



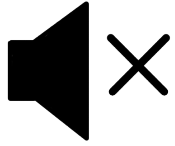
19 Aug, 2025

Harnessing Master Data Governance: Unlocking Business Potential with Informatica

- Melanie Parker-Barnes, Sr Principal Advisory Consultant, IPS
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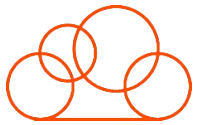
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Housekeeping Tips



- 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.

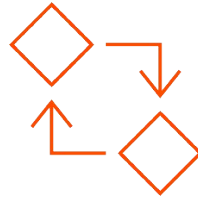
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched
Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**

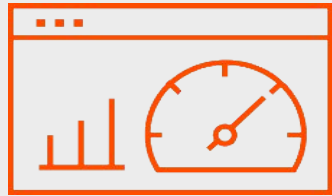


**Informatica
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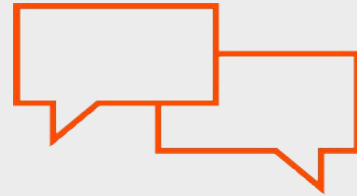
**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



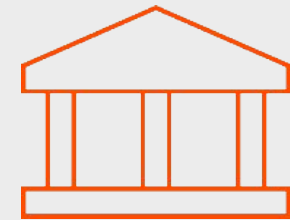
Communities & Support

<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.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

