

Deliver Data Intelligence With Cloud Data Governance and Catalog

Benefits

- Drive trusted business decisions with comprehensive understanding of data
- Enable trusted AI with integrated data and AI model governance
- Quickly discover sensitive data sets for assessment of privacy risks
- Establish analytics governance framework
- Get started instantly, scale quickly and lower operational costs with cloud-native service

Trusted Data: The Key to Digital Transformation

Digital transformation initiatives are propelling enterprises forward and necessitates a digitally aligned workforce who needs to be equipped with the right data to transform business processes, keep the business differentiated, and create value for its stakeholders. At the same time, organizations are seeing greater adoption of cloud and automation, and as a result, they are looking to AI to help them modernize their processes, remain relevant, and stay competitive.

Despite sustained investments, the key reason enterprises have struggled to reap the benefits of this transformation is the inadequate focus given to their key asset: data. Data stakeholders need access to trusted data for varied use cases to enable them to enhance customer experience, provide a new service, or ensure greater compliance with regulatory authorities. Key to success for these initiatives that rely on trusted data is to have the required governance capability that improves operational efficiency, assures data quality, and provides trusted access to empower business leaders in their decision making.

Cloud Data Governance and Catalog: Discover, Understand, Trust, and Democratize Your Data

The Informatica® Cloud Data Governance and Catalog is a unified, cloud-native tool that enables customers to find, understand, govern, and trust their data. It brings together data cataloging, governance, quality, and democratization capabilities into a new, singular cloud-native solution for data intelligence.

This multi-tenant SaaS solution is built for enterprises with vast cloud data assets in cloud data lakes and data warehouses who want to maximize their investments by turning data into insights. Combining the capabilities of discovery, data lineage, profiling, business glossary creation, stakeholder, and policy management—as well as the ability to document and manage AI models and their implementations—Cloud Data Governance and Catalog enables self-service analytics and data governance for cloud data lakes and data warehouses.

Cloud Data Governance and Catalog integrates into your existing data landscape and scans hybrid sources like cloud data lakes and data warehouses, Analytics/BI systems, databases, ETL tools, and other enterprise systems. The solution is cloud native, where infrastructure is available immediately and at exactly the scale needed by the business.

Key Features

AI/ML-powered Engine to Drive Insights From Metadata

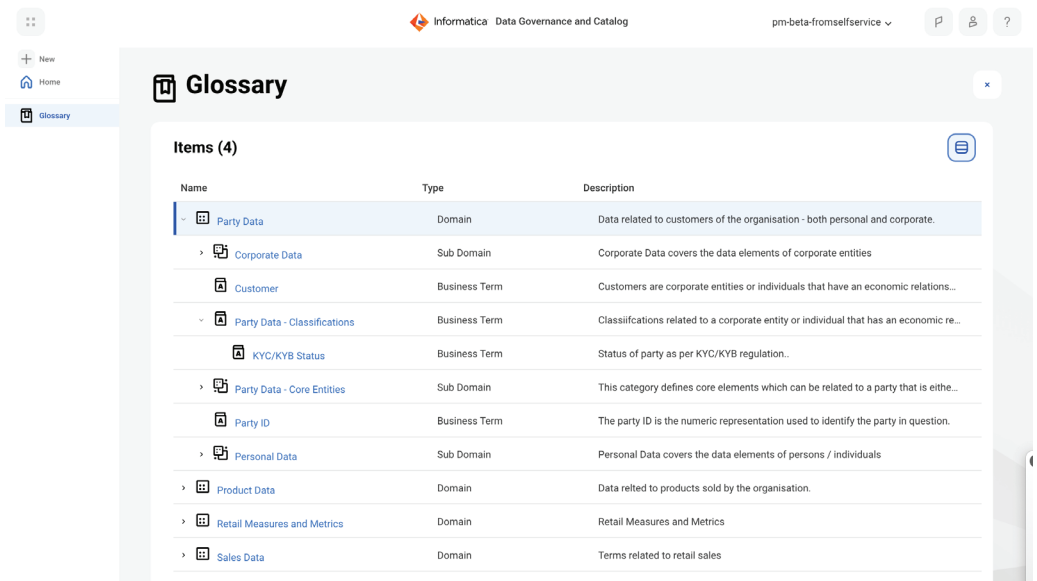
Automation is critical to manage and govern large data ecosystems. Cloud Data Governance and Catalog automates metadata extraction from heterogeneous sources, classification of data assets, and association of glossary terms to data. It can also infer relationships like joins and lineage among datasets using AI/ML capabilities like schema matching.

