily across data lakes

1. Source: Data Culture Survey, IDC December 2020, N=455, Data Trust Survey, IDC December 2021 N=500
2. Source: "In Data We Trust. Or Do We?", Stewart Bond, IDC Directions Conference, March 2022
3. McKinsey, "A customer-centric approach to marketing in a privacy-first world", May 2021

Challenge 1:
Identifying data sources and types

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Challenges to Effectively Governing Data

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Challenge 2:
Improving low trust in data accuracy

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Challenges to Effectively Governing Data

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Challenge 3:
Enabling responsible data use

How do you find critical data, ensure it is accurate and deliver it to the data consumers who need it most?

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Data Strategy Priorities to Enable Your Transformation
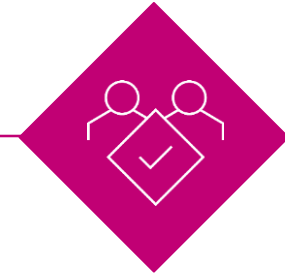
SHARE
Trusted Data

Democratize data by empowering consumers **find, understand, trust and access relevant data**

ENABLE
Analytics and AI

Enable analytics and AI with **trusted, fit-for-purpose data** that delivers business insights

MANAGE
Responsible Data Use

Ensure **data is trusted and used responsibly** enforcing governance policies and standards

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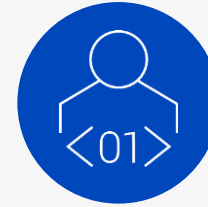
You Need a Foundation of Predictive Data Intelligence

Unlock immediate value from data with AI-powered recommendations and automation

Empower *all* data consumers to drive business outcomes by engaging with data

Fully understand and trust your data with connected context and insight across the data value chain

Grow and scale with cloud-native agility and flexibility

Deliver Accurate Data with **Predictive Data Intelligence**

Data Consumers

Business Processes

Marketplace

GOVERNANCE

QUALITY

TRUST

RISK & PRIVACY

MASTERING

Collaboration

Metadata & Data Catalog

Business Context

Data Delivery

CLAIRE
AI/ML

IT Teams & Systems

Data Sources

Deliver Accurate Data with **Predictive Data Intelligence**

Data Consumers

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Predictions
Recommendations
Automation

IT Teams & Systems

Data Sources

Pattern-Based Learning

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CLAIRE® Drives Productivity for Data Teams

Simplifies, accelerates and optimizes data management operations

AI-Powered Metadata
Intelligence & Automation

23 petabytes of active metadata
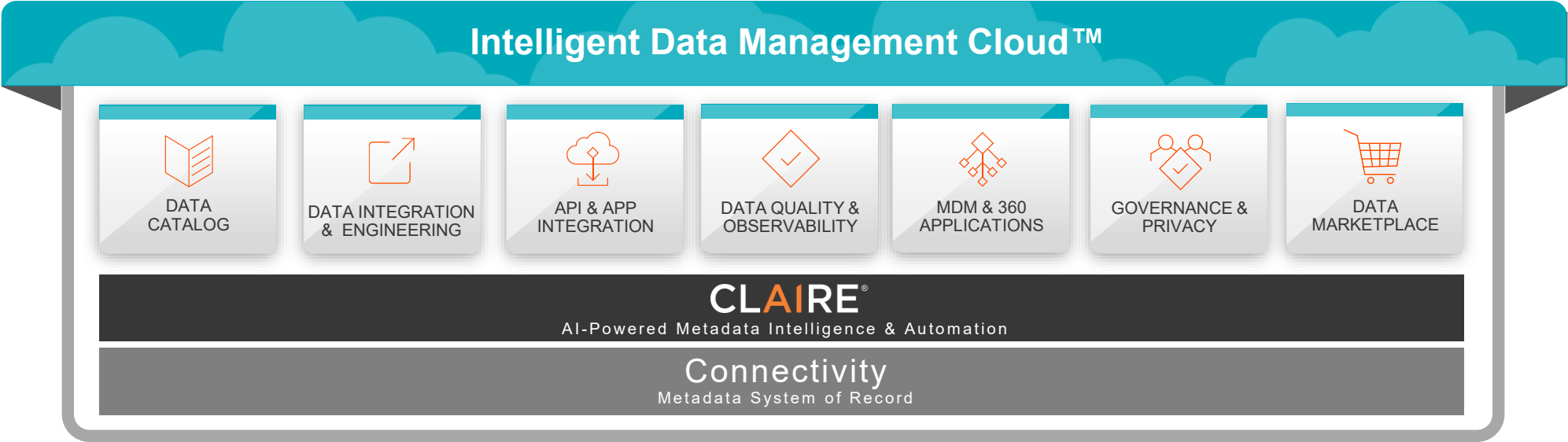Organization, industry, data domains,
applications