Informatica Customer Experience Strategic Services



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Agenda

1 Introductions

2 Introduction to Master Data Governance

3 Business Challenges of Poor Data Management

4 Benefits and Business Value

5 The Informatica Impact

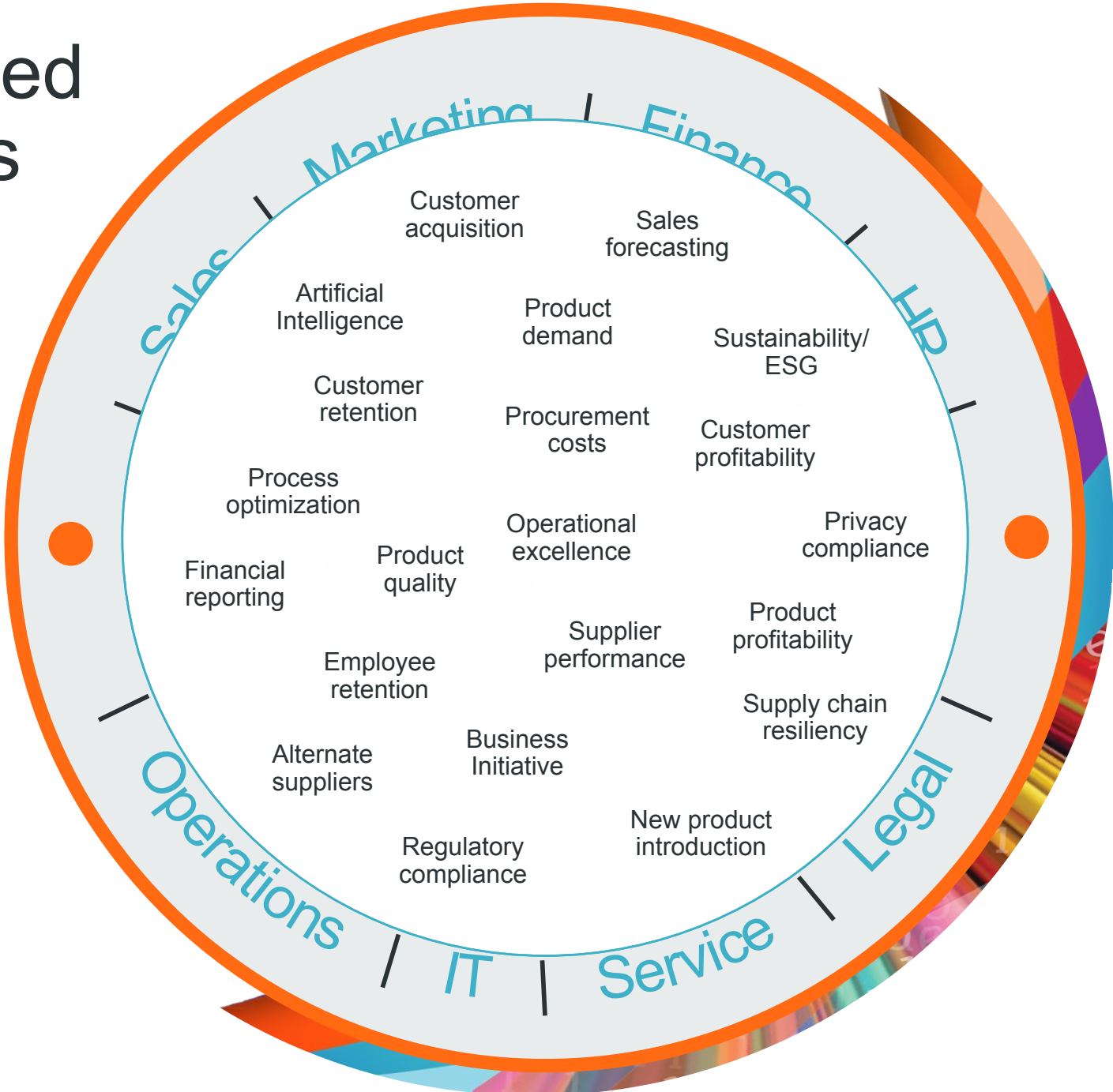
6 Q&A



Introduction to Master Data Governance

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A Fragmented Experiences Across Enterprise



What is Master Data Governance?



A framework for managing and maintaining critical business data across the organization



Ensures accuracy, consistency, and accountability of master data assets



Involves processes, policies, and technologies to control data quality



Establishes clear data ownership and stewardship roles



Supports regulatory compliance and operational efficiency

Ask the right questions ?

- How do we understand data?
- How is data defined?
- How are business processes defined and associated to what data?

Define

- How do I know what certified data is available and trustworthy?
- How might someone request access?

Understand

- How do we fulfill data compliance requirements?
- How are data risk levels assessed?

Classify

- How do I resolve and relate multiple instances of same the person, place, thing?

Curate

- How is data classified?
- How are the data security and privacy controls associated to data?

Catalog

- How do I find data anomalies?
- How do I standardize data from multiple sources?

Measure



Why Master Data Governance Matters

- Reduces data silos and fragmentation across business units
- Enables accurate analytics and reporting for strategic decisions
- Mitigates risks related to poor data quality and compliance breaches
- Enhances collaboration through standardized data definitions
- Drives efficiency by minimizing data redundancies and errors



Master Data Governance Essentials



Governance Defined

- Master data governance ensures data integrity, reliability, and compliance across the enterprise



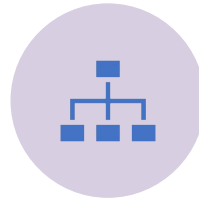
Business Value

- Data benefits from improved decision-making, cost savings, and enhanced customer satisfaction

Key Components of Master Data Governance



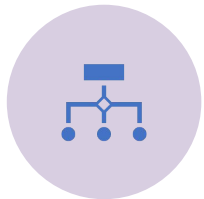
Data stewardship and ownership assignment



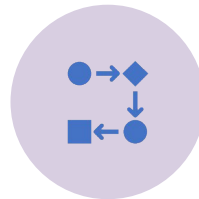
Defined data standards, policies, and procedures



Data quality monitoring and management



Integration with business processes and IT systems



Continuous improvement through audits and feedback

Master Data Governance



Foundation for Trust

- Building trust in data is the first step towards unlocking business value. Governance provides a reliable foundation for analytics and operations.



Framework for Control

- A robust framework aligns people, processes, and technology to ensure data is accurate, secure, and well-managed throughout its lifecycle.