Unified Capabilities Across Governance and Catalog

View Data Assets and Governance Facets with search in a single UI and discover relationships, meta-model, and lineage. Benefit from the intuitive interplay between business and technical objects. Users also have the ability to drill down from business to technical lineage from cloud and on-premises systems.

Browsable Hierarchies and Powerful Search Capabilities

Users can use natural language to search for critical assets across business and technical domains and make use of filtering and preview capabilities to quickly review and identify desired assets. The solution also provides a powerful browsing experience across business and technical assets to help new data analysts and scientists understand different data elements in context.



Name	Type	Description
Party Data	Domain	Data related to customers of the organisation - both personal and corporate.
Corporate Data	Sub Domain	Corporate Data covers the data elements of corporate entities
Customer	Business Term	Customers are corporate entities or individuals that have an economic relations...
Party Data - Classifications	Business Term	Classifications related to a corporate entity or individual that has an economic re...
KYC/KYB Status	Business Term	Status of party as per KYC/KYB regulation..
Party Data - Core Entities	Sub Domain	This category defines core elements which can be related to a party that is eithe...
Party ID	Business Term	The party ID is the numeric representation used to identify the party in question.
Personal Data	Sub Domain	Personal Data covers the data elements of persons / individuals
Product Data	Domain	Data related to products sold by the organisation.
Retail Measures and Metrics	Domain	Retail Measures and Metrics
Sales Data	Domain	Terms related to retail sales

Figure 1: Create browsable hierarchies for all of your glossary concepts.

Workflows and Dashboards

The interactive and graphical dashboard puts the user in command, providing summarized information in a visual form. From business-related metrics such as stakeholder/owner assignments, glossary metrics and more to monitoring automated pre-defined workflows, checking task completions, and notifications, it puts the user in command. It also comes with a variety of visualizations and drill-down capabilities, allowing users to quickly ascertain summary status and get to the next level of detail.

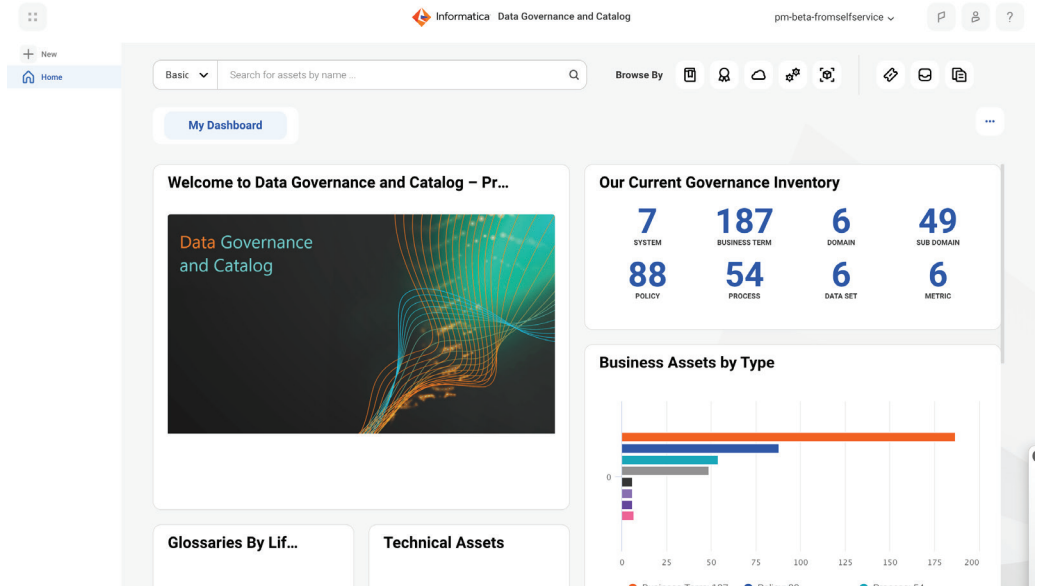


Figure 2: Manage your business, technical and governance assets from centralized, configurable, interactive dashboards.

Data Lineage and Impact Analysis

Interactively trace data origin through lineage views at any level, from business-friendly views that highlight the endpoints to granular views that include all the intricate details in between, including the ability to parse SQL scripts and stored procedures in databases. A drill-down lineage view expands any lineage path to show granular column- and metric-level lineage. Users can perform detailed impact analysis on upstream and downstream data assets.

Use of overlays in lineage allow tracking by business and technical metrics such as Stakeholders, Policy Impacts, Glossary Term definitions and more.

