

# Informatica MDM Overview





**Jonathan Bryan Walker** ✓  
(650) 385-5000 | jwalker@outlook.com  
1080 W Addison St | Chicago | Illinois

- Summary
- Details
- Source Records
- Hierarchy
- Network
- Related Records
- History
- Source Records Lineage

**Gender**  
Male

**Marital Status**  
Married

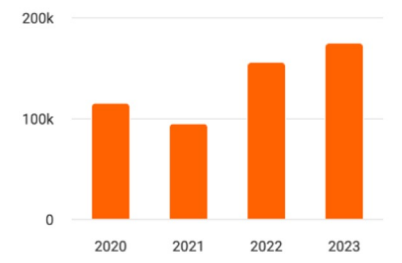
**Birthplace**  
Chicago, IL

**Age**  
47 Years 27 Days  
Birth Date: Apr 22, 1979

### General Info

**First Name:** Jonathan  
**Middle Name:** Bryan  
**Last Name:** Walker  
**Birth Date:** 04/22/1979  
**Gender:** Male  
**Marital Status:** Married  
**Title:**  
**Publish Flag:**   
**Designation:** Gold Loyalty Member  
**Birthplace:** Chicago, IL

### Person Annual Income



### Related Records (7)

**HP OMEN - 34" VA LED Curv...**  
Owens Item

**Apple - 10.9-Inch iPad - (10...**

### Address (2)

**Mailing** ✓  **Primary**

Personal  
1080 W Addison St  
Chicago | Illinois | United States of America | 60613-4566

**Billing** ✓

Personal  
1020 W Hillcrest  
Chicago | Illinois | United States of America | 60613-4566