Protection
Policies

Inferred
Relationships

Data
Sensitivity

Intelligent
Matching

Auto-Curation

Informatica

CLAIRE®

Data
Quality

Informatica
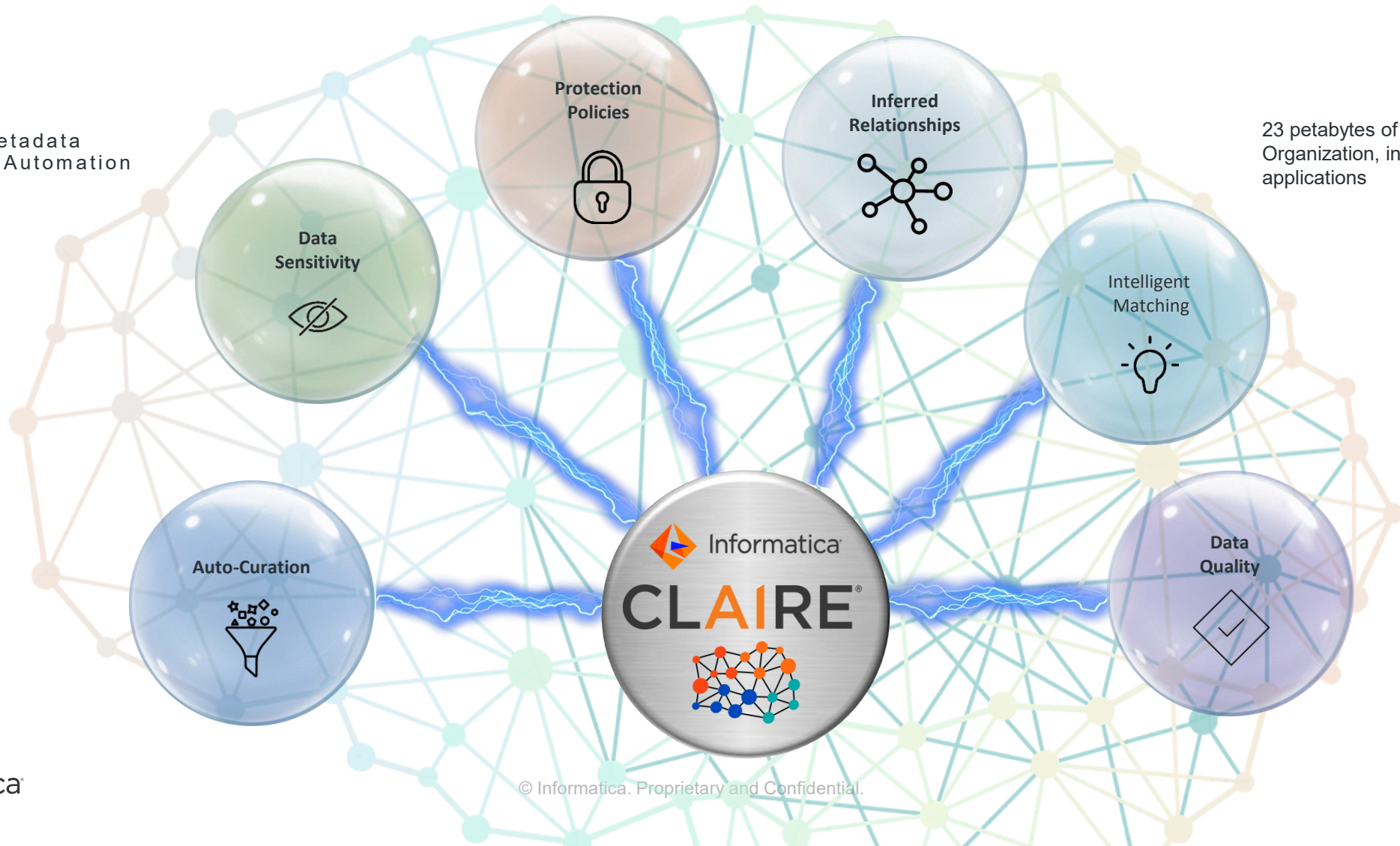
The Industry's Only Intelligent Data Management Cloud

