



13 Aug, 2024

Business Events Framework and Modelling in MDM SaaS

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Where data & AI come to **LIFE**

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

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Agenda

1. Introduction and Welcome

2. Overview & Benefits of the Business Events Framework

- Basic concepts
- Types of Events

3. Implementation Strategies & Patterns

- Key components and best practices

4. Tool Configuration Walkthrough

- Overview of relevant tools and configuration options

5. Q&A Session



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Business Events for MDM Integration

- **Cloud Data Integration (CDI Batch)**
 - **B360 Connector** – Hierarchical JSON document
 - **B360 FEP Connector** – Normalized “tables”, higher performance for large data volumes
 - **B360 Events Connector** – Publish MDM Events
- **REST APIs**
 - **B360 REST APIs for Data Operations in RT**

- **Data Streaming Task (New)**
 - **B360 Events Connector** – Publish MDM Events

Business Events

Business Events (examples)

- Create, update, delete, merge/unmerge, purge, restore
- Potential Matches
- Hierarchy Changes

Business Intelligence

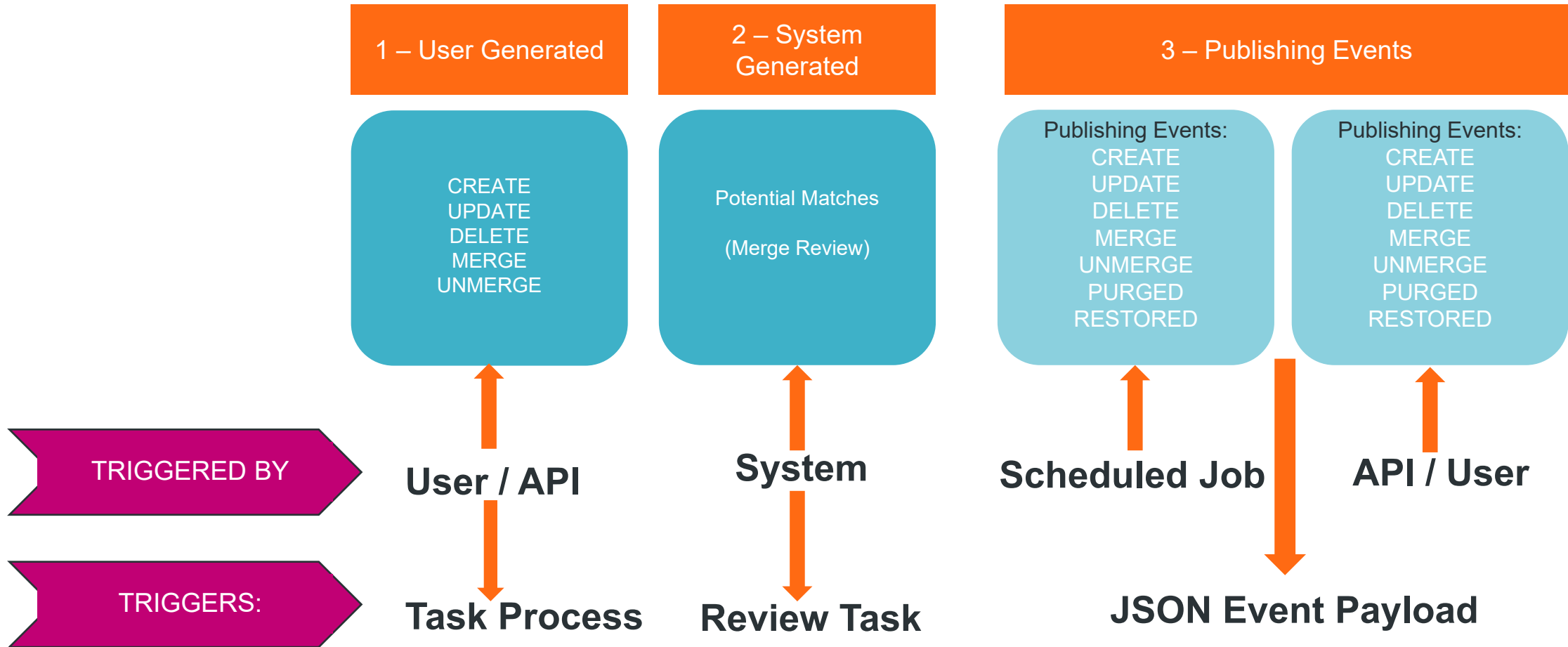


Business Actions

- Trigger Approval Workflows
- Stream Data Changes
- Call a DI Task
- Fire a business process