Business Challenges of Poor Data Management

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Common Data Management Issues

- Data silos across departments hinder collaboration
- Inconsistent data leads to conflicting reports and decisions
- Duplication and outdated records reduce data reliability
- Manual data reconciliation consumes time and resources
- Lack of visibility into data lineage and ownership

Consequences of Poor Data Governance

- Increased risk of regulatory non-compliance and penalties
- Lost revenue opportunities due to inaccurate insights
- Damaged reputation from data breaches or errors
- Inefficiencies and higher operational costs
- Lower employee and customer trust in business data

Industry Examples: The Cost of Bad Data



Retail

- Inaccurate product data causing supply chain disruptions



Finance

- Regulatory fines from unreliable reporting data



Healthcare

- Patient safety risks from inconsistent medical records

Industry Examples: The Cost of Bad Data



Manufacturing

- Production delays due to incorrect inventory data



Telecoms

- Customer churn from poor service personalization

Benefits and Business Value

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Business Benefits of Master Data Governance

- Improved decision-making through reliable data insights
- Faster compliance with regulatory requirements
- Enhanced customer experiences via consistent information
- Cost reductions from eliminating data duplication and errors
- Greater agility to respond to market changes

Unlocking Competitive Advantage

- Enables advanced analytics and AI initiatives with clean, unified data
- Supports seamless mergers, acquisitions, and digital transformation
- Drives product and service innovation through trusted insights
- Strengthens brand reputation by ensuring data accuracy
- Facilitates faster time-to-market for new offerings

Measuring Success in Data Governance

- Track improvements in data quality metrics (accuracy, completeness, consistency)
- Monitor compliance rates and audit outcomes
- Assess impact on business KPIs such as customer satisfaction and operational costs
- Solicit stakeholder feedback on data usability and trust
- Use dashboards and reporting tools for ongoing visibility

Unlocking Business Value



Accelerated Decisions

- Make faster, smarter decisions with trusted master data

Operational Excellence

- Streamline operations and boost efficiency with automation and unified data to reduce costs and improve efficiency

Strategic Growth

- Unlocking new business opportunities and fostering innovation is made possible with trustworthy data



