



DATAVERSITY Demo Day | Data Governance

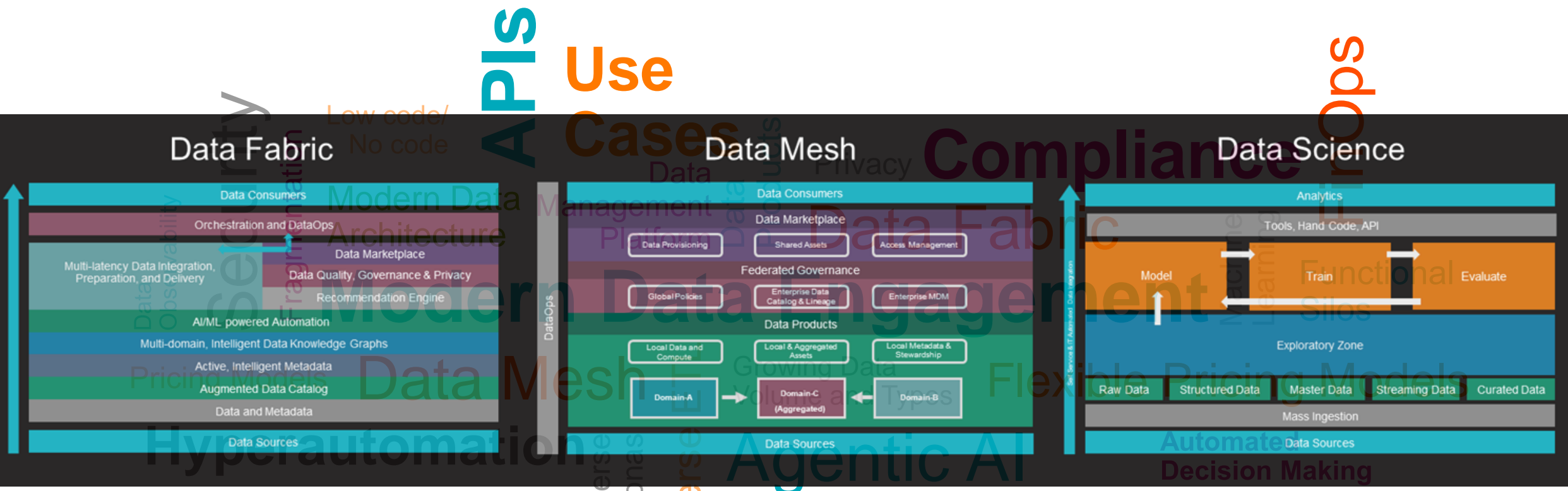
# The Power of Data Governance Enabling AI-Ready Modern Data Architectures



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Marketing, Informatica

**Where data  
& AI come to** 



**Data Intelligence**

# How does your organization use critical data today?



## Bad data

Limiting to what you already have often means compromising on the data itself.



## Risky approach

Data from colleagues typically lacks transparency on its source, fit and purpose for use.



## Waste of effort

Creating rather than re-using data sets for each project means extra effort for another team.



