

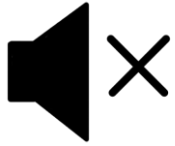
04 Nov, 2025

What's New in Informatica Cloud Data Governance and Catalog (CDGC), Cloud Data Marketplace (CDMP), Cloud Data Access Management (CDAM) and Cloud Data Quality (CDQ) in November 2025 Release?

- Amrish Thakkar, Senior Director, Product Management, R&D
- Ricardo Sobral, Senior Director, Product Management, R&D
- Ian Stahl, Senior Director, Product Management, R&D
- Marc Haber, Principal Product Manager, R&D

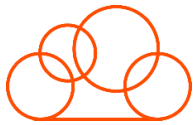
**Where data
& AI come to** 

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.

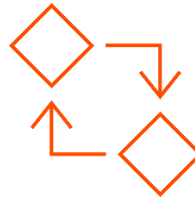
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



Informatica
Concierge



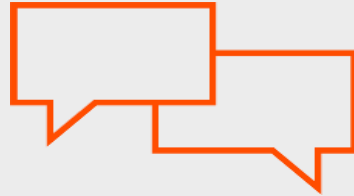
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



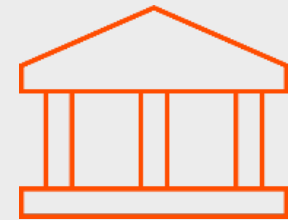
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

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

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.

Cloud Data Governance and Catalog

Amrish Thakkar

Sr. Director, Product Management

Where data
& AI come to **LIFE**

Features in CDGC 2025.11.S

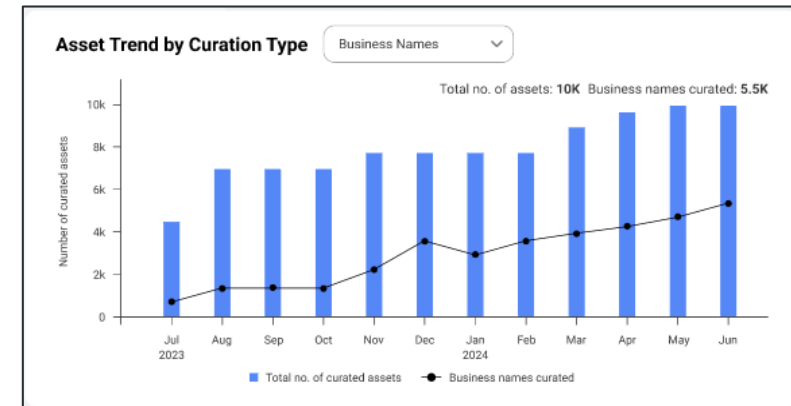
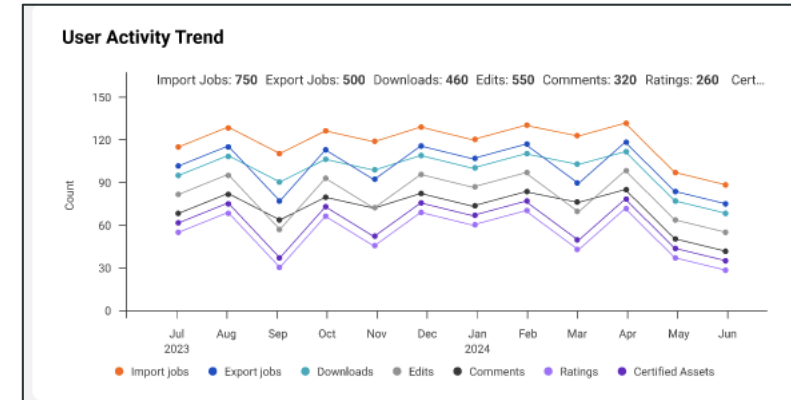
- Usage Analytics and Reporting
- DQ Remediation
- Workflow improvements
- Scanner Change Policy Update
- Functional and Usability updates
- Connection Assignment enhancements
- Additional Public API & public API enhancements
- Performance, Scale and Reliability
- Discovery & Profiling updates
- Scanner Additions and enhancements

Usage Statistics and Reporting

Usage Analytics

Key benefits

- Insights on User activities : track User logins & Unique Logins. Track User Activities for effective Catalog & Governance adoption.
- Enable Governance Stakeholders/CDO office to assess trends and outcomes over different time periods across various dimensions (catalog source/asset type/role etc.) to review curations & user collaboration.
- Insights on Asset creation/Usage/Collaboration.
- Track Catalog & Governance Adoption through curation metrics.



Key Metrics

Data Asset Metrics

- Total Assets (Catalog Sources/Classifications/DQ Rules etc.)
- Asset Growth
- Assets with & without Relationship, Lineage, Glossary, Stakeholders.
- Asset Curation Trend based on Curation Type
- Assets with recommendation – Classification/Glossary Association.
- Sensitivity Trends (assets associated).
- Asset Lifecycle (Total assets)
- Data Observability Trends
- Execution & Scheduled Jobs Trend, Avg Time Duration
- Tickets Trend/ Avg Closure Time.
- Catalog Source Syn job trend.

User Metrics

- Total Logins/ Unique User Logins
- User Activity (Curation/Collaboration/Export/Import/Certifications).
- Total Number of Assets Catalog Sources/Classifications/DQ Rules etc.

Key Capabilities

Unified Dashboard Experience

- User Adoption & Data Asset metrics represented as dashboards.
- Daily/weekly/monthly/yearly view with option of custom range.

Export

- Export of metrics in PNG from UI.

Filtering

- Global Filtering: Filtering based Time Range to view metrics on time series
- Widget Filtering: filtering at widget level like asset type, business asset , technical asset, curation type, collaboration type.

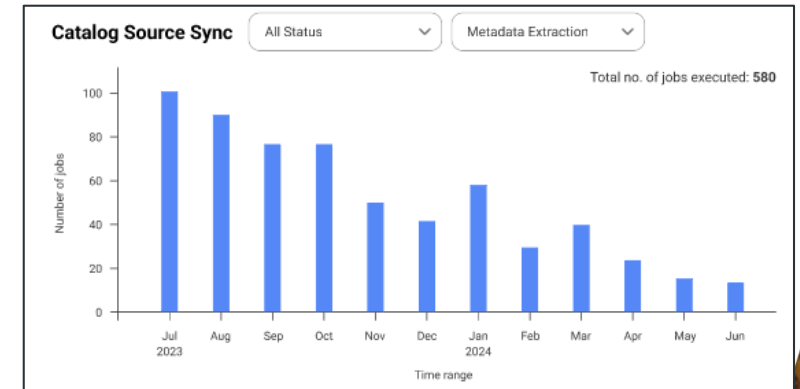
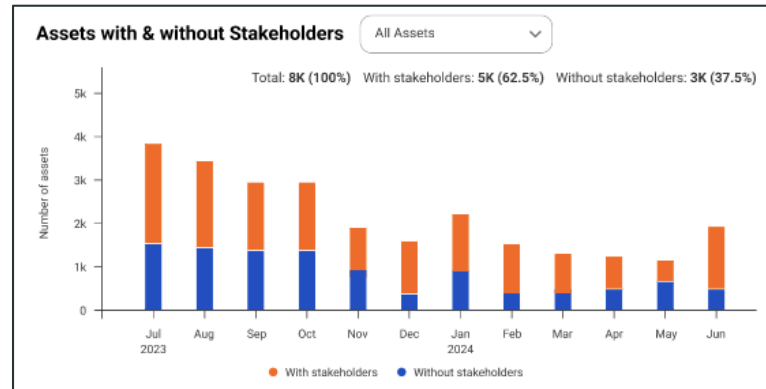
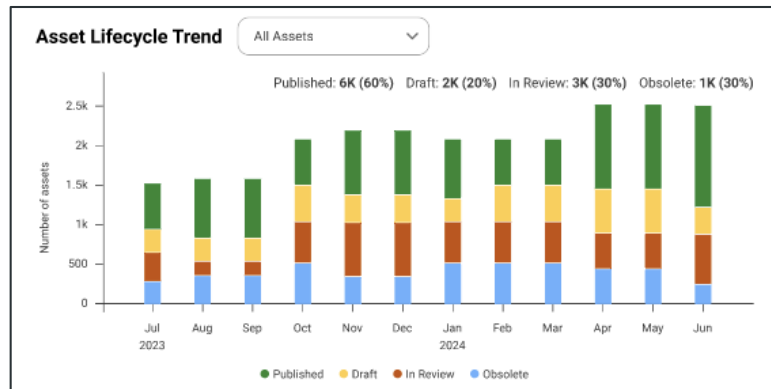
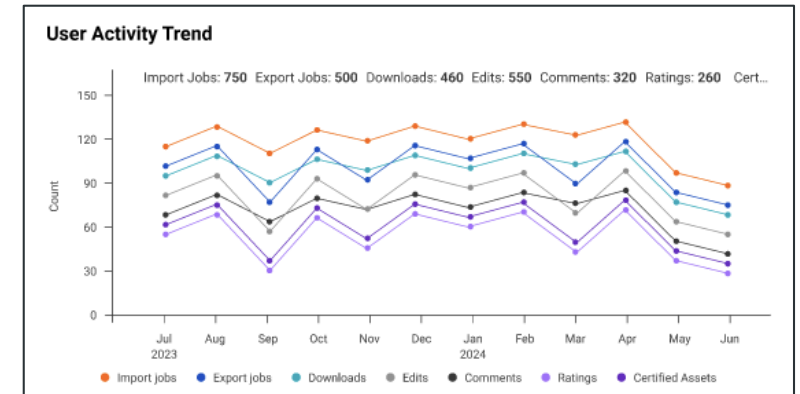
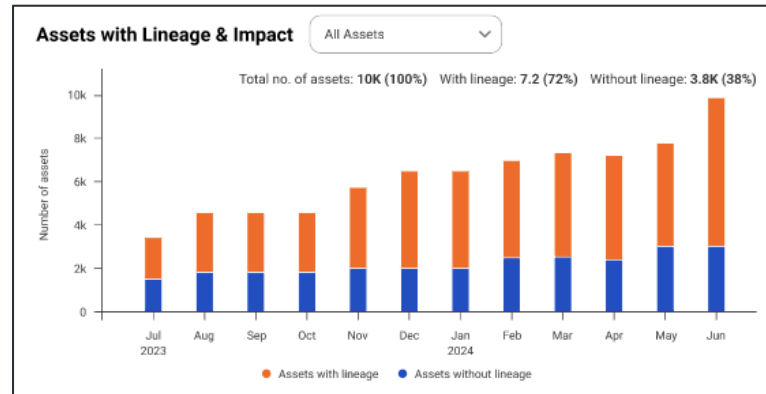
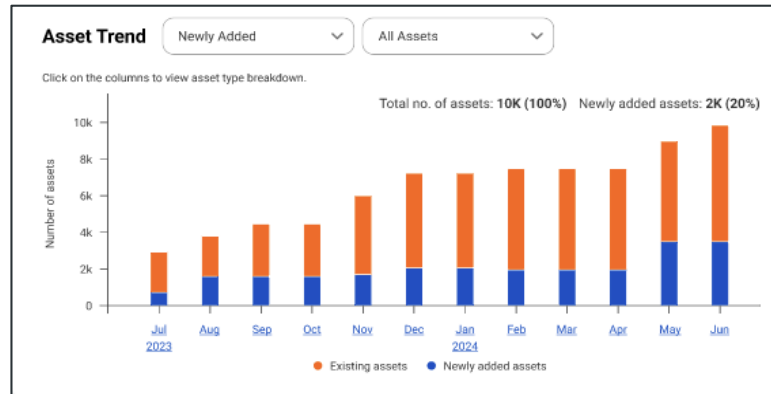
Dashboard Management

- Capability to share/edit clone dashboards to build customize views.
- Capability to edit/add/hide/clone widgets to save specific views based on widget filters.

Provisioning & Access

- Administrators can enable collection of metrics from MCC based on Manage Usage Metrics Privilege. (Manage Usage Analytics Privilege Required)
- Capability to control access to metrics via privilege & administrator control.
- View & Download of metrics driven by privilege. (View & Download Privilege)

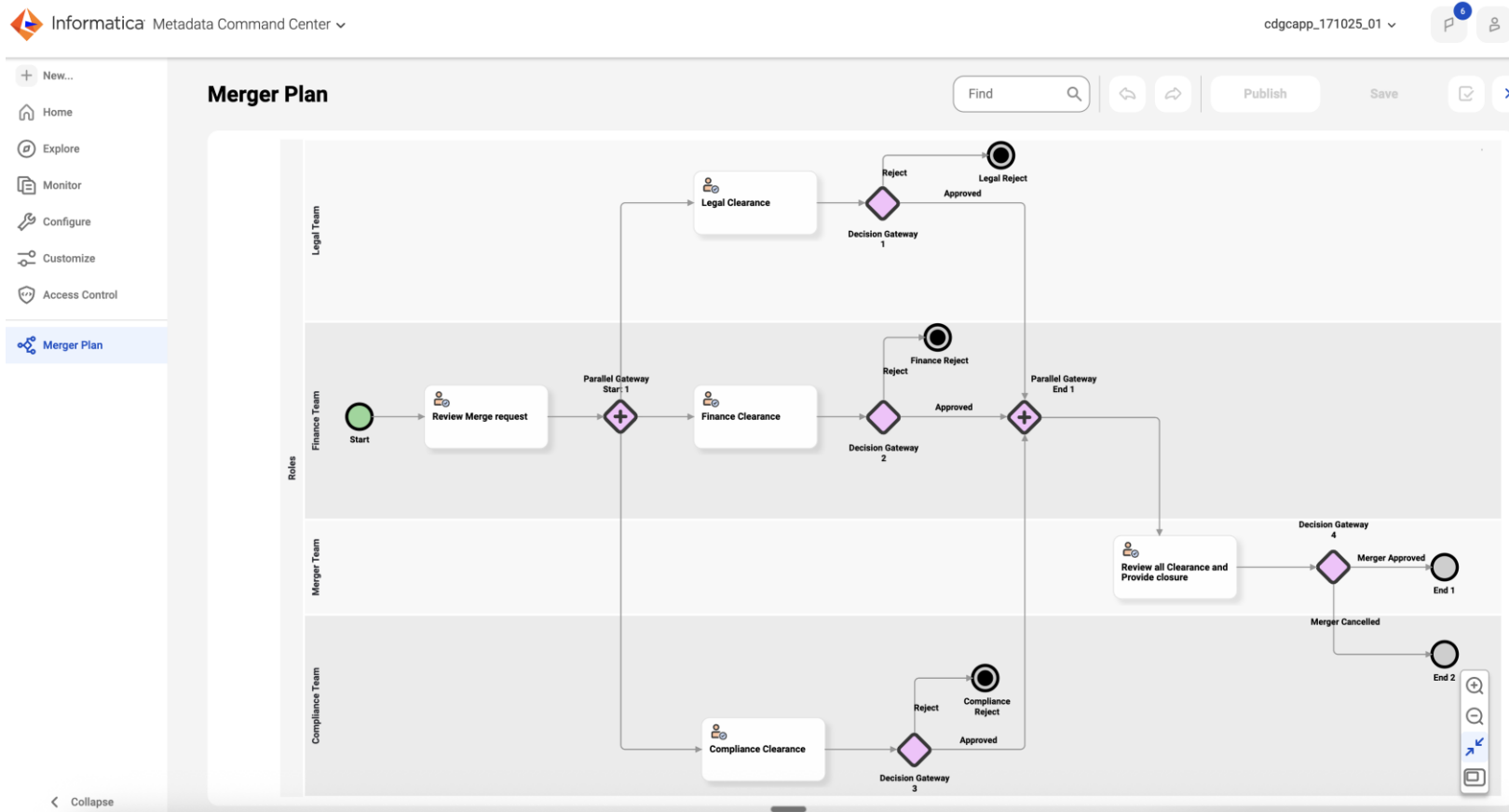
Data Asset & User Adoption Dashboard



Workflow Improvements

Support for Parallel Gateway

- Helps to have multiple Workflow tasks to be active and achieve parallel execution.
- Parallel gateway and Terminal end event component available in workflow canvas.



Task Management

- User with privilege – “Manage Workflow Tasks” can view all the active tasks in an organization
- Filter based on the Task owner of the Task

Informatica CDGC

Org switcher

User Task Inbox

Task Priority: 08 Tasks (High, Medium, Low)

Task Type: 08 Tasks (Approval, Create, DQ, Other)

Tasks Due: 02 (Due in 7 days, Overdue)

Created in: 02 (Last 7 days, Last 30 days)

Tasks (8)

Name	Event Type	Due Date	Task Owner
Step One Approval For Customer1	Approval	27/11/2024	OW +1
Step Two Final Approval For Customer2	Create	25/11/2024	OW
Step Two_ First Approver	DQ	24/11/2024	OW
Step Two_Edit User	DQ	22/11/2024	OW
Review Analysis	Approval	18/11/2024	OW
Review Change For Viability	Approval	18/11/2024	OW
Describe Discovery Coverage	Create	12/11/2024	AA +2
Execute Data Discovery	Create	10/11/2024	AA +3

1-8 of 8

Step One Approval For Customer1

Review the changes and take necessary action.