Intelligent Data Management Cloud™

| DATA CATALOG | DATA INTEGRATION & ENGINEERING | API & APP INTEGRATION | DATA QUALITY & OBSERVABILITY | MDM & 360 APPLICATIONS | GOVERNANCE & PRIVACY | DATA MARKETPLACE |

CLAIRE®
AI-Powered Metadata Intelligence & Automation

Connectivity
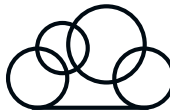Metadata System of Record

Multi-Cloud

aws · Microsoft · Google Cloud · ORACLE Cloud
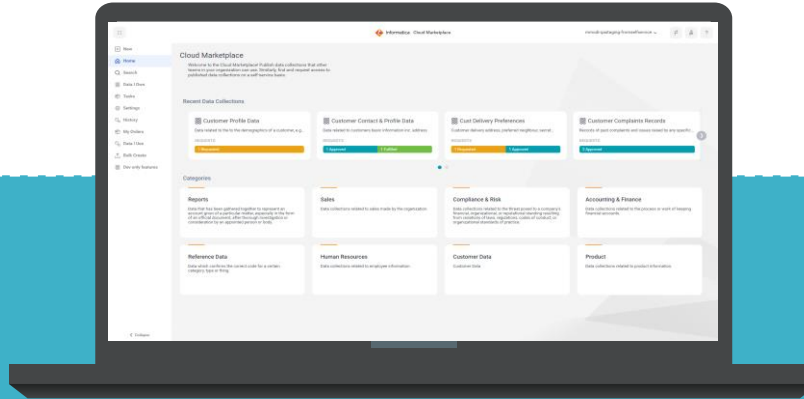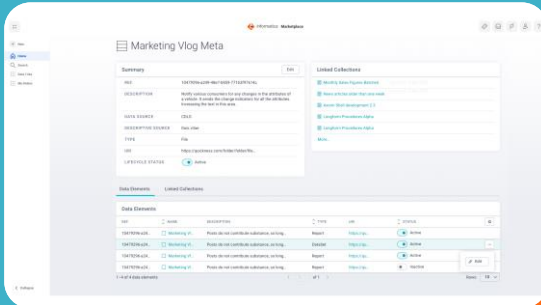
Hybrid

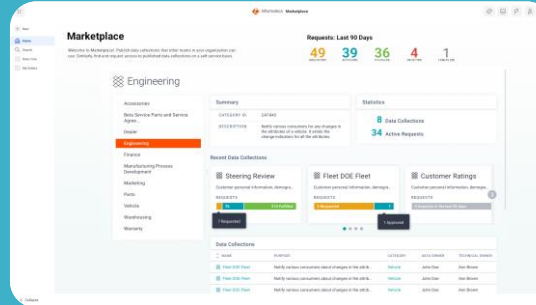On-premises · Enterprise Cloud · Serverless

Share: Trusted Data

A storefront for order management to democratize data with delivery capabilities

Package Data Assets

Shop & Checkout

Fulfill & Track

Informatica
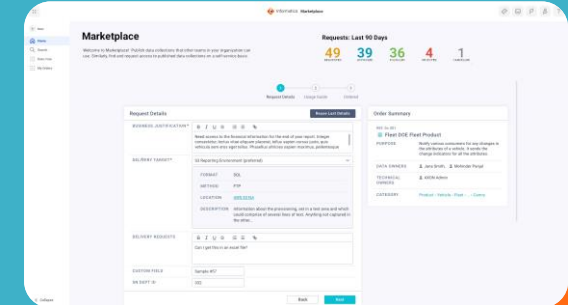
Enable: Master Data

Cleanse, standardize, enrich a reliable source of trusted data for analytics and AI

