

30 April, 2024

# Enabling Self-Service Analytics Using IDMC Platform: CDMP, CDGC, CDQ - Part 2

- Rebecca South, Principal Customer Success Architect, CSA
- Puneet Dudeja, Solution Architect, CSA
- Paul Urban, Senior Solutions Architect, CSA

Where data & AI come to 

# 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.

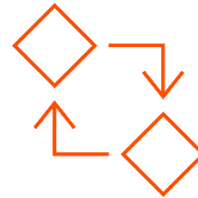
# Feature Rich Success Portal



**Bootstrap trial and  
POC Customers**



**Enriched Customer  
Onboarding  
experience**



**Product  
Learning Paths  
and Weekly  
Expert Sessions**



**Informatica  
Concierge**



**Tailored training  
and content  
recommendations**

# More Information



## Success Portal

<https://success.informatica.com>



## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

# Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

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April 30, 2024

# Enabling Self-Service Analytics using IDMC platform: CDMP, CDGC, CDQ, CDI (Part 2)

Rebecca South, Principal Customer Success Architect

Puneet Dudeja, Senior Solutions Architect

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# Agenda

1

Introduction and Brief  
Recap of Part One

2

Cloud Data Marketplace  
for Sharing and  
Democratizing Data

3

CDGC for Defining,  
Governing, Monitoring  
the Data Assets

4

CDGC and Integrated  
Data Quality

5

Business Outcomes and  
Success Criteria

6

Demo

7

Q&A

# Use Case: Attrition Rate Study

Length of Employment Trends, including views by Location, Job Title, Gender, Salary Range



**Timeline**  
**Trust**  
**Decisions**

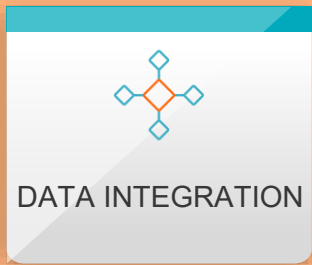


## Challenges

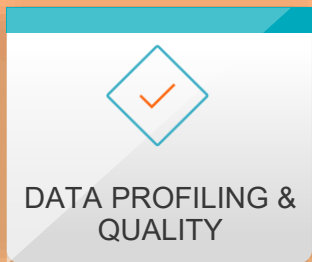
- ✓ Multiple sources
- ✓ Legacy Systems
- ✓ IT Resource availability
- ✓ Shape of the Data
- ✓ Effort to fix data
- ✓ Re-usable, shared asset

# Cloud Services to Enable Quality, Governance, Self Service Products to Support Use Case Journey

Trusted Data



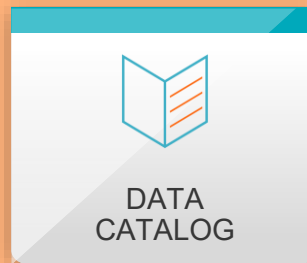
- Data Gathering



- Data Observability
- Data Cleansing

Part One

Defined and Governed



- Data Inventory
- Classification & Tagging
- Data Quality



- Business Glossary
- Data Policies
- Data Owners

Part Two

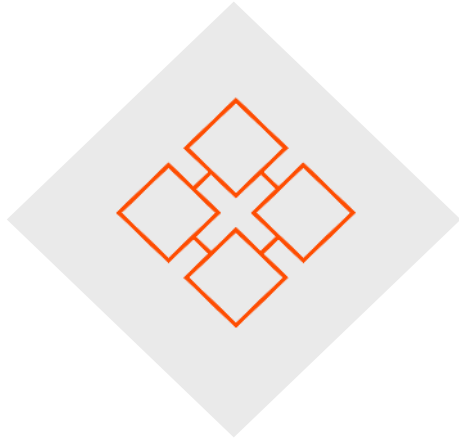
Democratized



- Publish Data
- User Access
- Monitor Usage

# Formula for Success

## Key Setup Activities to Enable the Self-Service Experience



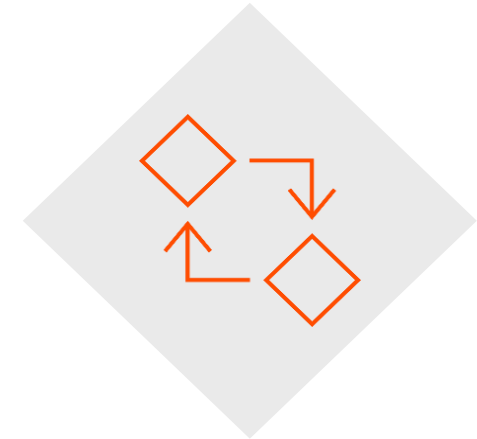
### Supporting Components

- Business Data Architecture (CDGC)
- Storefront Design (CDMP)
- Base Content (CDMP)
- Integration Paths (CDQ > CDGC > CDMP)