Manage asset Data Quality Rule Occurrence Auto-postalcode-Accuracy-Postal Code Length check

New Policy AB

Asset Changes (2)

Field	Original Value	New Value
Sync With Template	Yes	No
Reference ID	Auto-04c764d1-8b84-47ee-ae21-5f512190fe...	Auto-04c764d1-0b56-47ee-ae21-5f512190fe2e...

User Assignment

Select user to assign or reassign tasks

Users (2)

User Groups (4)

User Groups (4)

Name	Description
Data Steward	Description
Data Owner 23	Description
Business Analysts	Description
Administrator	Description

Users (12)

Name	Email ID
☐ Alina Bauer	alina@informatica.com
☐ Juana Romero	jr@informatica.com
☐ Harold Fields	harold@informatica.com
☐ Jin Patel	j@informatica.com
☐ Alisha Khan	alisha@informatica.com
☐ Carlos Rivera	carlos@informatica.com
☐ Liam O'Connor	liam@informatica.com
☒ Alisha Patel	alisha@informatica.com
☐ Sophia Chen	sophia@informatica.com
☐ Juana Romero	jr@informatica.com
☐ Harold Fields	harold@informatica.com
☐ Jin Patel	j@informatica.com

1-12 of 12

1 of 1

Items Per Page: 15

Assign Cancel

Other enhancements

- Ability to edit Published workflows. Workflows which are Published and are used in Workflow events can be edited.
- Auto start of Workflows on submitting a ticket. Logical start task to start the process is not required and workflow goes to the first user task.
- Dynamic stakeholder management. Changes to asset stakeholder will be reflected in Workflow tasks and tickets, so the updated stakeholders can participate in Workflows
- Relaxed Administrator service permissions required for roles to be used in Workflows. Read permission on Roles, User Groups and Users is not required in Administrator service.

Scanner Change Policy Update

New Scanner Change Policy - Deprecate

A new Metadata Change Option called “**Deprecate**” has been introduced in MCC Catalog Source Configuration.

When selected, the lifecycle of objects imported into the catalog moves to **obsolete** based on:

- Objects **deleted** from the **source system**.
- Changes made to the **metadata extraction filter**.

Obsolete assets are only visible to only governance administrator by default. Access to this can be controlled with Metadata Access Control. **Enrichments remain intact**: Any enrichments or relationships added to deprecated objects are not impacted.

This feature **prevents accidental deletion** of assets and **loss of enrichments** caused by:

- Source system network failures leading to incomplete or partial metadata return.
- Loss of permissions for the connection user configured for catalog sources, resulting in partial metadata retrieval.
- User error or accidental filter changes

Additional option to **Purge Obsolete Assets** :

Obsolete objects remain in the catalog until purged using the **Purge Obsolete Objects** option on the MCC Explore page.

New Scanner Change Policy - Deprecate

Benefits :

- Protects against accidental asset deletion due to temporary connectivity or permission issues or user mistakes.
- Keeps catalog assets aligned with source system changes while maintaining historical context until purge.
- Ensures that added enrichments and relationships remain intact even when objects are deprecated.
- Governance administrators can manage access to obsolete objects using Metadata Access Control.
- Excludes obsolete objects from resource intensive processes like data profiling, relationship discovery etc.

The screenshot displays the 'Configuration' step of a four-step process (Registration, Configuration, Associations, Schedule). Under the 'Configuration' step, 'Metadata Extraction' is selected, with 'Lineage Discovery' as an option. The 'Metadata Change Option' section shows three radio buttons: 'Retain', 'Delete', and 'Deprecate', with 'Deprecate' being the selected option. A warning message is displayed below the options: 'If you delete objects from the source or make changes to the filter, the lifecycle of objects imported into the catalog before the change moves to obsolete.'

Functional and Usability Improvements

Metadata Change Notification

Metadata Changes in all OOB and Custom Catalog Sources triggering Notifications

- Structure alterations occurring at the Catalog Source trigger notifications to the stakeholder of the catalog source.
- Any metadata attributes modifications, such as renaming assets or updating descriptions or any datatype changes trigger a notification to the stakeholder of the catalog source.
- A single notification per metadata scan job summarizing all the changes.
- Notifications include an audit history link of the catalog source with a few filters pre-applied for relevant changes view.

Notifications



All Services ▾

 **Assets updated for catalog source 'Schema_MC_Change'** Unread

One or more assets in the 'Schema_MC_Change' catalog source have been modified directly in the source system.

... / Technical Asset Changes • 31 minutes ago

[Open Audit History](#)

Browse Layout Customization

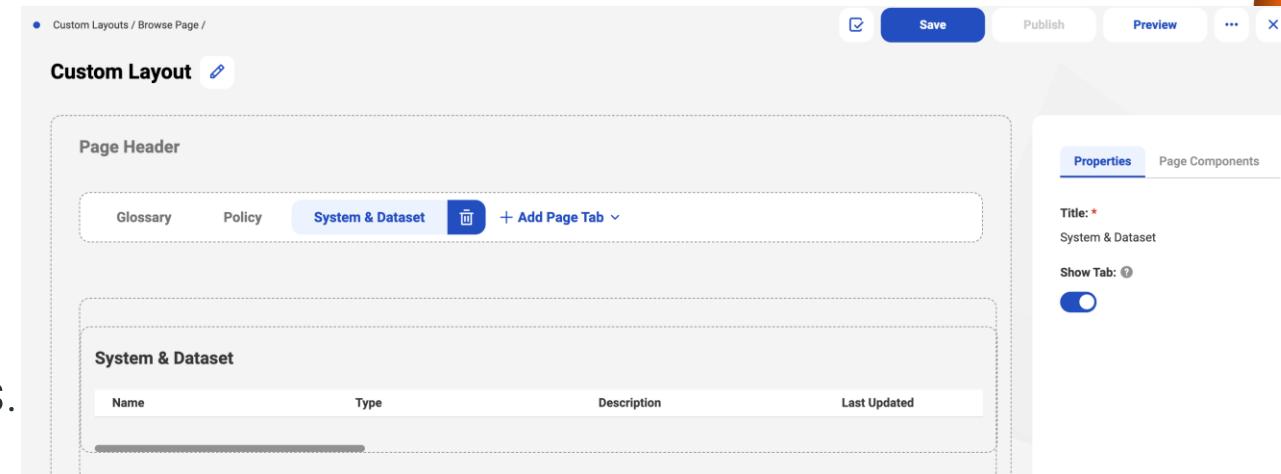
Admins can customize Browse page views for all users or specific user groups/roles

Layout & Tab Settings

- Similar layout customization options as other asset pages in MCC.
- Selecting users/user groups/roles as the recipients of the custom layout during creation.
- Ability to show/hide tabs and attributes under each tab on the browse page.

User Personalization

- Users can create their preferred layouts by making changes only to the default layout.
- A Custom Layout button appears on the page to switch between preferred and custom layouts.



Other Customization Improvements

10 Levels of Sensitivity

SL1	1	1 Custom Name
SL2	2	2 Custom Name
SL3	3	3 Custom Name
SL4	4	4 Custom Name
SL5	5	5 Custom Name
SL6	6	6 Custom Name
SL7	7	7 Custom Name

7 Levels of Sensitivity

SL1	1	1 Custom Name
SL2	2	2 Custom Name
SL3	3	3 Custom Name
SL4	4	4 Custom Name
SL5	5	5 Custom Name
SL6	6	6 Custom Name
SL7	7	7 Custom Name

Monitor
Configure
Customize
New Attribute

Attribute Properties

Name: *

Data Type: * URL Field

Mandatory: ☐

Search and Filter: ☐

Asset Type: * ? Select

Preview

New Attribute: Label:

Please enter the label for the URL link the users will see in the asset

Increased Classification Sensitivity Levels

- 10 levels of sensitivity available for emerging Use Cases
- New iconography to accommodate this
 - Fixed Level: Number appears everywhere
 - Label is configurable

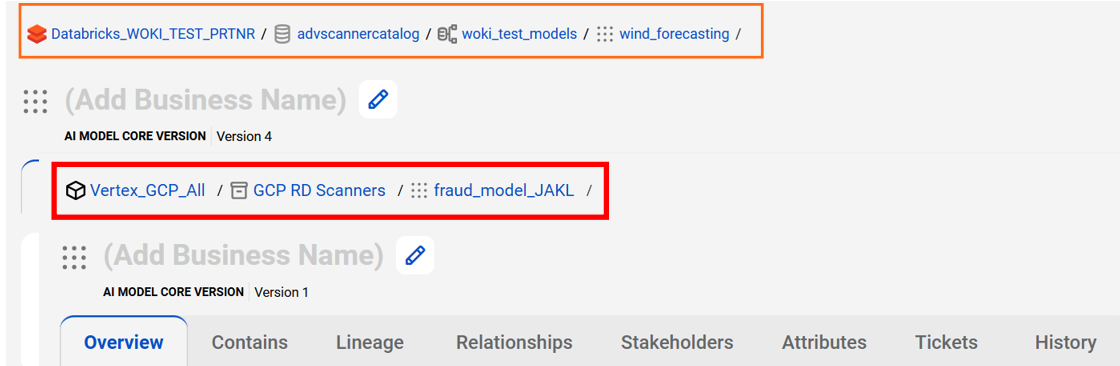
New Custom Attribute Type: URL Field

- Separate URL links from Rich Text Fields
- Make links to supporting documentation more prominent / easier to access

AI Governance

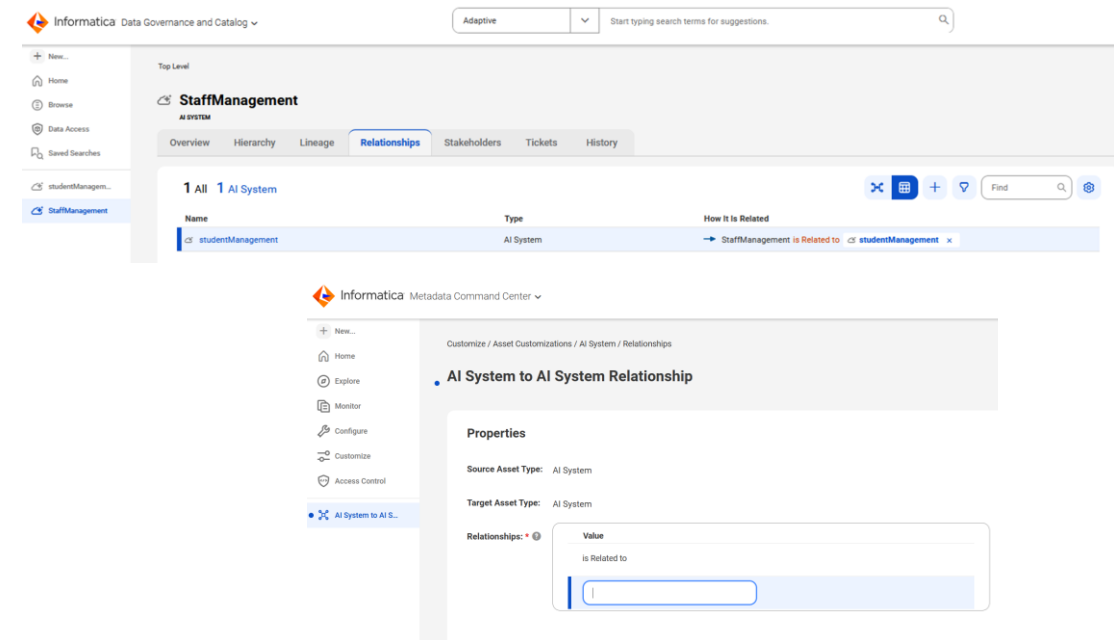
New Technical AI Model for Google Vertex

- New scanner for Google Vertex
- Uses same technical model introduced for Databricks AI Models in July 25 release
- Uses the same promotion process to the AI Model business asset



AI System

- New Relationship AI System x AI System
- Can be used to show how multiple agents are combined to deliver new business capabilities



Export and Bulk import enhancements

Relationship Export of Business and Technical Assets

- Users can extract relationships between business and technical assets in the relationship export.
- Users can also create new relationships between selected business and technical assets from the relationship bulk import template.

New Relationship Addition AI System x AI System

- Relationship Import Template supports association of two AI systems and the relationship is customizable.

Real-time Bulk Import Ingestion

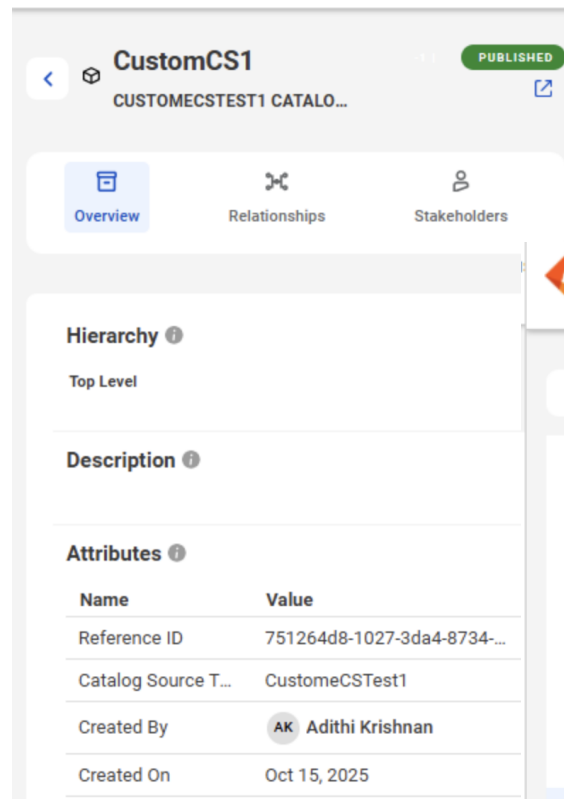
- Faster bulk import process for smaller set of assets providing near real-time ingestion experience.

URL type Custom Attribute Support added to Import/Export

- Users can add URL or both Label and URL to the custom attribute when added to an asset from bulk import templates and same will be extracted in the export files.

QuickLook Enhancements

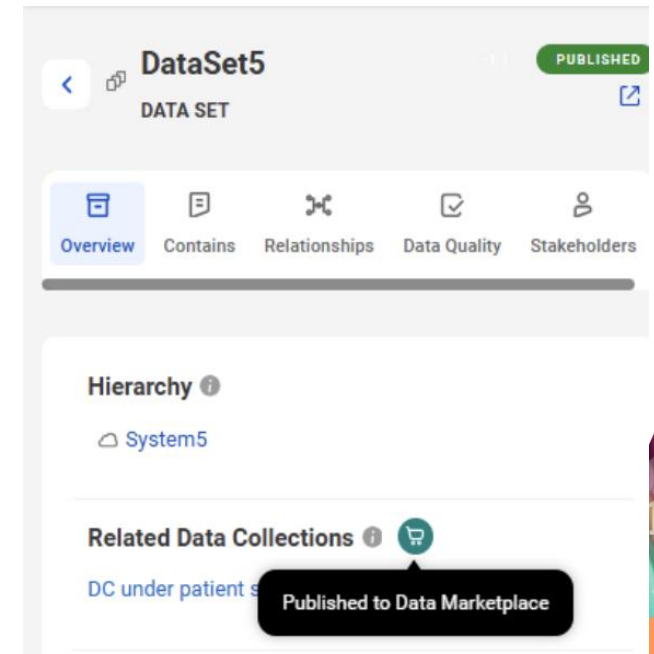
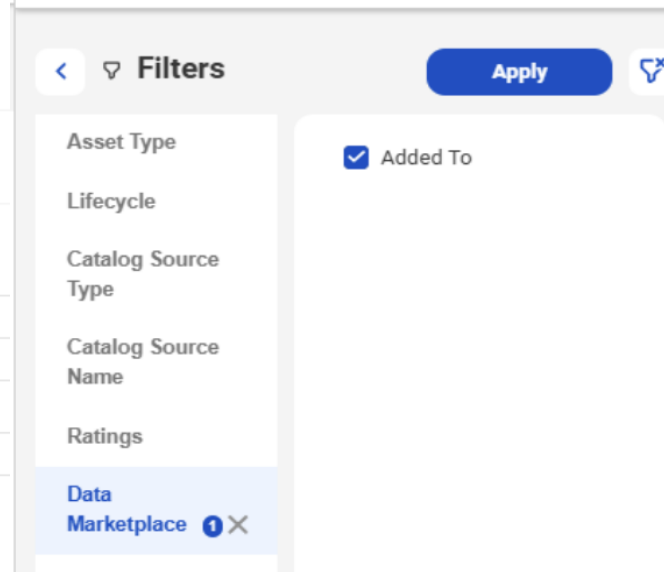
- Added Metadata Discovery Support for all OOB and custom asset types to Quicklook.