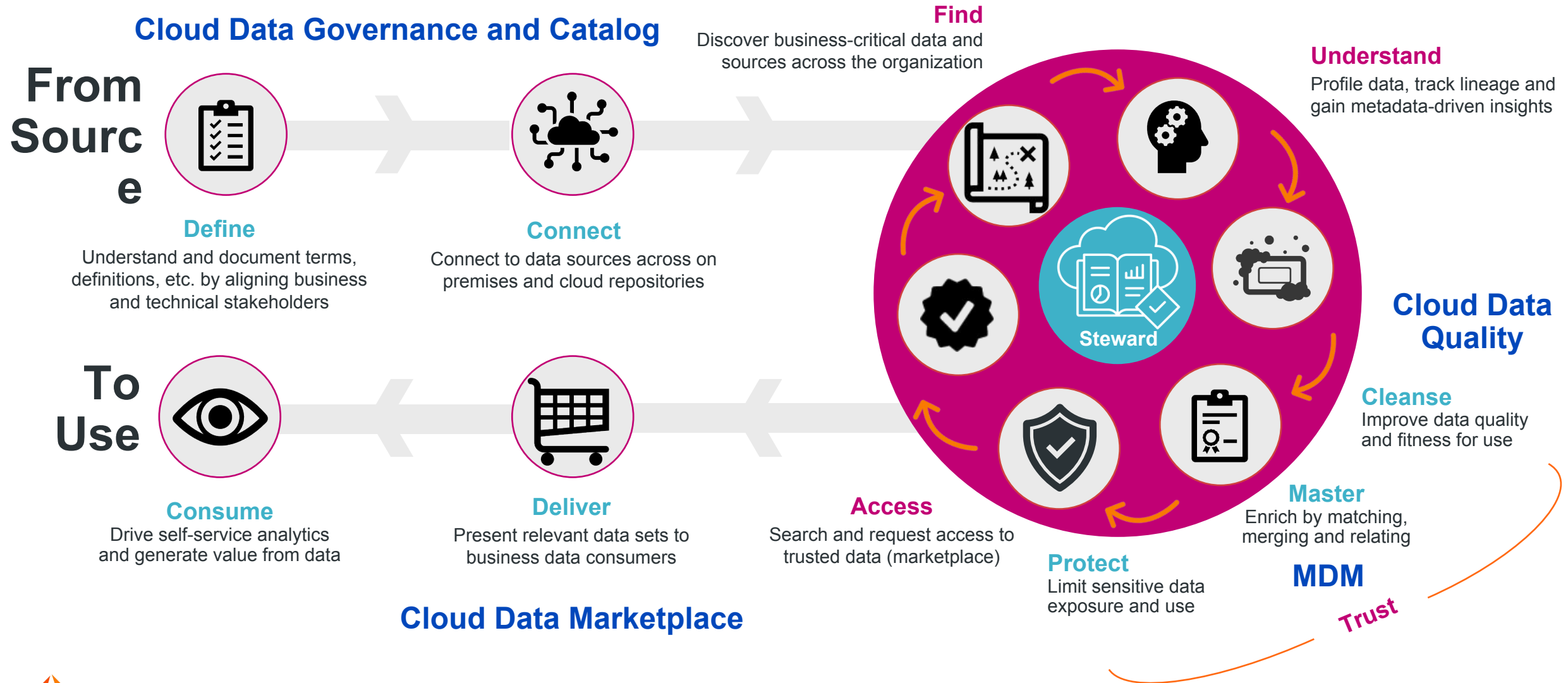
The Informatica Impact

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Why Choose Informatica for Master Data Governance?

- Industry-leading platform for enterprise data management and governance
- Comprehensive tools supporting data integration, quality, and stewardship
- Scalable Intelligent Data Management Cloud Platform (IDMC) for organizations of all sizes and industries
- Scalable AI automation and governance through:
 - AI-powered matching
 - AI-powered data mapping
 - AI-powered discovery & data set recommendations
 - AI-powered classifications & dynamic attributes
- Active community and support ecosystem

Improve and Democratize Data



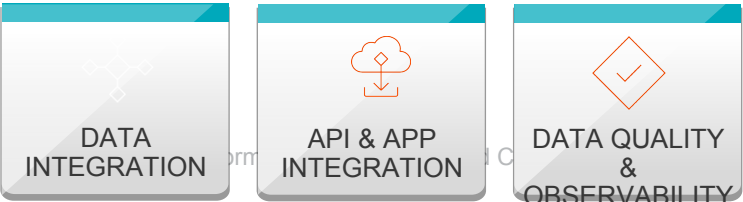
Key Informatica Capabilities

- Master Data Management (MDM) to unify business-critical data
- Automated data quality and cleansing processes
- Data cataloging for enhanced discovery and governance
- AI automation and AI governance
- Workflow automation and policy enforcement
- Role-based access and detailed audit trails

A Multi-Domain, SaaS Master Data Management



Governance & Access Management



How Informatica Transforms Master Data Governance



- Unifies data from disparate sources into a single, trusted view
- Empowers business users with intuitive self-service tools
- Accelerates regulatory compliance with built-in controls
- Improves collaboration across business and IT teams
- Drives continuous data quality improvement

Driving Results with Informatica

- Accelerates deployment of data governance initiatives
- Reduces manual effort through intelligent automation
- Provides actionable insights with real-time analytics
- Facilitates collaboration among business and IT users
- Supports continuous data improvement and innovation

Case Study: Real-World Success

- Global retailer unified customer and product data, boosting personalization
- Reduced data reconciliation effort by 70%, freeing up staff for strategic tasks
- Achieved 99% data accuracy, improving supply chain efficiency
- Enhanced ability to comply with GDPR and other data regulations
- Realized a 15% increase in upsell opportunities from better customer insights



Questions to Consider

- How are you **measuring the business value and impact** of your data initiatives?
- How are you **partnering with the business** to prioritize high value use cases?
- What are some **best practices** to align data strategy with business objectives?
- How do you ensure governance & mastering **complement analytics and AI?**
- How are you **breaking down silos** between governance and mastering?
- Who are the key partners to **align governance and mastering** approaches?
- Where would you start to develop a **unified vision** for your organization?





Thank You!

Questions?

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