### Supporting Roles

- Tool Administrators
- Content Creators
- Decision Makers
- Data Product Owners



### Operational Workflows

- Setup activities
- Maintenance activities
- Approvals and Data Provisioning

# Cloud Data Marketplace for Sharing and Democratizing Data

## Supporting Elements, Stakeholder Roles, Operational Workflows



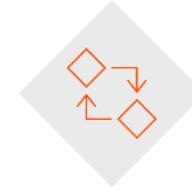
### Key Components

- Categories / Domains
- Data Collections
- Terms of Use
  - Accessible
  - Controlled
  - Restricted
- Methods of Delivery
  - User Defined
- Data Assets Integrated with CDGC



### Supporting Roles

- Category Owner
- Data Collection Owner
- Technical Owner
- Technical Administrator
- Delivery Owner
- Data Marketplace User



### Operational Workflows

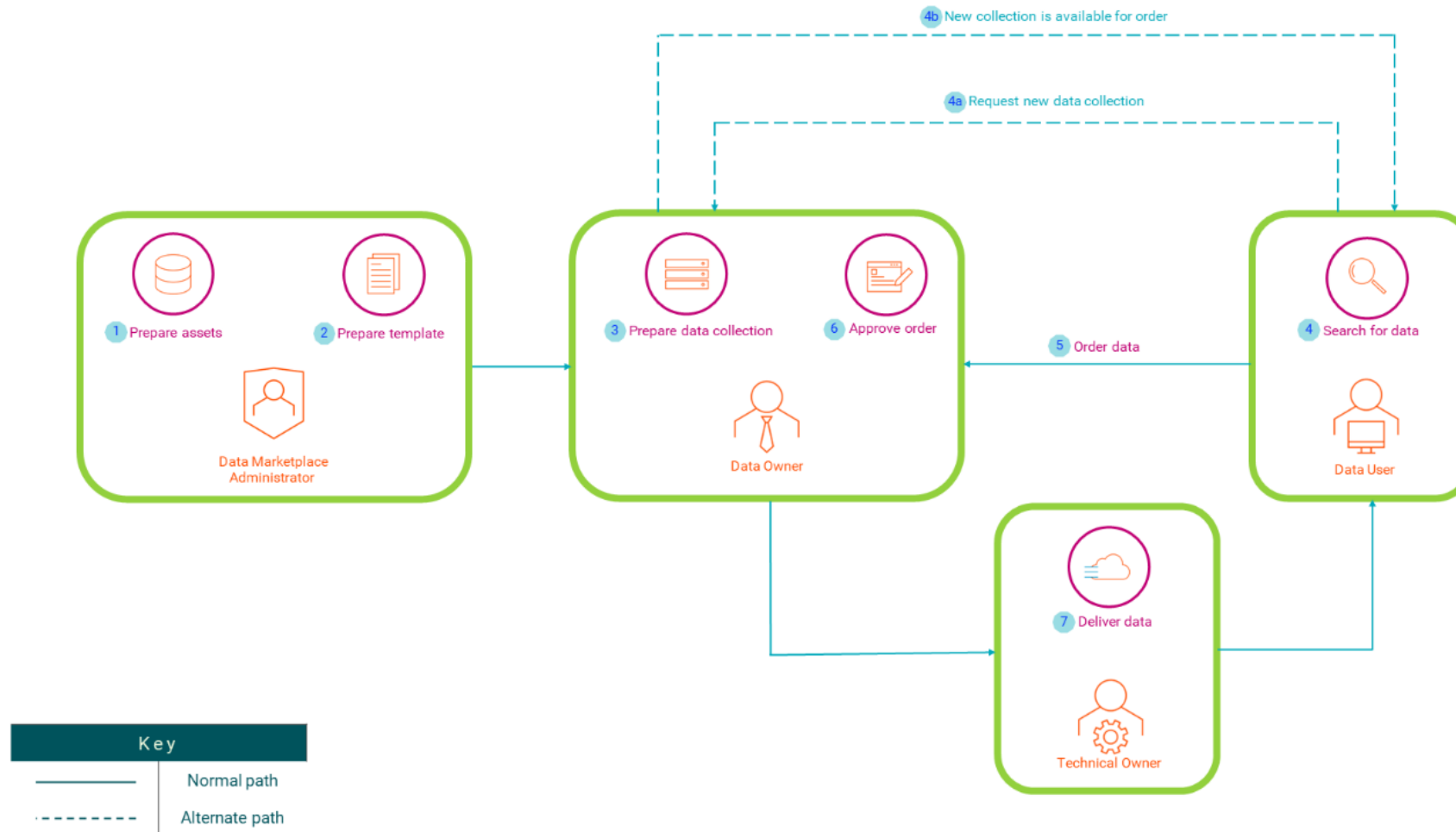
- Creating / Maintaining Categories and Collections
- Onboarding New Data Products
- Defining Terms of Use
- Order Administration
- Monitor Product Usage
- Retirement of Data Assets