Attributes	
Name	Value
Reference ID	751264d8-1027-3da4-8734-...
Catalog Source T...	CustomCSTest1
Created By	AK Adithi Krishnan
Created On	Oct 15, 2025

- Introduced a new filter 'Added to Marketplace' to retrieve assets published to Marketplace.

- Related Data Collections are displayed in Quicklook to provide visibility to associated marketplace objects.



Glossary Association Sync

Auto update of description on technical asset from associated business term

- If the user updates the business term's/metric's description and the user has used these attributes for the column, changes will reflect on the columns as well. If there are multiple associations, then it will reflect on all the associations.
- Description update are part of reverse sync job and update is expected to happen within few min/hours based on number of assets.

Discovery and Classification PAM

Classification and Glossary Association has been enabled for the following sources:

- Greenplum
- SAP Datasphere
- Workday
- QlikSense Cloud & On prem – Extended for “Field” asset type.

Connection Assignment – Modify Assignments

The Connection Assignment process within MCC Lineage has been improved. Users no longer need to perform the “Unassign Connection” step to modify endpoints. Instead, you can now:

- **Modify** Assigned Connection **Endpoints** directly.
- Add or Remove Assigned Connection Endpoints without disrupting existing lineage configurations.

Benefits :

- **Eliminates the extra step** of unassigning connections, reducing complexity and saving time.
- **Improves Usability** - Ensures lineage remains accurate and up-to-date with minimal manual intervention.
- Direct modification **minimizes the chances of accidental lineage breaks** caused by unnecessary unassign/reassign actions.

The screenshot shows the 'Assign Connections' interface. It features a table with columns: Endpoint, Endpoint Type, Catalog Source Type, Job Status, and Objects. The first row shows 'advscann...' as the Endpoint, 'Database' as the Endpoint Type, 'Databricks' as the Catalog Source Type, and 'COMPLETED' as the Job Status. The Objects column shows a progress bar for 'Matched' (31% (5)) and 'Unma' (69% (11)). A dropdown menu is open on the right, showing options: Unassign, View Job Status, Rerun Assignment Job, **Edit** (highlighted with a red box), and Export.

The screenshot shows the 'Catalog Sources' interface. It features a table with columns: Catalog Source Name, Catalog Source Type, Endpoint Object, and Endpoint Type. The first two rows show 'Tab_Databric...' as the Catalog Source Name, 'Databricks' as the Catalog Source Type, 'advscannerc...' as the Endpoint Object, and 'Database' as the Endpoint Type. To the right, there is a section titled 'Selected Catalog Sources (2)' which lists 'Tab_Databricks_1394' and 'Tab_Databricks_1312' as selected sources, each with a 'Databricks Database' endpoint type and a 'Case Sensitivity' checkbox.

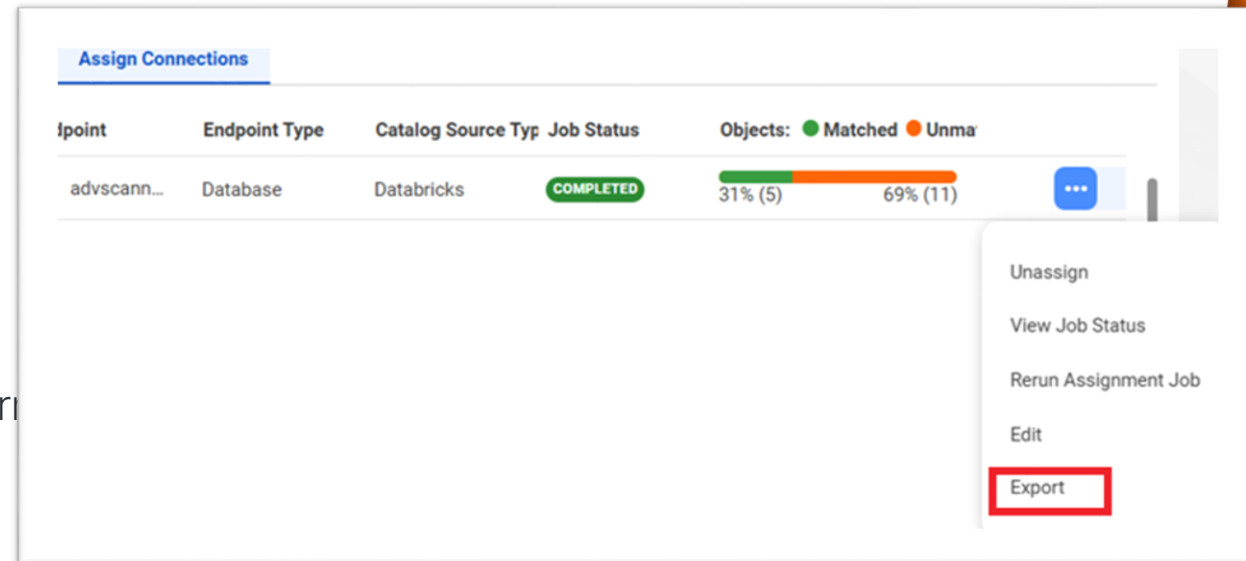
Connection Assignment Matched Unmatched Report

A new reporting capability has been added to Connection Assignment in MCC Lineage. Users can now export a detailed report of assigned connections, including matched and unmatched outcomes. This report provides visibility into the connection assignment process and helps identify any partial or incorrect assignments.

- **Export** a comprehensive report of all **assigned connections**.
- View details of **matched** and **unmatched** endpoints.
- Quickly **identify gaps** or incorrect mappings for corrective action.

Benefits :

- Improves transparency by providing users full visibility into connection assignment results.
- Helps rectify partial or incorrect assignments.
- Simplifies troubleshooting and ensures accurate lineage.
- Provides a clear record of connection assignments for governance and validation.



Public API – Catalog Source Management API

This API allows **CREATE, READ, UPDATE and DELETE** operations through public API on **Catalog Source** configurations.

- Create: Define and register new catalog sources.
- Read: Retrieve details of existing catalog sources.
- Update: Modify configurations or capabilities of catalog sources.
 - You can modify catalog sources configurations such as descriptions, connections, enable or disable capabilities, change filters, modify schedules etc.
- Delete: Remove catalog sources that are no longer needed.

Endpoints :

GET, POST, PUT, DELETE /data360/v1/catalogsources

Benefits

- Allows automation use cases for operations on Catalog Source configurations through public API
- Allows seamless integration with external or inhouse applications.
- Allows dynamic configuration and execution of scans based on business needs.
- Ideal for large-scale metadata onboarding, migration, or governance initiatives.

Public API – Enhancements

In CDGC Content Management public API – currently only data set to data element relationship is supported.

Starting 2025.11 release : New segment **“relationship”** is added to existing Content Management APIs to allow relationship creations between assets.

Endpoint (Existing):

/data360/content/v1/assets/{{asset id}}

New Segment : **“relationship”**

Allowed operations : **add, replace, remove**

Benefits

- Improves usability of Public APIs
- Create multiple relationships in single API call.
- Create asset relationships in same call as asset create or asset update.
- Simplifies API usage by eliminating multiple endpoint calls for relationship management.

Performance, Scale & Reliability improvements

- Real-Time & Bulk Ingestion Fault Tolerance
 - Jobs will automatically retry from checkpoints in case of infrastructure failures.
 - This reduces burden on user to rerun jobs from beginning. Thus, reduces IPU consumption.
- Realtime Bulk Ingestion performance improvements
 - Bulk Import/Export with smaller UI payloads will run up to significantly faster.
- Purge Hardening
 - Reliable purge of catalog sources with self-healing for index errors.
 - Automatically cleans up stale assets and relationships post-purge.
 - Ensures catalog integrity and reduces manual cleanup effort.

Scanner updates

New Scanners

- **Fivetran**
- **Denodo**
- **Swagger API**
- **Oracle SQL* Loader**
- **Strategy Cloud** (formerly called MicroStrategy Cloud)
- **Google Vertex AI**
- **SAP Sales Service Cloud** Preview (known as SAP C4C)

- **Workday** (promoted to GA)
- **Informatica Developer** (promoted to GA)

Scanners enhancements

- **Informatica Developer**

- Introduced support for Applications
- Enhanced filtering capability for scanning scope definition in MCC

- **Informatica IICS**

- Dynamic Mapping Task support in Auto Cataloging mode
- Enhanced Workday connector support
- Enhanced support for Hierarchy Instances in MDM SaaS

- **Salesforce**

- Salesforce Object Query Language parser (utilized by ADF scanner)

- **Tableau**

- Support for “Measure Names”
- Additional source connectors support: Databricks Unity Catalog, SAP BW, SAP BW4/HANA, SAP HANA

Scanners enhancements

- **SAP Datasphere**

- Introduced support for CLI mode extraction, enabling wider metadata coverage
- Additional source connectors support: Oracle, SAP BW, SAP BW/4HANA, SAP S/4HANA, SAP ECC

- **SAP BODS**

- Additional source connectors support: SAP BW, SAP BW/4HANA, SAP HANA, SAP ECC

- **Microsoft Azure Data Factory / Synapse Analytics**

- Support for Salesforce Object Query Language triggered from within ADF activities
- Additional source connectors support: SAP HANA, Salesforce

- **Microsoft PowerBI**

- Additional source connectors support: SAP BW, SAP BW/4HANA, SAP HANA
- Support for PostgreSQL ODBC source in PowerQuery

Scanners enhancements

- **Incremental scan** for additional sources:
 - Microsoft SharePoint
 - Google Cloud Storage
 - Google BigQuery
 - Databricks Unity Catalog
- **Other**
 - Enabled “connection aware” scan in Talend
 - Enhanced XML/JSON partition detection in Lake Scanners
 - Support IAM Roles Anywhere authentication in AWS Glue

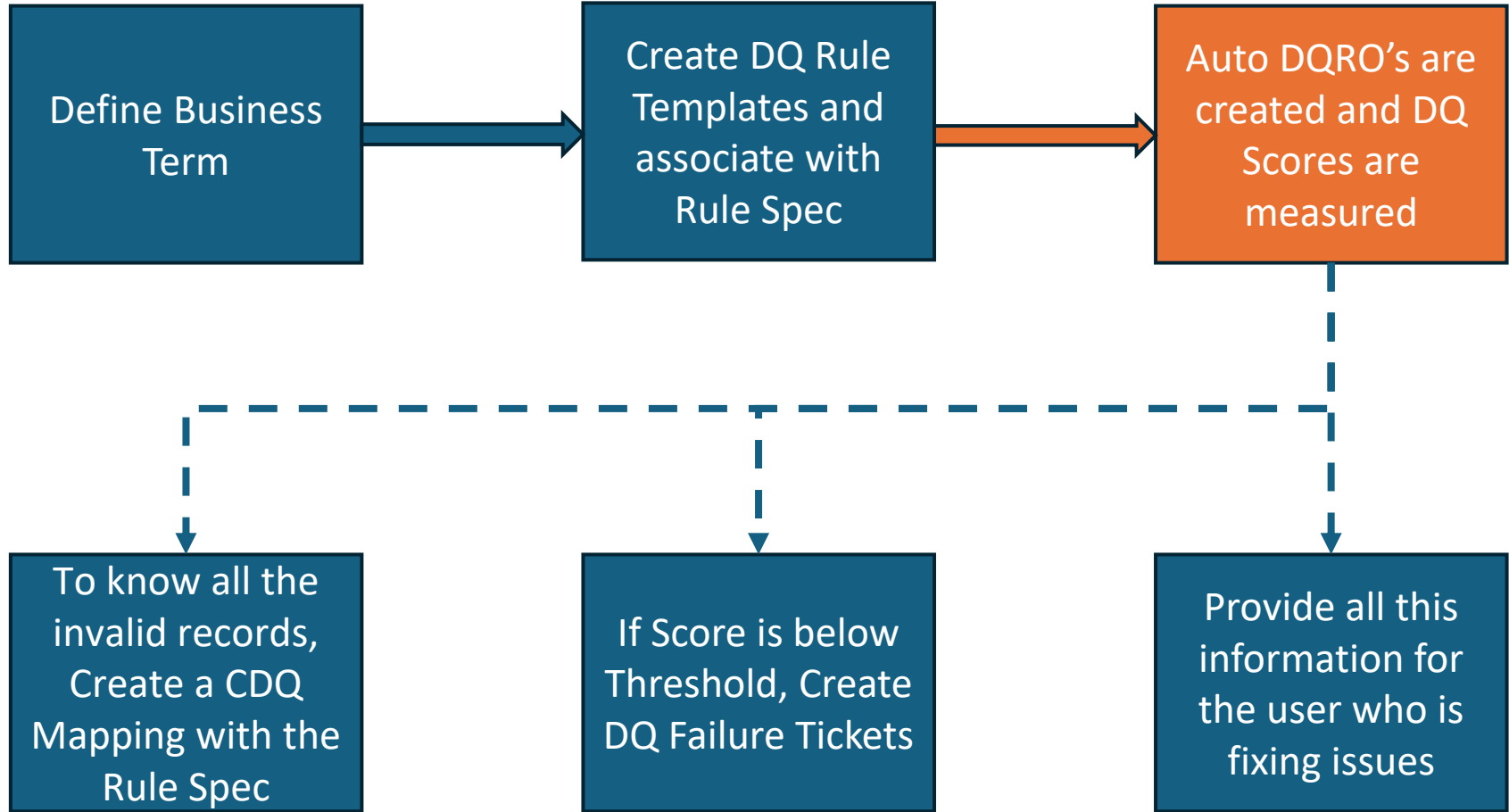
DQ Remediation and Exception Management

Key Benefits

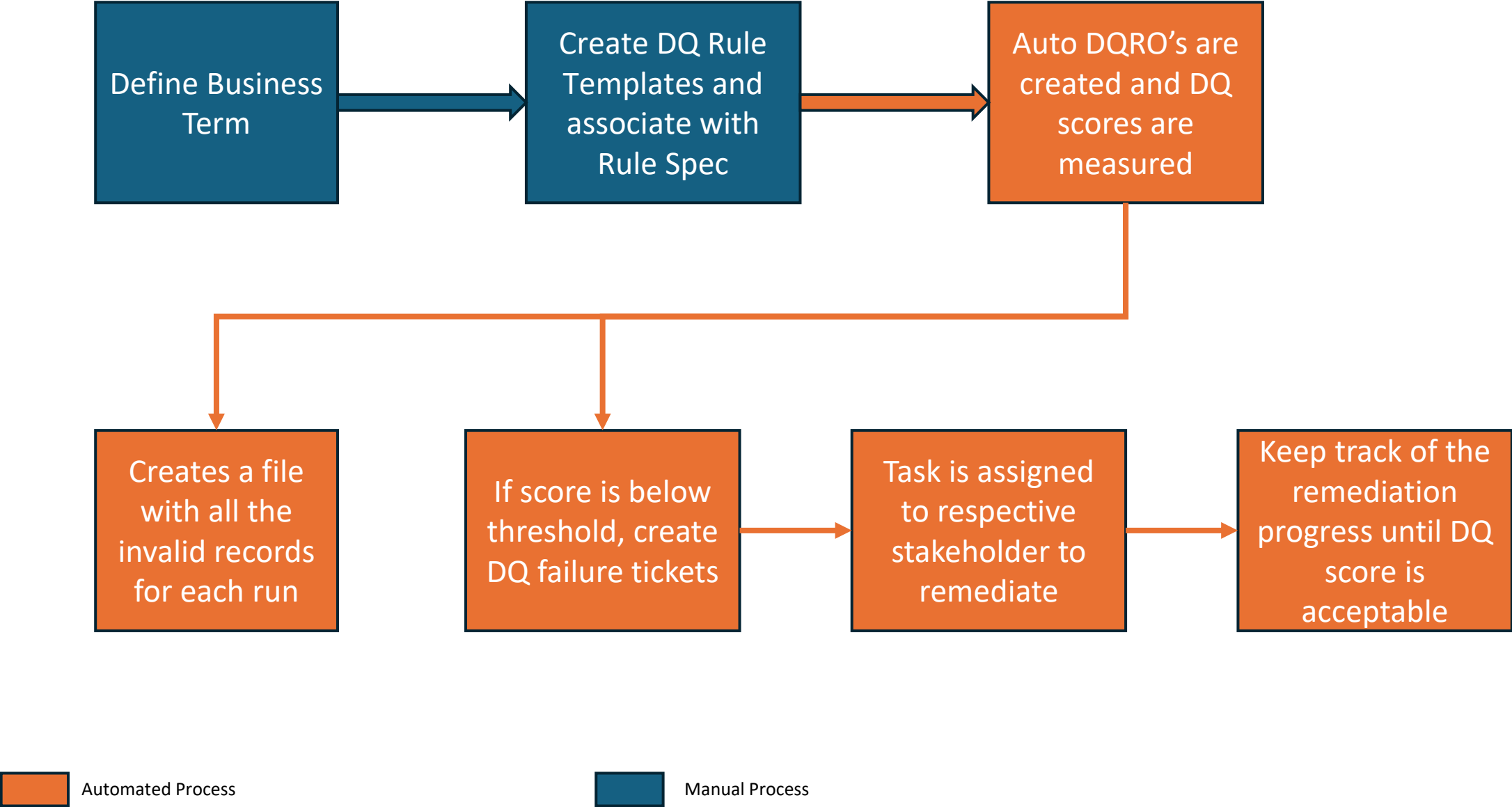
Data Quality (DQ) Remediation capability in CDGC enhances transparency, accountability, and efficiency in addressing data quality issues. It streamlines and ensures quicker resolution through automated tracking and better visibility into invalid data.

