

DATAVERSITY Demo Day

Enterprise Data Management



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MDM Solution Architect

Where data comes to

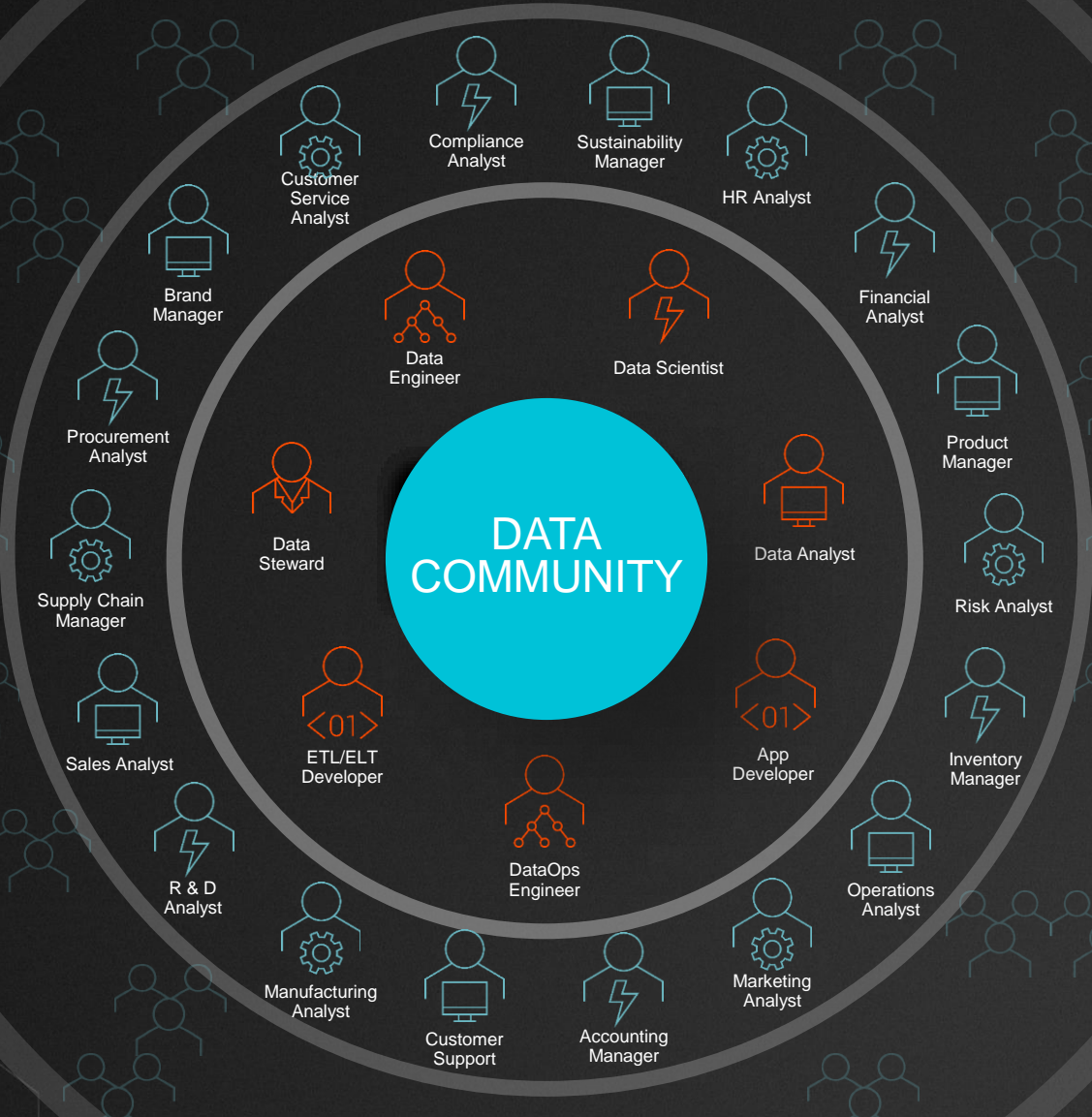


2023

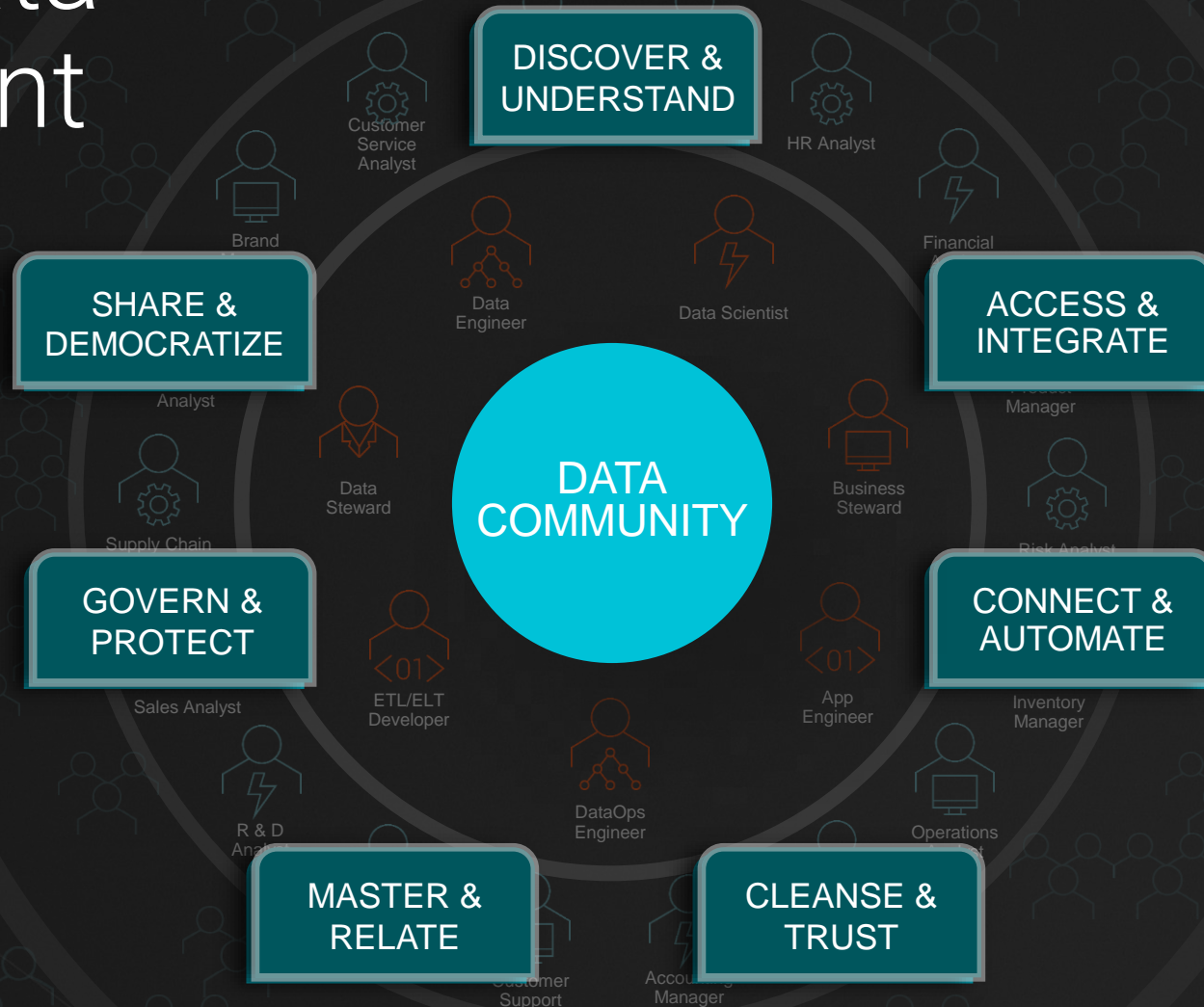


Security
Data Observability
Fragmentation
Low code/ No code
Modern Data Architecture
Data Products
Use Cases
APIs
Modern Data Stack
Data Products
Multi-cloud
Privacy
Compliance
Data Fabric
Machine Learning
FinOps
Functional Silos
Modern Data Engagement
Pricing Models
Data Mesh
Growing Data Volume and Types
Flexible Pricing Models
Hyperautomation
Diverse Personas
Reverse ETL
Analytics + AI
Automated Decision Making
Data Marketplace
Data Intelligence