- Built-in integration and broad connectivity to easily onboard master data from enterprise-wide sources

- Data quality checks, enrichment and remediation to ensure trusted data for operational and analytical use

- Relationship management between domains and graph visualization with AI-powered matching algorithms to reduce tuning from days to hours

- Guided workflows to simplify collaboration and process orchestration, including custom domains using an intuitive screen with smart fields
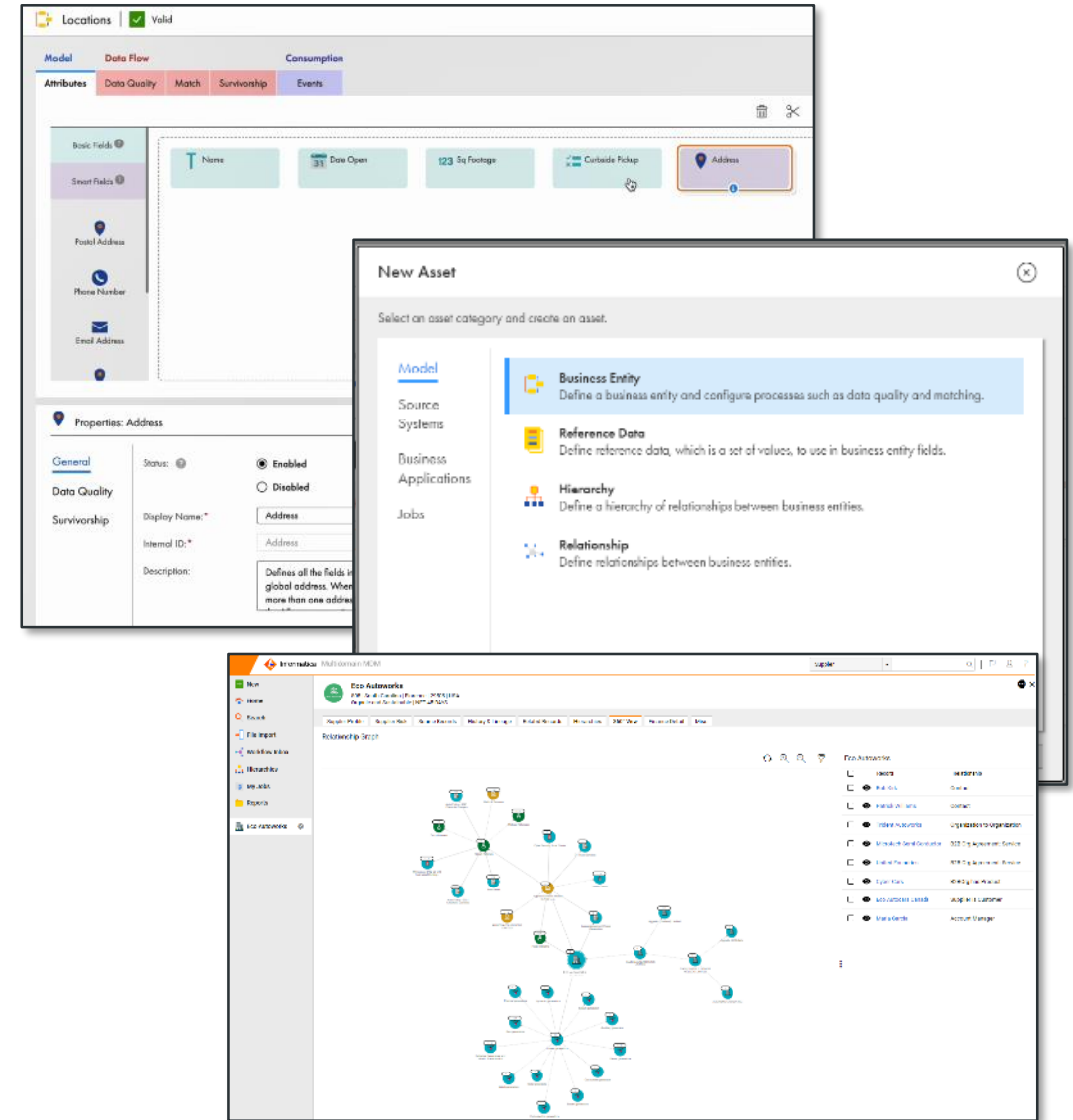
Manage:
Responsible Data Use