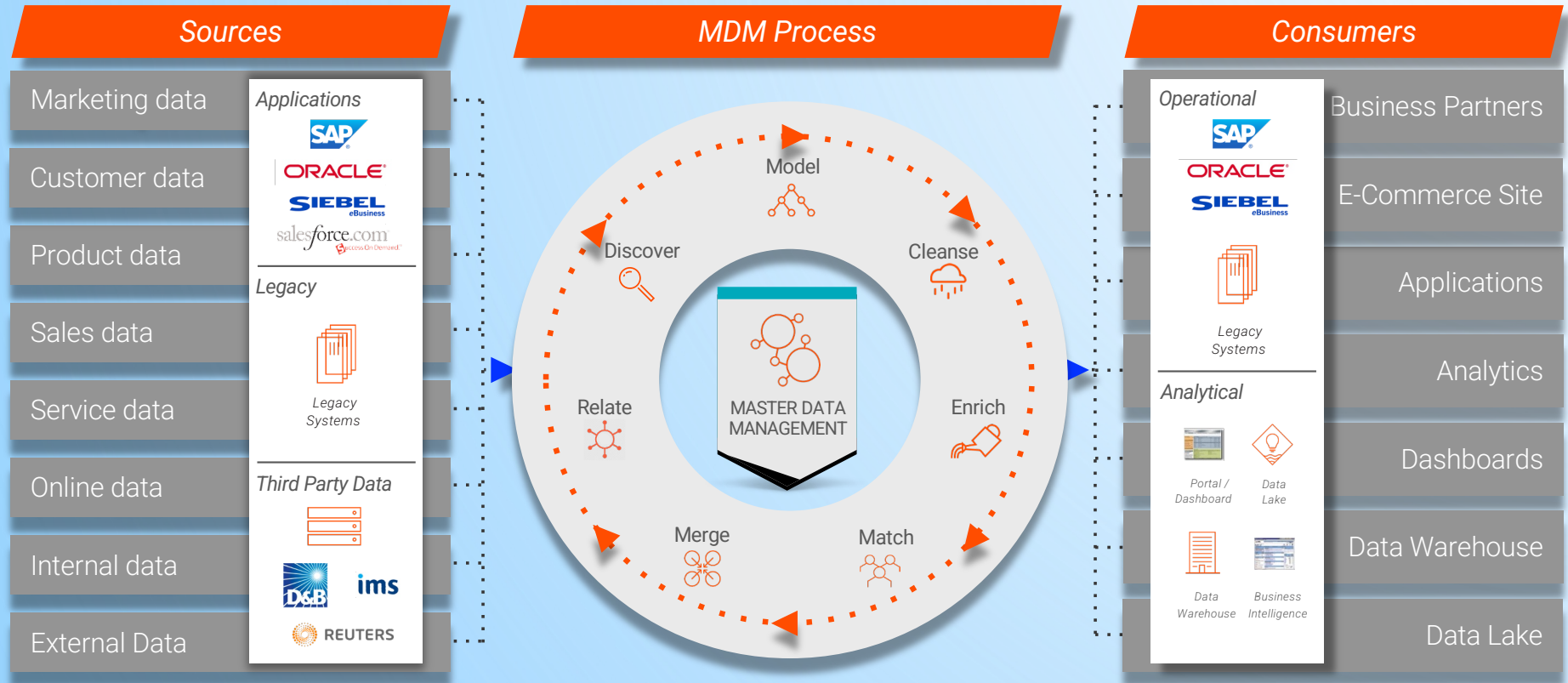
### Address Map

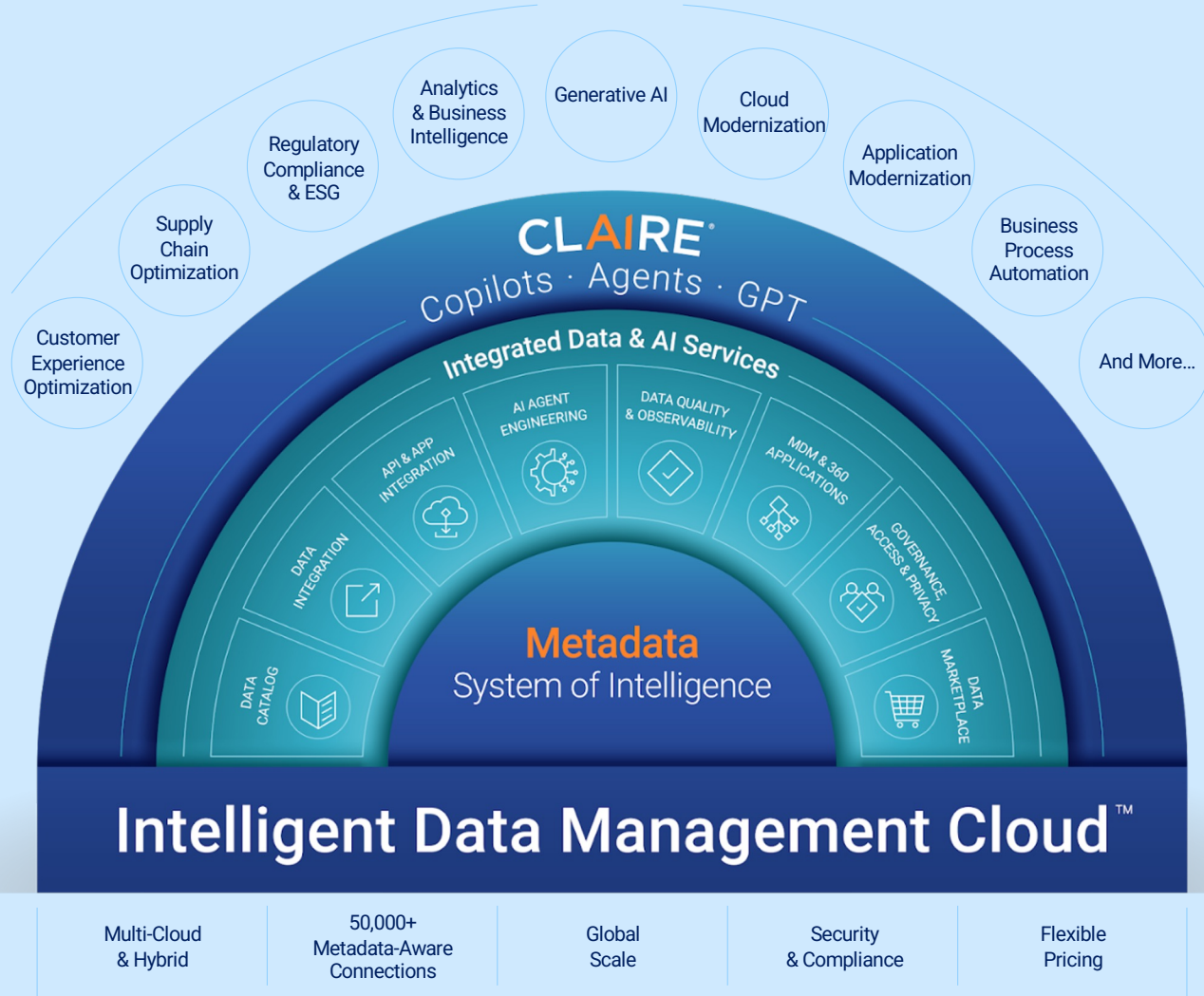


### Phone (2)

### Social Media (3)

# Creating an Intelligent 360 View





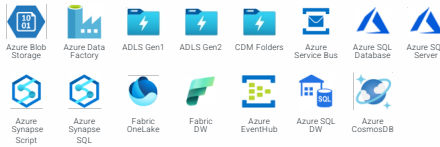
# Expanded Connectivity



aws



Microsoft



Google Cloud



ORACLE



databricks

ICEBERG

ActiveCampaign



ORACLE CRM ON DEMAND



HubSpot



ORACLE Eloqua Marketing Cloud Service



ACTIVE MQ



SAP HANA



AMQP



ORACLE E-BUSINESS SUITE



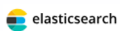
workday

Pinecone

SAP Ariba



SIEBEL



Adaptive Insights



IBM



HBASE



SQL Server



cassandra



Informix



ATLASSIAN



salesforce

OpenAI

software



Amplitude



xero



redis



TIBCO



MAPR



Microsoft Dynamics 365



snowflake

mongoDB

Greenplum

klaviyo

shopify

INTUIT mailchimp

shopify inloop

SingleStore

REST

Yellowbrick

slack



servicenow

SAP

SAP SuccessFactors

Satmetrix

SAS

ORACLE JD EDWARDS ENTERPRISEONE

cvent

TERADATA

ODBC

anaplan

kafka

NETSUITE

Magento



commerce cloud

NETEZZA

FHIR

JDBC

MLLP

Couchbase

zendesk



UKG

ORACLE PEOPLESOFT

PostgreSQL

SAP Concur

tableau

Marketing Cloud

Xactly

# Data Integration

Templates to create design assets from scratch for standardization

Pre-defined templates for popular patterns to enable faster onboarding

Patterns for all asset types: Tasks, Mappings, & Task flows

## Templates

### Template List(40)

#### All templates

Integration templates  
Warehousing templates  
Industry Solutions templates  
CDAM templates  
Data Vault templates  
Data Quality templates

#### Integration

##### Augment data with Lookup

Augment source data with additional data through a connected Lookup transformation and load it to an existing target.

Published by Informatica

Create a mapping

Create a mapping task

#### Data Quality

##### Checks if data is numeric

Checks if input data is numeric.

Published by Informatica

Create a mapping

Create a mapping task

#### Data Quality

##### Checks source data for trailing and leading spaces

Removes all leading and trailing spaces from an input string.

Published by Informatica

Create a mapping

Create a mapping task

#### Data Quality

##### Converts text to lowercase

Converts input text to lowercase characters.

Published by Informatica

Create a mapping

Create a mapping task

#### Data Quality

##### Converts text to title case

Converts case of the input text to title case. The first character of each word is in upper case, while the remaining characters are in lower cases.

Published by Informatica

Create a mapping

Create a mapping task

#### Data Quality

##### Converts text to uppercase

Changes alphabetic characters to uppercase.

Published by Informatica

Create a mapping

Create a mapping task

Informatica Data Integration

+ New...

Home

Explore

My Jobs

Profile\_Customer...