## Time wasted

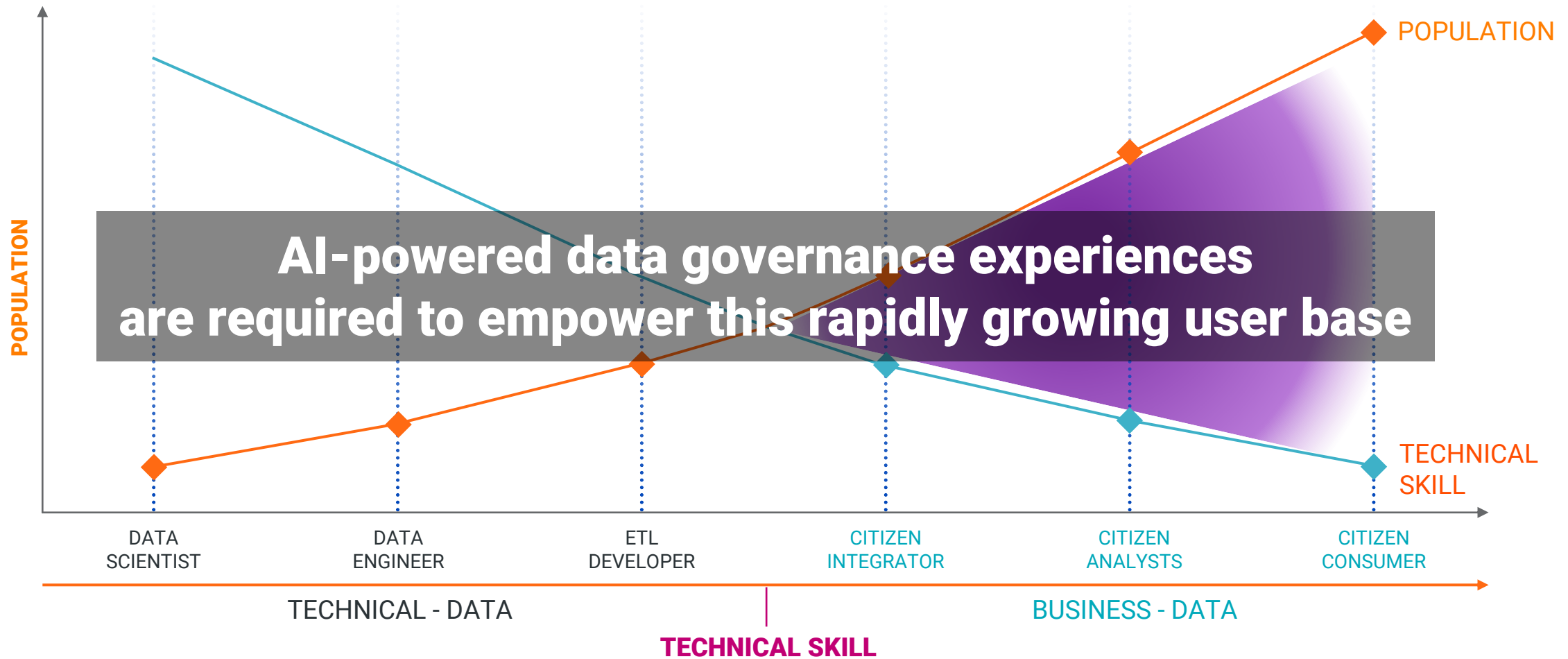
Searching for data can waste your valuable time, better spent deriving new value from data.



## Projects stall

Abandoning or deferring work means missing the opportunity to add value – *TODAY!*

# Inability to Address the Expanding Breadth of Data Users



# Why you need data governance!



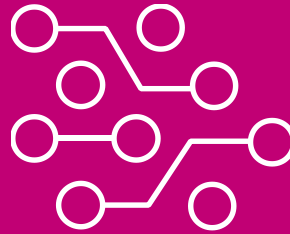
## Share the best available data

Connect data producers and sources with consumers who need trusted data to achieve reliable business outcomes



## Reduce manual effort with re-use

Reduce IT overhead by streamlining data delivery across your business for different users and needs



## Understand data origin & motion

Find, understand and trust your data as fit for purpose with transparency for reporting and insights for use



## Govern access appropriately

Gain confidence, not risk, when sharing the right data with the right data consumers to unleash business value



## Automate and scale out

Leverage metadata intelligence to learn from patterns and automate data delivery for growth

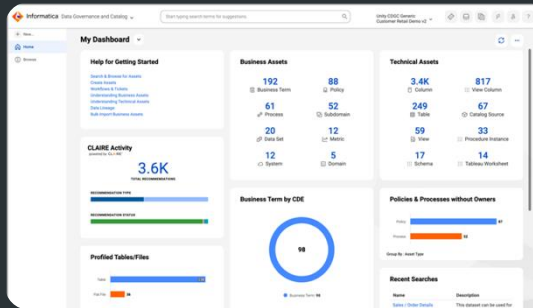
## Data Management Platform

# Getting it Done with Data and AI Governance

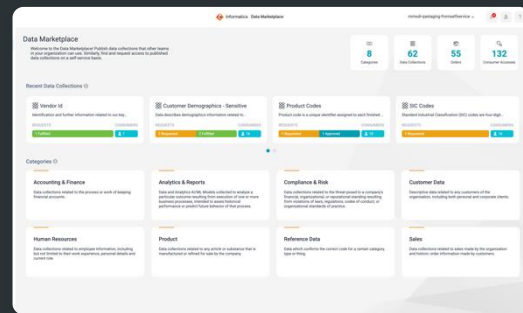
## Informatica Intelligent Data Management Cloud™