Find and catalog critical data fragmented across organizational silos

- Metadata-driven insights powered by AI / ML to provide contextual graphical understanding

- Technical metadata auto-classified and linked to business assets for increased insights & usability

- Automatic glossary association, data quality and profiling with inferred lineage to increase transparency
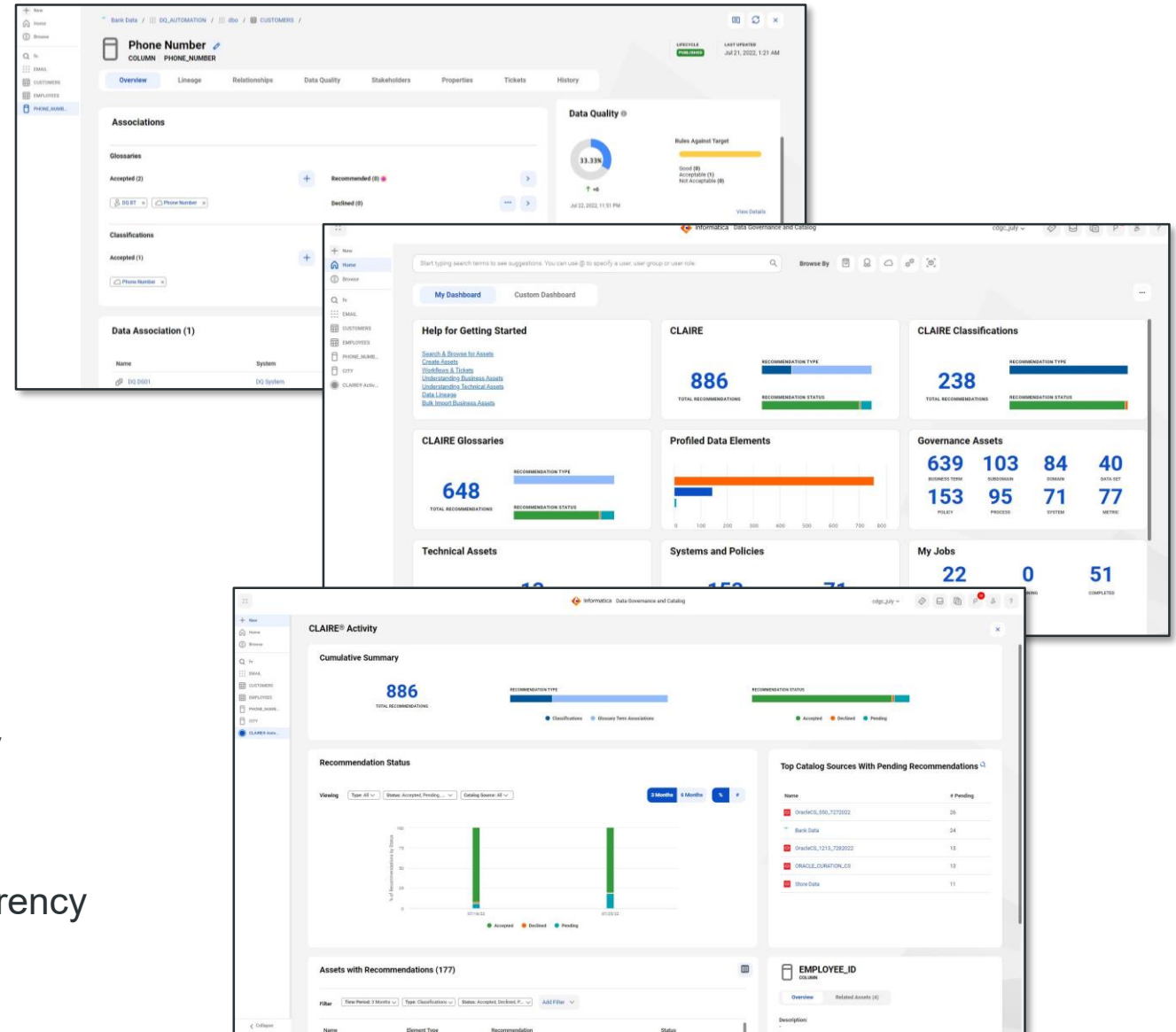
Master Data and Govern End-to-End