DATA COMMUNITY



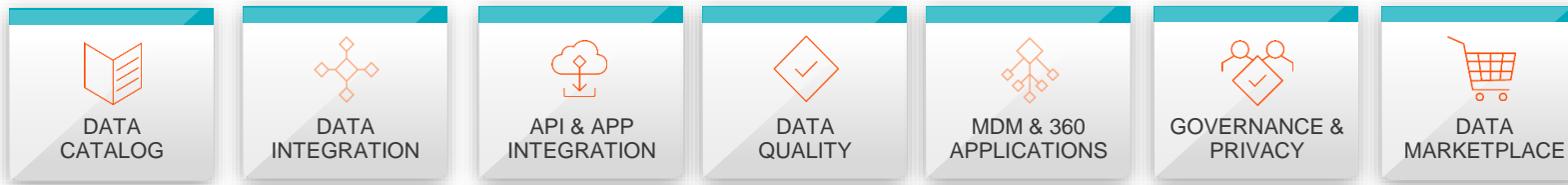
Modern Data Engagement



DATA CONSUMERS



Intelligent Data Management Cloud



CLAIRE™

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

DATA SOURCES



DATA CONSUMERS



Intelligent Data Management Cloud



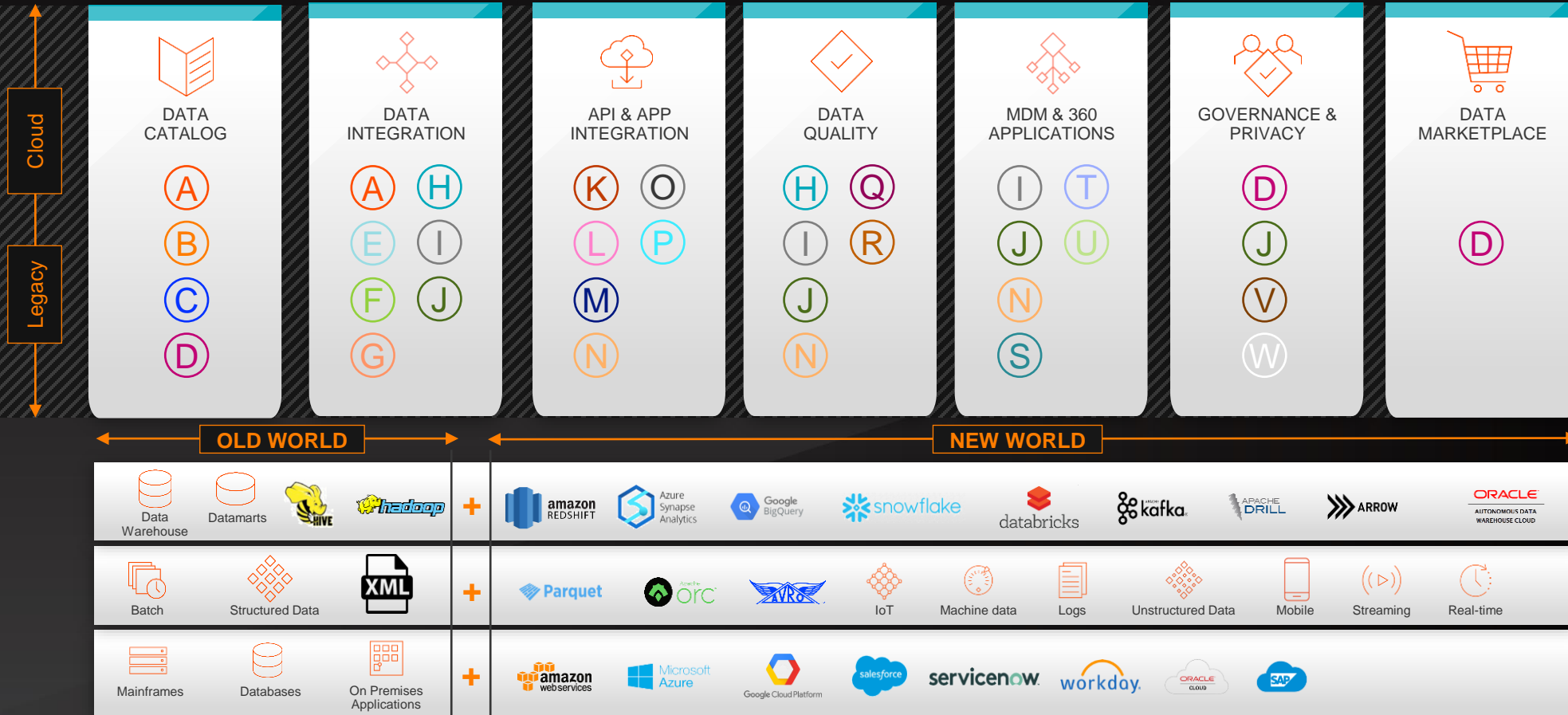
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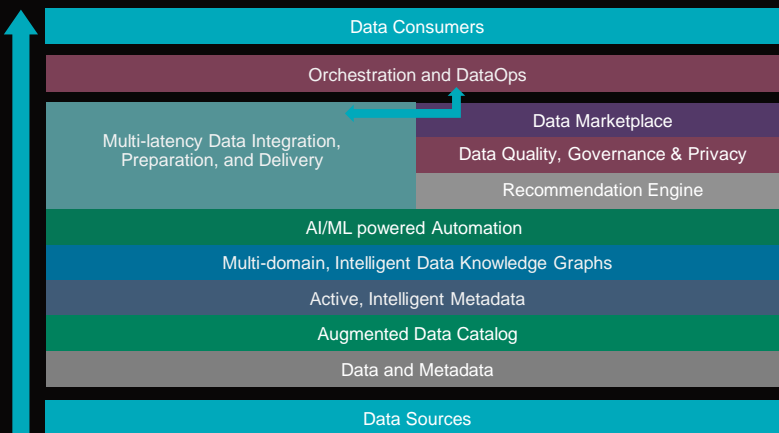