- The system captures all exception or invalid records during DQ Rule execution, enabling stakeholders to review the complete set of failed data for targeted remediation.
- With the preview limit extended to 1,000 invalid records, data stewards can perform deeper analysis, identify root causes, and validate corrections more effectively before re-runs.
- When a DQ score falls below the defined threshold, a DQ Failure Ticket is automatically created, minimizing manual intervention and ensuring that quality issues are promptly logged for resolution.
- Each DQ Failure Ticket and associated task includes the file path of invalid records, giving remediation teams direct access to the exact data needing correction and improving turnaround time for issue closure.

Current Process



With DQ Remediation in November release



Configuration in Scanner – Data Quality

- Enabling Data Quality is mandatory for DQ Remediation



Data Quality

Enable Data Quality: ☒

Use Data Profiling Parameters

Connection and Runtime

Runtime Environment: 9bd383194de4

Parameters

Data Quality Rule Automation: * ? ☒ Yes ☐ No

Apply on all Data Elements

Data Quality Remediation: * ? ☒ Yes ☐ No

DQ_FLAT_FILE

Create Data Quality Failure Ticket: * ? ☒ Yes ☐ No

i Data quality failure tickets are automatically created based on the data quality threshold values you define in Data Governance and Catalog. You must configure a workflow event for the data quality failure and enable the event in Metadata Command Center. You'll be notified when a data quality score is below the threshold.

Backend execution – Data Quality

- During DQRO execution, write to file all the failed rows which is part of the DQ check - [csv file] using the flat file connection configured in scanner → DQ Remediation

Sample source

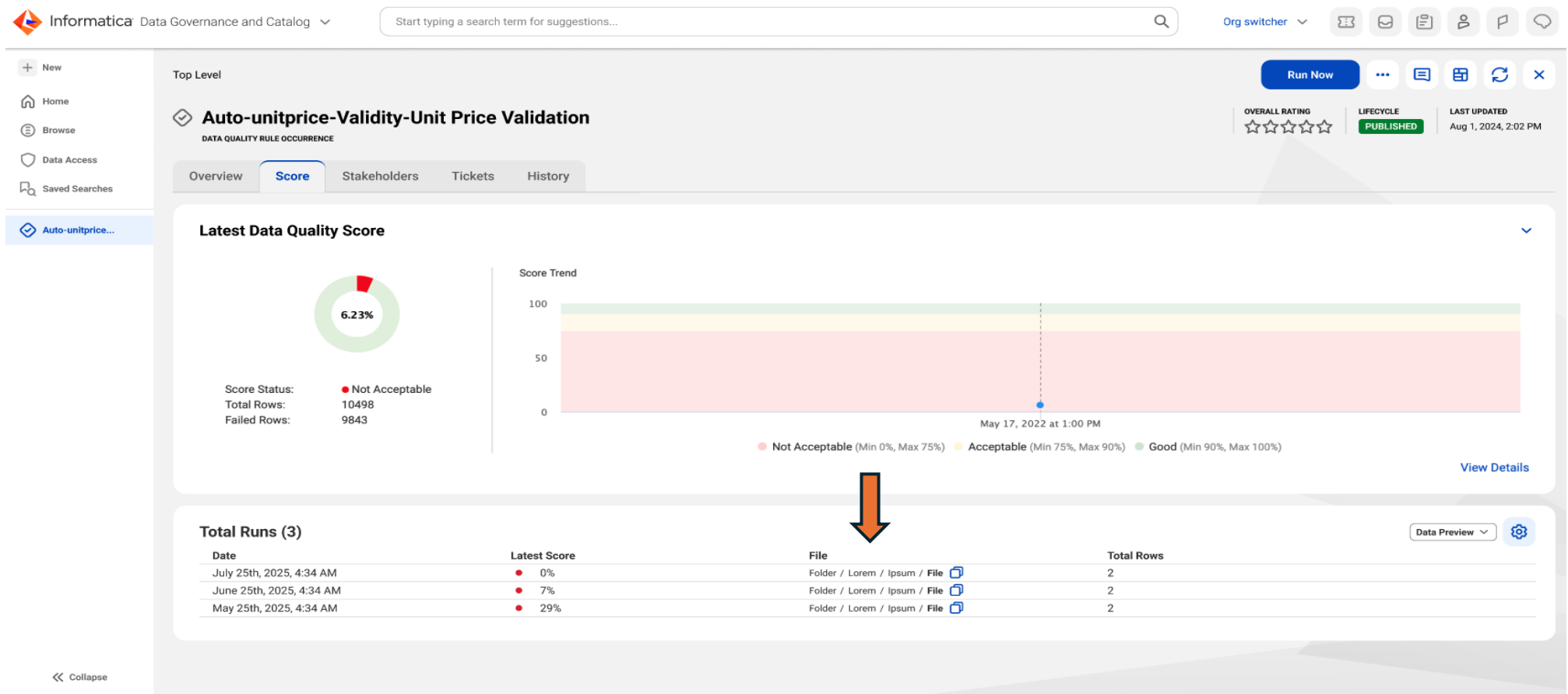
Name	City	State
John	Los Angeles	California
Pete	Rochester	New York
Iva		Texas
Mellor		Washington

Sample exception records file

RowId (from Source table)	Name	City	State	Exception Message	Priority	Rule Name	Rule Input Column	Rule Occurrence Name	JobId	Creation Date
3	Iva		Texas			DQ Rule Name	City	City Validation	1234	
4	Mellor		Washington			DQ Rule Name	City	City Validation	1234	

Details in DQRO – Asset Page

- Each DQ Score run will have an invalid records file created. Users can get the file path and file name where we display the score.
- Preview and download will be increased to 1,000 rows. For all rows, users can access file from the location.



Information in Table and Column level

- Where RO's are listed with latest score, invalid records file and Ticket name if present will be listed.

Informatica Data Governance and Catalog

Start typing a search term for suggestions...

Org switcher

New

Home

Browse

Data Access

Saved Searches

FIRST_NAME

Hermes Data Warehouse / orcl / HR / EMPLOYEES /

First Name

COLUMN | FIRST_NAME

SENSITIVITY

PII

LIFECYCLE

PUBLISHED

LAST UPDATED

May 21, 2025, 2:02 PM

Overview

Lineage

Relationships

Data Quality

Data Observability

Stakeholders

Attributes

Tickets

History

Dimensions Latest Score

Swap this area with the component you need.

Rules Against Target

Swap this area with the component you need.

Rule Occurrence (2)

Find

Name	Dimension	Latest Score	Date	Total Rows	Failed Rows	File	Ticket	Primary Data Element	Primary Data Element Hierarchy	Second
Auto-FIRST-NAME-Accuracy-Valid First...	Correctness	-	May 30, 2023 at ...	-	-	Folder/File	Low DQ Score	FIRST_NAME	Hermes Data Warehouse / ... / EMPLO...	FIRST_
Auto-FIRST-NAME-Completeness-Rule...	Completeness	-	May 30, 2023 at ...	-	-	Folder/File	Duplicate Entries	FIRST_NAME	Hermes Data Warehouse / ... / EMPLO...	FIRST_

46

Ticket and Task Inbox

- User assigned with the Task will be able to see the score change and invalid file.
- If the Task is not completed and there is next execution with score, existing Ticket will be appended with new score and file information.

Informatica

Data Governance and Catalog

Start typing search terms to see suggestions. You can use @ to specif ...

INFA CDGC PM

New

Home

Browse

Saved Searches

Human Task Inbox

User Task Inbox

Tasks Assigned to me (8)

Unassigned Tasks (20)

Overview

Tasks (8)

Find

Tasks

Type

DT

DQ Low

DQ

DT

Task

Create

DT

Task is a very long name
This is a very long name
This very long na...

DQ

DT

Task

DO

DT

Task

Approval

DT

Task

Approval

DT

Task

Create

DT

Task

Create

DT

New

Home

Browse

Data Access

Saved Searches

FIRST_NAME

DQ Failure

DATA QUALITY FAILURE

Overview

History

Description

Description goes here.

Rule Occurrences (1)

The rule occurrences that are visible to you are determined by the access policies assigned to you.

Find

Name	Dimension	Latest Score	Total Rows	Failed Rows	File	Description
Notification Test	Completeness	75%	4	1	Folder/File	DQRO created in CDGC

Resolution

NOT RESOLVED

SENSITIVITY

SEVERITY

URGENCY

OPEN

Medium

Major

Asset Details

Auto-unitprice-Validity-Unit Price Validation

Data Quality Rule Occurrence

Stakeholders

There are no stakeholders assigned to this asset.

[Click here to add a stakeholder.](#)

Status

Created By:

KT

Karl Thompson on May 27, 2024, 4:53 PM

Updated By:

KT

Karl Thompson on May 27, 2024, 4:53 PM

< Collapse

<< Collapse

47

Cloud Data Quality, Profiling and Data Observability

Ricardo Sobral – Product Management

Cloud Data Quality & Profiling

What's New in Nov 2025?

Cloud Catalog and Governance Profiling

- ❑ Data Quality Profiling for Datasets
 - ❑ Column statistics
 - ❑ What-if Scenarios: Data Quality Asset Profiling
 - ❑ Time Series
 - ❑ Compare Profile Runs
- ❑ New source: SAP Success Factors

Data Quality

- ❑ Data Quality Rule Specification exposed as a managed REST Endpoint for Real Time checks **(GA)**
 - ❑ Support to expose mapplets
- ❑ Public dictionary APIs for content and CREATE/DELETE via Headless API Center
- ❑ Reference 360 Data available for CDQ assets
- ❑ Data Observability
 - ❑ Observability Filter in Metadata Command Center configuration
- ❑ Update Verifier binaries to 6.7.1 (latest version)
- ❑ Support Data Quality asset names up to 125 characters

Profiling

Data Quality Profiling in Governance & Catalog



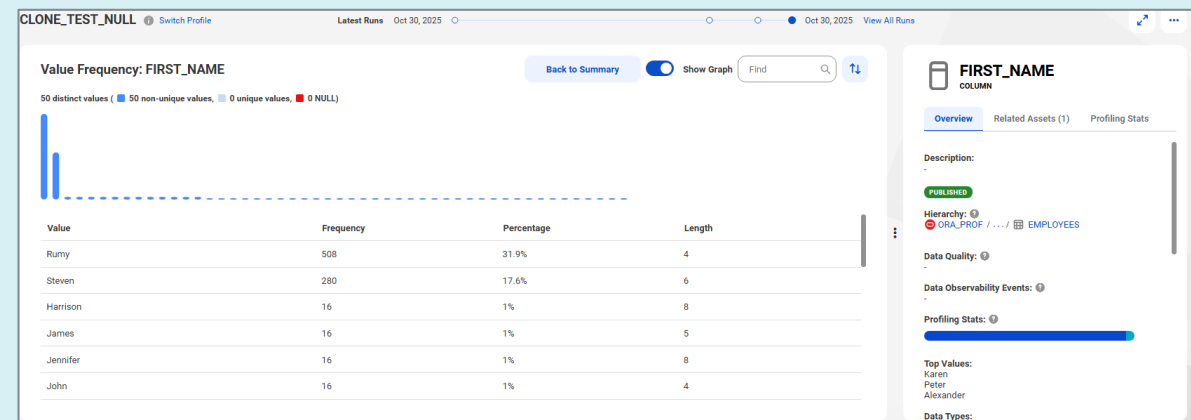
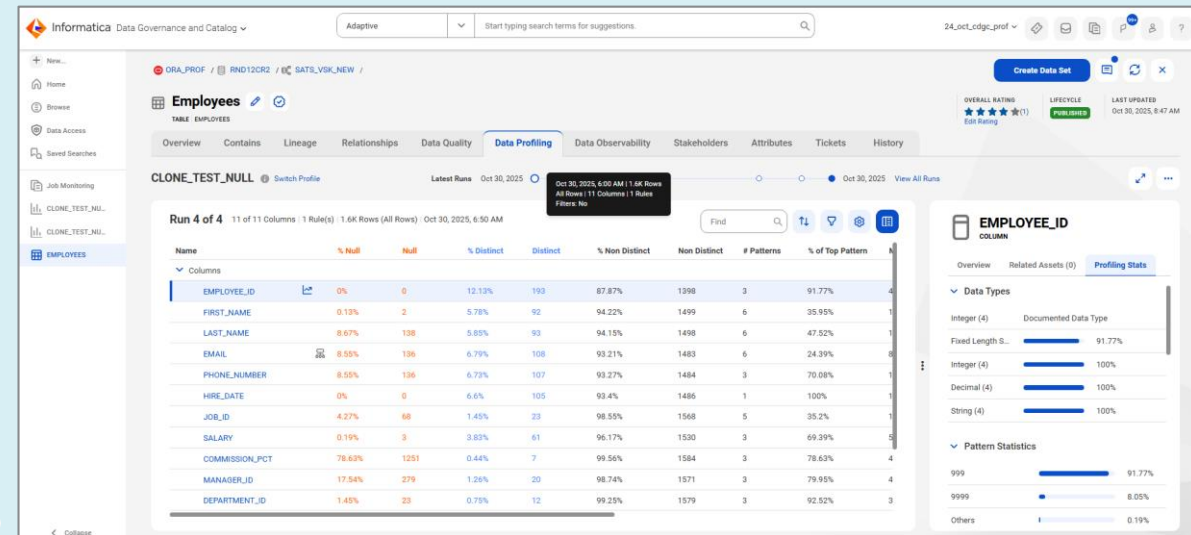
Feature Highlights

- Unified profiling service: Combining two services into one streamlined solution
- Advanced profiling capabilities in one place: drill down, rule profiling, time-series, data quality insights for the business user

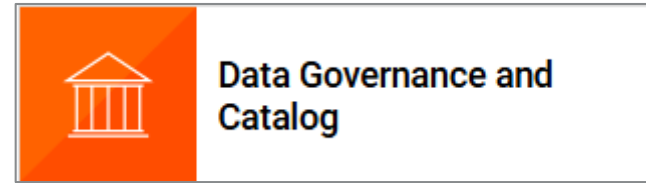
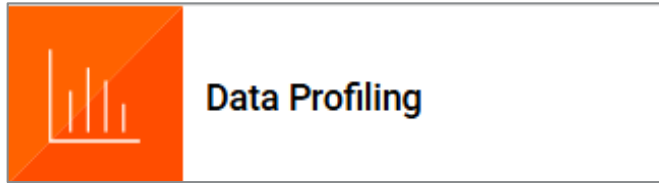


Benefits

- Simplification of user experience
- Leverage semantic enrichment to contextualize the results: glossaries, domains, stakeholders

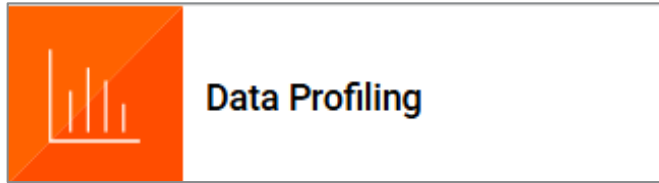


Integration of Data Profiling in IDMC



	Data Quality Profiling	Profiling in Catalog (via MCC)
Use case	Focus on deep analysis to assess accuracy, consistency and completeness	Fast analysis, supporting data classification to organize objects
Features	Column profiling Value Frequency Analysis Rule Profiling (what if scenarios) Drill down on frequent values, data types, patterns (100 rows) Public APIS CRUD + Execution + All profiling results Time Series Filters on Data Compare Profiling Runs Compare Columns Source mapplets / joined tables Queries Insights	Column profiling Value Frequency Analysis Rule Occurrences (only score) Drill down on invalid rows (via Rule Occurrences - 100 rows) API to retrieve scores from Rule Occurrences Data Observability Data Classification Relationship discovery
Volume	100's to 1.000s	100,000's to millions
User flow	1. Data Profiling-> Connection (no catalog source required)	1. Metadata Command Center-> Catalog Source 2. CDGC-> Data Set