# Key Components of Data Marketplace

Good practices during setup ensures good user experience and adoption

The screenshot displays a data marketplace interface for a product named "Employee Master Information". The interface includes a navigation menu with options like Summary, Data Assets, Data Quality, Delivery, Terms of Use (selected), Consumers, Approve, Fulfill, and Withdraw. The main content area is divided into two columns. The left column shows "General Terms of Use" with a dropdown menu set to "Data cannot be transferred outside the Organization" and "Terms of Use Types" with three options: "Accessible", "Controlled", and "Restricted". The right column shows an "Order" section and a "Terms of Use" section with a "Data Access is Restricted" label and a "Restricted" button. Callout boxes with orange borders and lines pointing to specific elements are present: "What are the usage guidelines?" points to the "General Terms of Use" section; "Restrictions to be acknowledged?" points to the "Data Access is Restricted" label; "Product" points to the product name; "Categories" points to the "Terms of Use Types" section; and "Restricted Uses" points to the "Restricted" button. At the bottom, a table shows data quality metrics for "EMP\_ID" (100.00%) and "EMAIL" (97.24%).

# Operational Workflows in Data Marketplace



# CDGC for defining, governing, monitoring the data assets

## Supporting Elements, Stakeholder Roles, Operational Workflows



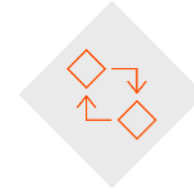
### Key Components

- Resource is scanned and catalogued
- Business Data defined and stakeholder assigned
  - Glossary Association
  - Data Classifications
- Business Policies applied
  - Data Standards
  - Privacy Policies
  - Retention Policies
- Business Area and Geography
  - Who owns and uses?



### Supporting Roles

- Data Owner
- Data Steward
- Data Analyst



### Operational Workflows

- Onboarding data assets
- Curation and enrichment activities
- Publish data assets for Data Marketplace

# Key Components of Data Governance and Catalog

Good practices during setup ensures good user experience and adoption

The screenshot displays the 'Employee Attrition Analysis' data set page in the Informatica Data Governance console. The interface includes a navigation menu with tabs for Overview, Contains, Lineage, Relationships, Data Quality, Stakeholders, Tickets, and History. The 'Relationships' tab is active, showing a central node 'Employee Attr...' connected to six other nodes: System (1), Data Set (2), Business Area (1), Policy (3), Geography (1), and Column (6). A 'Restricted Data' policy is expanded, showing rules like 'Retain for 100 d...', 'Internal Data Ter...', and 'Restricted Data'. On the right, there is an 'OVERALL RATING' section with a star rating and a 'LIFECYCLE' section with a 'PUBLISHED' status. A 'Data Quality' section shows a rating of 'Good (9)', 'Acceptable (2)', and 'Not-Acceptable (0)'. The interface is annotated with several callout boxes:

- Business friendly, searchable names**: Points to the 'Employee Attrition Analysis' title.
- Comprehensive descriptions**: Points to the 'Description' field.
- Business context, classifications, data observability**: Points to the 'Data Elements' section.
- Relevant asset types assigned for additional context**: Points to the relationship diagram.
- Asset promotion**: Points to the 'LIFECYCLE' section.
- Stakeholders to support user questions**: Points to the 'Stakeholders' tab.
- Related Policies defined and applied**: Points to the 'Restricted Data' policy details.
- Data quality assurance**: Points to the 'Data Quality' section.



