



10 July, 2025

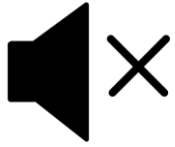
# Overview of Data Governance and Privacy Use Cases – IDMC Services

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**Where data  
& AI come to** 

The "LIFE" logo consists of the letters L, I, F, and E in a bold, sans-serif font. Each letter is filled with a different, vibrant color (red, blue, green, yellow) and has a vertical rainbow gradient effect.

# 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

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## 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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# Agenda

1 Cloud Data Governance and Catalog

2 Cloud Data Marketplace

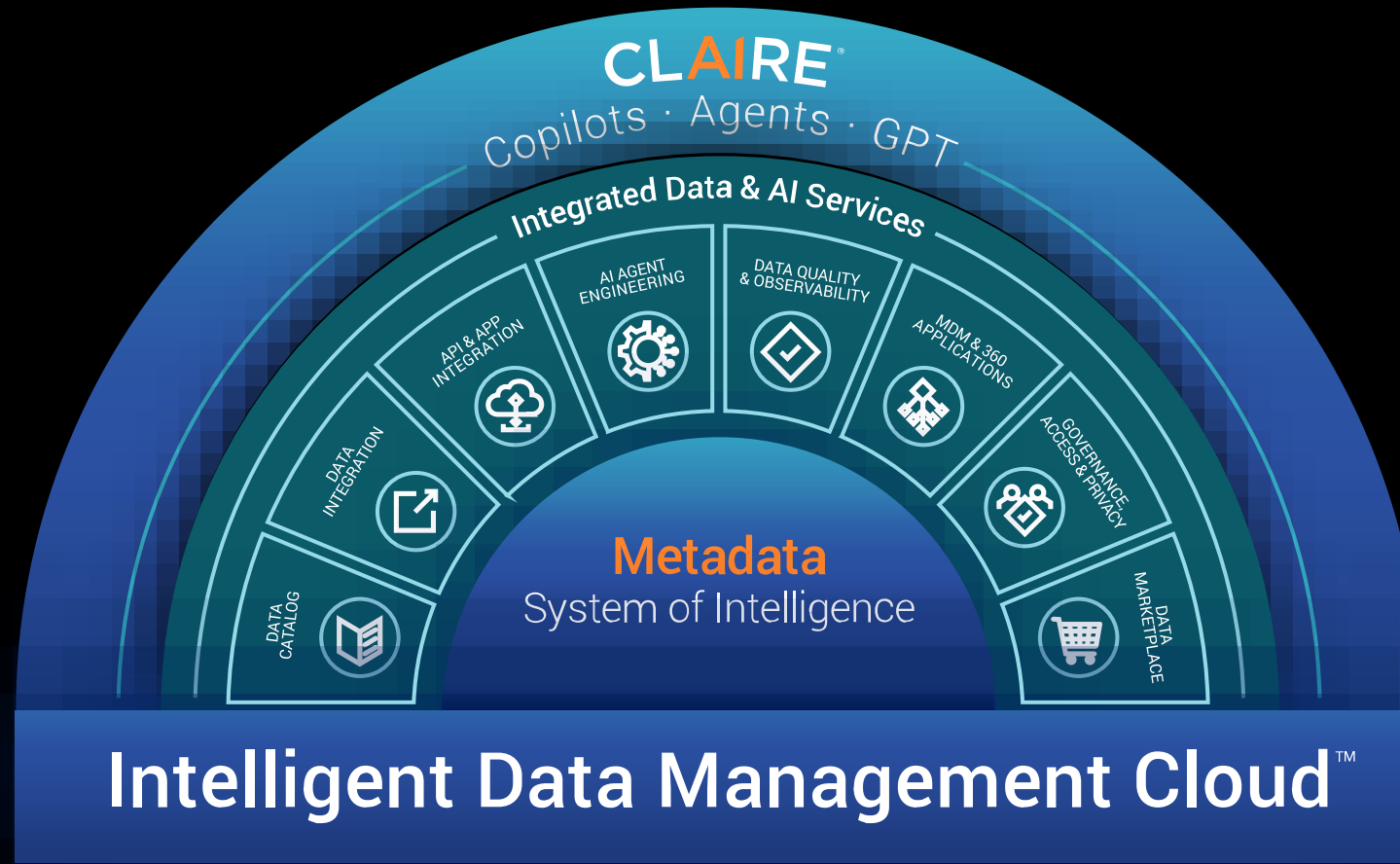
3 Cloud Data Access Management

4 Cloud Data Profiling/Quality

5 Claire GPT

6 Q&A

# One Platform for Data and AI Governance



# Cloud Data Governance and Catalog(CDGC)

Tier 01 /

## CDAM Data protection Policy

DATA DE-IDENTIFICATION

Overview Conditions **Rules** Relationships Stakeholders Tickets History

Properties Data Diagram

STUD\_TAB Enter a SQL expression to filter results (use Ctrl+Space)

