

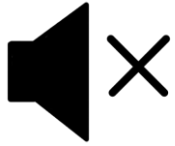
01 July, 2025

What's New in Informatica Cloud Data Governance and Catalog (CDGC), Cloud Data Marketplace (CDMP), Cloud Data Access Management (CDAM) and Cloud Data Quality (CDQ) in July 2025 Release?

- Amrish Thakkar, Senior Director, Product Management, R&D
- Ian Stahl, Senior Director, Product Management, R&D
- Harald Smith, Principal Product Manager, R&D
- Ricardo Sobral, Senior Director, Product Management, R&D

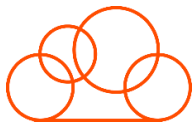
**Where data
& AI come to** 

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.

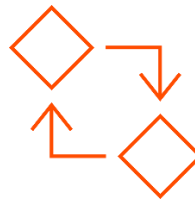
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



Informatica
Concierge



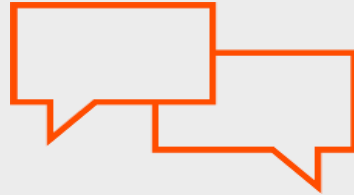
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



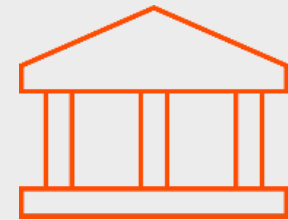
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

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

Safe Harbor

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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.

Cloud Data Governance and Catalog

Amrish Thakkar

Sr. Director, Product Management

Where data & AI come to **LIFE**

Features in CDGC 2025.07.M

- AI Model Governance
- Lineage Discovery using Auto Connection Assignment
- Workflow improvements
- Data Quality enhancements
- Additional Public APIs
- Glossary Association and Data Classification improvements
- Functional and Usability updates
- Discovery & Profiling updates
- Scanner Additions and enhancements
- Language Support: Catalan

AI Governance

AI Governance is Gaining Traction

Driven by regulation / natural need to govern data assets

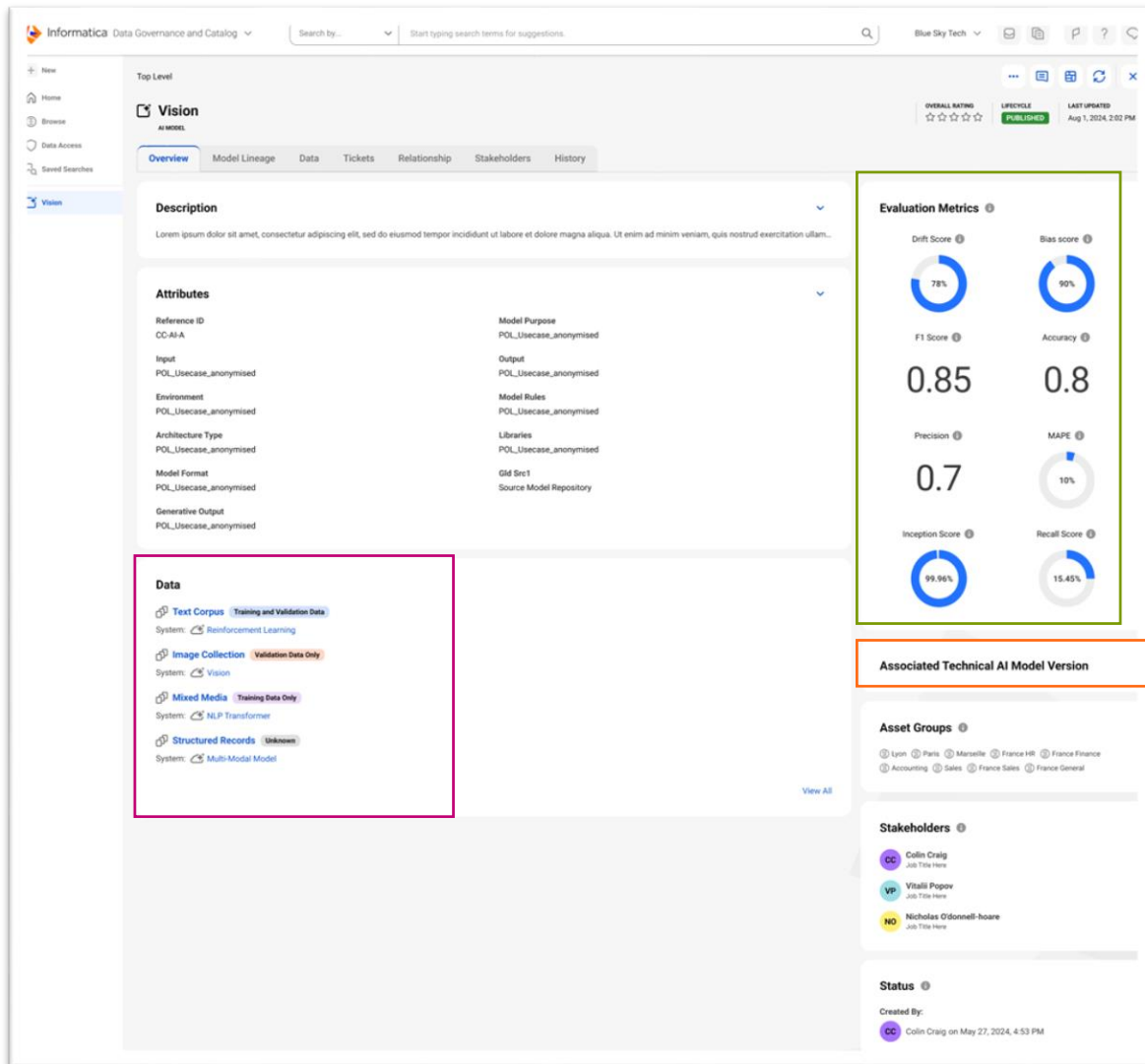
Preparation and Approval – AI Model Improvements

- Create an inventory of your AI Models
- Understand their provenance / lineage
- Understand data sets used to train / evaluate
- *User Configurable* evaluation metrics

Operational Deployment – AI System (New Business Asset)

- Understand how, where and why AI Capabilities are delivered to your organisation
- Linked to the models that they use
 - (and often reuse in multiple systems)