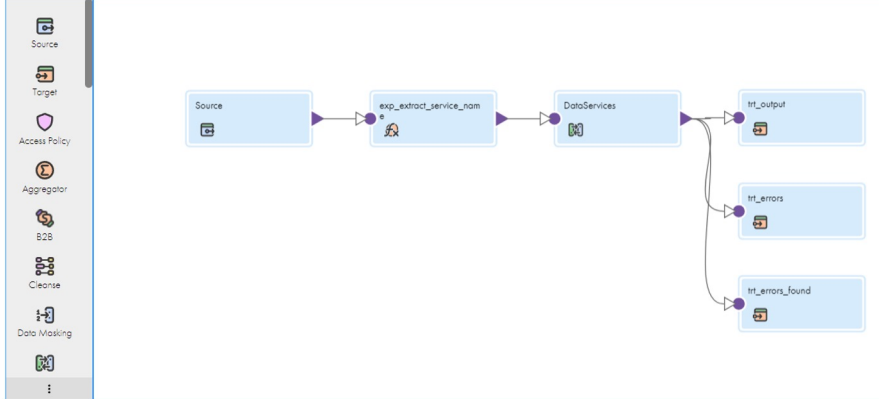
Mapping3

Mapping3-Advan...

Mapping3

Valid

### Design



Mapping3

Name:\* Process\_HL7\_to\_Kafka

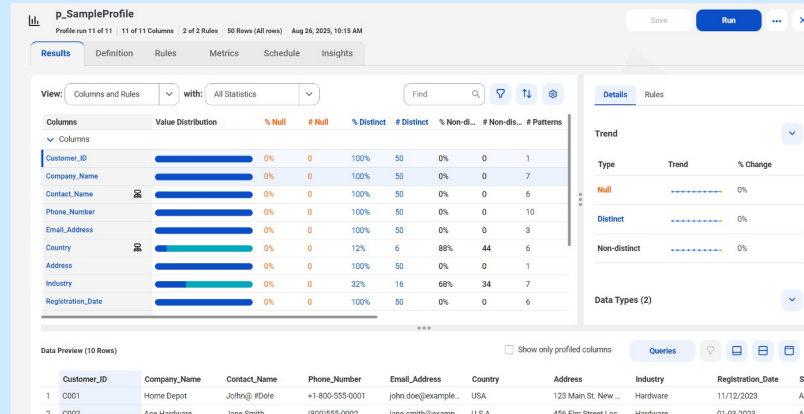
# Data Quality



No Code profiling to identify potential issues

Build Reusable Assets for Standardization & Cleansing

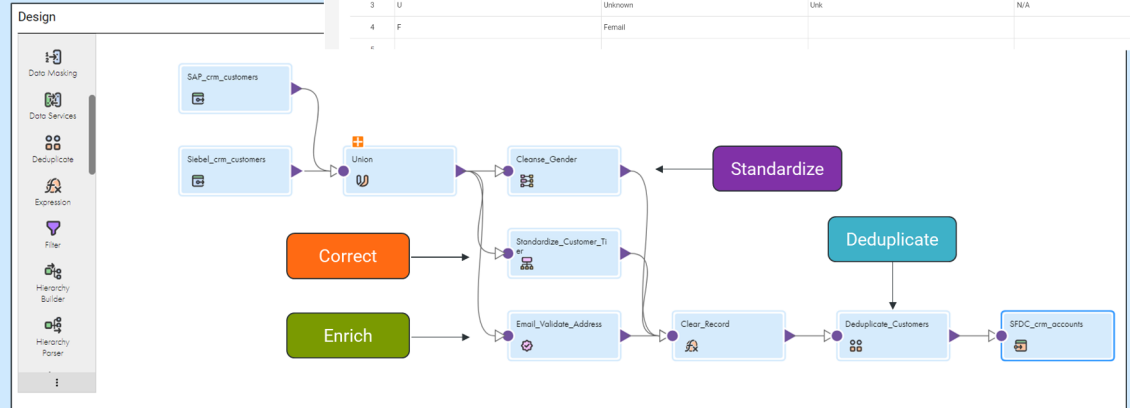
No code what-if scenarios to test assumptions about the data