Grid	STUD_ID	STUD_NAME	STUD_DOB	CREATE_DTE	UP
1	1	*****	2000-01-15 00:00:00.000	2025-06-17 19:49:40.000	
2	2	*****	1999-03-22 00:00:00.000	2025-06-17 19:49:40.000	
3	3	*****	2001-07-10 00:00:00.000	2025-06-17 19:49:40.000	
4	4	*****	2000-11-05 00:00:00.000	2025-06-17 19:49:40.000	
5	5	*****	1998-05-18 00:00:00.000	2025-06-17 19:49:40.000	
6	6	*****	2001-12-25 00:00:00.000	2025-06-17 19:49:40.000	
7	7	*****	1999-08-30 00:00:00.000	2025-06-17 19:49:40.000	1
8	8	*****	2000-04-04 00:00:00.000	2025-06-17 19:49:40.000	1
9	9	*****	1998-10-20 00:00:00.000	2025-06-17 19:49:40.000	
10	10	*****	2002-01-17 00:00:00.000	2025-06-17 19:49:40.000	
11	11	*****	2000-06-12 00:00:00.000	2025-06-17 19:49:40.000	
12	12	*****	1999-09-28 00:00:00.000	2025-06-17 19:49:40.000	
13	13	*****	2001-02-03 00:00:00.000	2025-06-17 19:49:40.000	

OVERALL RATING: ★★★★★ (1) Edit Rating

LIFECYCLE: PUBLISHED

DATA MARKETPLACE: PUBLISHED

LAST UPDATED: Jun 24, 2025, 3:20

Tickets History

Assets

Find

Account...

ACCOUNT...

IDMC\_Sno... / ... / IDMCACCOUNT...

Jun 17, 2025, 11:06 PM OPEN

# Cloud Data Marketplace(CDMP)

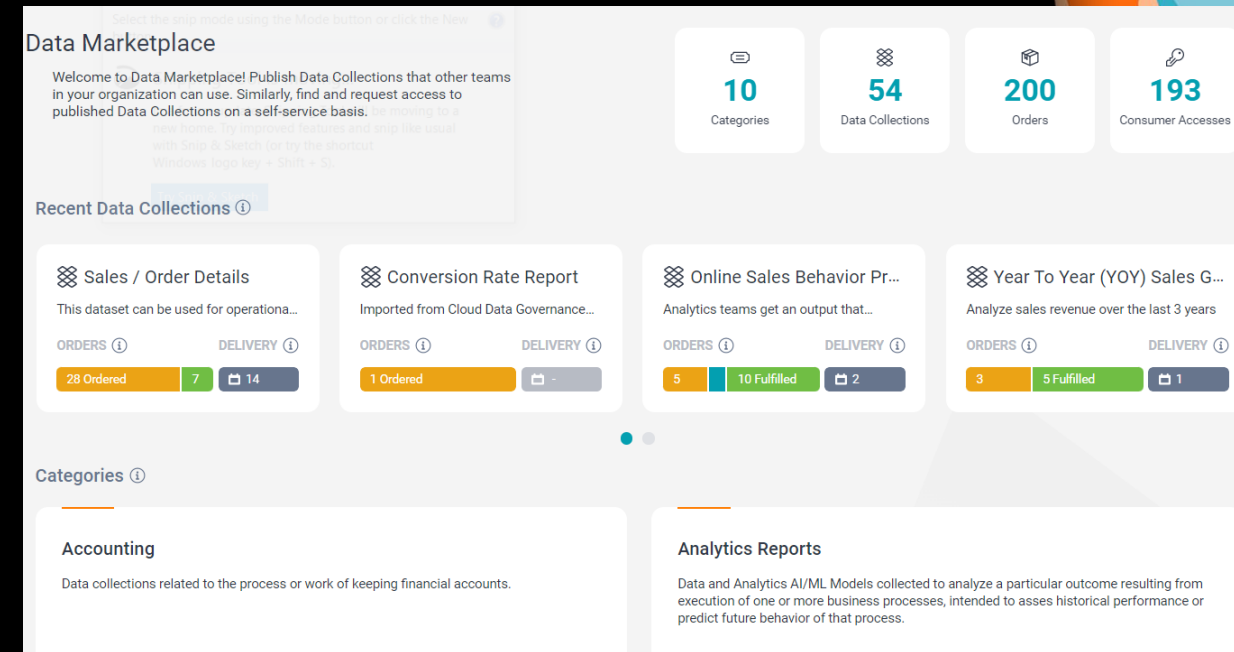
CDMP service helps you democratize data by empowering consumers to easily find, understand, trust and access relevant data.