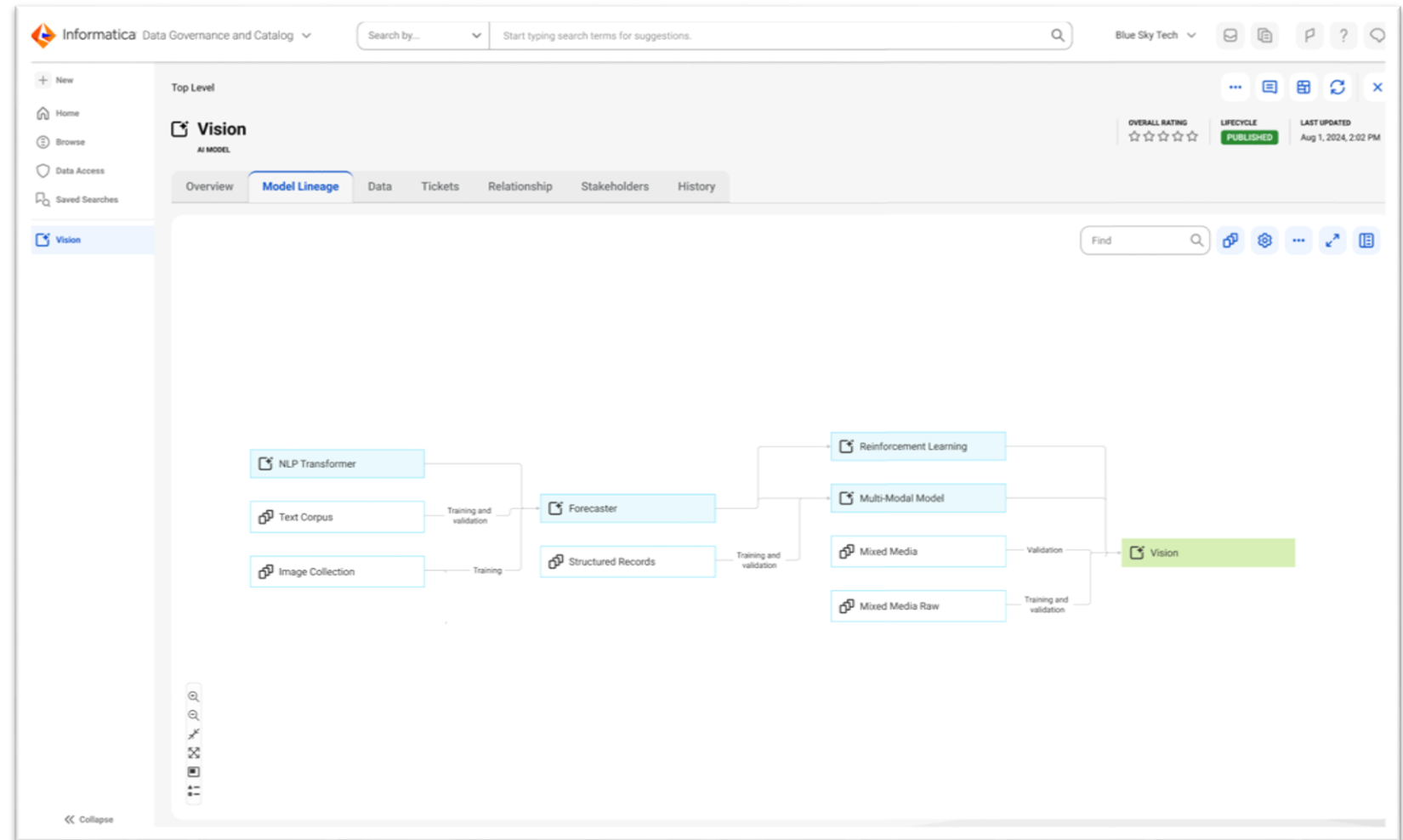
More effective AI Model asset



- **Configurable “Evaluation” Metrics** (in MCC)
 - Not just Drift and Bias
 - Talk about what’s relevant for your model
 - New visualisations
- **Data Set Relationships**
 - New relationships to Data Sets allow us to show training / validation relationship
 - (Deprecated AI Model x Data Element: pre-upgrade action required)
- **Link to (new) scanned AI Models**
 - Promotion from scanned assets (Databricks notebooks only in July) to talk about models of most interest to the business

AI Model Lineage

- Model lineage – from Foundation model to trained, approved model fit for your Use Case
- Uses
 - Changed behaviour for AI Model x AI Model relationship
 - Includes data sets, using new AI Model x Data Set relationships



New Asset - AI System

AI System describes deployed AI Capabilities

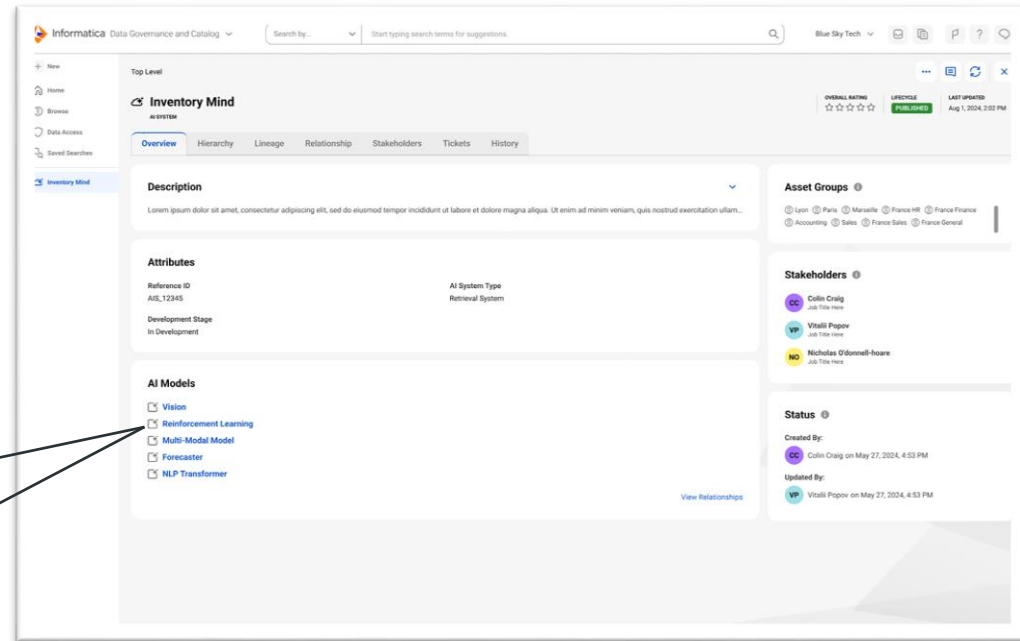
AI System

- Conversational (Chat Bots)
- RAG
- Agentic

Shows the models used in that system

AI Models

- ☒ Vision
- ☒ Reinforcement Learning
- ☒ Multi-Modal Model
- ☒ Forecaster
- ☒ NLP Transformer