Integration of Data Profiling in IDMC



Data Profiling



Data Governance and Catalog

	Data Quality Profiling (NOW IN CDGC)	Profiling in Catalog (via MCC)
Use case	Focus on deep analysis to assess accuracy, consistency and completeness	Fast analysis, supporting data classification to organize objects
Features	Column profiling ✓ Value Frequency Analysis ✓ Rule Profiling (what if scenarios) ✓ Drill down on frequent values, data types, patterns (100 rows) Public APIS CRUD + Execution + All profiling results Time Series ✓ Filters on Data ✓ Compare Profiling Runs ✓ Compare Columns Source mapplets / joined tables Queries Insights	Column profiling Value Frequency Analysis Rule Occurrences (only score) Drill down on invalid rows (via Rule Occurrences - 100 rows) API to retrieve scores from Rule Occurrences Data Observability Data Classification Relationship discovery
Volume	100's to 1.000s	100,000's to millions
User flow	1. Data Profiling-> Connection (no catalog source required)	1. Metadata Command Center-> Catalog Source 2. CDGC-> Data Set

✓ Available by Nov 2025 in CDGC

Cloud Data Quality

Data Quality Rules exposed as API

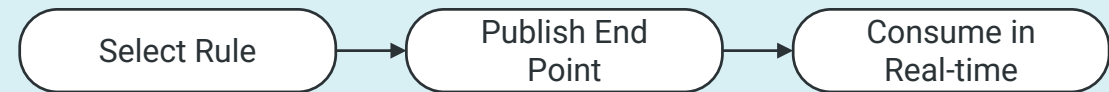
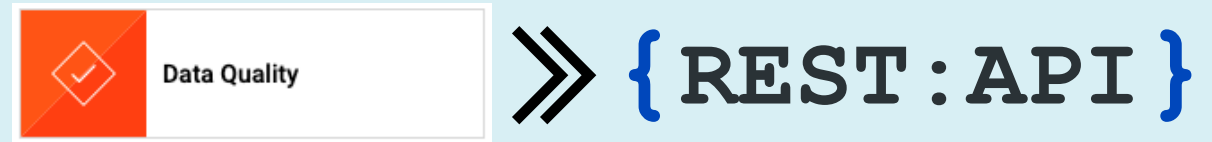
Real Time Data Quality Rules (GA)

Key Highlights

- Data quality rules for embedding in any application or ecosystem
- Surface **data quality rule and mapplets** as REST end point
- Data quality services for application orchestration and point-of-entry scenarios
- Governed by API Center gateway

Benefits

- Facilitate scaling outside of Informatica run-times
- Low-latency, low-volume alternative to a data quality mapping
- REST APIs enable easy integration with other applications and systems



Real Time Data Quality Rules

User Flow

1

Enable rule or mapplet for API in Explorer

Informatica Data Quality

April_2025_DO_AZREL_DB_Mig

New...

Home

Explore

My Jobs

My Import/Export...

Explore

All Projects

Rule_As_Rest_API_Rule_Specs

Basic_Rules

Import...

Basic_Rules (10)

None Selected

Find

Filter

Sort

☐	Name	Type	Updated On	Description	Tags	Metering Tags	Status
☐	BasicRule_DictionaryV	Rule Specification	Jun 5, 2025, 6:22 PM				Valid
☐	BasicRule_Expressiont	Rule Specification	Jun 5, 2025, 5:57 PM				Valid
☐	BasicRule_FunctionsRi	Rule Specification	Jun 5, 2025, 5:17 PM				Valid
☐	Child_Rule	Rule Specification	Jun 5, 2025, 5:01 PM	TC285_Child_Rule1			Valid
☒	Dict_RuleinRule	Dictionary	Jun 5, 2025, 6:13 PM				Valid
☐	Mapplet_1	Mapplet	Jun 5, 2025, 5:28 PM				Valid
☐	Mapplet_2	Mapplet	Jun 5, 2025, 5:28 PM				Valid
☐	Rule_Mapplet_1	Rule Specification	Jun 5, 2025, 5:27 PM	desc			Valid
☐	Rule_Mapplet_2	Rule Specification	Jun 5, 2025, 5:30 PM	desc			Valid
☐	Single quotes logic	Rule Specification	Jun 5, 2025, 5:46 PM				Valid

1 - 10 of 10 Items

<

Page

1

of

1

>

Items Per Page: 25

Properties...

View

Edit

Enable for API

Rename...

Copy To...

Move To...

This step will get the Rule Spe or mapplet ready. This may take minutes depending on the complexity of object.

Real Time Data Quality Rules

User Flow

2

Give a name for the API

Informatica Data Quality

April 2025_DO_AZREL_DB_Mig

New...

Home

Explore

My Jobs

My Import/Export...

Explore

All Projects

Rule_As_Rest_API_Rule_Specs

Basic_Rules

Import...

Basic_Rules (10)

None Selected

Find

Filter

Sort

☐	Name	Type	Updated On	Description	Tags	Metering Tags	Status
☐	BasicRule_DictionaryM	Rule Specification	Jun 5, 2025, 6:22 PM				Valid
☐	BasicRule_Expression	Rule Specification					Valid
☐	BasicRule_FunctionsRi	Rule Specification					Valid
☐	Child_Rule	Rule Specification					Valid
☒	Dict_RuleinRule	Dictionary					Valid
☐	Mapplet_1	Mapplet					Valid
☐	Mapplet_2	Mapplet					Valid
☐	Rule_Mapplet_1	Rule Specification	Jun 5, 2025, 5:27 PM	desc			Valid
☐	Rule_Mapplet_2	Rule Specification	Jun 5, 2025, 5:30 PM	desc			Valid
☐	Single quotes logic	Rule Specification	Jun 5, 2025, 5:46 PM				Valid

1 - 10 of 10 Items

Page 1

Enable for APIs

Rule Name: myFirstApi

?

Enable

Cancel

Data Quality

Explore

All Projects

Rule_As_Rest_API_Rule_Specs

Basic_Rules

Basic Rules (10)

None Selected

The rule was requested for API usage.

This is the name of the API that will be exposed as part of the API endpoint. One Rule Spec or mapplet may have multiple deployment versions.

In future user may delete older deployments

Real Time Data Quality Rules

User Flow

3 Create API in API Center

Choose IDMC Service – Data Quality

The screenshot displays the Informatica API Center interface. On the left, a sidebar contains navigation links: 'New', 'Explore', 'Policies', 'API Console', 'API Groups', 'API Monitor', and 'Configuration'. The main area shows 'All Projects (26)' with a list of project names. Overlaid on this are two modal windows. The first, 'New Asset', prompts the user to 'Select the type of asset you want.' with options for 'APIs' and 'REST API'. The second, 'Import an API Definition', shows a three-step process: '1 Select Source', '2 Select Assets', and '3 Summary'. Under 'Select Source', 'IDMC Services' is selected. Under 'Select Assets', 'Data Quality' is chosen. A third, smaller 'Import an API Definition' window is also visible, showing a list of assets with 'myFirstApi' selected. A grey box in the top right corner contains the text 'Choose IDMC Service – Data Quality'.

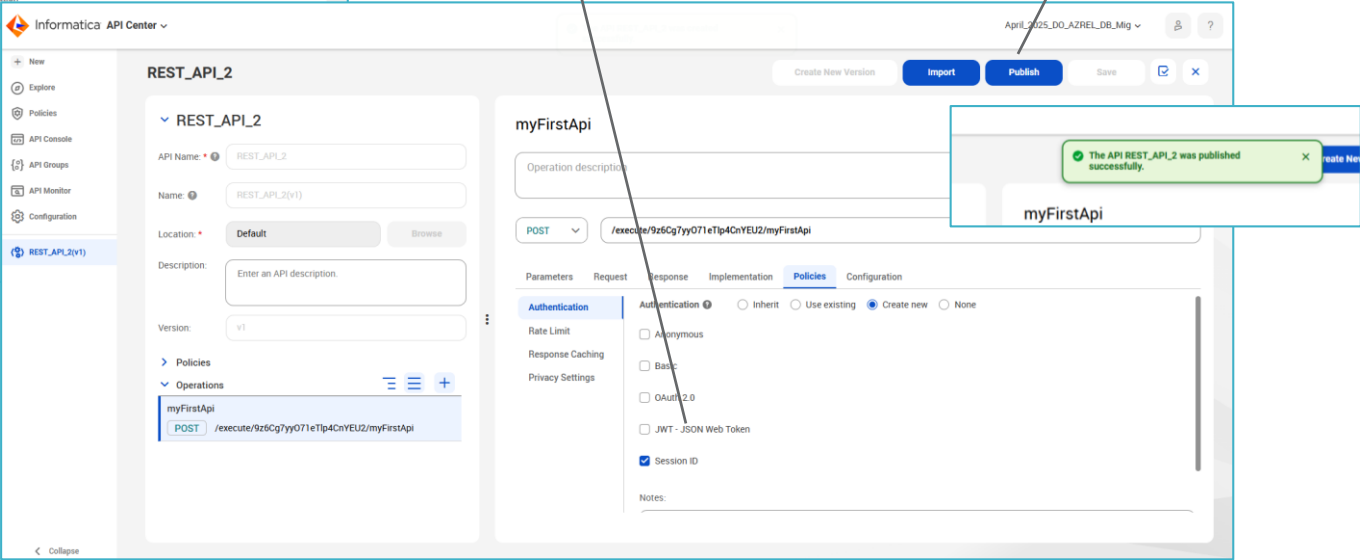
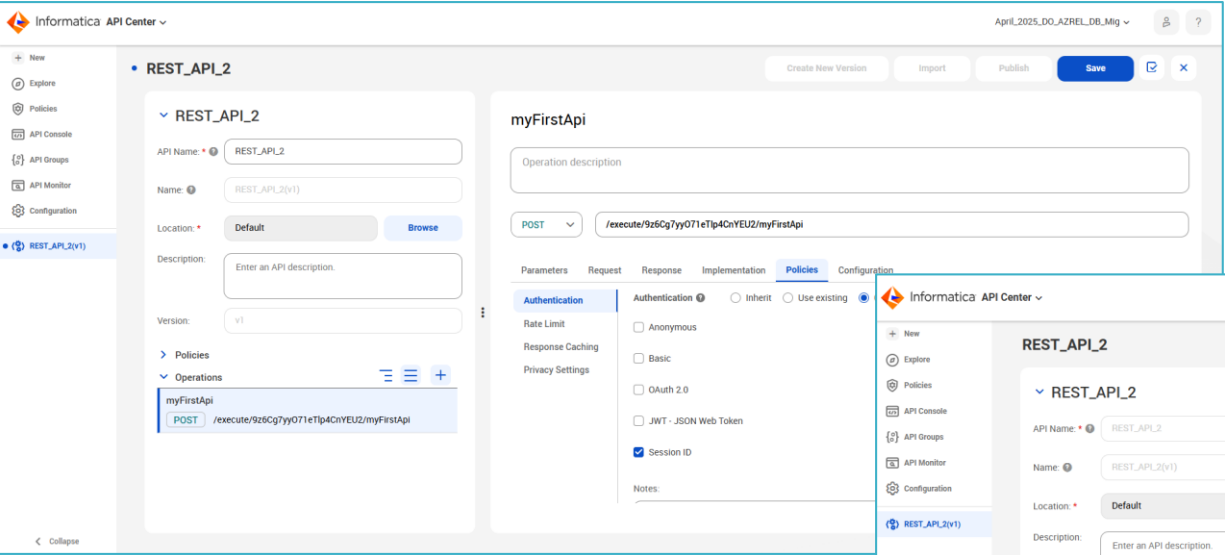
Real Time Data Quality Rules

User Flow

4 Publish the API

Authentication must be "Session id"

Save and Publish it



Real Time Data Quality Rules

User Flow

5 Create a Managed API

Informatica API Center

April_2025_DO_AZREL_DB_Mig

API Console

Services

Published APIs

Managed APIs

REST_API_2

REST_API_1(v1)

Published API Name

Version

Description

Provider

Provider Source Name

Protocol

Managed API Count

Last Modified Date

REST_API_2

v1

API Center

REST_API_2(v1)

REST

Active: 0

Jun 5, 2025, 12:41 PM

RuleSpecCheckM2.IM...

v1

API Center

RuleSpecCheckM2.IM...

REST

Active: 1

Jun 5, 2025, 06:18 AM

Rule_CH_Simple_Basic...

v1

API Center

Rule_CH_Simple_Basic...

REST

Active: 1

Jun 5, 2025, 03:48 AM

Rule_CH_Simple_Basic...

v1

API Center

Rule_CH_Simple_Basic...

REST

Active: 1

Jun 5, 2025, 02:45 AM

REST_API_1

v1

API Center

REST_API_1(v1)

REST

Active: 0

Jun 4, 2025, 05:35 AM

Create a Managed API

View Published API

View Published History

Unpublish

Add the URL context and Save it

Informatica API Center

April_2025_DO_AZREL_DB_Mig

Create a Managed API

Save

Managed API Name:

REST_API_2

Domain (Base URL):

https://gw-qa-azure-pod1.rel1.infaga.com

Description:

Current Version:

v1

URL Context:

myContext

API Policies

Security

IP Filtering

Operational

CORS

Operations

myFirstApi

POST /execute/9z6Cg7yy071eTlp4CnYEU2/myFirstApi

myFirstApi

POST /execute/9z6Cg7yy071eTlp4CnYEU2/myFirstApi

Policies

Test

Authentication

Rate Limit

Response Caching

Privacy Settings

Authentication

Anonymous

Basic

OAuth 2.0

JWT - JSON Web Token

Session ID

Notes

Real Time Data Quality Rules

User Flow

7 Activate the Managed API

Informatica API Center

API Console

Services

Published APIs

Managed APIs

REST_API_2

myFirstApi

RuleSpecChe...

Rule_CH_Sim...

Rule_CH_Sim...

Managed API Name	Operation Name	Published API Name	Version	Status	Protocol	Context Name	API Endpoint URL	API Policy Count	Last Modified Date
REST_API_2	myFirstApi	REST_API_2	v1	Created	REST	myContext		2	Jun 5, 2025, 01:0...
	RuleSpecChe...	RuleSpecCheckM...	v1	Active	REST	RuleSpecCheckM...			Jun 5, 2025, 06:1...
	Rule_CH_Sim...	Rule_CH_Simple...	v1	Active	REST	dq_simple_bas...			Jun 5, 2025, 03:4...
	Rule_CH_Sim...	Rule_CH_Simple...	v1	Active	REST	dq_simple_bas...			Jun 5, 2025, 02:5...

Activate Managed API

The managed API REST_API_2 was activated successfully.

This is the public URL endpoint

Informatica API Center

API Console

Services

Published APIs

Managed APIs

REST_API_2

myFirstApi

RuleSpecChe...

Rule_CH_Sim...

Rule_CH_Sim...

Managed API Name	Operation Name	Published API Name	Version	Status	Protocol	Context Name	API Endpoint URL	API Policy Count	Last Modified Date
REST_API_2	myFirstApi	REST_API_2	v1	Active	REST	myContext	POST https://pe-qa-azure-pod1.net1.infq.com/5sqZz3QigTe7FmUgLSCK.com/myContext/v1/execute/9z5Cg7yyO71eTp4CnYEU2/myFirstApi	2	Jun 5, 2025, 01:0...
	RuleSpecChe...	RuleSpecCheckM...	v1	Active	REST	RuleSpecCheckM...			
	Rule_CH_Sim...	Rule_CH_Simple...	v1	Active	REST	dq_simple_bas...			Jun 5, 2025, 03:4...
	Rule_CH_Sim...	Rule_CH_Simple...	v1	Active	REST	dq_simple_bas...			Jun 5, 2025, 02:5...