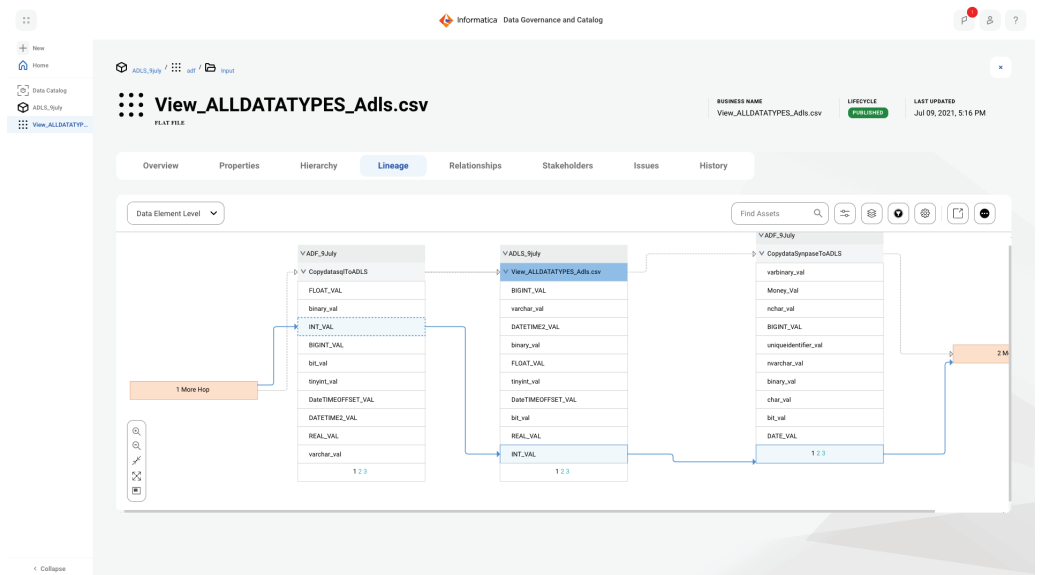


Figure 3: Explore data element level data lineage from source to target.

Automated Profiling and Classifications With Intelligent Domain and Entity Recognition

Automatically profile, classify and identify data elements and entities such as customer, product, order etc. across all structured and unstructured data assets at the field, column, and table level.

AI Model Governance

AI Model Governance provides organizational visibility into the models built over a period and understands their purpose, including underlying algorithms, the training data used for creating the models, its quality and lineage, and the relevant policies. It helps track and monitor model performance and key metrics like data drift that may lead to model performance degradation.

Key Benefits

Drive Business Decisions With Comprehensive Understanding of Data

Cloud Data Governance and Catalog is designed to get a multi-dimensional view of your enterprise data. The powerful semantic search helps discover the most relevant data assets. Data lineage views help understand the full context of your data flow including source, how data sets are built, the quality of data sets, and its transformations along the data journey. This ensures that business decisions are driven by accurate, complete, and trustworthy data. With the ability to automatically associate business glossary terms, insight into stakeholders and relationships, policies and classifications, rich business context is available to all data consumers.

Quickly Discover Sensitive Data Sets for Assessment of Privacy Risks

Enable stewards to quickly identify datasets and data sharing lineage that may indicate potential privacy risks in order to gain more insight into policy compliance for sensitive information. With increased transparency, your data protection planning can help limit customer information exposure and avert risks from abuses and data loss.

Enable Trusted AI With Integrated Data and AI Model Governance

In this age of data science, AI models are often opaque, built with bad quality datasets, and potentially non-compliant with organizational principles. The AI Model Governance capability provides insights into the models developed—the data used to train the models, the outputs they produce, potential impacts of related policies, and which models are available for reuse. It ensures models consumed are relevant, its lineage understood, and policies applied are checked. It further offers visibility into any data drift to check the impact on the model's prediction capability.

Establish Analytics Governance Framework

A key benefit of Cloud Data Governance and Catalog is its ability to facilitate the establishment of an Analytics Governance Framework. Its interactive dashboard helps view, track, and report the metrics required for monitoring governance, and delivers the ability to define KPIs for analytics, creates glossary hierarchies for context, defines policy hierarchies and terms of use for data consumption, and enables automated workflows that can be triggered by events and changes.

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.

Fuel Your Business With Data Intelligence

Every decision made by your organization should be built on a foundation of trusted data and insights. Ensuring that your whole team from across the world can access the information that they need is paramount. With Cloud Data Governance and Catalog, your organization will be able to find, understand, govern, and trust the data they need, as well as the AI models fueled by the data. For more information, [visit our website](#) to discover additional resources and connect directly with our team.



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IN06_0721_04152

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