Definitions enable consistency across your organization

Policies align data use to mandates and regulation

Rules execute and enforce policies for proper use

Cataloging enables an understanding of data types

Mapping allows data lineage for data flow insights

Identity allows visibility into data users

Workflow visibility enables collaboration

Metrics drive audits and improvements

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Multiple Starting Points for Driving Value…
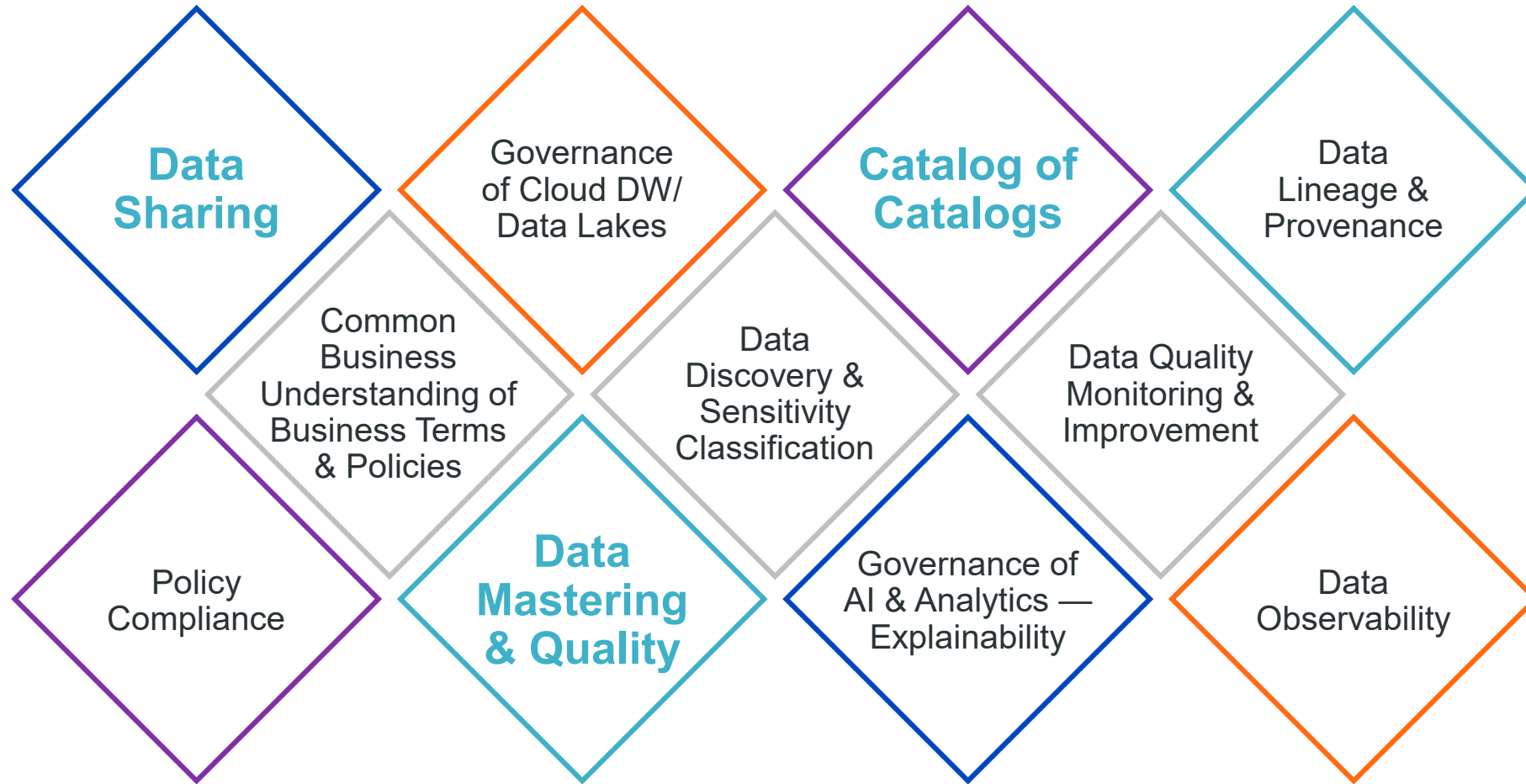
Data Sharing