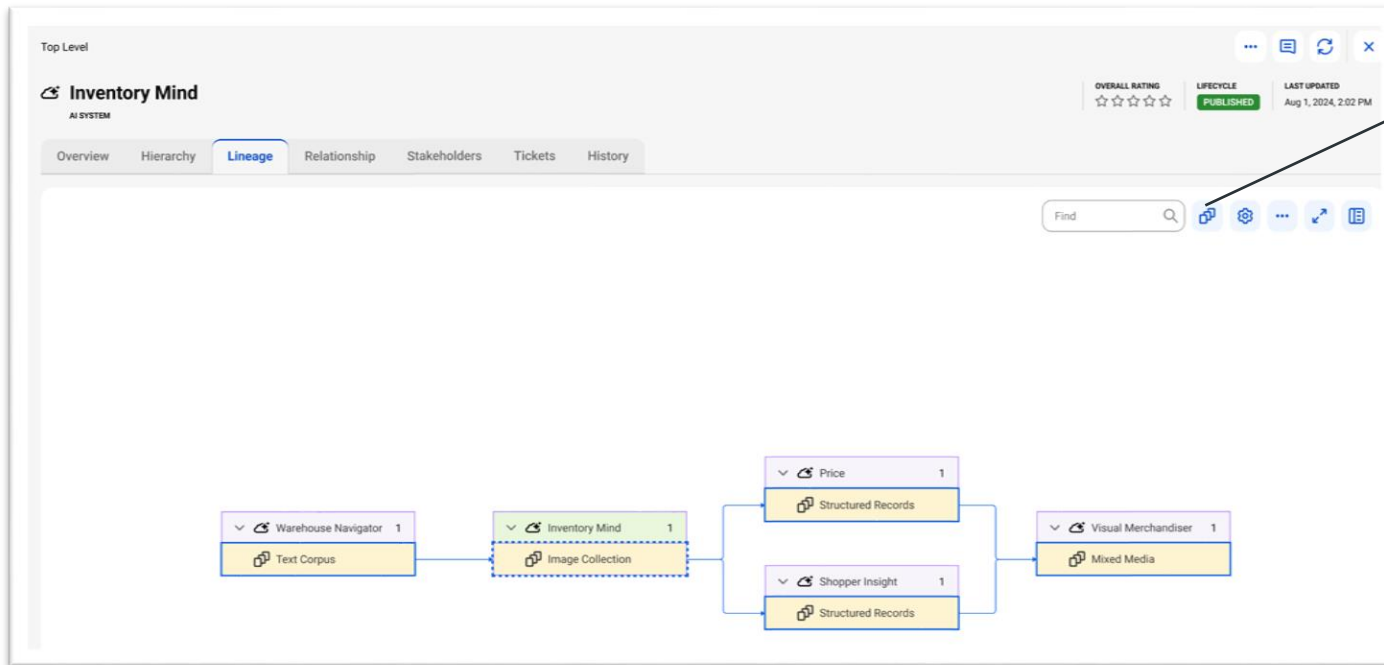


New Asset - AI System

Data Pipeline option – part of traditional lineage

AI System

- Can be part of lineage where it is part of a pipeline – uses Data Sets
- AI Models/ AI Projects as overlay



Overlays ⓘ

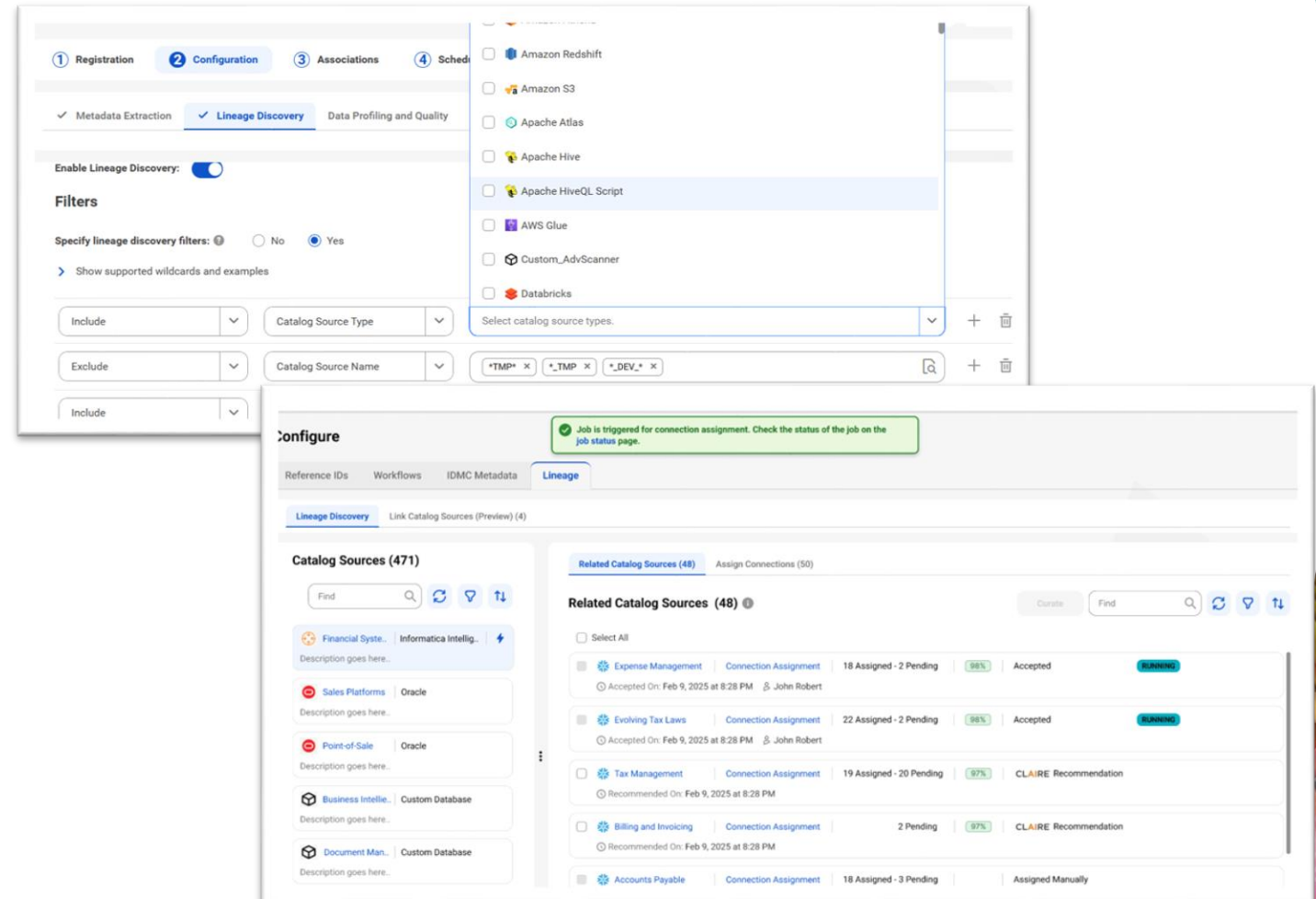
☐ Glossary	☐ Data Quality	☐ Others
☐ Business Term	☐ Aggregated	☐ Data Marketplace
☐ Domain	☐ Correctness	
☐ Subdomain	☐ Validity	
☐ Metric	☐ Completeness	
☐ Business Impact	☐ Consistency	
☐ Policy	☐ Uniqueness	
☐ Process	☐ Integrity	
☒ AI Model	☐ Currency	
☒ Project		

Apply **Cancel**

Lineage Discovery : Auto Connection Assignments

Lineage Discovery for Auto Connection Assignment

- **Lineage Discovery** automatically discovers lineage between different catalog sources.
 - Discovered Catalog sources lineage is available to governance users for approval.
 - User can Reject / Accept (Curate) - discovered lineage at catalog source.
 - Granular curation at connection to provide more control to users.
 - Once Approved, future lineage for that catalog source is **auto-assigned**.
- In Catalog Source Configuration :
 - New Capability **Lineage Discovery**
 - Users can enable or disable lineage discovery per source.
 - User can provide filter as hint for more accurate lineage discovery



Lineage Discovery for Auto Connection Assignment

- Benefits

- No more cumbersome time consuming, error-prone manual connection assignments processes.
- Users can accept or reject discovered lineage, ensuring accuracy and control.
- Improved user experience by connection filters at catalog source level.
- Lineage Discovery filters can be configured at the catalog source level for precision.