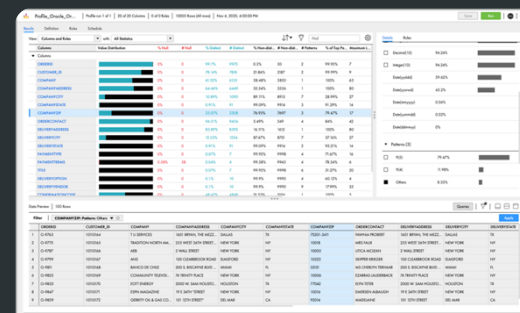
Data Governance  
and Catalog  
Understand and Govern



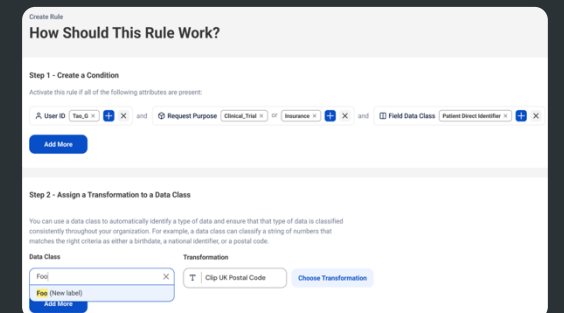
Data  
Marketplace  
Share and Democratize



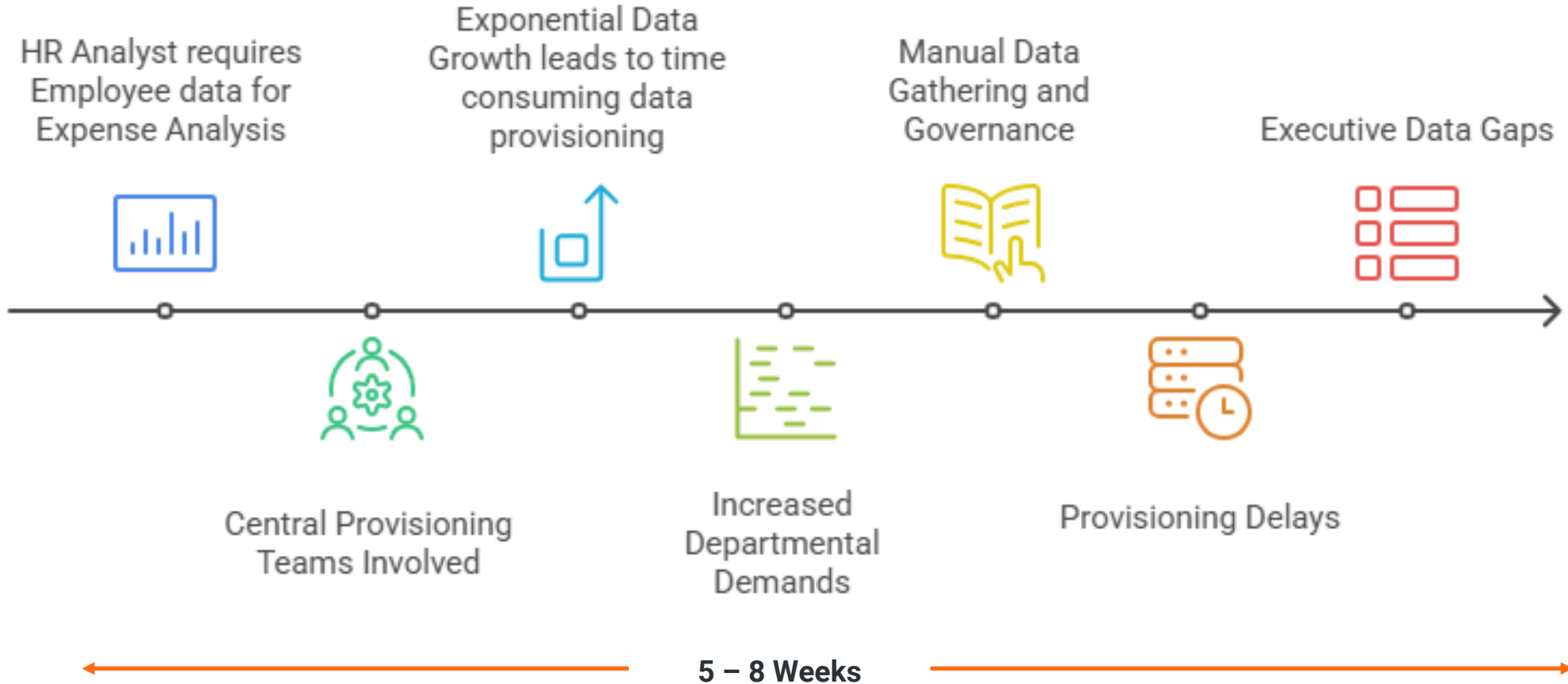
Data Quality &  
Observability  
Cleanse and Trust