Copy

Real Time Data Quality Rules

User Flow

8 Test the Managed API

You need to inform the session id

Informatica API Center

API Console

Managed API Name	Operation Name	Published API Name	Version	Status	Protocol	Context Name	API Endpoint URL	API Policy Count	Last Modified Date
REST_API_2	myFirstApi	REST_API_2	v1	Active	REST	myContext	POST https://qa-pod1.re11.infaqa.com/identity-service/api/v1/Login	2	Jun 5, 2025, 01:00:00
	RuleSpecCheckM...	RuleSpecCheckM...	v1	Active	REST	RuleSpecCheckM...			Jun 5, 2025, 06:10:00
	Rule_CH_Sim...	Rule_CH_Sim...	v1	Active	REST	Rule_CH_Sim...			Jun 5, 2025, 03:40:00
	Rule_CH_Sim...	Rule_CH_Sim...	v1	Active	REST	Rule_CH_Sim...			Jun 5, 2025, 02:50:00

REST_API_2

Managed API Name: REST_API_2

Domain (Base URL): https://gw-qa-azure-pod1.re11.infaqa.com

Description:

Current Version: v1

URL Context: myContext

API Policies

Security

IP Filtering

Operational

CORS

myFirstApi

POST /execute/9z6Cg7yy071eTp4CnYEU2/myFirstApi

Policies Test

Servers https://gw-qa-azure-pod1.re11.infaqa.com/9z6Cg7yy071eTp4CnYEU2/myFirstApi

default POST /execute/9z6Cg7yy071eTp4CnYEU2/myFirstApi myFirstApi

Overview

POST https://qa-pod1.re11.infaqa.com/identity-service/api/v1/Login

Params Authorization Headers (9) Body Scripts Tests Settings

Body

```
{
  "username": "April_2025_DO_AZREL_DB_Mig",
  "password": "P@ssw0rd!"
}
```

Body Cookies Headers (16) Test Results

200 OK

970 ms

20.57 KB

Save Response

JSON

```
{
  "sessionId": "fWxTJdJPeWS1gt6vAGNYKY",
  "sessionExpireTime": "2025-06-05T19:29:03.858Z",
  "id": "jEBHZUod1SY1YaoqDQvaYD",
}
```

Real Time Data Quality Rules

Features

- Available in AWS, Azure, GCP pods
- Authentication based on standard platform authentication method based on session id
- Rule is loaded in runtime server on the first call and evicted after 15 minutes
- One API call can support multiple records (up to 200)
- Metering based on # of records

Future enhancements

- Support for parser and cleanse
- No ability to manage or purge a deployed rule that was enabled for API
- A rule or mapplet may be deleted, and the deployment will continue to exist

Recommendations

- Not designed to be embedded in batch processes

Public dictionary APIs for content and metadata via Headless API-Center

Public dictionary APIs for content and metadata

Via Headless API-Center

- Use Case/User Statements

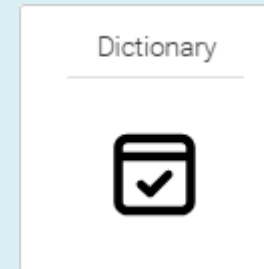
- Users need to perform frequent updates to dictionary content.
- The current User Interface introduces delays, slowing down the update process.

Solution

- Create and Delete Dictionaries via API
- Create and update content of dictionaries via API

- Benefits

- Automation of dictionary updates via a CDI mapping or external program



» { REST : API }

Create/Delete
Dictionary

Append Data

Clear Data

Replace Data

blood_type_infa

Definition Configuration

Items (50)

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
1	O+	O+	O positive	O pos	O +	
2	O-	O-	O negative	O neg	O -	
3	A+	a+	A positive	A pos	A +	
4	A-	a-	A negative	A neg	A -	
5	B+	b+	B positive	B pos	B +	
6	B-	b-	B negative	B neg	B -	
7	AB+	ab+	AB positive	AB pos	A B+	AB +
8	AB-	ab-	AB negative	AB neg	ab_	AB_

Public dictionary APIs

Metadata Operations

URL: <https://<POD>.us.informaticacloud.com/quality/public/v2/dictionaries/>

+ CREATE DICTIONARY

Create a new dictionary with specified columns and metadata.

POST /quality/public/v2/dictionaries/

Standard Public Request Body:

```
{
  "name": "My Dictionary",
  "description": "Optional description",
  "columns": ["column1", "column2", "column3"],
  "path": "my-project/my-folder" // optional, 'default' project used if not specified
}
```

✗ DELETE DICTIONARY

Delete a dictionary and **all associated data** permanently.

DELETE /quality/public/v2/dictionaries/{dictionaryId}

Public dictionary APIs

Content Operations

URL: <https://<POD>.us.informaticacloud.com/quality/public/v2/dictionaries/>

+ APPEND DATA

Add new data rows to an existing dictionary (incremental upload).

POST /quality/public/v2/dictionaries/{dictionaryId}/rows

Request Body:

```
{
  "cols": ["column1", "column2", "column3"],
  "rows": [
    ["value1", "value2", "value3"],
    ["value4", "value5", "value6"],
    ["value7", "value8", "value9"]
  ]
}
```

🔄 REPLACE DATA

Clear all existing data and set new data (atomic operation).

PUT /quality/public/v2/dictionaries/{dictionaryId}/rows

Request Body: *(Same format as POST)*

```
{
  "cols": ["column1", "column2", "column3"],
  "rows": [
    ["newValue1", "newValue2", "newValue3"],
    ["newValue4", "newValue5", "newValue6"]
  ]
}
```

✅ FINALIZE UPLOAD

Encrypt and persist all uploaded data to cloud blob storage.

POST /quality/public/v2/dictionaries/{dictionaryId}/finishUpload

🗑️ CLEAR DATA 🔗

Remove all data rows while preserving dictionary metadata.

DELETE /quality/public/v2/dictionaries/{dictionaryId}/rows

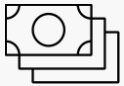
Reference 360 Data available for Data Quality assets

October 2025: Reference 360 with CDQ



Feature Highlights

- Expose highly curated reference data into Data Integration pipelines and Data Quality checks
- It is a key step towards more centralized and governed data within an organization



Benefits

- Highly curated reference data available in support of CDQ use cases & consumption
- Solves need for centralized, consistent, and operational management of reference data across data quality, data integration & IDMC processes.
- Enhanced user experience

Enterprise Capitals

Open

ValuesCrosswalkSummaryDefinitionStakeholdersDictionaryWorkflowHistory

Enterprise Capitals (197)Point in TimeCurrent

Name ↑	Code
Abu Dhabi	Abu Dhabi
Abuja	Abuja
Accra	Accra
Addis Ababa	Addis Ababa
Algiers	Algiers
Amman	Amman
Amsterdam; The Hague...	Amsterdam; The Hague (seat
Andorra la Vella	Andorra la Vella
Ankara	Ankara
Antananarivo	Antananarivo
Apia	Apia
Ashgabat	Ashgabat
Asmara	Asmara
Asuncion	Asuncion
Athens	Athens
Baghdad	Baghdad
Baku	Baku
Bamako	Bamako
Bandar Seri Begawan	Bandar Seri Begawan
Bangkok	Bangkok
Bangui	Bangui
Banjul	Banjul
Basseterre	Basseterre

Create Dictionary

×

Create a dictionary using the attributes in the code list.

Name: *EnterpriseCapitals

Description:EnterpriseCapitals

Location: *Default

Attributes

Select the attributes to add as columns in the dictionary.

☒ All Attributes

☒ Name

☒ Code

☒ Description

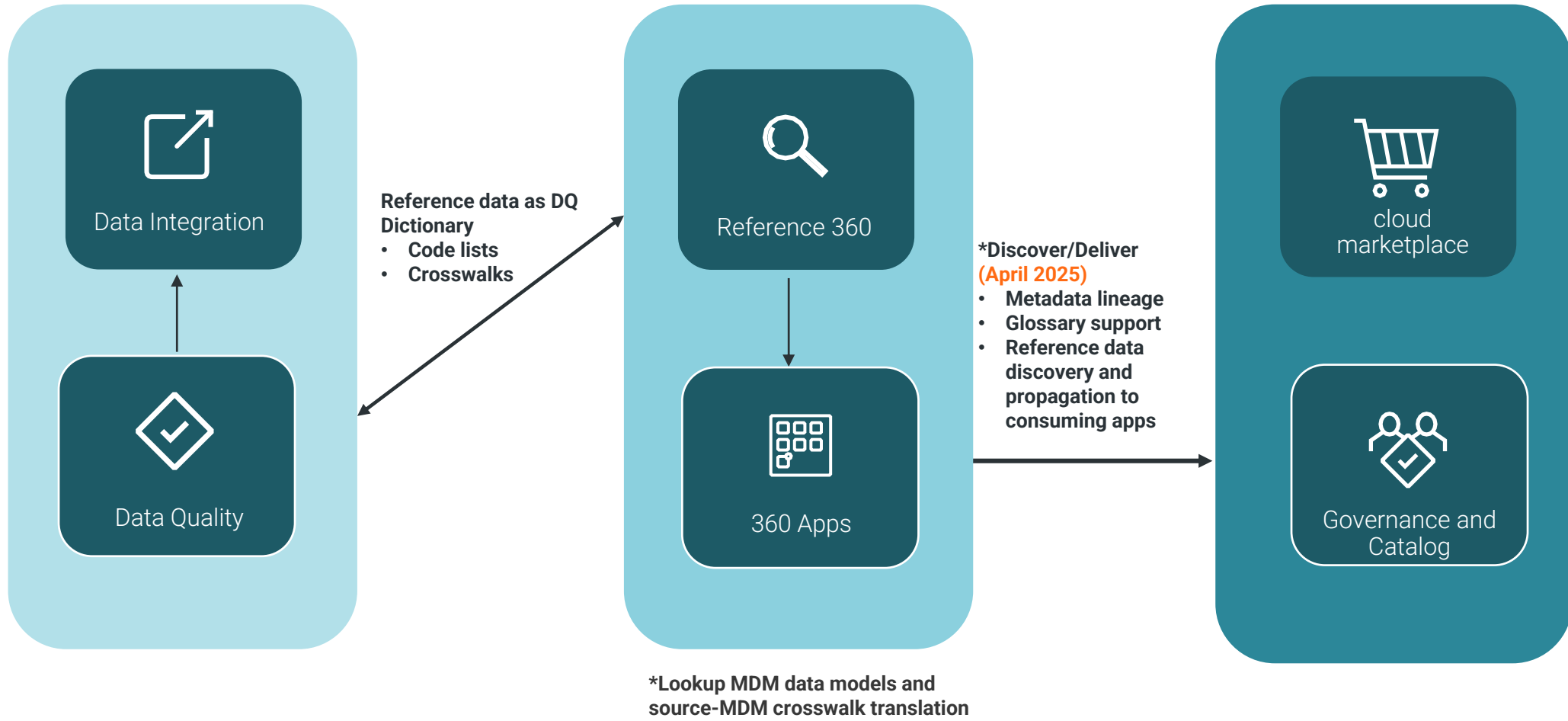
☒ Country

☒ Currency

CreateCancel

Reference Data

The backbone of Governance & Data Quality



Create a Dictionary within Reference 360

Informatica Reference 360

Multiple Search Reference 360 Demo Org

New... Home Explore Workflow Inbox My Jobs Search Enterprise Capitals

Enterprise Capitals

Values Crosswalk Summary Definition Stakeholders Dictionary Workflow History

Lock Delete Save

Dictionary

Workflow History

Dictionary (0)

Name	Description	Location
Nothing to display		

Create Dictionary

Create a dictionary using the attributes in the code list.

Name: *

EnterpriseCapitals

Description:

EnterpriseCapitals

Location: *

Default

Attributes

Select the attributes to add as columns in the dictionary.

☒ All Attributes

☒ Name

☒ Code

☒ Description

☒ Country

☒ Currency

Create Cancel

Ref360_Dictionary

Definition Configuration

Can't edit the dictionary because it is associated with Reference 360. Click here to view or edit the dictionary in Reference 360.

Items (50)

	Col1	Column 2	Column 3
1	f	g	w
2	s	d	q
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			

Data Observability

Data Observability

Introducing asset filters

- Use Case/User Statements

- Ability to have better control on assets to execute data observability on

Solution

- New asset filter at Data Observability step
- Separate filters available for metadata driven metrics: Freshness, Volume, NULL %, etc.

- Benefits

- Data Observability steps can be schedule independently of Metadata scan or Profiling

The screenshot displays the Informatica Data Observability configuration interface. At the top, a progress bar shows four steps: Registration (completed), Configuration (active), Associations, and Schedule. Below this, a horizontal menu includes: Metadata Extraction, Lineage Discovery, Data Profiling and Quality, Data Observability (selected), Data Classification, Relationship Discovery, and Glossary Association.

The main section is titled "Asset Filters" and includes a link to "Show supported wildcards and examples". It contains two filter configuration sections:

- Specify freshness and volume filters:** Radio buttons for "No" and "Yes" (selected). Below are three filter entries, each with an "Include Metadata" dropdown, a "Tables" dropdown, and a text input field. The first entry is "Customers.*".
- Specify data profiling filters:** Radio buttons for "No" and "Yes" (selected). Below are three filter entries, each with an "Include Metadata" dropdown, a "Tables" dropdown, and a text input field. The first entry is "Customers.TableA".

A modal dialog titled "Run Catalog Source Job: Oracle_CS_DO_Filter" is open in the foreground. It has a "Scope of Run" section with the following options:

- ☒ Metadata Extraction
 - ☒ Full Last run on - ☐ Incremental Last run on -
 - ☒ Retain ☐ Delete ☐ Deprecate
- ☒ Data Profiling and Quality
 - ☒ Data Profiling
 - ☒ Data Observability

A blue information box states: "If you delete objects from the source or make changes to the filter, the objects imported into the catalog before the change remain in the catalog. Objects deleted from the source are not deleted from the catalog." At the bottom of the dialog are a question mark icon, a "Run" button, and a "Cancel" button.

Cloud Data Access Management

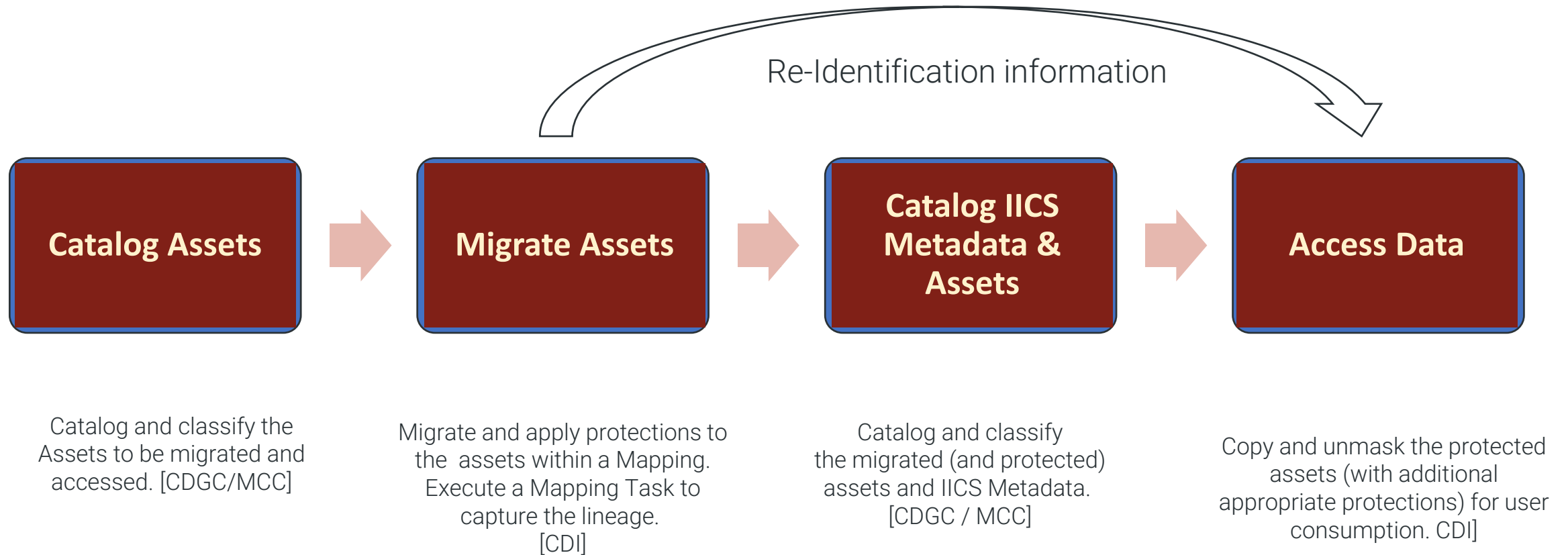
What's New – November 2025

- Controlled Unmasking –
 - Introducing the ability to re-identify previously de-identified data within a CDI pipeline
- Pushdown Enforcement and Observability –
 - Data Access Policy pushdown for Azure Fabric DW
 - Data Filter (RLAC) Policy pushdown for Databricks
 - Data Filter (RLAC) Policy pushdown for Redshift
 - Display Data Access Agent Jobs within Metadata Command Center, allowing customers to better understand the outcome Pushdown policies
- Additional Features and Improvements -
 - New Data Protection to apply constant value to an Integer or Decimal value
 - Improved User Experience for defining Data Access Control policies and selecting an Asset Query
 - Data values that are unable to be tokenized return null in CDI and CDMP (Proxy)
 - Support customer defined fields in CDI mapping source with an Access Policy transformation

Controlled Unmasking

- Controlled unmasking is the process to allow previously de-identified (masked) data to be re-identified (unmasked) within a CDI data pipeline according to use-case and requirement.
- Data that has been previously consistently tokenized using an Access Policy transformation may be re-identified by applying an Access Policy.
- Controlled unmasking requires the customer to catalog IICS (Informatica Intelligent Cloud Services) metadata, this includes the CDI Mapping, Mapping Task and Referenced Assets. Additionally, the customer must assign connections to the Referenced Assets.
- Lineage now supports the ability to trace the flow of data, including the applied CDAM Data Protections.