Business events framework in MDM SaaS



Publishing Business Events – Implementation

- **Batch Based**

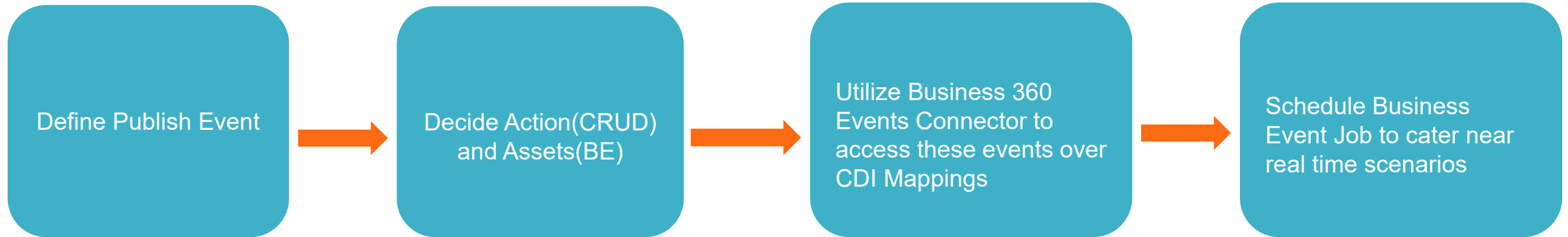
- Events triggered based on BE or relationship changes available in collection (config driven)
- Schedule a job to publish them through DI
- Support for v1 and v2 payloads
- MDM Can be selected as a source through DI. Any DI target can be used
- Lag between when change happens in MDM and when downstream systems get it

- **Real-Time (New!)**

- Events published to collection. Streamed in real time to targets.
- Leverage Cloud Mass Ingestion for streaming to a supported CMI target (KAFKA only for now)
- Support for higher throughput – hundreds/thousands events/sec
- No need to schedule a job
- Both v1 and v2 payloads are supported

Customers can choose either batch or real time based on target requirements and timing requirements

Operationalize MDM SaaS Via Publishing event Processing



- Event configuration can be initiated per Asset.
- One or more action triggers can be set up
- Layout specific to CRUD Operation

Payload Structure

Version 1 Events	Version 2 Events
Event Type (create, delete, update)	Event Type (create, delete, update)
Asset Type	Implied Operation
Asset GUID	Asset type & GUID
User Name	Business ID
Source system	Active Business ID
Business Entity system fields (BE Type, id, created by, created and updated dates, state, BID)	Pending / review (approved, rejected ...)
Changelist ID	User Name
Member Cross references (source system, pkey, BID)	Source system details
Parent	Payload : change type (created, deleted, updated ...)
Soft delete (delete, restored)	Payload : old and new values
Lineage (merged, activated)	BVT Changed
Data	Changed fields
	Record and Validation States
	Contributing cross references
	Impacted cross references

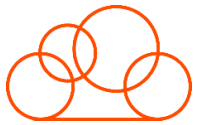
Configuration Steps Demo

- Business Events Connection
- Business Events
 - User Generated
 - System Generated
 - Publishing Event
- Creating a DI Task for Batch
- Creating a streaming task for realtime

Closing Remarks

- Every MDM implementation, regardless of the implementation style can take great benefit from leveraging the Business Events.
- Think about the downstream systems and business use cases your master data is supporting and architect an events model that suits your needs.
- Avoid redundancy of events and triggers in your configuration. Simplicity often pays off!
- Leverage the power of IDMC to transform your data and seamlessly integrate with your data consumers.
- Always consider the following points in your design:
 - **Data Volume and Velocity:** Managing the large volume of events and ensuring they are processed in a timely manner.
 - **Schema Evolution:** Managing changes to event schemas over time without breaking consumers.
 - **Security and Compliance:** Ensuring that events are securely transmitted and that data privacy regulations are adhered to.

