

16 July, 2024

The Value of Universal, Automated, Policy-Driven Controls in Protecting Sensitive and Confidential Data

Where data
& AI come to **LIFE**

Speakers



Harald Smith
Principal Product
Manager



Karim Jaouadi
Principal Services
Solutions Architect

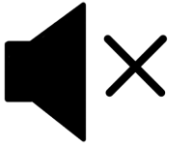


Rob Greenwood
Director, IPS



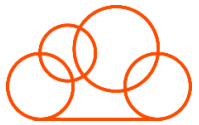
Marc Haber
Principal Product
Manager

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.

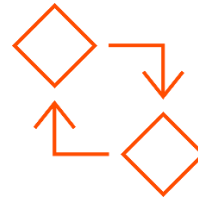
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**



**Informatica
Concierge**



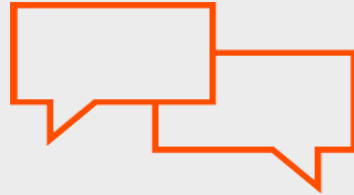
**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



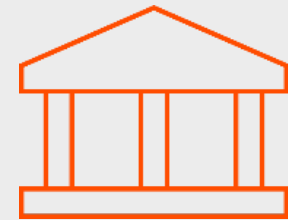
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

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

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July 16, 2024

Informatica Data Access Management

The value of universal, automated, policy-driven controls when protecting sensitive and confidential data

Where data
& AI come to **LIFE**

The value of universal, automated, policy-driven controls when protecting sensitive and confidential data, result in

Helping customers mine valuable insights from data through analytics, science and development, where the accessible data is compliant and fit for use

It's a challenge to deliver protected data

63%

of data leaders say
privacy concerns limit
their ability to use data
effectively.

62%

of data leaders say data
protection reduces the
value of their data.

89%

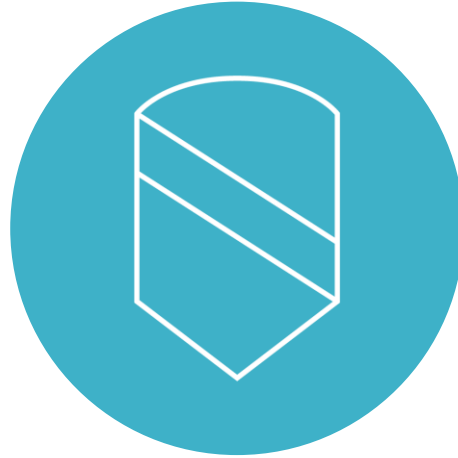
of data leaders are
looking to simplify
processes for achieving
regulatory compliance.

Source: Bloor Research, "The state of data analytics", 2022, commissioned by Privitar