The screenshot shows the 'Lineage' tab in the software interface. It features a 'Lineage Discovery' section with a search bar and filters. Below this, there are two panels: 'Catalog Sources (34)' and 'Related Catalog Sources (1)'. The 'Catalog Sources' panel lists sources like 'Databricks_ACA_D...' and 'PowerBI_RerunFilte...'. The 'Related Catalog Sources' panel shows a single source 'DeltaTables_Endpoint...' with a status of '0 Assigned - 2 Pending' and a '100%' completion rate. A 'CLAIRE' recommendation is shown for this source. A context menu is open over the 'DeltaTables_Endpoint...' source, showing options: 'Accept' and 'Reject'.

The screenshot shows the 'Assign Connections' section of the software interface. It displays a table with 15 rows of connection assignments. The table has columns for 'ndpoint Type', 'Catalog Source Type', 'Job Status', and 'Objects'. The 'Objects' column shows progress bars for 'Matched' (green) and 'Unmatched' (orange) items. A context menu is open over the first row, showing options: 'Assign', 'Accept Recommendation', and 'Reject Recommendation'.

ndpoint Type	Catalog Source Type	Job Status	Objects: Matched (Green) / Unmatched (Orange)
multiple	Multiple	COMPLETED	100% (3) / 0% (0)
atabase	Microsoft Fabric Data ...	COMPLETED	94% (91) / 6% (6)
ot Applicable	Not Applicable	Not Applicable	Not Applicable
ot Applicable	Not Applicable	Not Applicable	Not Applicable
atabase	Snowflake	Not Applicable	100 %
atabase	Snowflake	Not Applicable	100 %

Workflow Improvements

Comments for Task actions

- Can configure if comments are mandatory or optional for a Task action
- Comments can be provided for a Ticket from Task inbox
- Ticket comments are displayed for users in Task Inbox

Task Inbox enhancements

- Merged “My Tasks” and “Unassigned” Tasks tab into one single Tasks
- Displays all the tasks which are claimed and those which can be claimed or Actions can be performed

Clone a Workflow

- If you want to create a workflow that is similar to an existing one, you can clone the existing workflow and modify the workflow name and other details as per your requirement.

Workflow support – for CDAM Assets

- CDAM Assets can use the Workflows for Create and Edit Approvals while publishing.
- During Workflow event configuration, Data Access Assets can be selected as Asset Type
- If there is no Workflow configured for a CDAM asset, it will be created in “Published” lifecycle.
- Tickets associated with respective CDAM Assets will be listed in Ticket tab

Workflow support – for DQ Failure Tickets

- You can now associate a workflow to a Data Quality Failure ticket by selecting the Event Category as Data Quality and Event Type as Data Quality Failure during Workflow event configuration
- You can create a Data Quality Failure ticket from the Rule Occurrence tab of an asset.

Workflows for AI System assets

- New AI System asset type will also have Ticketing with Workflows

Data Quality updates

Data Quality Dashboard Widget

- Users can now use Bar chart and Score charts driven by Search input
 - Similar to option available in Donut chart
- Grids in the drilldown view can be customized with additional columns available
- Data Quality rules can be exported from within the Dashboard drilldown view
- Few other usability improvements for better interaction

Data Quality Notifications

Two new notification events for Data Quality Rule Occurrences have been introduced: Initial scan below threshold and Score improvements.

- DQRO Stakeholders will be notified when a catalog source's score is below threshold during the first scan.
- DQRO Stakeholders will also receive alerts when scores improve on subsequent scans (e.g., Not Acceptable to Acceptable or Good).
- These notifications apply to CDGC ROs, scorecard ROs, and automated ROs generated from data quality rule templates.

Data Quality Rule Automation

Support for multi-input port DQ Rules – Single object

- Supports linking of DQ Rule Templates with Multi Input Rule Specification
- Provide a mapping to associate Primary and Secondary Glossary for the Input ports
- Auto DQ Rule Occurrences are created for a Dataset which has 1 Data Element for each of the Glossaries mapped.

Glossary / Dataset	Customer	Patient	Accounts	Wellhead
Contact Details	1	3	5	16
Gender	2	4	6	17
Phone	7	9,10	18	-
Email Address	8	-	19	-
Contact Address	-	-	11	13
Zip code	-	-	12	14,15

Data Quality Score Aggregation System Job

Execution of DQ Score Aggregation for scores uploaded via API

- New System Job is added for DQ Score Aggregation which is scheduled to run twice a day
- Bulk import of DQ Scores will also use this System Job
- There will be “Run Now” option from the UI to execute on demand

Glossary Association & Data Classification

Synonym support for IGA

In Catalog Source Glossary Association Config

You can now provide enterprise specific synonym / abbreviation definition as an input to algorithm for specific catalog source.

- This improves IGA algorithm's accuracy. Enabling better matching between technical metadata and business glossary terms.
- Reduces false negatives in glossary association by recognizing common variations.
- Supports enterprise-specific terminology and acronyms.
- Example Synonym Lookup Table
 - TRX, Transaction
 - INV, Invoice
 - RG, Region

This will allow algorithm to better match columns such as TRX_ID with **Transaction Identifier**. INV_DT will match with **Invoice Date** instead of **Inventory Date**



General Information

Name: * ⓘ syn_insurance

Identifier: ⓘ syn_insurance

Description: synonym & abbreviation for insurance ⓘ

Code Page for Delimited Files: ⓘ UTF-8 ▼

Glossary Association Synonyms: ⓘ ☒

Lookup Table File: * ⓘ Select a CSV file [Browse](#)

Use Abbreviation and Synonym Definitions

☒ Yes ⓘ ☐ No ⓘ

Select lookup table [Select](#)

Categorize Data Classification

- Administrators can categorize data classification using classification categories like PII, PHI etc.
- Multiple classification categories can be added to a single classification.
- View the classification categories in search preview, asset overview pages.
- Search assets using classification categories ex – assets related to classification with data element classification category in (PII)

The screenshot displays the Informatica Data Classification interface. At the top, there are tabs for Overview, Lineage, Relationships, Data Quality, Data Observability, Reference Data, and Stakeholders. The main content area is divided into three sections:

- Glossaries**: Shows 'Accepted (0)', 'CLAIRE™ Recommendations (0)', and 'Declined (0)'. A link 'Click here to add Glossary assets' is provided.
- Data Element Classifications**: Shows 'Accepted (1)' and 'Declined (0)'. A tag 'ETHNICITY_CI...' is visible under 'Accepted'.
- Classification Categories**: Shows buttons for 'Banking', 'Healthcare', and 'PHI'.

A modal window titled 'Category_Classifi...' is open, showing details for a 'DATA ELEMENT CLASSIFICATION'. It includes tabs for 'Overview' and 'Related Assets (1)'. The 'Overview' tab displays:

- Description**: -
- Status**: PUBLISHED (green) and MEDIUM (pink).
- Classification Categories**: Banking and Finance.
- Hierarchy**: Top Level.
- Last Updated**: Jun 24, 2025, 3:50 AM.
- Stakeholders**: -
- Related Assets**: 1 asset shown as a diagram with 'Category...' and 'Column' nodes.