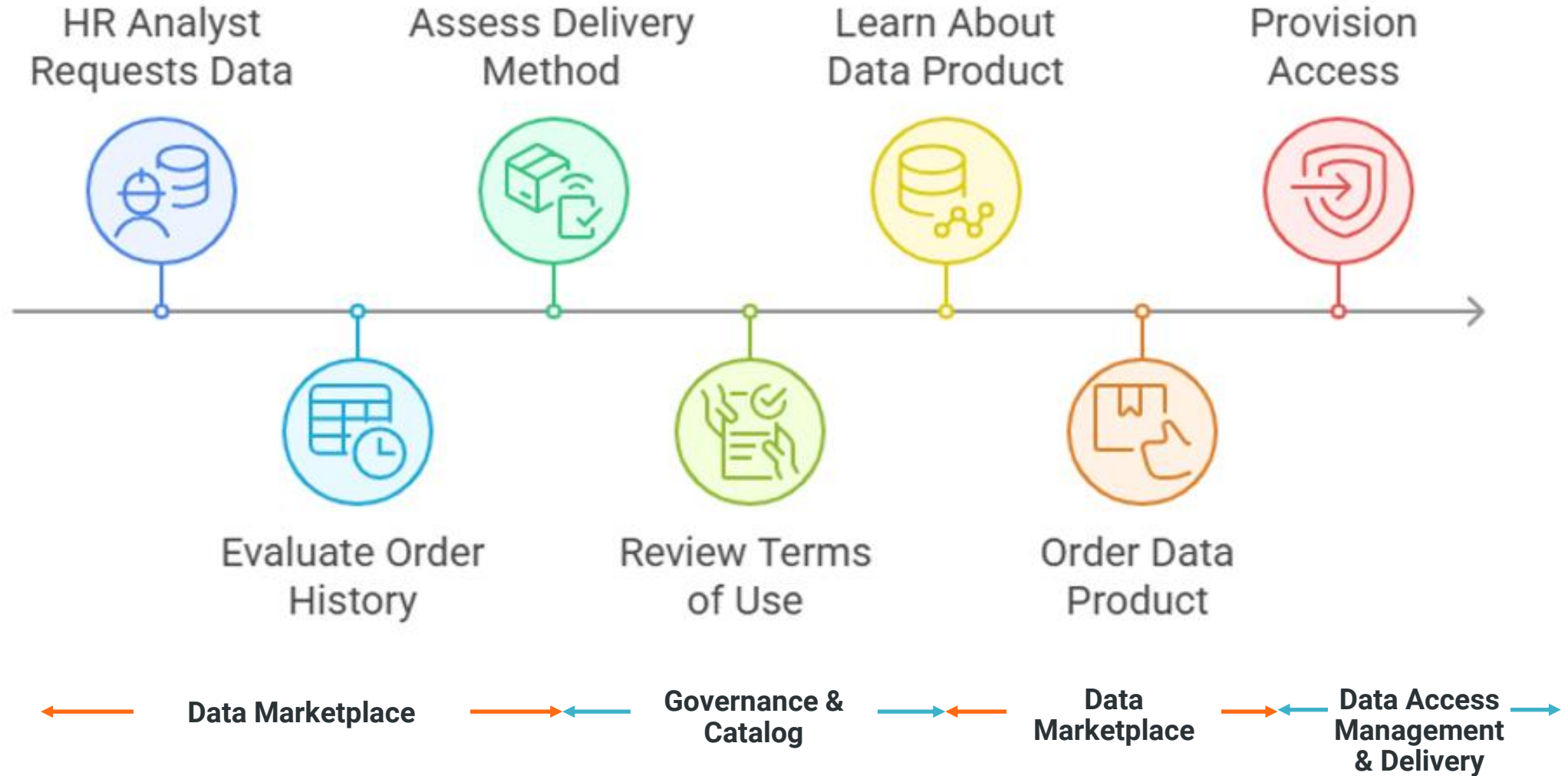
Data Access  
Management  
Protect and Comply  
Secure and share data  
responsibly for proper use