Delivering universal access to data



Enable access to trusted
data without friction or
delay

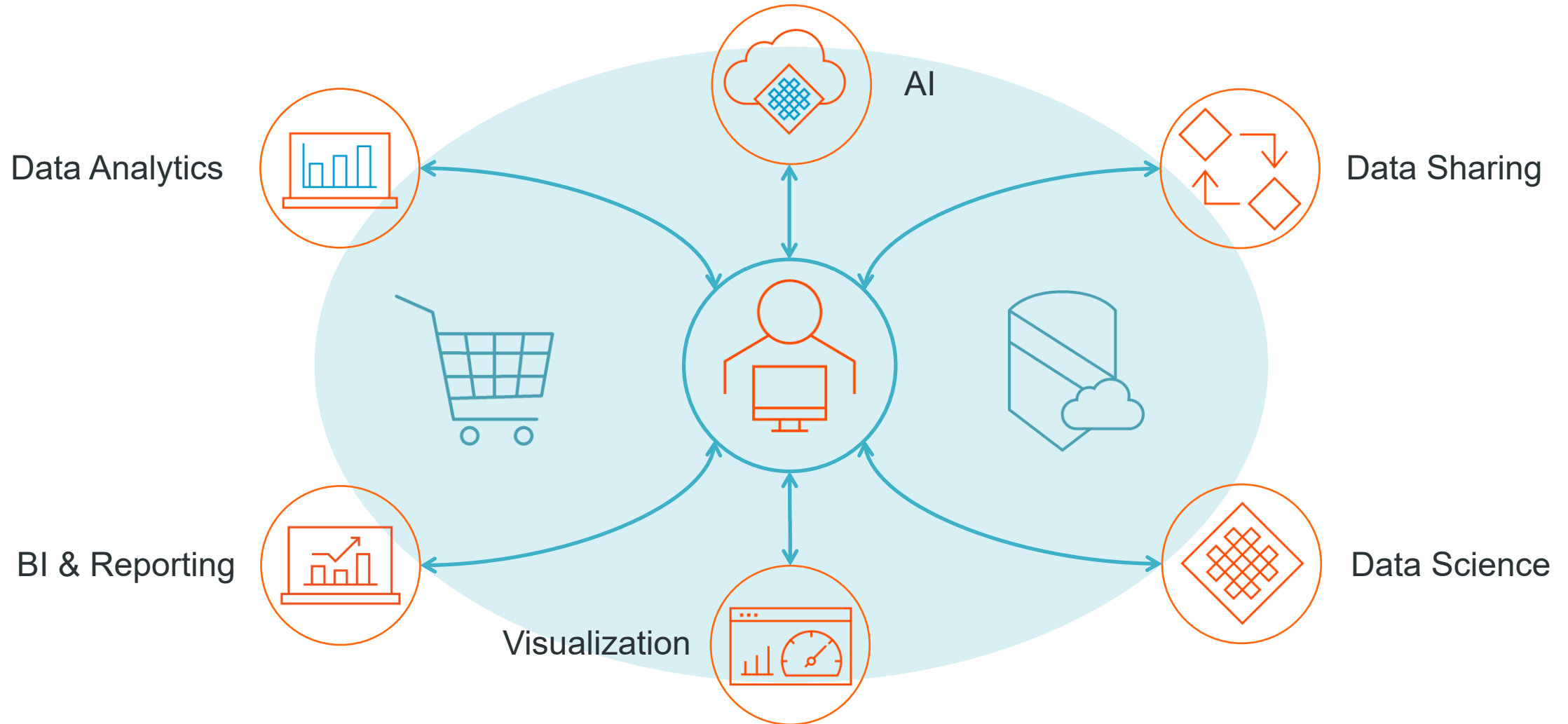