## Use cases:

- Enable secure data sharing between business units for cross-functional collaboration.
- Build confidence in business decisions by ensuring data accuracy and reliability through data quality score
- Facilitate collaboration with cross functional team
- Enable automated, data access provisioning to provide secure, self-service data availability for everyone across the organization.

## Benefits:

- Provide a self-service data marketplace to empower data consumers
- Merchandize data collections with integrated quality, business context, usage and protection status information
- Automate self-service data access by linking the marketplace with automated data delivery
- Automate Data access control to deliver safe and format-preserving data across the enterprise



# Cloud Data Access Management (CDAM)

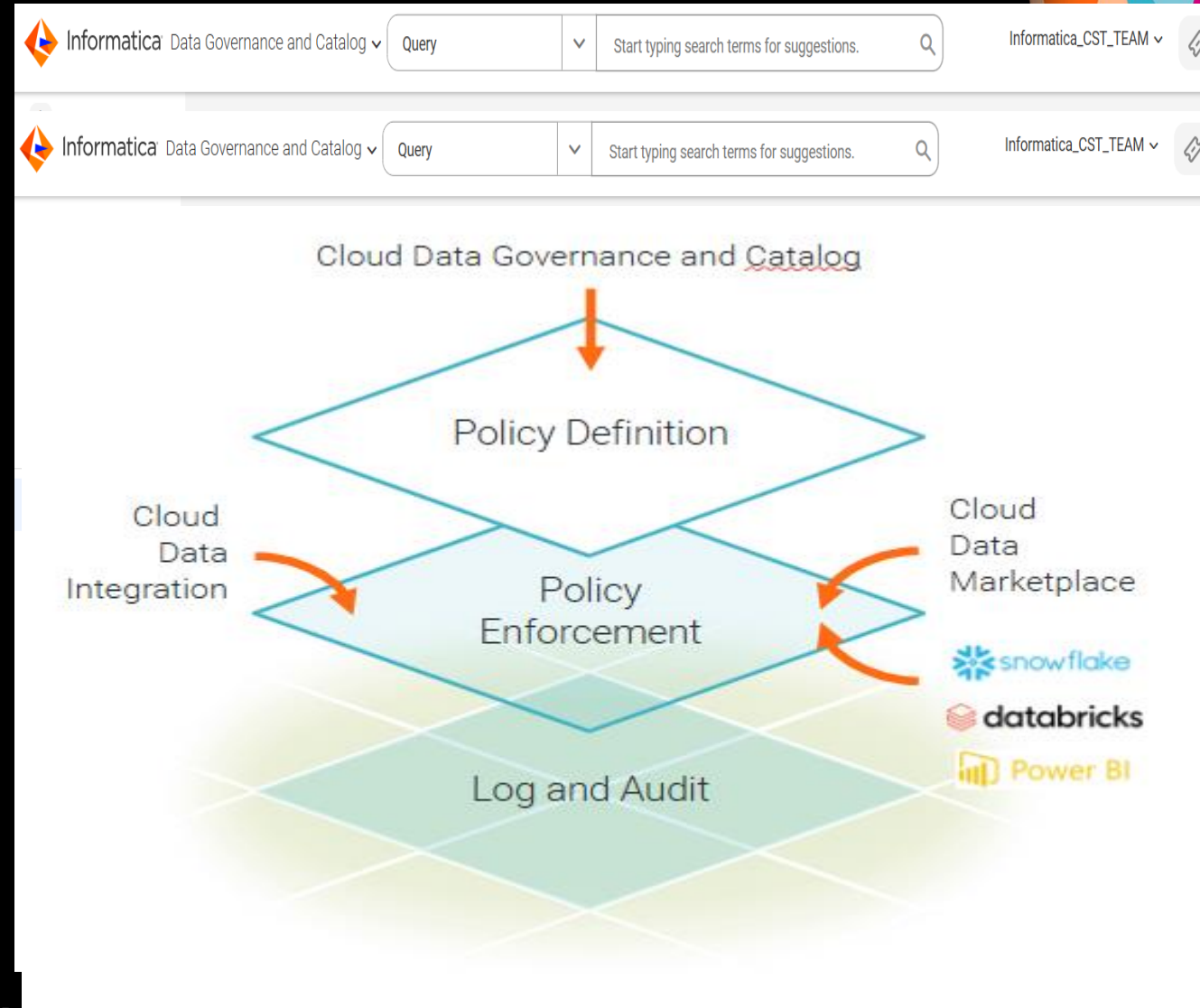
Trusted Data Access Management to Unleash Data's Potential With Confidence