Why is Data Management Difficult and Complex?

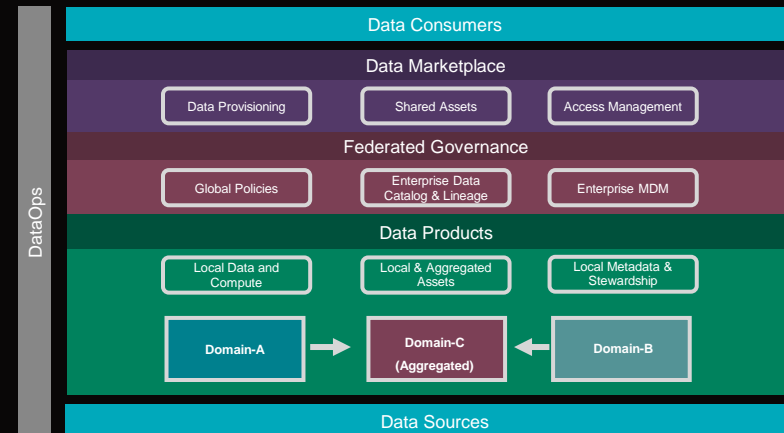


Multiple Approaches and Many Layers of Complexity

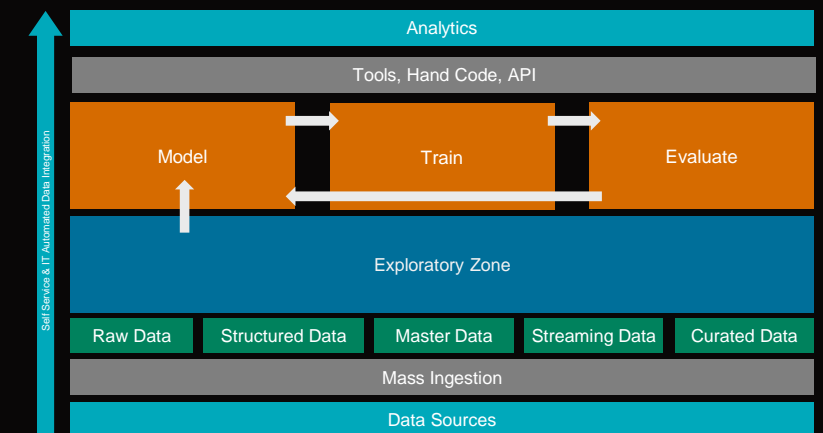
Data Fabric



Data Mesh



Data Science



Twelve Months of IDMC Innovations

Data Catalog

- Cloud Data Governance & Catalog
- Serverless Metadata & Lineage scanning
- Advanced scanners
- Custom Scanner Framework
- 90+ OOTB Classifications
- Intelligent Graph Search
- Data Lineage for Azure Data Factory, Redshift, Synapse, Databricks
- Data Curation Bot
- Data Asset Analytics
- Data Flow Analytics
- Cloud Data Prep
- Grid Support for large scale data profiling
- Bulk Curation support
- Enhanced Data Lake format handling with partitioning and pruning
- Databricks Delta lake scanning & profiling support
- Mongo/Nomad stack-based EDC architecture

Data Integration

- Data Loader
- INFACore
- Google BigQuery certification
- CLAIRE-driven Self-Integration
- ModelServe
- Elastic and Adv. Serverless Enhancements
- Advanced ELT
- DB Replication to Cloud DB targets
- ELT support for all ecosystems
- AWS Lake Formation to build, secure, manage data lakes quickly
- Schema Drift and CDC for sources
- Mass Ingestion Applications
- Advanced SAP integration and replication
- Native NoSQL Connectors Support
- CLAIRE Recommendations and Insights

App Integration/ API Management

- 3rd Party API Support
- Micro-Gateway
- Kafka Brokers
- Contract-first API design/OpenAPI 3.0 Compliance
- API Life cycle and Versioning
- Low Code/No Code Design Canvas
- Event APIs with Async Pub/Sub
- Marketplace Provisioning for APIs and Datasets
- GraphQL support for Data APIs
- Enterprise-wide API Gateway
- Rich Policy and flow control
- Enterprise Authentication and Access control
- CLAIRE Design Automation & Execution Monitoring
- Central API Registry
- Agent on Kubernetes

Data Quality