Avoid compromise on
customer trust or
compliance

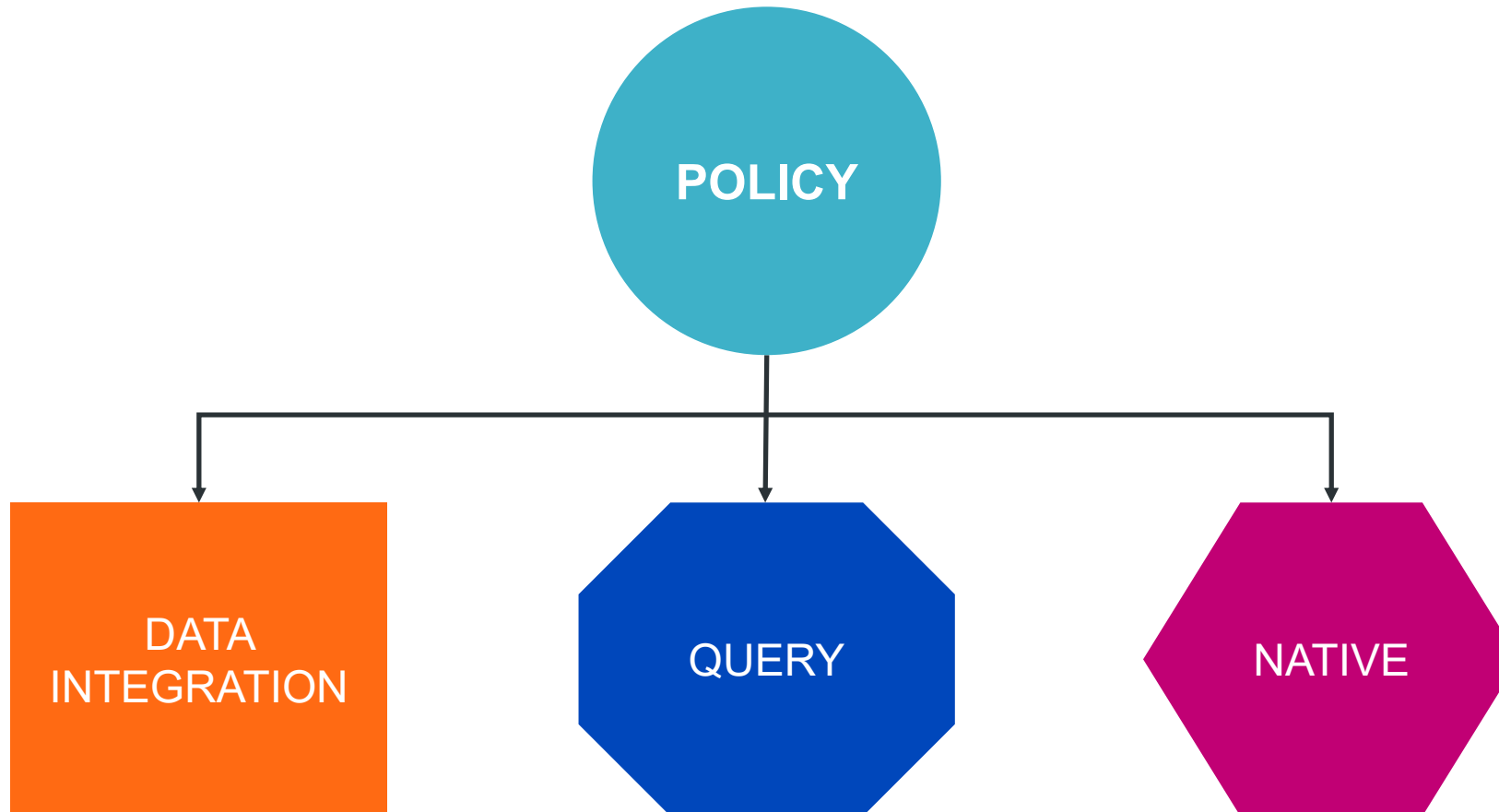


Gain consistent control