Governance of Cloud DW/ Data Lakes

Catalog of Catalogs

Data Lineage & Provenance

Common Business Understanding of Business Terms & Policies

Data Discovery & Sensitivity Classification

Data Quality Monitoring & Improvement

Policy Compliance

Data Mastering & Quality

Governance of AI & Analytics — Explainability

Data Observability

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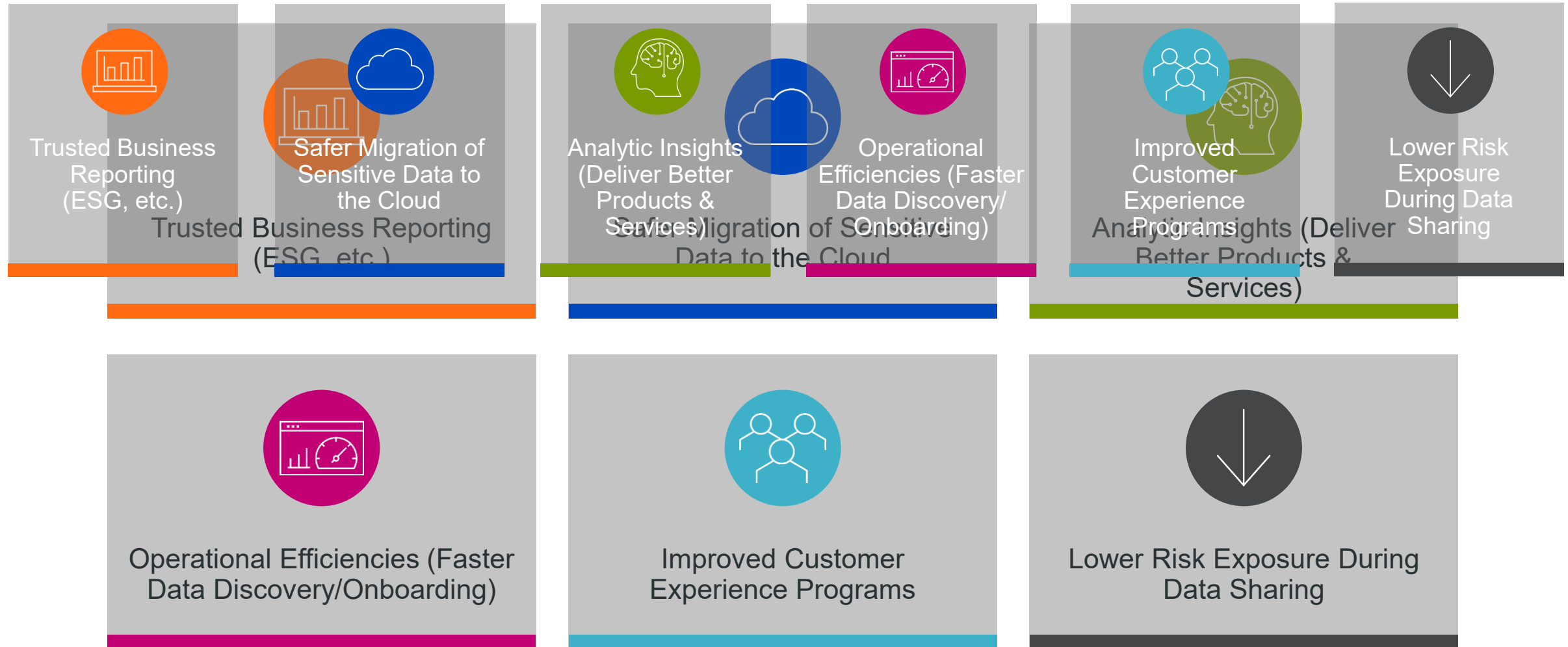
…and Achieving Your Business Outcomes

Trusted Business Reporting (ESG, etc.)