Functional and Usability Improvements

Support for Deleted User

Currently when user is deleted from IDMC Administrator. All the assets user related metadata such as stakeholder, created by, updated by, audit history is replaced as “DELETED” in UI or Bulk Export.

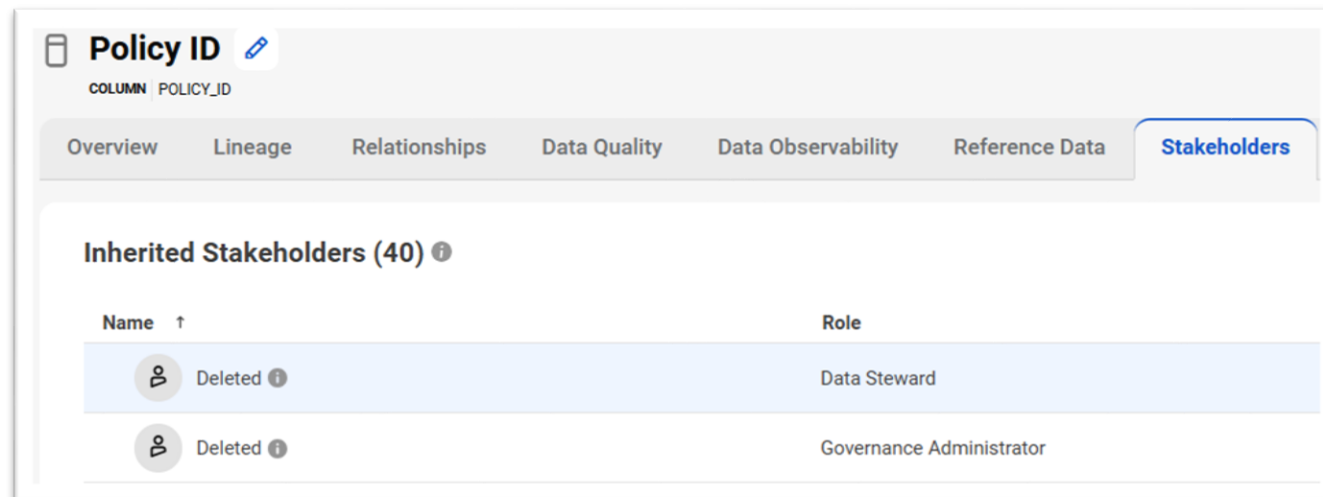
- After July release any deleted user will show as <username>(Deleted) on all places where user metadata is available in CDGC application.
- This information will be available in bulk export to allow transfer ownership or stakeholder ship to other users in bulk.

Benefits

- Preserves user identity post-deletion for audit, compliance and governance.
- Consistent user metadata across UI and exports
- Enables bulk remediation of orphaned assets
- Easy transfer of ownership



Informatica



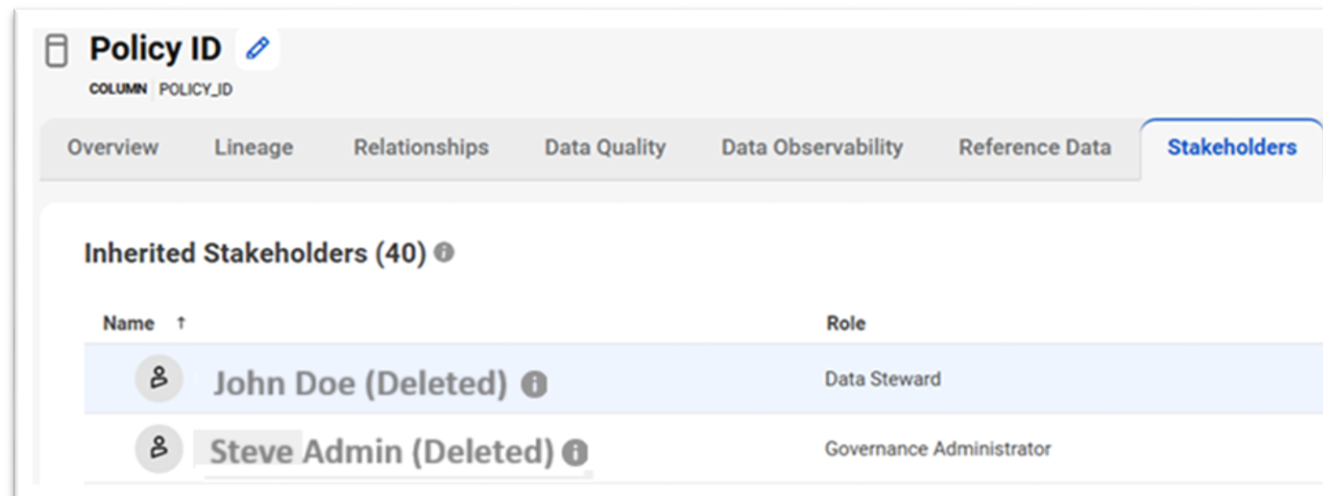
Policy ID

COLUMN POLICY_ID

Overview Lineage Relationships Data Quality Data Observability Reference Data **Stakeholders**

Inherited Stakeholders (40)

Name ↑	Role
Deleted	Data Steward
Deleted	Governance Administrator



Policy ID

COLUMN POLICY_ID

Overview Lineage Relationships Data Quality Data Observability Reference Data **Stakeholders**

Inherited Stakeholders (40)

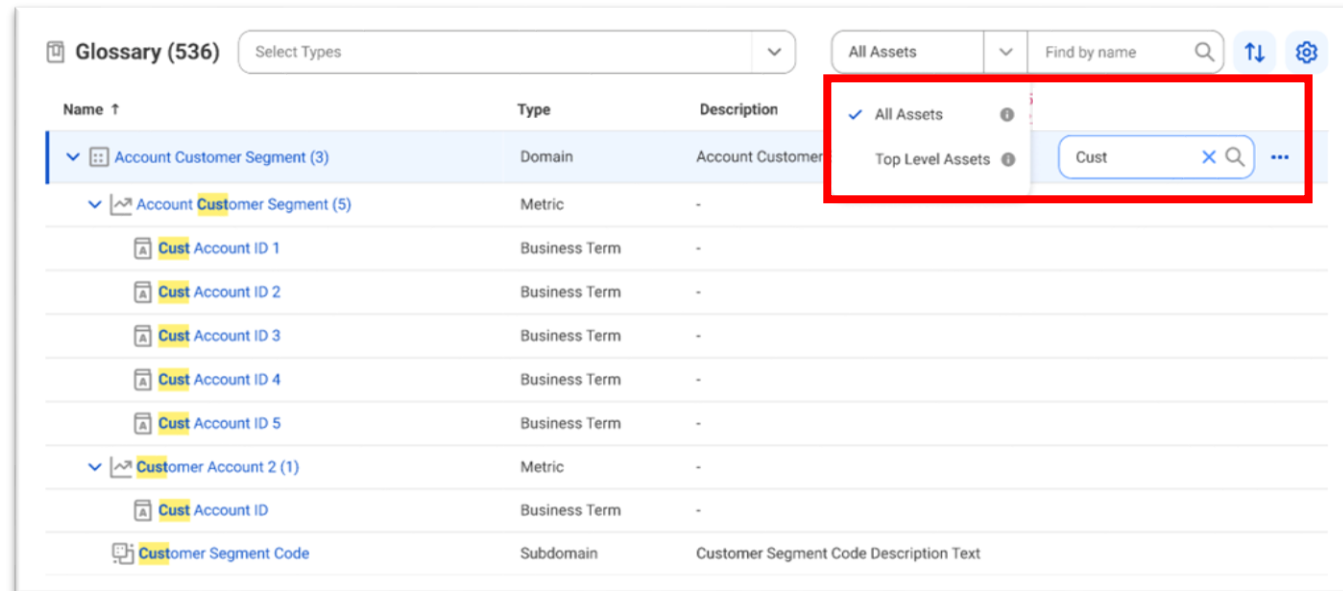
Name ↑	Role
John Doe (Deleted)	Data Steward
Steve Admin (Deleted)	Governance Administrator