over complex, hybrid
operations

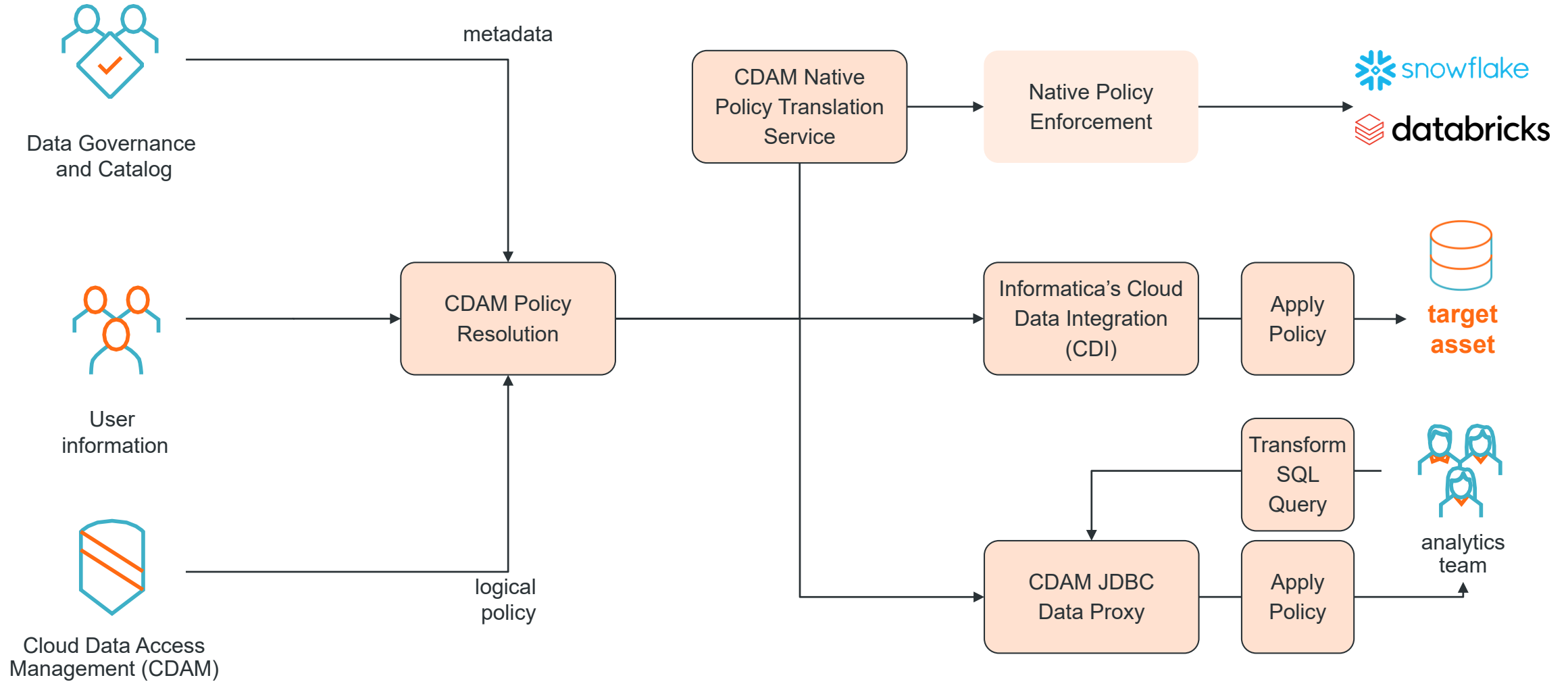
Automating controls for data protection everywhere