- Data Quality on Elastic and Advanced Serverless
- Data Quality embedded in MDM – real-time and batch
- Data Quality automation for Governance, Catalog and Marketplace
- Automated Data Quality Measurements/Metrics
- NLP Data Quality Rules Generation
- CLAIRE Data Quality Insights and Recommendations with rule generation
- Data Quality Scorecards
- Address Verification and Suggestions
- Complete Data Quality support including Profile, Business Rules, Cleanse, Label, Parse, De-duplicate, Contact Verification and Dictionaries
- Data Quality cross ecosystem support – AWS, Azure, GCP
- Intelligent Match with CLAIRE

MDM & 360 Applications

- Multi-Domain MDM SaaS
- Multi-Domain MDM for Azure
- Customer 360 SaaS
- Supplier 360 SaaS
- Product 360 SaaS
- Reference 360 SaaS
- Healthcare Extensions
- Life Sciences Extensions
- Salesforce Extensions
- SAP Extensions
- MDM Public API
- No-code App Composer
- Self-service Reports and Charts
- Smart Field Mapping with CLAIRE
- Automated Data Quality Rules recommendation and association with CLAIRE
- Entity Matching with CLAIRE
- ML-optimized for Identity and Entity Resolution
- Automated Product Hierarchy recommendations
- Automated Master Data Lineage
- DaaS integration for phone, email, and address
- Business event publishing for real-time integration
- Scanner Framework for MDM

Data Governance & Privacy

- Cloud Data Governance & Catalog
- AI Model Governance
- Data Privacy Management Dashboard
- Collaboration features
- Workflow Extensions
- Actionable CLAIRE Widgets
- Automation of DQ Scores
- Intelligent Graph Search
- Customizable Dashboards
- Policy and Process tracking across business and technical assets
- Extensive Relationships between business and technical assets
- Business Lineage
- Data Lineage from Cloud MDM and Cloud Data Integration
- Quick Look Browser Plug-In
- Accessibility Enhancements