Controlled Unmasking – Step by Step



Controlled Unmasking – Catalog of Assets

Informatica

Data Governance and Catalog

Keyword

Start typing search terms for suggestions.

CDAM_NOV_ORG1

New...

Home

Browse

Data Access

Saved Searches

Data Sovereignty ...

Data Filter Pushd...

b_customers_ma...

MappingTask

customer_num

Browse

Glossary

Data Catalog

System & Dataset

Process

Policy

Project

AI Model

AI System

Business Area

Legal Entity

Geography

Regulation

Data Catalog (93)

Select Types

All Assets

Find

Name	Type	Description	Last Updated	Stakeholders	Business Name
ACCESS_POLICY_FILTER	Mapping task	-	Oct 26, 2025, 11:...	-	-
Add-On Bundles	Project	-	Oct 26, 2025, 11:...	-	-
Autocatalog	Mapping task	-	Oct 26, 2025, 11:...	-	-
Autocatalog2	Mapping task	-	Oct 26, 2025, 11:...	-	-
Azure_sql	Mapping task	-	Oct 26, 2025, 11:...	-	-
AzureSQL (1)	Microsoft Azure SQL S...	-	Oct 23, 2025, 11:...	-	-
B Catalog IICS (2)	Informatica Intelligent ...	-	Oct 31, 2025, 6:1...	-	-
B Catalog IICS_POSTGR... (1)	Reference Catalog Sou...	-	Oct 31, 2025, 6:1...	-	-
B_Customer (2)	Project	-	Oct 31, 2025, 6:1...	-	-
Mapping	Mapping	-	Oct 31, 2025, 6:1...	-	-
MappingTask (1)	Mapping task	-	Oct 31, 2025, 6:1...	-	-
MappingTask (5)	Mapping task instance	-	Oct 31, 2025, 6:1...	-	-
active_status	Calculation	-	Oct 31, 2025, 6:1...	-	-
country	Calculation	-	Oct 31, 2025, 6:1...	-	-
customer_na...	Calculation	-	Oct 31, 2025, 6:1...	-	-
customer_num	Calculation	-	Oct 31, 2025, 6:1...	-	-

1 - 25 of 93 Items

Page 1 of 4

Items Per Page: 25

MappingTask

MAPPING TASK INSTANCE

Overview

Related Assets (7)

Description:

PUBLISHED

Hierarchy: B Catalog IICS / B_Customer / MappingTask

Last Updated: Oct 31, 2025, 6:18 AM

Stakeholders:

Related Assets:

1

Mapping ...

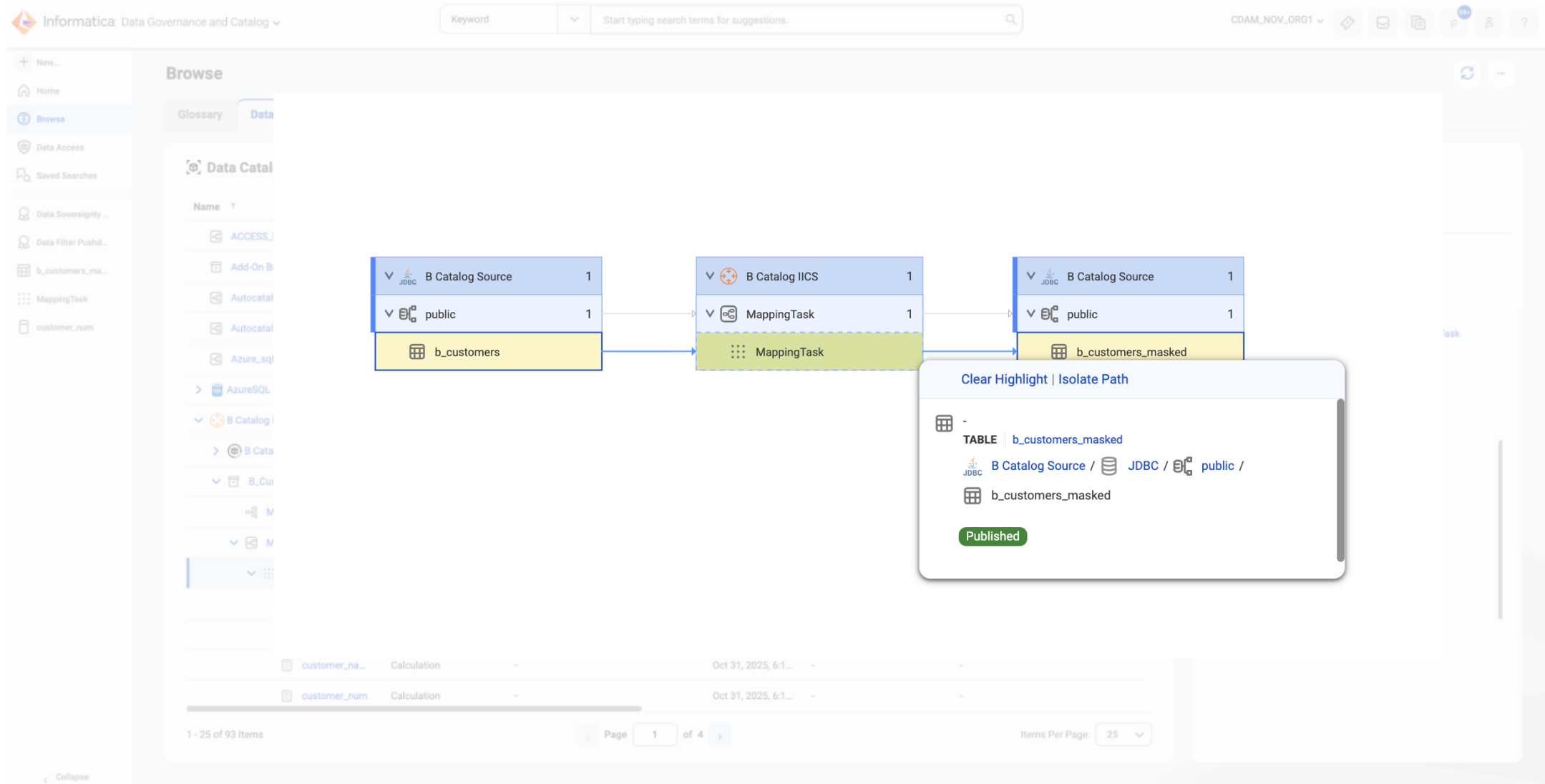
5

Mapping...

1

Calculati...

Controlled Unmasking – Lineage of Assets



Controlled Unmasking – Data Element Protection

The screenshot displays the Informatica Data Governance and Catalog web interface. The top navigation bar includes the Informatica logo, a search bar with the placeholder 'Keyword', and a dropdown menu for 'CDAM_NOV_ORG1'. The left sidebar contains navigation links for 'New...', 'Home', 'Browse', 'Data Access', 'Saved Searches', 'Data Sovereignty', and 'Data Filter Pushd...'. The main content area shows the breadcrumb path 'B Catalog Source / JDBC / public /' and a table entry '(Add Business Name)' with a sub-entry 'TABLE b_customers_masked'. A tabbed interface below the table entry includes 'Overview', 'Contains', 'Lineage', 'Relationships', 'Data Quality', 'Data Observability', 'Stakeholders', 'Attributes', 'Tickets', and 'History'. The 'Overview' tab is active, showing a 'Description' section with a '-' sign and a 'Technical Description' section with a '-' sign. A black tooltip with a green shield icon and the text 'Protected with consistent numerical tokenization' is overlaid on the table entry. The bottom section shows 'Custom Attributes (0)' with a 'View All' link and a message 'No data to display'.

Informatica Data Governance and Catalog

Keyword Start typing search terms for suggestions.

CDAM_NOV_ORG1

+ New...

Home

Browse

Data Access

Saved Searches

Data Sovereignty ...

Data Filter Pushd...

b_customers_ma...

MappingTask

customer_num

B Catalog Source / JDBC / public /

(Add Business Name)

TABLE b_customers_masked

Overview Contains Lineage Relationships Data Quality Data Observability Stakeholders Attributes Tickets History

OVERALL RATING 4/5

DE-IDENTIFICATION TECHNIQUES APPLIED 4/5

LIFECYCLE PUBLISHED

LAST UPDATED Oct 31, 2025, 5:51 AM

Create Data Set

Protected with consistent numerical tokenization

DESCRIPTION

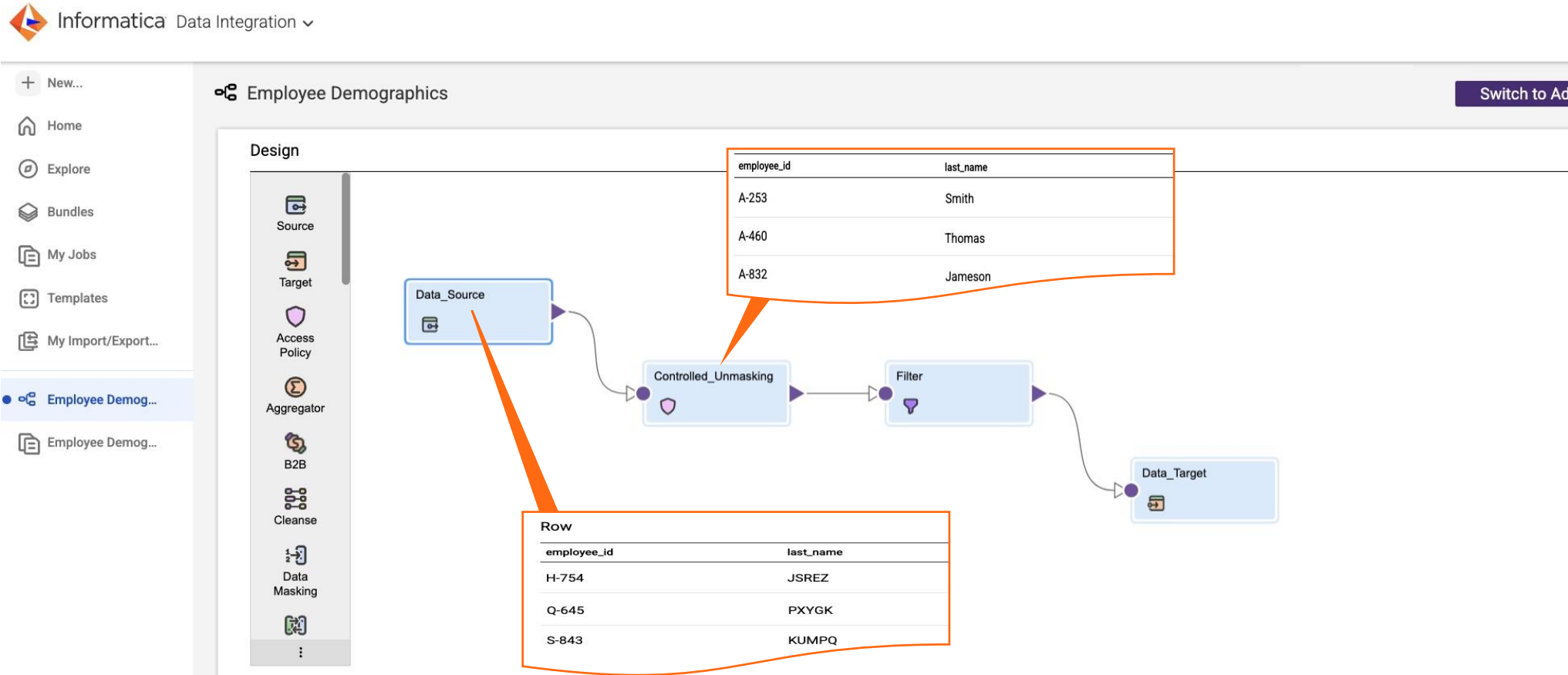
TECHNICAL DESCRIPTION

Custom Attributes (0)

No data to display

View All

Controlled Unmasking – Results



Pushdown Enforcement

- Continue to grow the breadth of support for additional requested data sources, allowing customers to standardize on IDMC and CDAM for policy enforcement
- Support Access Control policies for Azure Fabric DW
- Support Row Level Filter policies for Databricks
- Support Row Level Filter policies for Amazon Redshift

Informatica

Data Governance and Catalog

Keyword

▼

Start typing search terms for suggestions.

🔍

CDAM_NOV_ORG1

+

New...

🏠

Home

☰

Browse

🛡️

Data Access

🔍

Saved Searches

👤

Data Sovereignty ...

👤

Data Filter Pushd...

🔗

Rule

DATA FILTER PUSHDOWN POLICY - DATA FILTER

✓ Overview

2 Rule

⏪

Back

Next ⏩

🗨️

Conditions

For

Or

User Group ▼

is any of ▼

Test ✕

+ Add Value

🗑️

+ New Row

And assets in

Any of

TRANSACTION

Catalog Source Type: Fabric Data W...

Asset Type: Table

✎

🗑️

+ New Row

🗨️

Filter

⏪ Collapse

Pushdown Observability

- Allow customers to better understand the actual status of Pushdown actions and events.
- Have my policies been enacted successfully? Where there any system or data source errors preventing such actions and blocking user access?
- Adding to the existing *Data Access Sync Job*, CDAM now writes *Data Access Agent Job* and tasks for the action taken because of Data Access Synch job.

- New...
- Home
- Explore
- Monitor
- Configure
- Customize
- Access Control
- Data Access Age...
- Data Access Age...
- Data Access Age...

Data Access Agent Job - guyAgent

STATUS

COMPLETED WITH ERRORSView Errors

COMPLETED TASKS

1 / 2

SUBMITTED TIME

Oct 30, 2025, 12:29:03 AM

START TIME

Oct 30, 2025, 12:29:04 AM

END TIME

Oct 30, 2025, 12:29:20 AM

RUN DURATION

00:00:16

Overview

Logs

Logs (8)

Filter Task Name: connection-01d82p0b0... Add Filter

Timestamp ↓	Task Name	Level	Service Name	Message
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	INFORMATION	cdam-runtime	State changes consumed success: 6
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	DEBUG	cdam-runtime	**SUCCESS message id: '90015484-79d5-462d-bf58-265b59e51918' of type: 'UPDATE' for entity: 'TrackedEntityStaShow More
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	DEBUG	cdam-runtime	**SUCCESS message id: '2569e456-9754-4d20-88b1-6d6d1f369581' of type: 'UPDATE' for entity: 'TrackedEntityStaShow More
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	DEBUG	cdam-runtime	**SUCCESS message id: 'ffd8f5b9-c376-40e9-b9bd-15c042003244' of type: 'UPDATE' for entity: 'TrackedEntityStatShow More
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	DEBUG	cdam-runtime	**SUCCESS message id: '8b868cab-7312-422f-aa10-474804dda7e5' of type: 'UPDATE' for entity: 'TrackedEntityStaShow More
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	DEBUG	cdam-runtime	**SUCCESS message id: 'f518df91-a479-495a-a6f8-7d8fc7b2594f' of type: 'UPDATE' for entity: 'TrackedEntityStateShow More
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	INFORMATION	cdam-runtime	An error was encountered with the current batch of state update messages for connector 01D82P0B000000000000Show More
Oct 30, 2025, 12:31...	connection-01d82p0b0000000000002	DEBUG	cdam-runtime	**SUCCESS message id: 'c8e9f846-014b-492e-a5f2-cbaac374cf4c' of type: 'UPDATE' for entity: 'TrackedEntityState...

Data Protection – Constant Value

- Support customer requirements to anonymize integer and decimal values with a constant value
- Salary, Rate, Geo-Location and other data is deemed sensitive and protected, previously such data could only be redacted with null, often breaking downstream applications and systems

+

New...

Home

Explore

Bundles

My Jobs

Templates

My Import/Export...