Data Protection, defined once, enforced everywhere



Data Protection Enforcement

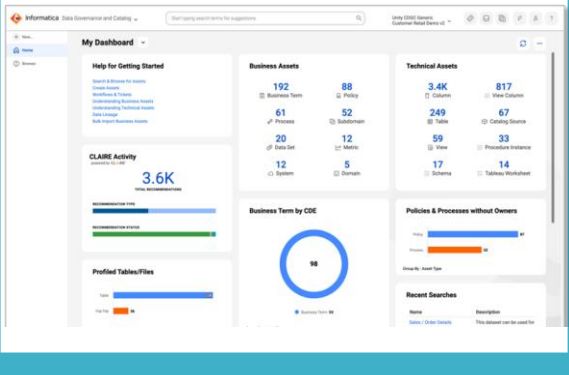


Informatica delivers intelligent, governed data protection



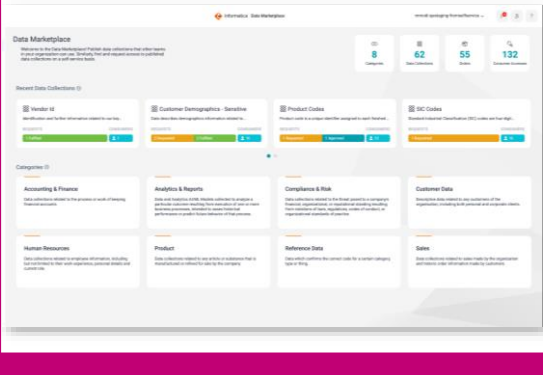
Data Governance and Catalog

Govern both data and AI models to enable trust



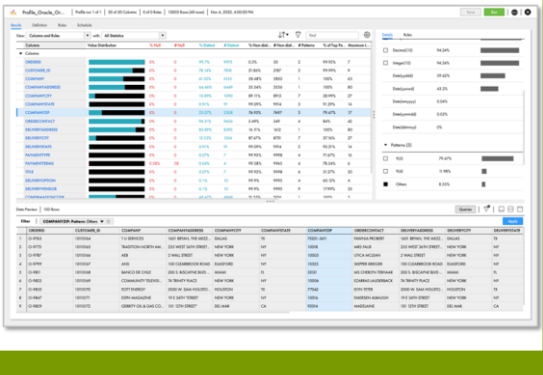
Data Marketplace

Package data assets & AI models for consumption



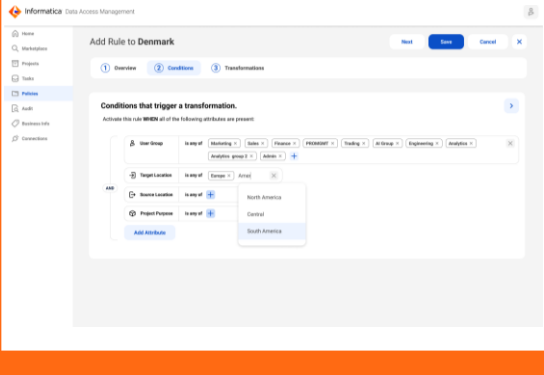
Data Quality & Observability

Identify, resolve anomalies, issues to grow data pipelines

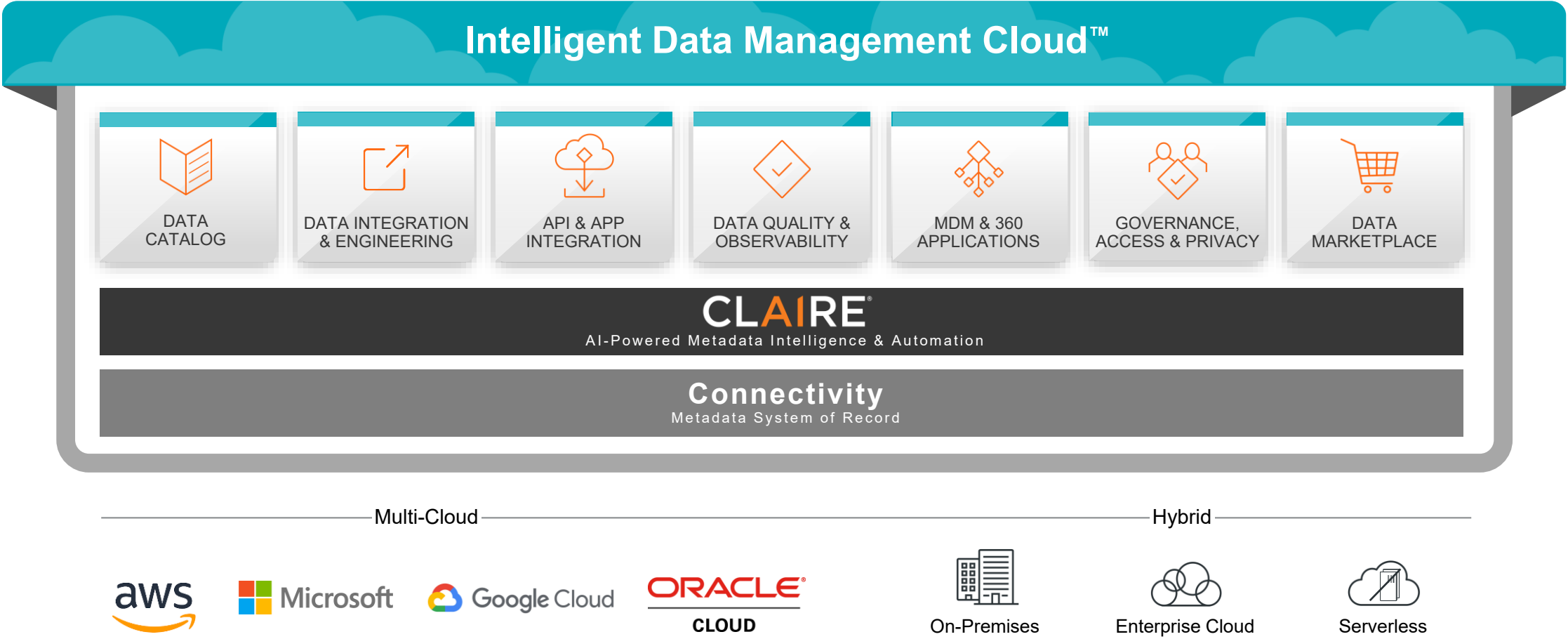


Data Access Management