Safer Migration of Sensitive Data to the Cloud

Analytic Insights (Deliver Better Products & Services)

Operational Efficiencies (Faster Data Discovery/Onboarding)

Improved Customer Experience Programs

Lower Risk Exposure During Data Sharing

Operational Efficiencies (Faster Data Discovery/Onboarding)

Improved Customer Experience Programs

Lower Risk Exposure During Data Sharing

…and Achieving Your Business Outcomes

Trusted Business Reporting (ESG, etc.)

Deliver accurate auditing & reporting

- Improve data quality, accuracy and protection to assure trusted results
- Increase visibility into all data sources and data movement
- Deliver trusted data quickly to comply with policies within deadline
- Streamline reporting through automating processes/procedures

Safer Migration of Sensitive Data to the Cloud

Modernize data and applications

- Identify on prem data sources to prioritize
- Inventory sensitive and high-risk data to protect or further disposition
- Visualize proliferation with lineage to track data movement
- Classify data intended for cloud applications
- Analyze metadata to understand impact

Analytic Insights (Deliver Better Products & Services)

Fuel accurate, reliable outcomes

- Democratize data by automating access and providing delivery
- Improve data accuracy, quality and reliability for confident insights
- Understand sensitive and relevant data types
- Achieve transparency into data sources and data movements
- Apply AI and ML to accelerate insights

Operational Efficiencies (Faster Data Discovery/ Onboarding)

Increase employee productivity

- Streamline data policy, processes & procedures to drive appropriate use
- Streamline trusted data delivery for users & apps
- Reduce risk exposure for safer data handling
- Break down silos to simplify collaboration & improve data literacy
- Maximize data value by identifying relevant data sets and types

Improved Customer Experience Programs

Enhance your view of your customers

- Identify and classify personal information
- Create a single source of truth for customer data to promote consistency
- Understand relevant customer data & trends for reliable insights
- Apply wisdom of crowds to improve data quality
- Deliver most applicable customer data to bus. users and applications

Lower Risk Exposure During Data Sharing

Comply with internal policies/procedures

- Secure & protect sensitive customer information / IP
- Manage consent for data exposure and use
- Gain visibility into data exposure and use
- Improve data accuracy and reliability when reporting on compliance
- Build data literacy and confidence to ensure fitness of purpose

How are you evolving your data strategy…

What's next?

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Empower Data-Driven Business Transformation

SHARE
Trusted Data

50,000+
health care professionals enabled with trusted data

ENABLE
Analytics and AI

95%
Reduction in manual effort to analyze data

MANAGE
Responsible Data Use

75%
Faster data discovery and preparation while mitigating risk
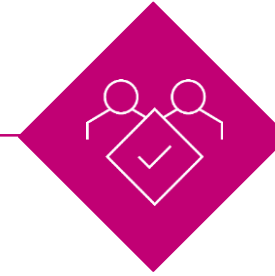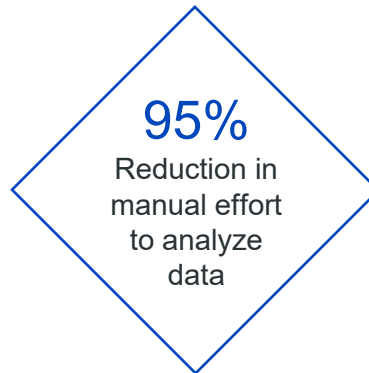
Improve and Democratize Data, Minimizing Risk Exposure

Cloud Data Governance and Catalog

From Source

Define
Understand and document terms, definitions, etc. by aligning business and technical stakeholders

Connect
Connect to data sources across on premises and cloud repositories

Find
Discover business-critical data and sources across the organization

Understand
Profile data, track lineage and gain metadata-driven insights

Steward

Cloud Data Quality

Cleanse
Improve data quality and fitness for use

To Use

Consume
Drive self-service analytics and generate value from data

Deliver
Present relevant data sets to business data consumers

Access
Search and request access to trusted data (marketplace)

Protect
Limit sensitive data exposure and use

Master
Enrich by matching, merging and relating

MDM

Trust

Cloud Data Marketplace

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Thank You

Informatica

Where data & AI come to LIFE

Where data & AI come to
LIFE

Informatica®