Export and Bulk import enhancements

- User Sync capability allows the extraction of deleted stakeholder information in the export sheet in the format User Name(Deleted).
- The current limit of the export sheet has been increased from 10k to 50k assets, along with their relationships, in one Excel workbook.
- Reference IDs are included as hyperlinks in the exported file, allowing navigation to the asset overview page in CDGC.
- Stakeholder Details, including Stakeholder Role, Full Name, and Email Address, can be extracted in the export sheet as an uneditable field.

Browse enhancements

- Find capability has been enhanced to allow find within the Hierarchy
 - Until this release, Browse find only returned Top-Level (root) items
 - Find will list first 25 matches and provide an option to go to search for more items
 - User can find across all Hierarchies or within a specific hierarchy



Reference 360 Integration updates

- Data Element Classifications can be written to use Reference Data coming from Reference 360
 - Similar to Lookup but instead of uploading a lookup file, one can use the Reference Data to Classify

The screenshot shows a web interface for configuring an inclusion rule. At the top, there are two tabs: '1 General Information' and '2 Qualifier', with '2 Qualifier' being the active tab. Below the tabs, there is a section titled 'Inclusion Rule' with a 'Validate' button on the right. Underneath, there is a toggle switch for 'Advanced' which is currently turned off. Below the toggle, there are three columns: 'Attribute', 'Operator', and 'Values'. In the 'Attribute' column, there is a dropdown menu with 'Frequent Value' selected. In the 'Operator' column, there is a dropdown menu with 'Appears in Reference 360' selected. In the 'Values' column, there is a text input field containing 'Ethnicity.ethnicity.detail.Code', a 'Browse' button, and a '+' icon. Below the input field, there is a 'Conformance %' field with a value of '100' and a checkbox for 'Weighted Conformance' which is checked. There is also a trash icon to the right of the input field.

- Also introducing a new Role Permission to allow Admin to control who can see the Reference Data sample values in CDGC

Public API – Content Management API

Content Management API :

- This API will allow **UPDATE operations** through public API on **Technical assets** – operations such as business names, descriptions, stakeholders, classification, glossary association, custom attribute values.
- This API will allow **CREATE / UPDATE / DELETE operations** through public API on **Business assets** such as Glossaries, Datasets, Systems.

Endpoints :

POST /data360/content/v1/assets

PATCH /data360/content/v1/assets/<IDENTITY>?scheme=<EXTERNAL/INTERNAL>

DELETE /data360/content/v1/assets/<IDENTITY>?scheme=<EXTERNAL/INTERNAL>

Benefits

- Allows automation use cases for operations on CDGC assets through public API
- Allows metadata sync with external or inhouse applications.
- Ideal for large-scale metadata onboarding, migration, or governance initiatives.

Public API – Enhancements

In CDGC Asset **Details** public API – currently asset relationship and custom attribute **internal ids** are included. This creates confusion for end user and additional steps are required to get labels.

Starting 2025.07 release : user have options to either get **id or label** for **relationships** and **custom attributes**

- Instead of internal relationship id– user can get **relationship labels** as defined in MCC : **is Relation to, is Source** for etc.
- Instead of internal Custom Attribute id– user can get **custom attribute labels** as defined in MCC.

* No impact on existing public APIs or automation that you may have done.

Endpoint (Existing):

/data360/search/v1/assets

/data360/search/v1/assets/details

New Header Option :

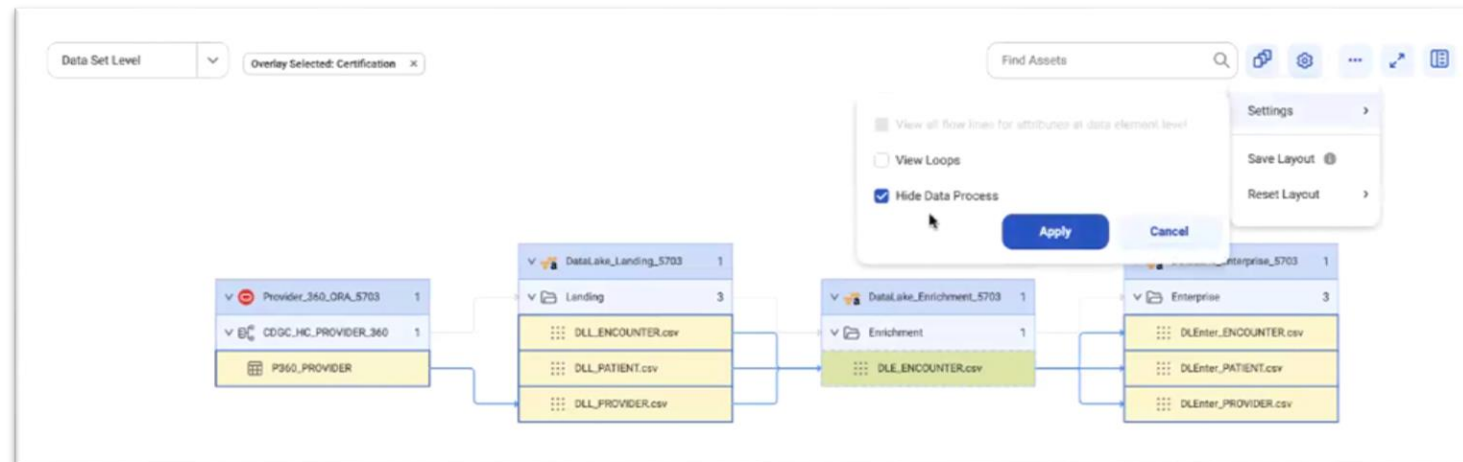
x-infa-show-association-label : true/false -- default false