Secure and share data for responsible use



The Industry's Only Intelligent Data Management Cloud



CDAM for Cloud Migration and Modernization

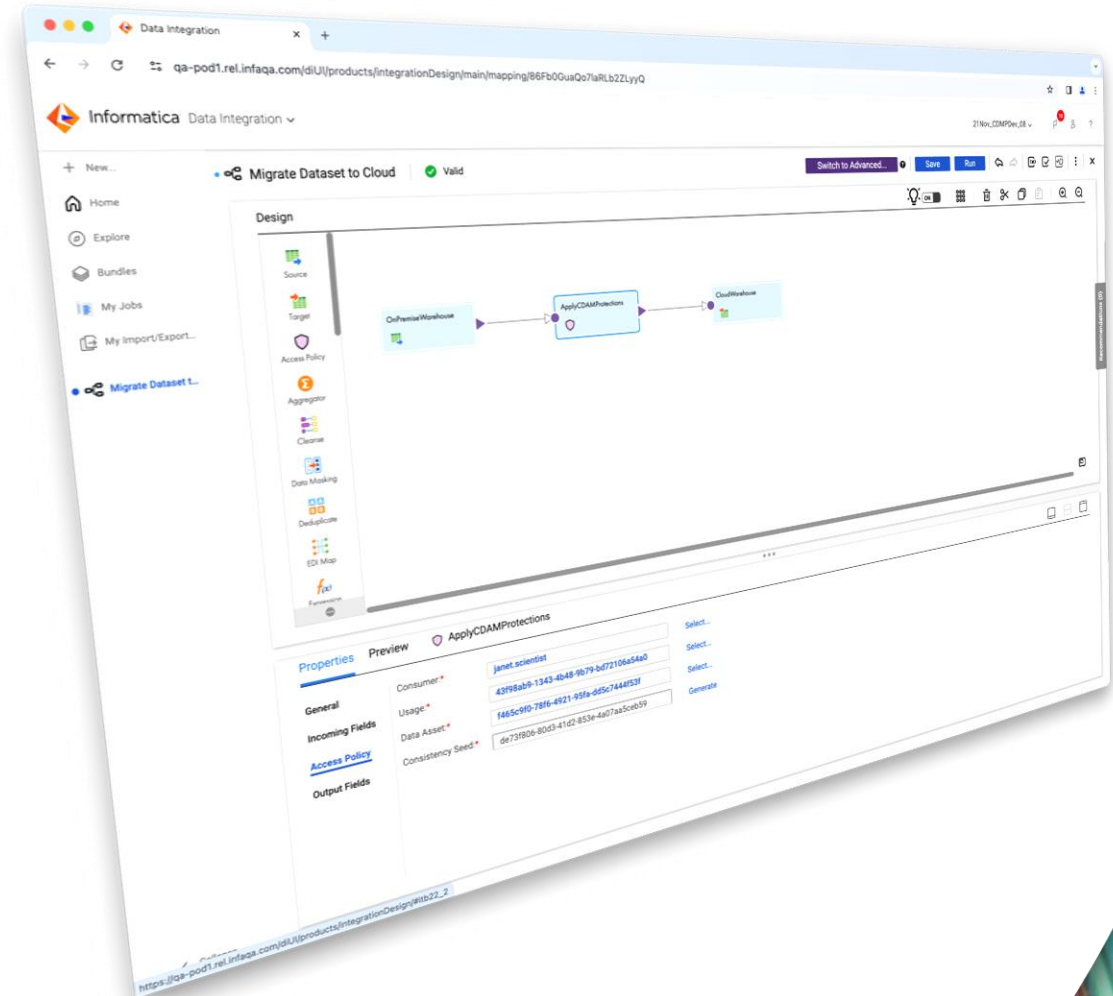
Implement rigorous security and privacy postures across cloud platforms, on premises and hybrid

Cloud Data Integration (CDI) moves data between stores, including from on premises to the cloud.

Use CDAM to land de-identified data in the cloud, protecting sensitive data in structured data sets.

Supports key initiatives:

- Digital transformation and modernization
- Migration to the cloud
- Data for AI and ML training
- Regulatory compliance