Data Marketplace

- Cloud-native Storefront with Order Management and Governed Delivery Capabilities
- Package Data Assets from Any Source
- Shop for Data and AI Models
- Track data requests and usage
- Integrated with Cloud Data Governance and Catalog
- Request new Data Collection
- Usage Context on marketplace Orders
- "Guide Me" Embedded In-Tool Assistance
- Look and Feel & Logo customization
- Cloud Catalog Data Onboarding
- Integrated Data Quality Scorecard
- Publication Management APIs
- DataOps orchestration (CAI Integration)
- Embedded Marketplace Collaboration
- Search based on Delivery Options and Terms of Use

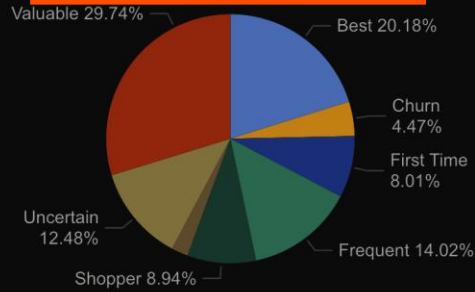


Intelligent Data Management Cloud

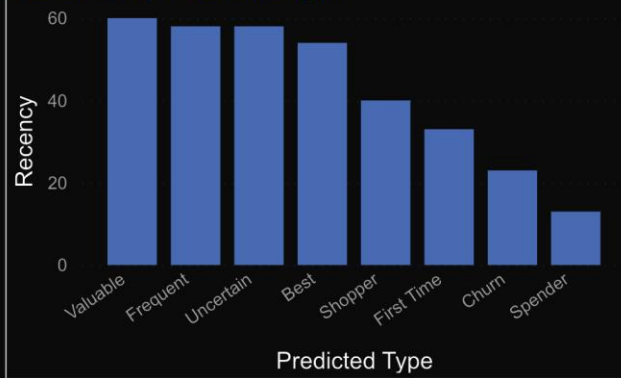
Customer Segmentation Report



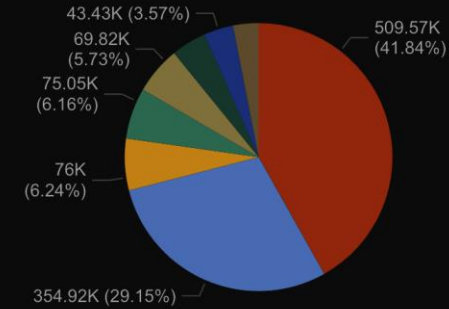
Customer Segmentation Prediction



Recency by Predicted Type



Monetary by Predicted Type

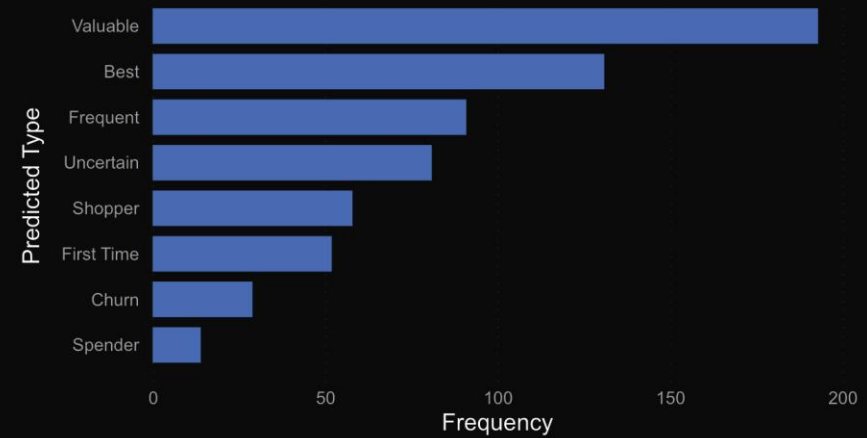


Predicted Type

- Valuable
- Best
- Churn
- Frequent
- Uncertain
- Shopper
- First Time
- Spender