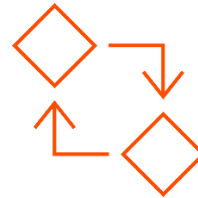
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**

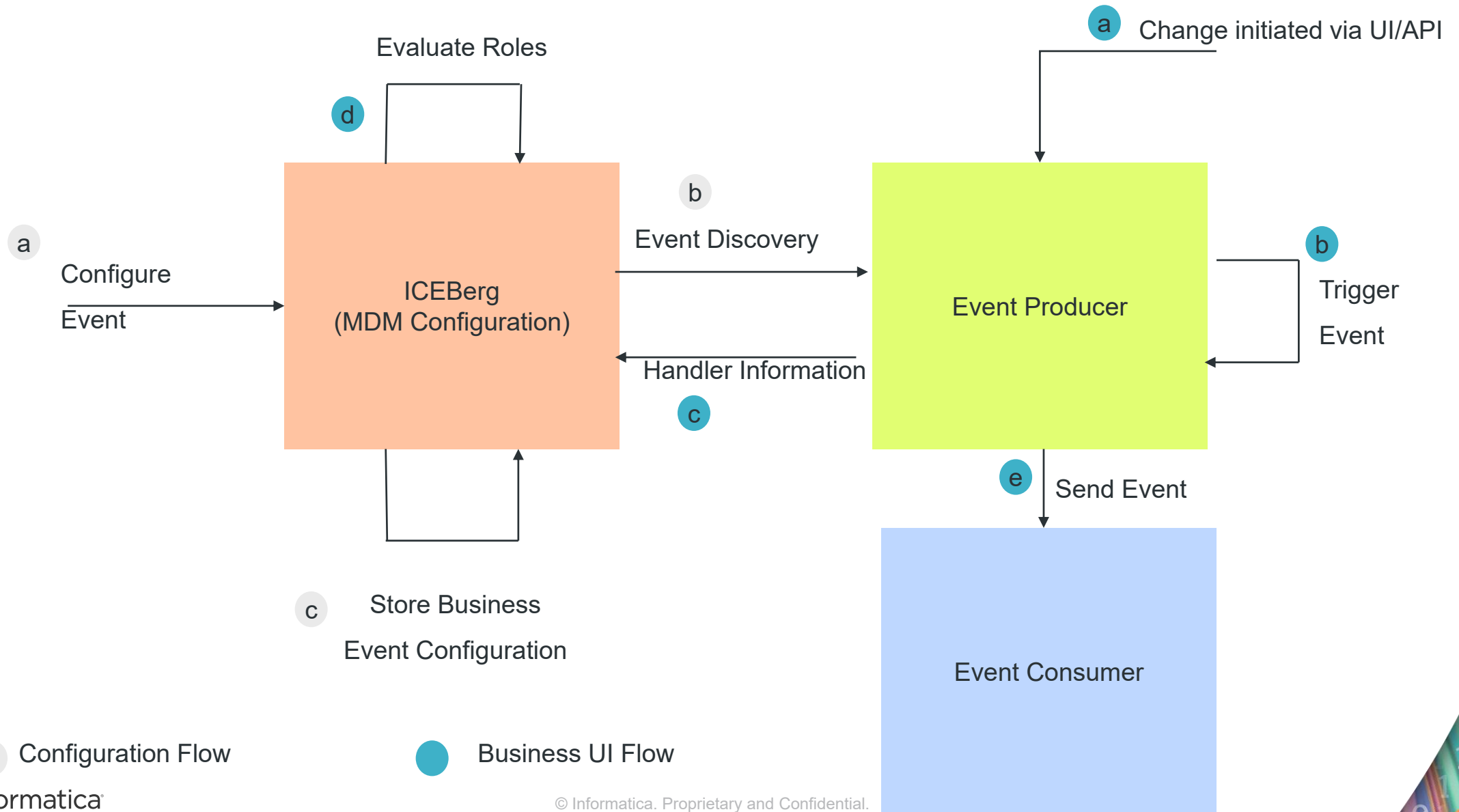


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Event Framework

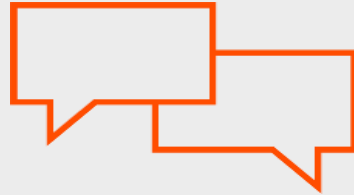


More Information



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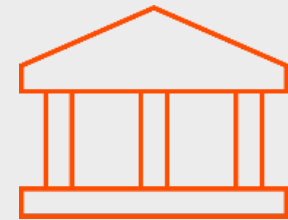
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