CDAM for Data Democratization

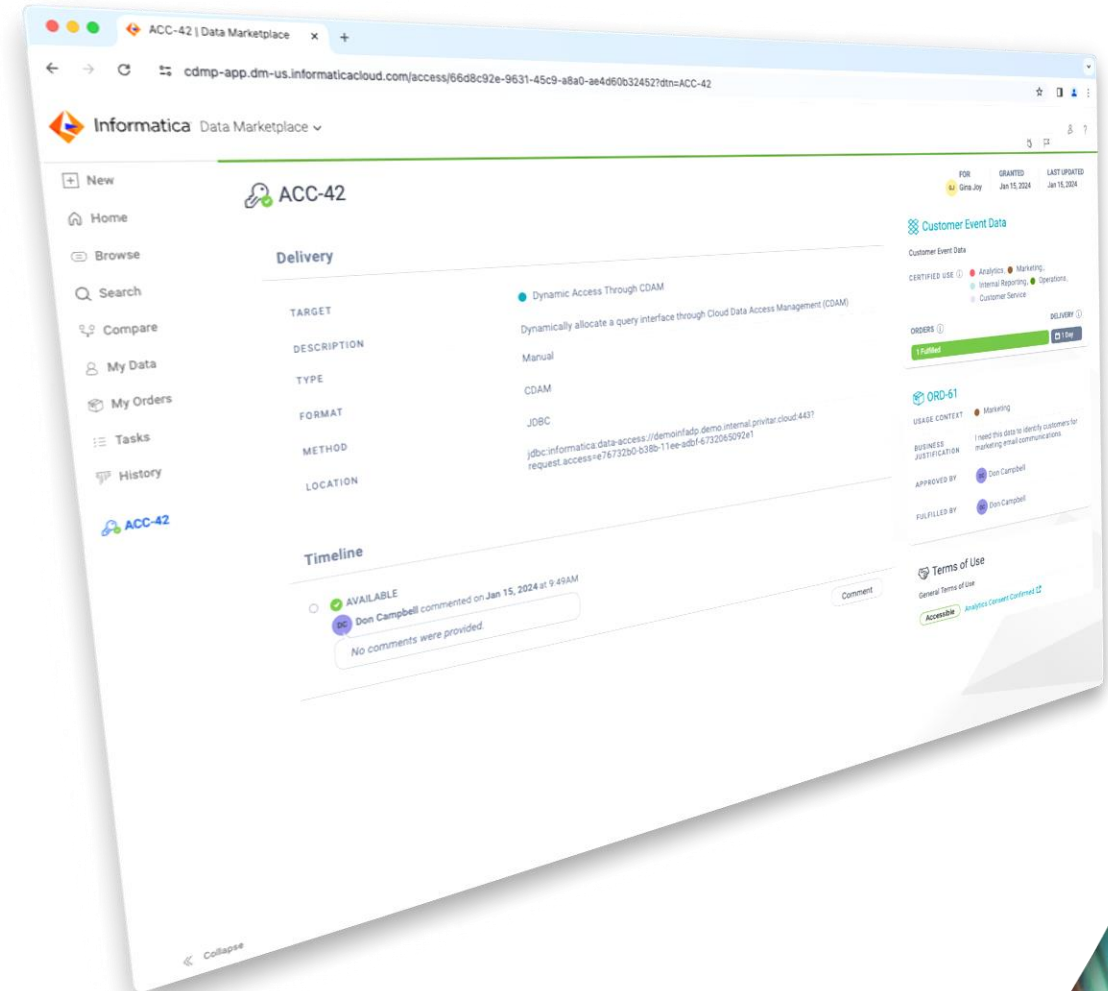
Extend data access to more and more users and applications through self-service

Cloud Data Marketplace (CDMP) provides self-service and data shopping user experiences.

CDAM dynamically de-identifies sensitive data in the cloud using in-store controls or a proxy.