# Manual Data Access and Provisioning

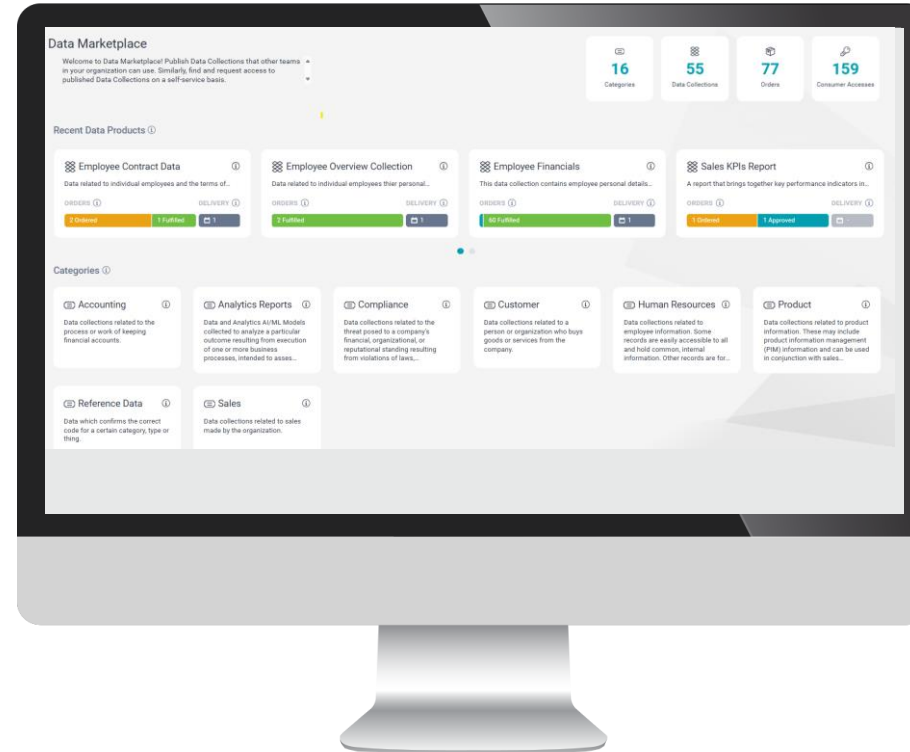


## After Process using Informatica





# DEMO



## After Process using Informatica

HR Analyst  
Requests Data



Assess Delivery  
Method



Learn About  
Data Product



Provision  
Access



**Data Access Request completed 1 - 2 hours with increased efficiency, role-based data access and completeness of the Information**



Evaluate Order  
History



Review Terms  
of Use



Order Data  
Product



Data Marketplace



Governance &  
Catalog




Data  
Marketplace



Data Access  
Management  
& Delivery



# Next Steps

- ✓ **Explore** our [Demo Center](#) for product demos and self-guided simulations
- ✓ **Download** [resources](#) to help better qualify your priorities and starting point
- ✓ **Watch** [on-demand videos](#) on CDO and data governance topics through ON24
- ✓ **Read** customer [success stories](#) to learn from industry-leading companies
- ✓  [Data and Analytics Governance](#) - Start a conversation and get the latest news

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Presenter name / Date

# Thank You

Where data & AI come to **LIFE**



# Where data & AI come to

