Realize Value Faster From Your Business 360 Solutions

Key Benefits

- Easily identify and prioritize trusted data sources for Business 360

- Gain end-to-end visibility into data quality, completeness, and accuracy

- Understand detailed data lineage

- Enable self-service and spur data democratization

Leverage Intelligence and Automation With Informatica Enterprise Data Catalog and Master Data Management

Today, every business is becoming a digital business. But organizations are challenged to obtain a holistic view of all their business-critical data. Siloed systems across multiple departments often lead to data that is incomplete, inconsistent, duplicated and fragmented. These issues are compounded as organizations continue to add new data sources and as demand from new types of data users and for new use cases grows.

As a result, organizations find it difficult to adapt to changing market conditions quickly. Shifts in economic conditions and buying behavior have forced organizations to change how they manage customer experiences, supply chain disruptions, digital commerce, and financial planning and analysis. At the same time, lack of contextual insights about customers, suppliers, products, and financials decreases productivity of analytical and operational processes and activities. A Business 360 approach solves these issues. In Business 360, cross-domain data is ingested and processed using master data management (MDM) to deliver complete, accurate, and contextual insights.

Building the data foundation for a successful Business 360 starts with discovering and cataloging your business-critical data wherever it resides, whether it's in applications, on-premises data stores, or cloud data warehouses and data lakes across a multi-cloud environment. Informatica® Enterprise Data Catalog leverages the power of metadata-driven intelligence and automation to scan and classify data across your enterprise and make intelligent recommendations about your data. Enterprise Data Catalog helps you identify master data and works seamlessly with Informatica MDM to create a trusted Business 360 view.

Key Capabilities

Intelligent, Automated Data Discovery

Use metadata-driven intelligence and automation to find and understand data at scale. Powered by Informatica's metadata-driven artificial intelligence engine, CLAIRE®, Enterprise Data Catalog leverages machine learning capabilities such as intelligent data similarity, domain discovery, and entity recognition to provide a comprehensive understanding of your enterprise data regardless of where the data may reside—on-premises or in the cloud. Thanks to intelligence and automation, Enterprise Data Catalog can scan metadata from thousands of enterprise data sources in minutes or hours (as opposed to the months it would take using traditional methods) and provide a common metadata foundation for the enterprise.

End-to-End Data Lineage

Using the Informatica MDM scanner in Enterprise Data Catalog, view detailed lineage for your master data, from landing tables all the way to business entities. Informatica Enterprise Data Catalog enables you to perform detailed impact analysis on upstream and downstream data assets. Interactively trace data origin through lineage views at business-friendly, system-level views—or drill down to show granular column- and metric-level lineage. View which part of your master data came from which source, along with how that data has been standardized and how data quality rules have been applied along the way.

Data Profiling Statistics

Data profiling enables you to identify and understand data value frequencies, value distribution, data anomalies, missing values, and so on. Enterprise Data Catalog enables profiling so you can identify data quality issues and increase data accuracy across the organization. Profiling statistics can also be used to identify similar datasets and data relationships, which further enhances the ability to discover and understand data in a holistic manner.

Seamless Integration With Data Quality

Understand the quality of data assets before bringing data into master data. Enterprise Data Catalog integrates seamlessly with Informatica Data Quality, providing visibility into relevant data quality rules and scorecards for data assets that you have established for master data. View data quality rules, scorecards, and metric groups within Enterprise Data Catalog alongside technical metadata.
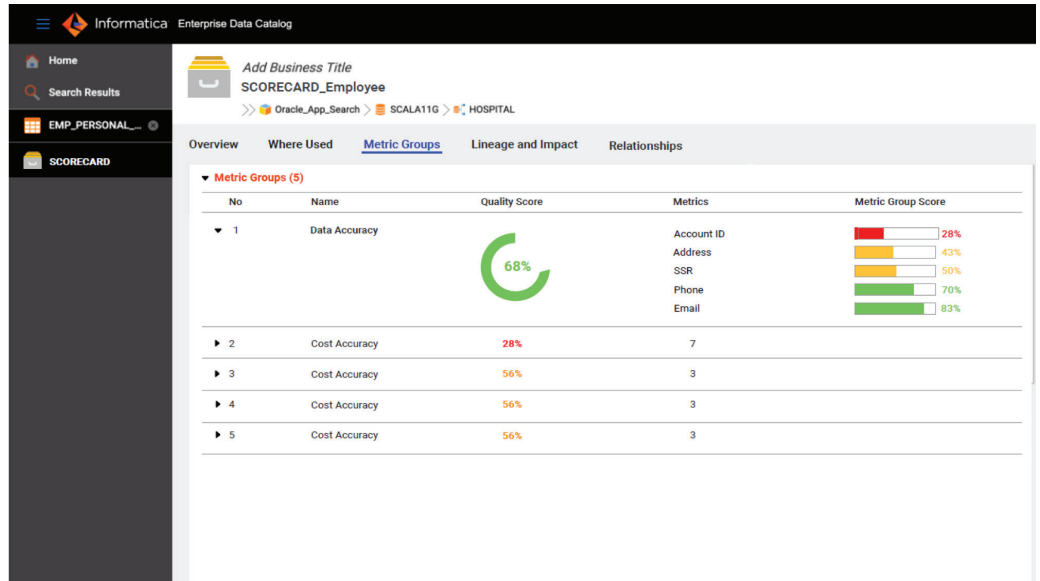
Figure 1. View integrated data quality rules and scorecards for relevant data assets.

Multidomain MDM

Manage all master domains in a single solution and connect them with relevant business data such as transactions and interactions. Informatica MDM manages cross-domain relationships, hierarchical data, and contextual insights for each master domain. By connecting domains into a Business 360 and providing user- and function-specific views, Informatica MDM provides each area of the business with the data it needs to improve business outcomes.

Key Benefits

Easily Identify and Prioritize Trusted Data Sources for Business 360

Enterprise Data Catalog classifies and documents data across the enterprise, including data about customers, products, suppliers, employees, and other sources of business-critical data. As a result, you can quickly identify and prioritize which data sources to add to master data; for example, users can search using simple business terms like "customer" or "product" to find relevant data. By providing insights into data quality, data lineage, and usage, Enterprise Data Catalog helps you understand which data sources are most trusted while collaborative features such as ratings and reviews add crowd-sourced contextual understanding.

Gain End-to-End Visibility Into Data Quality, Completeness, and Accuracy

Visualize, analyze, and understand data quality and trustworthiness. With visibility into data quality, completeness, and accuracy, you can plan which data is most relevant and trusted for inclusion in master data and you can use this information as input into your master data management matching and survivorship rules. By guiding you to higher quality data, Enterprise Data Catalog helps ensure your Business 360 initiatives provide meaningful insights to data consumers across the organization.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead— in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Understand Detailed Data Lineage

With end-to-end data lineage, you can understand the provenance of your master data across multi-cloud and on-premises environments. See where data originates, who's using it, what it's dependent upon, and how it changes as it moves from source to data consumer. Understanding data lineage is critical to address auditing and compliance requirements. It enables marketers, sales, data scientists, and other data consumers to understand the provenance of critical data.

Enable Self-Service and Spur Data Democratization

By enabling a business-friendly view of data no matter where it resides, Enterprise Data Catalog drives data democratization and self-service. Business users and analysts are able to be self-sufficient, using Enterprise Data Catalog to easily discover and understand relevant data. Enterprise Data Catalog enables easy lookup of business glossary information for reference data so that data consumers can understand the meaning of fields and attributes.

Next Steps

Learn more about Informatica solutions for Business 360 and intelligent, automated data cataloging.

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