**Gender\_Dictionary**

Definition | Configuration

Items (50)	Column 1	Column 2	Column 3	Column 4
1	M	Male	Man	Men
2	F	Female	Woman	Women
3	U	Unknown	Unk	N/A
4	F	Female		

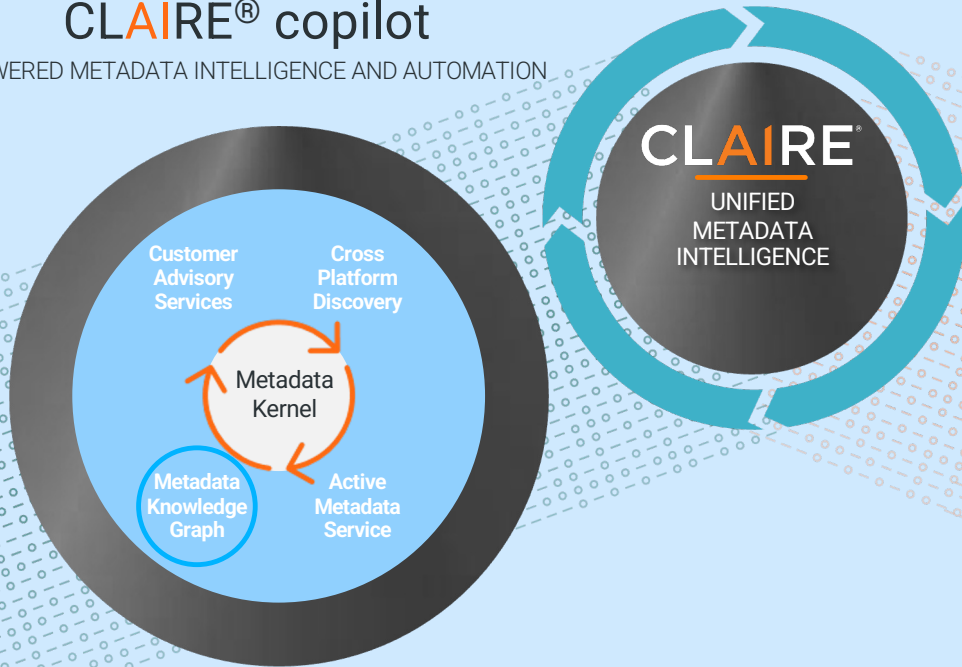


# CLAIRE<sup>®</sup>: AI-Powered Data Management



## CLAIRE<sup>®</sup> copilot

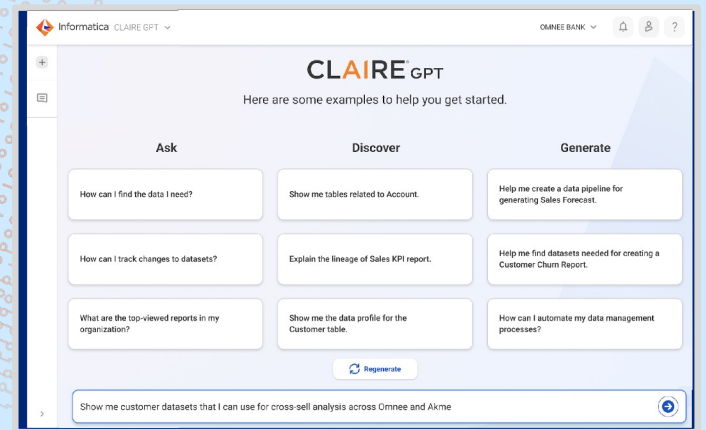
AI-POWERED METADATA INTELLIGENCE AND AUTOMATION



Data Management Automation

## CLAIRE<sup>®</sup> GPT

NATURAL LANGUAGE INTERFACE TO DATA



Generative AI-powered Data Management

# Demo



What we are about to see:

- Single source of truth for a customer
- 360 degree view of golden record
- Lineage of data movement