x-infa-show-custom-attribute-label : true/false -- default false

Lineage Filter – Hide Data Process

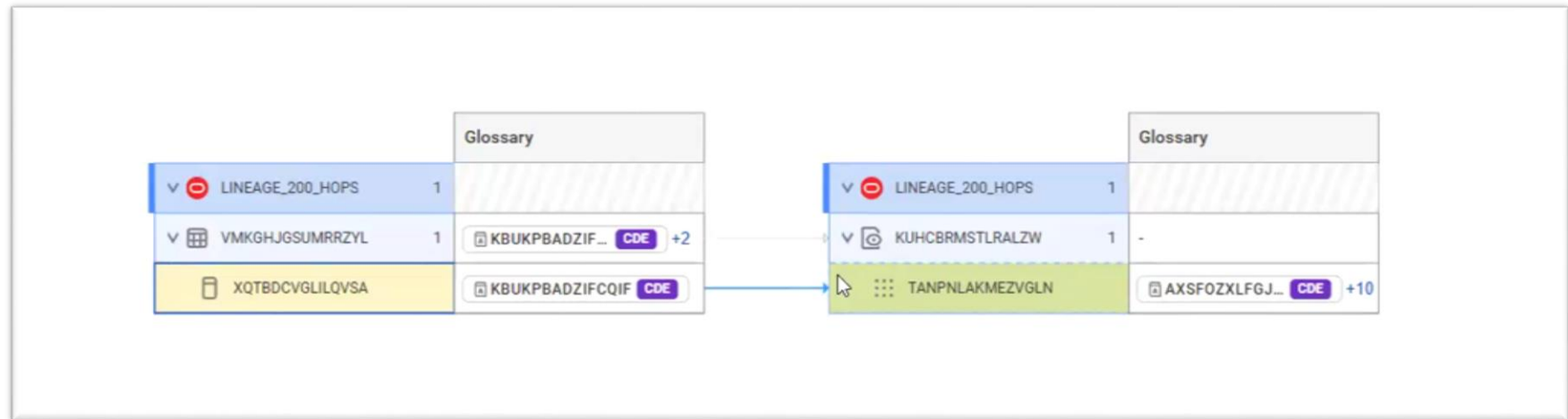
Hide Data Process

- Allows end user to **see simplified lineage** of only business-critical Data sets such as Table, Views, BI Reports, Files.
- It allows hiding “Data Processes” or noise such as ETL pipelines, transformations logic, Scripts, Stored Procedures etc. in lineage.
- End user can see « Hide Data Process » option at Data set, Data Element or Catalog Source level lineage.
- Users can tailor their lineage viewing experience by **saving « Hide Data Process » preference** along with other preferences such as overlays, loops, show / hide side panel.
- User can anytime see full lineage or data process lineage by specifically opening lineage tab of data processes or changing options in lineage settings of a particular lineage – without removing saved preference.



Lineage – Glossary overlay – identify CDE

- Lineage Overlay – CDE Icon for Business Term
 - While overlaying a Business Term onto the lineage, the CDE icon will be displayed on the corresponding Business Term.
 - Allows the tracing of CDE flow in data lifecycle and easier assessment of potential impact across system.



Tooltip Improvement: Data Element x Glossary

- Cleaner more attractive design
- More information
 - Asset Path
 - Ref ID

The screenshot displays the Informatica Data Element x Glossary interface. At the top, there's a breadcrumb trail: `sql_test` / `HAWKSQldb` / `ODIN1` / `Employees`. Below this is a search bar with the placeholder text "(Add Business Name)". The main navigation bar includes tabs: Overview (selected), Lineage, Relationships, Data Quality, Data Observability, Stakeholders, Attributes, Tickets, and History. The main content area shows a list of data elements. The first element, "City", is highlighted, and a tooltip is displayed over it. The tooltip contains the following information:

- BUSINESS TERM**
- Asset Path:** `Company Data` / `Organizations` / `Regions` / `City`
- Confidence score:** 100%
- Curated by:** Person Name
- Ref ID:** ABCD123456
- Status:** Published
- Description:** The city name is a crucial component of a complete address. It helps pinpoint the location within a broader region, such as a state or country.

Below the tooltip, there are sections for "Recommendations (0)" and "Data Element Classifications". The "Recommendations" section shows "No recommendations for now." and a "Declined (3) Remove All" link. The "Data Element Classifications" section shows "Accepted (0)" and "Declined (0)" counts, with a link to "Click here to add Classification assets."

QuickLook Configuration Improvements

- The POD URL will be prepopulated during initial QuickLook configuration to eliminate the need for manual entry,
- For CDGC users, the POD URL is automatically extracted from their CDGC login and populated during QuickLook setup.
- For new users, administrators can broadcast the relevant POD URL to all users within the organization when QuickLook is installed.
- Users can also select a POD URL from a dropdown menu instead of typing it manually.

New Language Support

- CDGC, CDMP, and QuickLook now supports Catalan language.

Discovery and Classification PAM

Classification and Glossary Association has been enabled for the following sources:

- Fabric Lakehouse
- Qlik Sense Cloud
- Microsoft Azure Synapse Analytics
- SSRS

Scanner updates

New Scanners

- **Informatica CDI-e** (available under IICS Catalog Source)
- **Informatica MDM SaaS** (available under IICS Catalog Source)
- **SAP Business Objects Data Services**
- **Workday** (Preview)

- **Databricks** Unity Catalog **AI Models** technical metadata extraction (available under Databricks Catalog Source)
- **Iceberg OpenTable** file format (available under Amazon S3, Microsoft ADLS Gen.2, Microsoft BLOB)
- ZIP and TAR archives (available under Amazon S3, Microsoft ADLS Gen.2, File System)

Scanners enhancements

- **Databricks**

- Support for OAuth M2M authentication
- Support for system tables while extracting tables/columns metadata from Unity Catalog

- **Microsoft Azure Data Factory**

- Support for Salesforce sources and targets (Salesforce Object Query Language support to be added in one of future releases)
- Added control activity to lineage activity relationships

- **Tableau**

- Support for SAP Hana sources and targets
- Support for additional filter components and properties

Scanners enhancements

- **Microsoft Power BI**

- Support for Dataflows referenced by name in Power Query scripts

- **Snowflake**

- Support for Dynamic and Hybrid tables

- **Incremental scan** for additional sources:

- Microsoft Fabric Data Warehouse
- Microsoft Fabric Data Lakehouse

- **Other enhancements**

- Support for SASL_SSL authentication mechanism in Kafka
- Support for Oracle Native JDBC driver in addition to the currently utilized Progress (Data Direct) driver



Cloud Data Quality What's New – July 2025

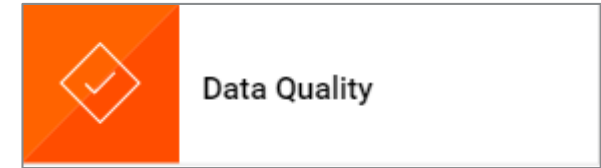
Ricardo Sobral

Sr. Director Product Management

**Where data
& AI come to** **LIFE**

Cloud Data Quality

What's New in Cloud Data Quality - July 2025?



- ☐ Data Quality Rule Specification exposed as a managed REST Endpoint for Real Time checks (Tech Preview)
- ☐ Address Verification for Real Time check as IDMC service and IPU consumption
- ☐ Data Observability – new checks:
 - ☐ Freshness
 - ☐ Volume
- ☐ Parser: support for multiple tokens per output field
- ☐ Asset comparison for CDQ assets
- ☐ Smart help for Data Quality Service

Profiling

What's New in Profiling – July 2025?