UnMapping

pMapping

pMapping

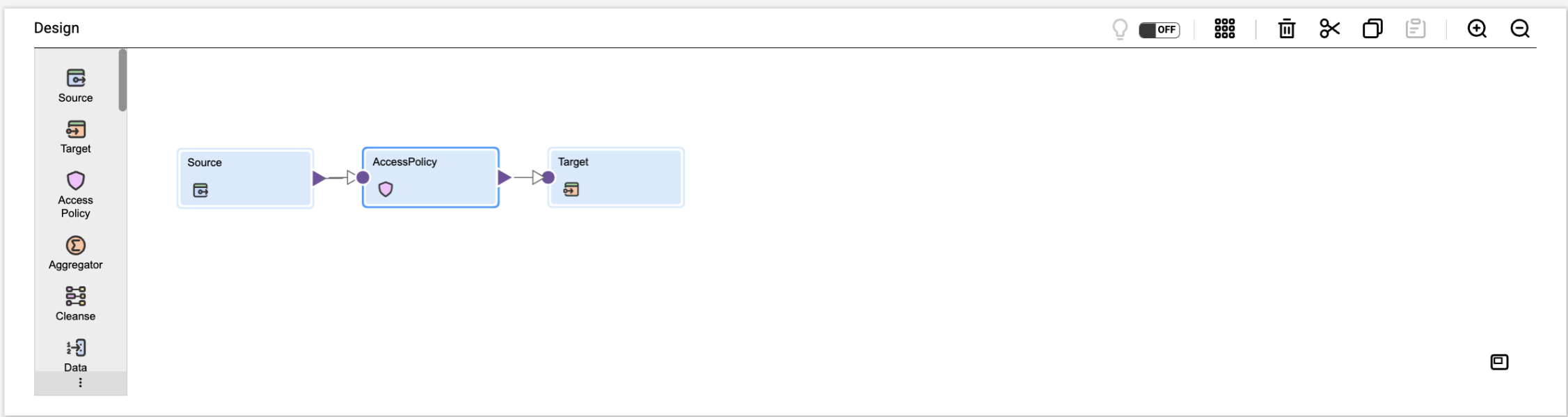
✓

Valid

Switch to Advanced...

Save

Run



Properties

Preview

AccessPolicy

Row						Run Preview...		
value	number	identifier	small	big	access_policy_filter			
99.99	99.99	99999.99999	999	999	ACCESS_GRANTED			
					ACCESS_DENIED			
99.99	99.99			999	ACCESS_GRANTED			
					ACCESS_DENIED			

Data Access Controls – Asset Query

- Address usability feedback, allowing the Data Access Owner improved control and direction when creating policies
- When creating a Data Access Control or Data Filter policy for pushdown, it is no longer required to define an Asset Query filter
- When creating a Data Access Control or Data Filter policy for pushdown, the default permission is *Read*

Add Filter

custom*

Items (3)

Filter

Asset Type: Table, View

Catalog Source Type: Microsoft Fabr...

Clear All

Name	Type	Description
Customer	Table	-
Customer	Table	-
Customer_view	View	-

Preview

Select an asset from the left pane to view its details

Add Filter

Cancel

Data Protection – Tokenization

- Address customer feedback, allowing for uninterrupted operations and data pipelines when an error occurs applying a data protection
- Previously, if a data protection of *Constant Tokenization* could not be applied, the record was redacted with *Null*
- Currently, if a data protection cannot be applied, only the specific value is redacted with *Null*
- The Mapping Designer has the option to abort the mapping execution if an error occurs applying any Data Access Management policy and protection

Data Protection

Integer

Technique Type:

Tokenize

Regular Expression:

[1-9]{1}[0-9]{0,3}

Consistency Behavior:

Consistently Tokenize

Data to be protected

	A-Z employee_id	A-Z first_name	A-Z last_name	A-Z phone_number
1	2540	Marc	Smith	6812 1937
2	2673	James	Thomas	8663 8329
3	89765	Peter	Jameson	4031 8452
4	87643	Sandy	Day	8663 8329
5	98420	Laura	Hill	4031 8452
6	56849	Steve	Hunter	4031 8452

Data preview with an Access Policy Transformation

Design

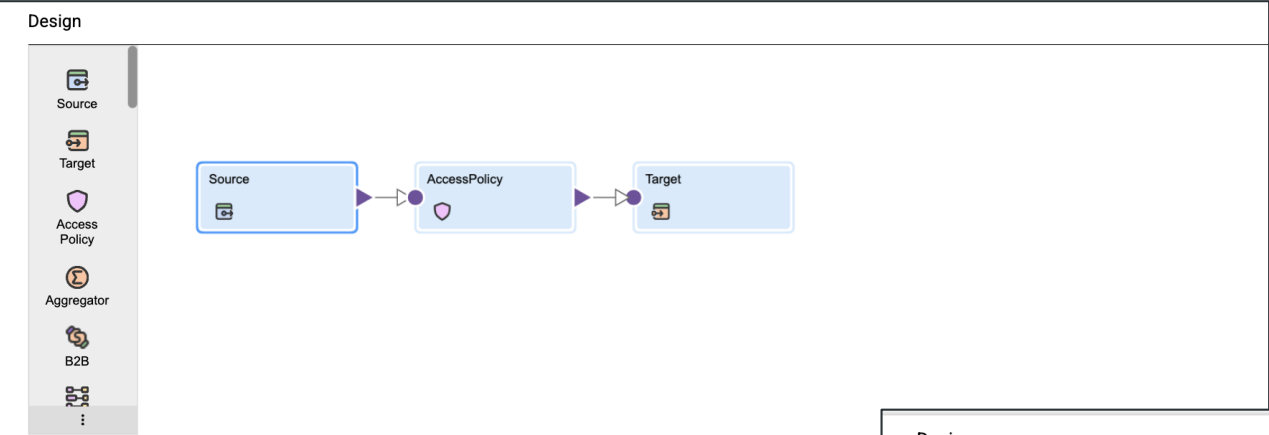
Properties **Preview** AccessPolicy

Row	customer_num	customer_name	postal_code	country	active_status	access_policy_filter
	935		82152	USA	999	FAILURE_FIELD
	3128		76078	USA	999	FAILURE_FIELD
			14217	USA	999	
			F2U-2Y3	Canada	999	
			O9E-6Y6	Canada	999	

Run Preview... Download Settings

Data Integration – Access Policy Transformation

- Address customer requirements to allow custom source queries that append data columns and yet require CDAM delivered data protections
- Examples include *Row_Number* and *Current_Date* that are included in the select query statement for the source asset
- Previously, the execution of the mapping would error as CDAM Access Control Transformation did not expect nor understand how to handle such data
- Currently, if the added fields follow the prescribed naming convention, they may be added to the source query and passed thru the Access Policy Transformation



Properties Preview Source

General

Source

Fields

Partitions

Details

Connection:* Postgres Data Warehouse (JDBC V2) View... New Connection...

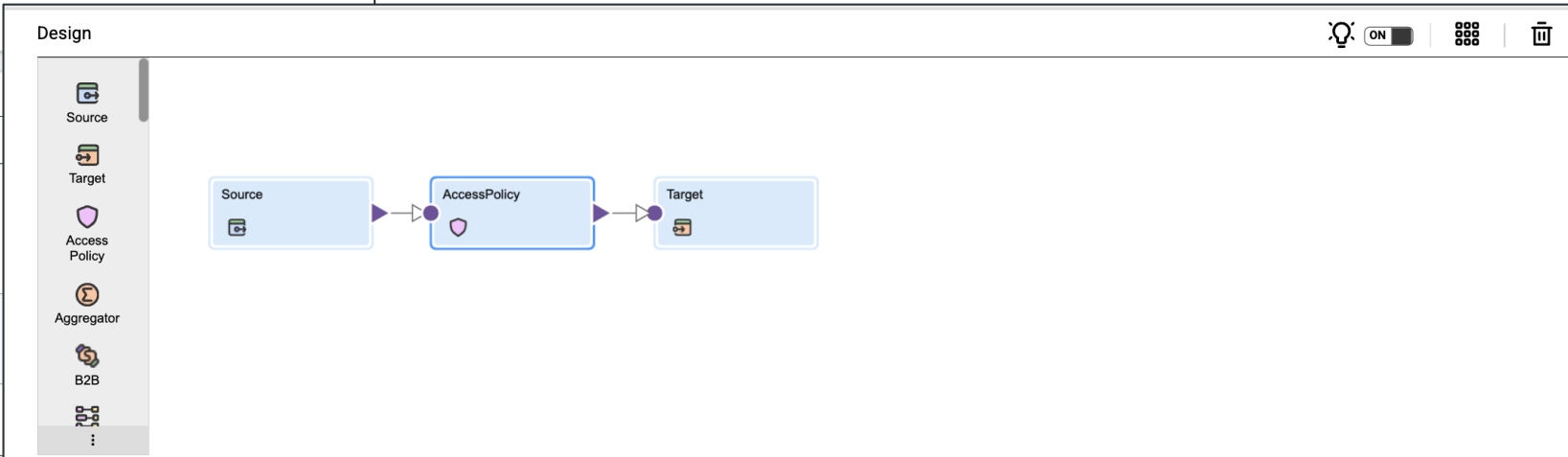
Object Type:* Query

Query:

```
select row_number() over () as cdamx_rowNum, * from emp.employee
```

Query Options

Advanced



Properties Preview AccessPolicy

Row	cdamx_rownum	employee_id	first_name	last_name	phone_number	hire_date	job_id	manager_id	department_id	street_address	city	province
1		10601										
2		78889			*****							
3		68558			*****							
4		51398			372 7544	06/01/2016 00:...					Shel	
5		81793			5830 2977	06/01/2017 00:...					Lore	
6		99067			5644 0061	04/01/2018 00:...					Page	



What's New in Cloud Data Marketplace – November, 2025

Ian Stahl

Sr. Director, Product Management

**Where data
& AI come to** **LIFE**

Cloud Data Marketplace

What's New – November 2025

- Marketplace Content Update APIs on the API Gateway
- Additional Marketplace customization enhancements
 - Marketplace data product publication on CDGC Quicklook client
 - “Free Text” Widget added to Marketplace Layouts customization library
 - Marketplace application performance optimization
 - Other usability enhancements

Marketplace Content APIs on Platform Gateway

2025.11.M

Feature Highlights

- PUT APIs added to Metadata Platform Gateway for Marketplace content
- Additional way to use APIs without requiring a CAI project client
- More generous API contract for easier transaction throughput

Benefits

- Customers can bootstrap their Marketplace data product inventories via APIs without needing to use CAI as the caller
- New API endpoints offer Create, Update, Delete actions for consumer-facing Marketplace objects
- Removes necessity to learn CAI unless required in addition to this

API Reference

your IPU usage, see <https://network.informatica.com/docs/DOC-19140>.

How can I retrieve the base URL?

In the following URL:

```
https://{CDMP_URL}/api/v1/integration/provisioning/deliveryTemplates?status=ACTIVE
```

`https://{CDMP_URL}/` is the base URL and `/api/v1/integration/provisioning/deliveryTemplates` is the API endpoint.

The base URL varies based on your region. The following table shows the regions and their corresponding base URLs:

Region	Base URL when using Application Integration	Base URL when using JWT authentication
United States of America	<code>https://cdgc-api.dm-us.informaticacloud.com/cdmp-marketplace/</code>	<code>https://idmc-api.dm-us.informaticacloud.com/data360/marketplace/</code>
United Kingdom	<code>https://cdgc-api.dm-uk.informaticacloud.com/cdmp-marketplace/</code>	<code>https://idmc-api.dm-uk.informaticacloud.com/data360/marketplace/</code>
Canada	<code>https://cdgc-api.dm-na.informaticacloud.com/cdmp-marketplace/</code>	<code>https://idmc-api.dm-na.informaticacloud.com/data360/marketplace/</code>
Europe, Middle East, Africa (EMEA)	<code>https://cdgc-api.dm-em.informaticacloud.com/cdmp-marketplace/</code>	<code>https://idmc-api.dm-em.informaticacloud.com/data360/marketplace/</code>
Asia, Pacific	<code>https://cdgc-api.dm-ap.informaticacloud.com/cdmp-marketplace/</code>	<code>https://idmc-api.dm-ap.informaticacloud.com/data360/marketplace/</code>
Japan	<code>https://cdgc-api.dm-apne.informaticacloud.com/cdmp-marketplace/</code>	<code>https://idmc-api.dm-apne.informaticacloud.com/data360/marketplace/</code>

Layout Customization – “Free Text” Widget

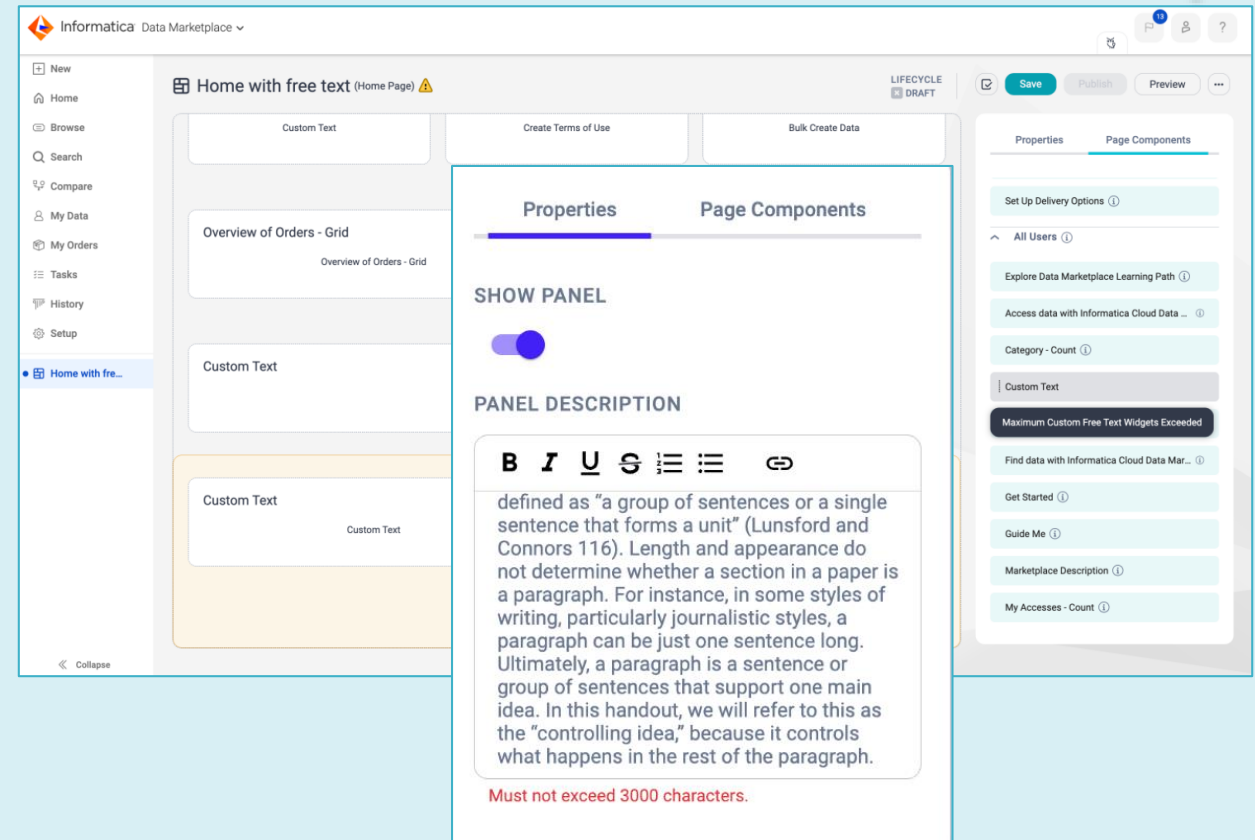
2025.11.M

Feature Highlights

- Add open messages to Marketplace users relevant to their needs
- Add multiple messages in any given layout
- Role- and group-targeted customization of contextual messaging

Benefits

- Provides direct communication to distributed consumers in a context-relevant way
- Immediate access to contextual resources (e.g. training, enablement, licensing, etc.) needed to make data consumers more productive with their data products



Marketplace Data Products on Quicklook

2025.11.M

Feature Highlights

- See related Data Products for Data Assets and Elements returned in the Quicklook client search
- See publication status on Data Assets
- Click-thru to view and order data products

Benefits

- Use local Quicklook client to get access to related data products, based on data asset or element lookup
- End-users get deep-link access to relevant data products for ease of ordering and access.

The screenshot displays the Informatica Data Marketplace interface. At the top, there's a search bar for 'Asset Name' and a 'Business Name' dropdown. Below this, a navigation menu on the left includes options like 'New', 'Home', 'Browse', 'Search', 'Compare', 'My Data', 'My Orders', 'Tasks', 'History', and 'Setup'. The main content area shows the 'SP_Collection' data product under the 'Summary' tab. It includes a 'Data Product Summary' section with a 'Delete' button and an 'Edit' button. The 'PURPOSE' section describes the dataset as sales transaction data from 2008 to 2021 for regions NA, EMEA, and APJ. A 'Preview' table shows transaction details. The 'DEFAULT DELIVERY' section indicates 'Snowflake Data Exchange as CSV via SQL' with a 'System: Snowflake'. The 'CATEGORY' is 'Sales', and the 'CERTIFIED USE' includes 'Analytics' and 'Marketing'.

transaction_id	action_date	ProductKey	ProductName	UnitCost	UnitPrice	iesQuantity
26559866	020-02-15	2,346	Litware Wall Lario E2015 Blue	61.17	119.99	1



What's New in Cloud Data Marketplace – November 2025

Thank You

Where data
& AI come to **LIFE**