state	Customer Name	Monetary	Predicted Type
US-CA	Dayna O'Neil	3,799.00	Valuable
US-CA	Gabriel Solomon	2,288.00	Valuable
US-CA	Julius Powers	2,552.00	Valuable
US-CA	Korey Sharp	2,691.00	Valuable
US-CA	Lenore Chaney	1,920.00	Valuable
US-CA	Nick Mathews	3,216.00	Valuable
US-CA	Gerard Sutherland	910.00	Uncertain
US-CA	Gilbert Chaney	1,007.00	Uncertain
US-CA	Joelle Caruso	613.00	Uncertain
US-CA	Mario Tracy	879.00	Uncertain
US-CA	Wally Gomez	986.00	Uncertain
US-CA	Angelo Forbes	2,587.00	Spender
US-CA	Brendan Stern	784.00	Shopper
US-CA	Calvin Adkins	996.00	Shopper
US-CA	Cissy Terry	332.00	Shopper
US-CA	Clayton Mason	1,014.00	Shopper

Frequency by Predicted Type



Asking the right questions !!

How do we understand data?
How is data defined?
How are business processes defined and associated to what data?

Define

How do I know what certified data are available and trustworthy?
How might someone request access?

Govern

How do we fulfill data compliance requirements?
How are data risk levels assessed?

Classify

How do I resolve multiple instances of same the person, place, thing?

Master

How is data classified?
How are the data security and privacy controls associated to data?

Catalog

How do I find data anomalies?
How do I standardize data from multiple sources?

Measure



A Data Journey ... Raw to Insight to Governed

Sources

Apps

Application Servers



Customer's Tenant

Azure Synapse Studio - AWS Glue - Google Data Fusion

Analytics runtimes

SQL | Apache Spark

Semantic Layer – Common Data Model

SQL Data Warehouse | Data Lake | Databricks | Azure Synapse Link (Cosmos DB)