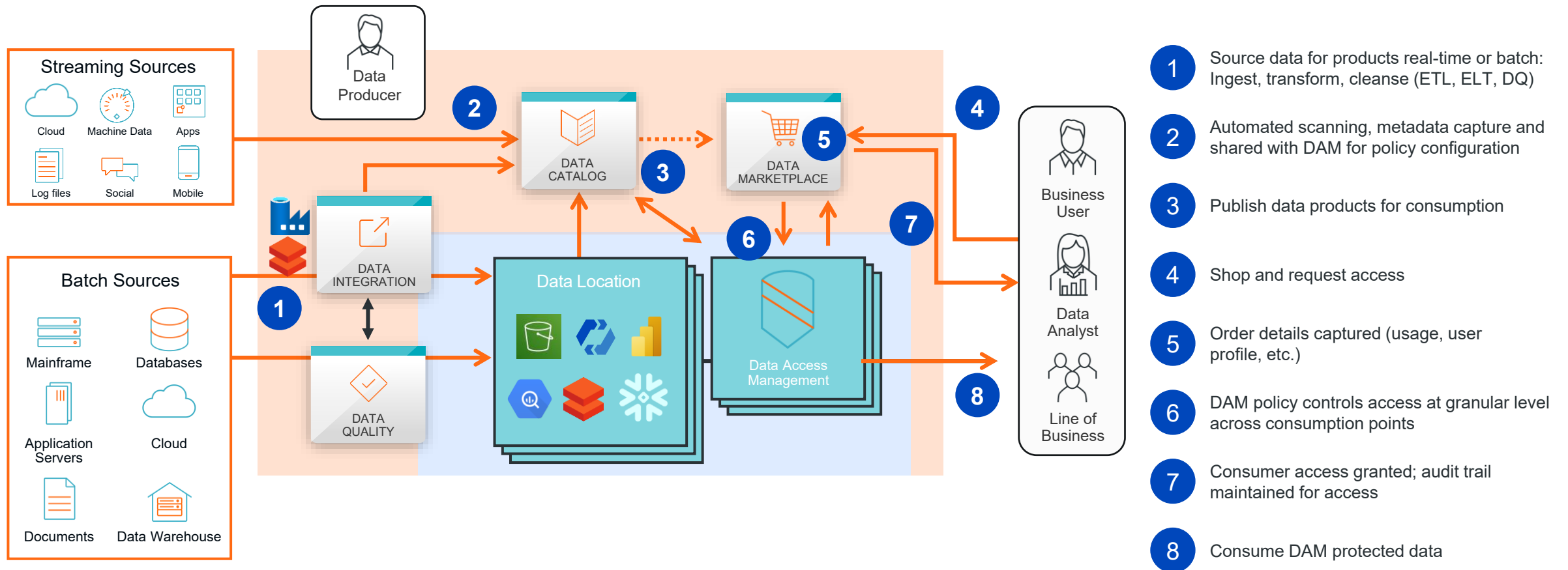
Support key initiatives:

- Data marketplace and shop for data
- Data sharing and collaboration
- Data for reporting and analysis
- Regulatory compliance



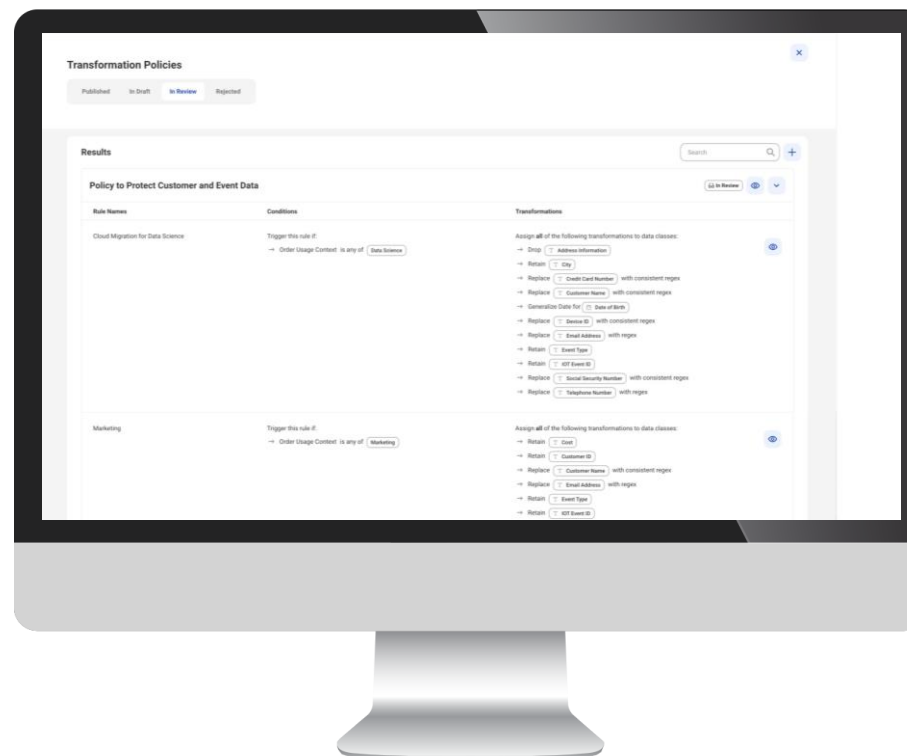
CDAM in the General Architecture for IDMC Services

- Cloud Data Access Management automates policy-compliant provisioning for self-service access at scale



DEMO

DATA ACCESS MANAGEMENT



THANK YOU !