## Use cases:

- Enforce Compliance with Data Privacy Regulations - Protecting Sensitive Data
- Cloud Modernization and Migration
- Enabling Data Democratization
- Trusted Access to Data for AI, BI and Analytics

## Benefits:

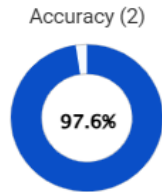
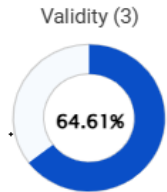
- Accelerate access to trusted data for innovation and competitive advantage
- Reduce the cost of compliance and reduce the risk of data misuse
- Simplify controls on data across complex, hybrid data operations
- Automate self-service access to data from hundreds of data sources, Provides granular access controls and auditing
- Leverage AI-powered automation to discover, inventory and classify data and accelerate policy development at scale



# Cloud Data Profiling/Quality (CDP/CDQ)

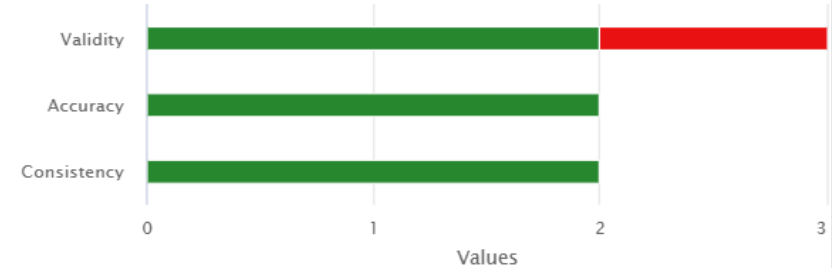
Data quality and profiling help organizations assess, ensure, and maintain the accuracy, completeness, and reliability of their data, enabling better business decisions and operational effectiveness

## Average Latest Scores by Dimensions



## Number of Rule Occurrences by Dimensions

● Good  
● Acceptable  
● Not Acceptable



## Rule Occurrences (7)

Name	Dimension	Latest Score	Date	Total Rows	Failed Rows	Primary Data Element	Description
Validity_ZIP_BT_Pa...	Validity	● 96.36%	Jun 23, 2025, 3:29 ...	2334	85	ZIP	zip code must not b...
Validity_STATUS_Pr...	Validity	● 97.39%	Jun 23, 2025, 3:29 ...	2334	61	STATUS	STATUS VALIDATION
Validity_COUNTRY_...	Validity	● 0.09%	Jun 23, 2025, 3:29 ...	2334	2332	COUNTRY	country code must ...
Consistency_COMP...	Consistency	● 100%	Jun 23, 2025, 3:29 ...	2334	0	CUSTOMERID	Check if the input is...

- Continuously monitor and measure data quality via scorecard feature.

- Visualize the scores of the metrics in the governance world

# CLAIRE GPT

Advanced analytics copilot, seamlessly integrating with existing data management systems to enhance decision-making processes

## Use Cases

- Demographic analysis
- Conversion rate optimization
- Asset management
- Employee performance mapping
- Data privacy (GDPR)

## Benefits

- Search efficiency
- Increased productivity
- Exploration of new opportunities
- Data compliance
- Instant query resolution



CP JD show me the distribution of catalog sources by type

The chart below illustrates the distribution of catalog sources by type, including source types like:

- **Snowflake** : 4 sources
- **Databricks Notebooks** : 3 sources
- **Amazon S3** : 1 source

Distribution of Catalog Sources by Type

Source Type	Count
Snowflake	4
Databricks Notebooks	3
Tableau	2
Amazon S3	1
AWS	1

# Thank you

# Q&A