# CDGC and Integrated Data Quality

## Enablement Foundation



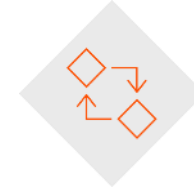
### Key Components

- Resource is scanned and data profiling and data quality are enabled\*
- Data Quality Rules connected between Cloud Data Quality and Cloud Data Governance services



### Supporting Roles

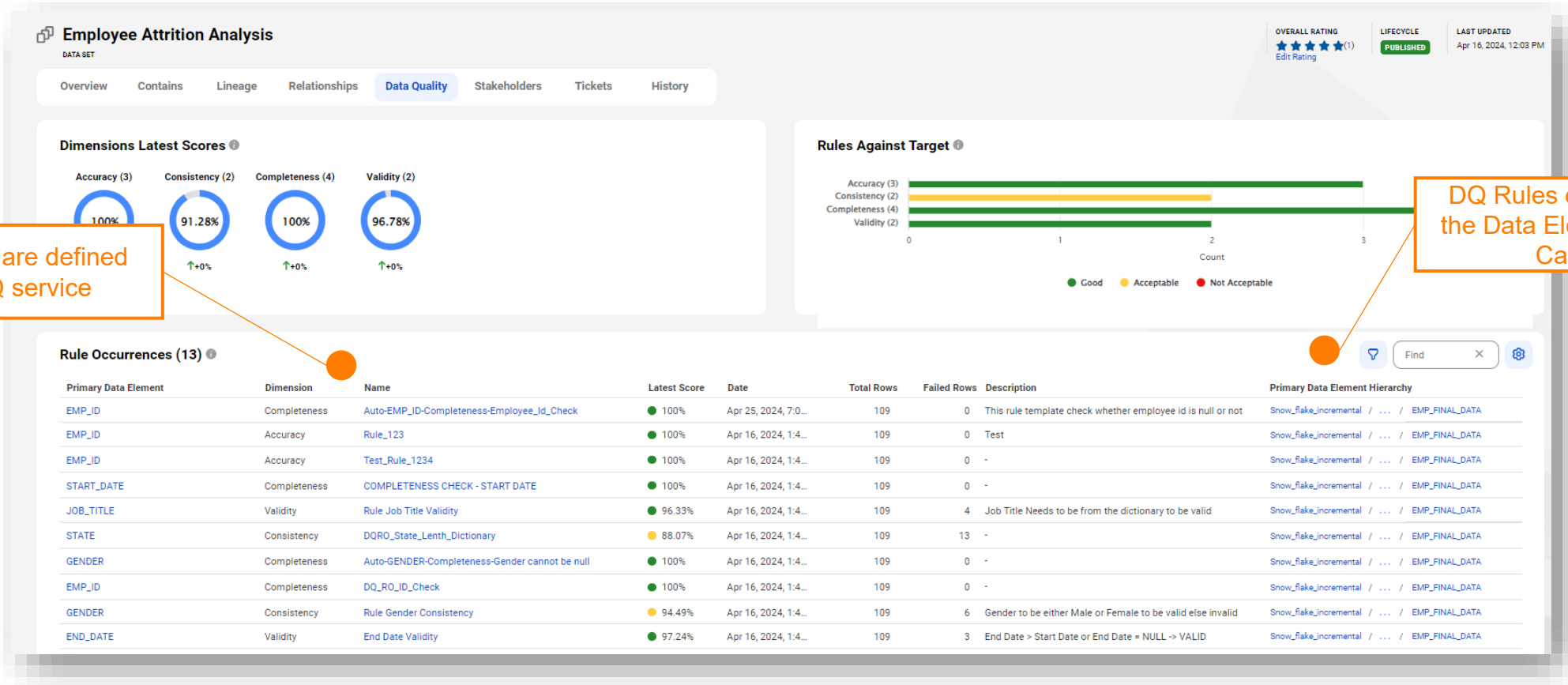
- Data Quality Designer
- Data Quality Steward



### Operational Workflows

- Quality rule definitions
- Quality rule creation
- Quality rules assigned to data assets – manually or automated

# Key Components CDQ and CDGC Integration



DQ Rules are defined in CDQ service

DQ Rules connected to the Data Elements in the Catalog


# Business Outcomes and Success Criteria



Trusted Business Reporting

## Deliver accurate auditing & reporting


- Improve data quality, accuracy and protection to assure trusted results
- Increase visibility into all data sources and data movement
- Deliver trusted data quickly to comply with policies within deadline
- Streamline reporting through automating processes/procedures



Analytic Insights (Deliver Better Products & Services)

## Fuel accurate, reliable outcomes

- Democratize data by automating access and providing delivery
- Improve data accuracy, quality and reliability for confident insights
- Understand sensitive and relevant data types
- Achieve transparency into data sources and data movements
- Apply AI and ML to accelerate insights



Operational Efficiencies (Faster Data Discovery/ Onboarding)

## Increase employee productivity


- Streamline data policy, processes & procedures to drive appropriate use
- Streamline trusted data delivery for users & apps
- Reduce risk exposure for safer data handling
- Break down silos to simplify collaboration & improve data literacy
- Maximize data value by identifying relevant data sets and types