Define | Integrate | Cleanse | Reference | Master | Subscribe

Business Steward | ETL/ELT Developer | Data Analyst | Data Owner | Data Consumer

GOVERNANCE + DATA QUALITY + INTEGRATION + MASTER DATA + DATA MARKETPLACE



Product Insights App

SAP BW Embedded

Tableau | Power BI

Power Apps

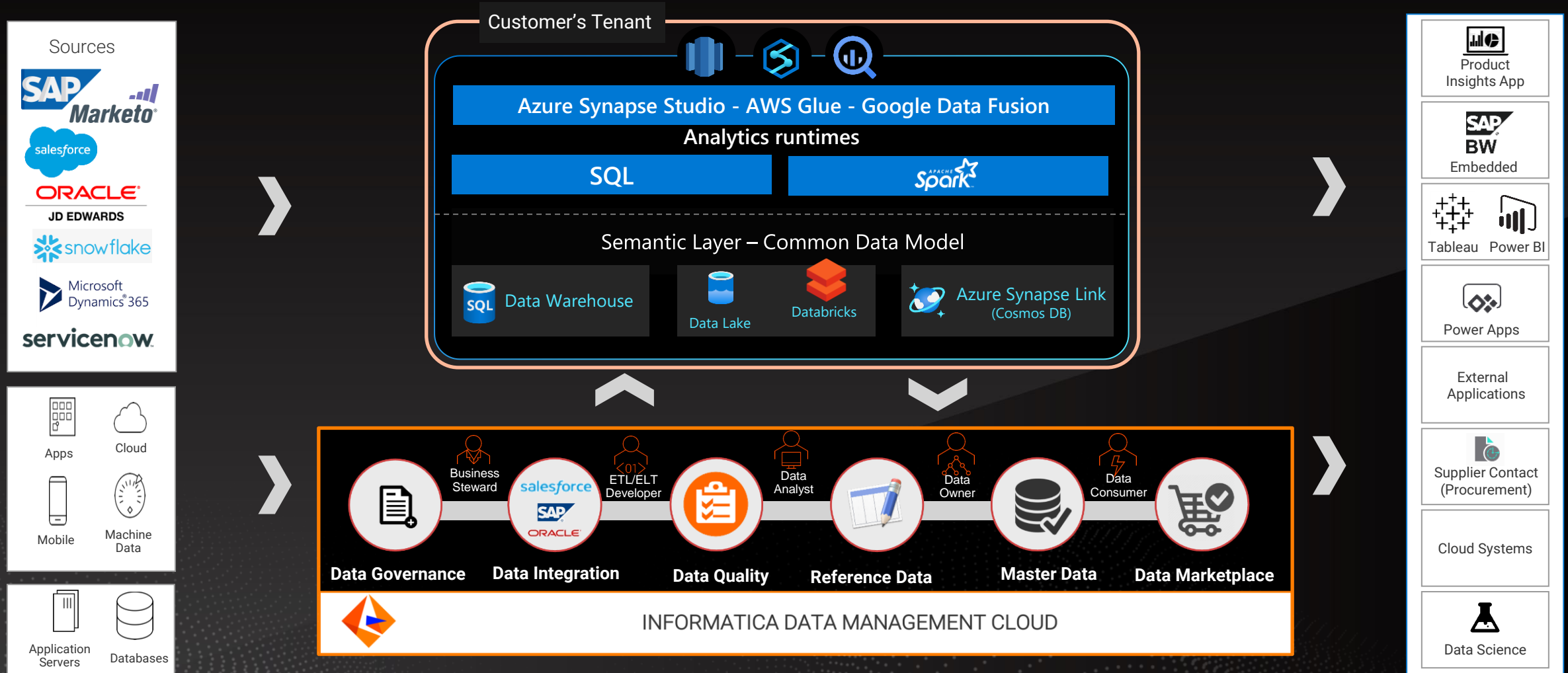
External Applications

Supplier Contact (Procurement)

Cloud Systems

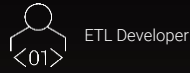
Data Science

A Data Journey ... with Informatica Data Management Cloud

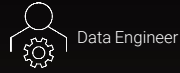


Single pane of integrated, intelligent platform

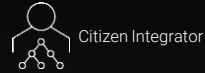
DATA CONSUMERS



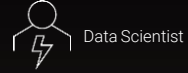
ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

The screenshot shows the Informatica Intelligent Cloud Services (CLAIRE) dashboard. At the top left is the Informatica logo and 'Intelligent Cloud Services', and at the top right is a 'Log Out' button. Below the header is a 'My Services' section containing a grid of 12 service tiles, each with an orange icon and a title: Reference 360, API Portal, Application Integration, Supplier 360, Business 360 Console, Customer 360, Data Governance and Catalog, Data Integration, Data Profiling, Data Quality, Product 360, and Data Marketplace. At the bottom left of the grid is a 'Show all services' link, and at the bottom right is the 'CLAIRE' logo.

DATA SOURCES



SaaS Apps Sources

+



On-premises Sources

+



Real-time / Streaming Sources



Demo

The
Industry's Only **Intelligent
Data Management Cloud**

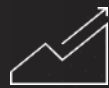
Connecting

[Business. Technology. People.]



Ease of Use

Cloud-native services
aligned to customer needs



Ease of Governance

Easily master & govern enterprise
data



Ease of Access

To all consumers for better
insights & decision

The Industry's Only Intelligent Data Management Cloud

Open and Flexible

Designed to work within your reference architecture

Low Code, No Code

Increased productivity for data engineers and citizen integrators

Best of Breed

Industry leading products and services all in one unified platform

Multi-cloud and Hybrid

Runs on and interoperates with what you have today and tomorrow

Leverages Best of Breed Open Source

Delivers open-source innovations without the complexity

API and Microservices Based

Modern architecture for optimal performance and resiliency

Elastic and Serverless

Cost optimized performance and scalability

Cloud Native

Built from the ground up for enterprise cloud workloads

Secure

Highest level of cloud security certifications and attestations

Single Uniform Consumption Pricing

Predictive and flexible pricing that adjusts to just what you need today



Contact Us

Where data comes to



Where will you start