Improved Employee Experience Programs

## Enhance your view of your employees

- Identify and classify personal information
- Create a single source of truth for employee data to promote consistency
- Understand relevant Employee data & trends for reliable insights
- Apply wisdom of crowds to improve data quality
- Deliver most applicable employee data to bus. users and applications

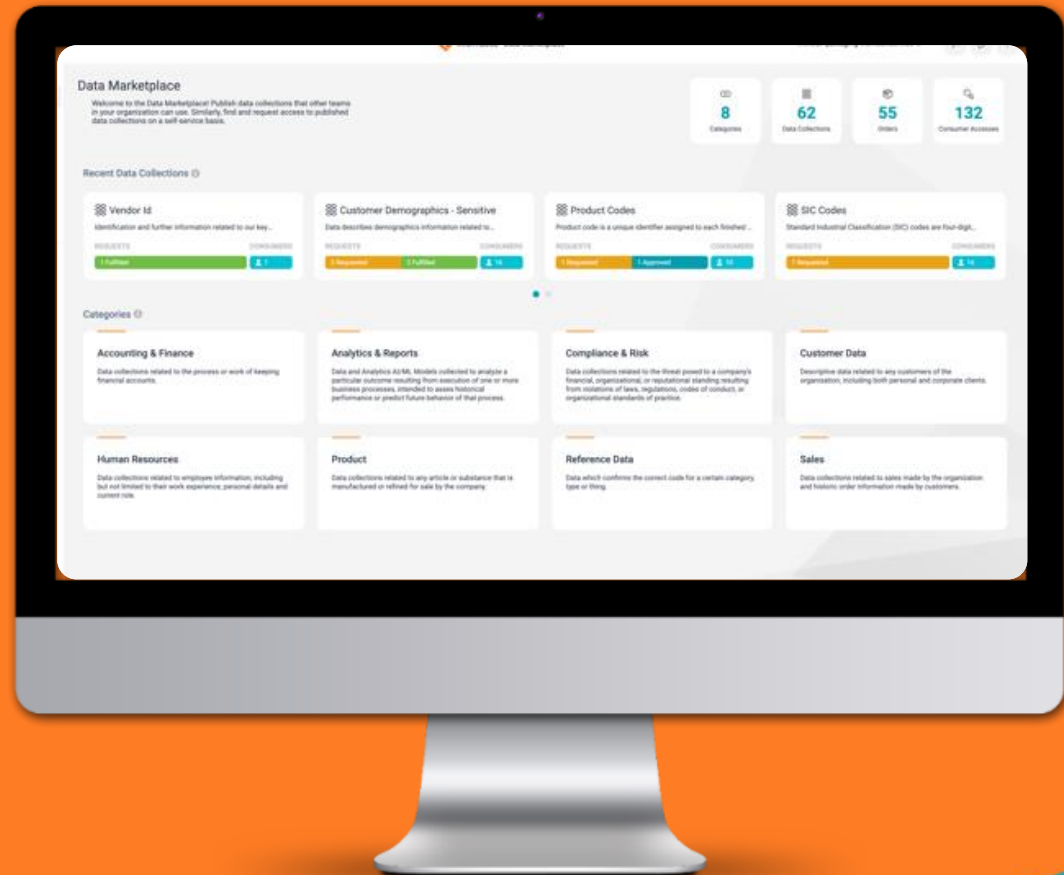
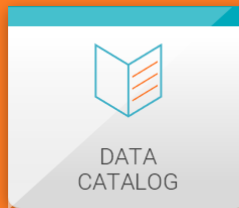


Lower Risk Exposure During Data Sharing

## Comply with internal policies/procedures

- Secure & protect sensitive customer information / IP
- Manage consent for data exposure and use
- Gain visibility into data exposure and use
- Improve data accuracy and reliability when reporting on compliance
- Build data literacy and confidence to ensure fitness of purpose

# Demo



Puneet Dudeja, Senior Solutions Architect

Paul Urban, Senior Solutions Architect

# Q&A

# Additional Resources

- Cloud Data Governance and Catalog
  - Webinar: [Scanning & Data Discovery Best Practices in Cloud Data Governance & Catalog](#)
  - Documentation: [Manage Assets in CDGC](#)
  
- Cloud Data Marketplace
  - Video: [Data shopping made easy with Cloud Data Marketplace](#)
  - Webinar: [Introduction to Cloud Data Marketplace](#)
  - Documentation: [Data Marketplace Roles](#)
  
- Data Governance and Privacy
  - Velocity Article: [Data Governance & Privacy](#)

# Thank You