Data Profiling



Data Governance and
Catalog

Data Quality Profiling:

- ☐ Scorecard:
 - ☐ Incorporate Metadata Access Control for Rule Occurrences/Metrics
- ☐ PAM:
 - ☐ Support multi-schema connection and advanced options for Oracle and MS SQL
 - ☐ Support advanced options for ODBC
- ☐ Source mapplets:
 - ☐ Support of Intelligent Structured Parser transformation, allowing to profile and link CDQ assets to XML elements embedded in string columns of relational sources

Cloud Catalog and Governance Profiling and Data Quality:

- ☐ PAM:
 - ☐ SAP Datasphere views and analytical model
 - ☐ Netezza
 - ☐ Multi-schema support for Oracle, Teradata
 - ☐ Multi database and schema support for MS SQL,
 - ☐ Option to limit number of rows for SAP ERP sources
- ☐ Align logic for profiling statistics presented as percentage

Cloud Data Quality

Data Quality Rules exposed as API

Real Time Data Quality Rules (Tech Preview)

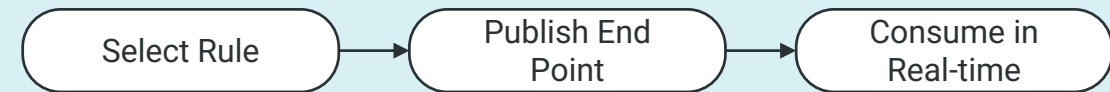
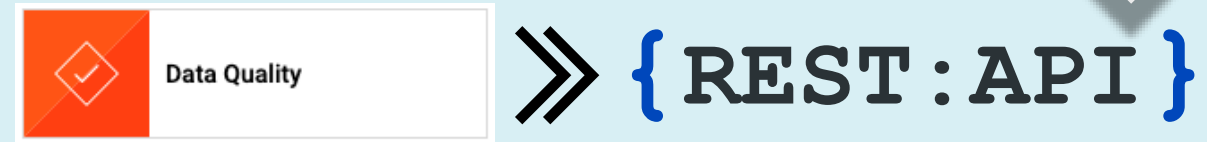
2025.07.M

Key Highlights

- Data quality rules for embedding in any application or ecosystem
- Surface data quality rule as REST end point
- Data quality services for application orchestration and point-of-entry scenarios
- Governed by API Center gateway

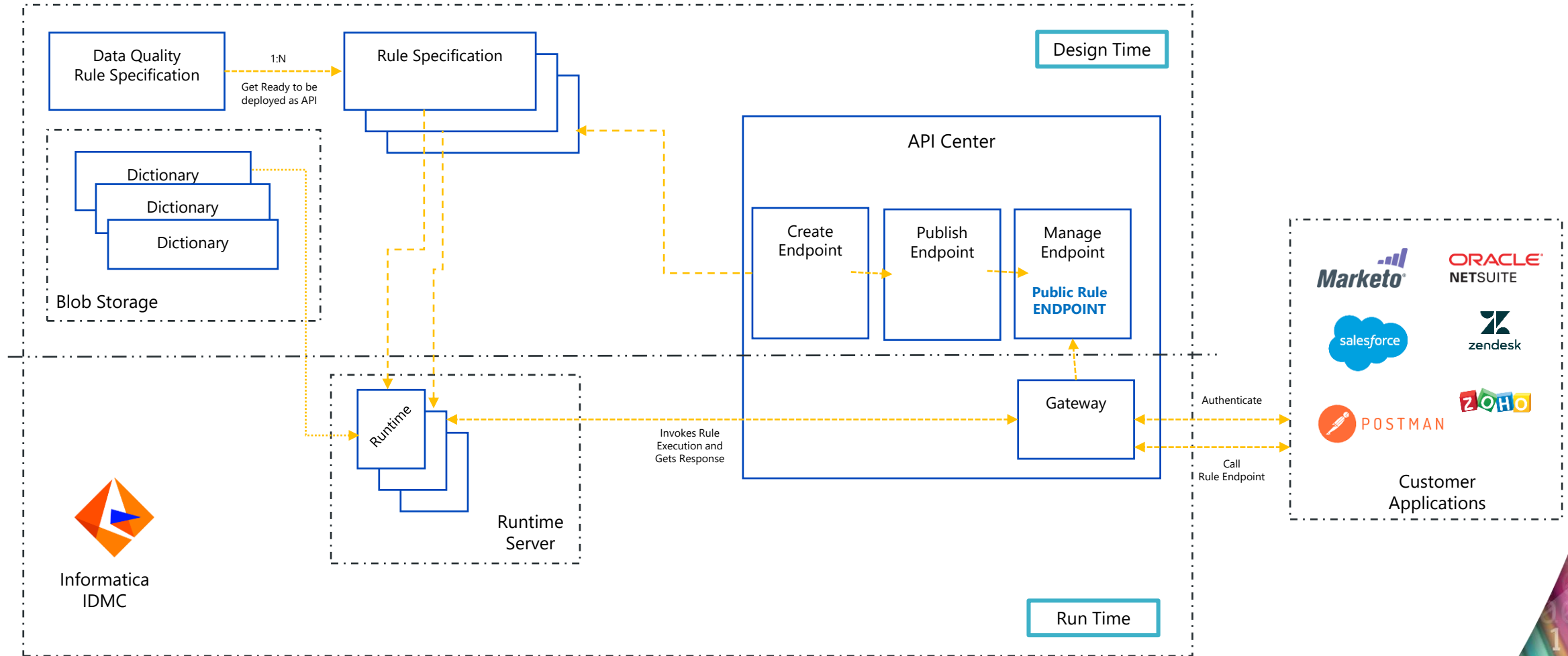
Benefits

- Facilitate scaling outside of Informatica run-times
- Low-latency, low-volume alternative to a data quality mapping
- REST APIs enable easy integration with other applications and systems



Real Time Data Quality Rules

High Level Architecture



Real Time Data Quality Rules

User Flow

1 Enable rule for API in Explorer

Informatica Data Quality

April_2025_DO_AZREL_DB_Mig

New...HomeExploreMy JobsMy Import/Export...

ExploreAll ProjectsRule_As_Rest_API_Rule_SpecBasic_Rules

Import...

Basic_Rules (10)None Selected

Find

☐	Name	Type	Updated On	Description	Tags	Metering Tags	Status
☐	BasicRule_DictionaryV	Rule Specification	Jun 5, 2025, 6:22 PM				Valid
☐	BasicRule_Expressiont	Rule Specification	Jun 5, 2025, 5:57 PM				Valid
☐	BasicRule_FunctionsRi	Rule Specification	Jun 5, 2025, 5:17 PM				Valid
☐	Child_Rule	Rule Specification	Jun 5, 2025, 5:01 PM	TC285_Child_Rule1			Valid
☒	Dict_RuleinRule	Dictionary	Jun 5, 2025, 6:13 PM				Valid
☐	Mapplet_1	Mapplet	Jun 5, 2025, 5:28 PM				Valid
☐	Mapplet_2	Mapplet	Jun 5, 2025, 5:28 PM				Valid
☐	Rule_Mapplet_1	Rule Specification	Jun 5, 2025, 5:27 PM	desc			Valid
☐	Rule_Mapplet_2	Rule Specification	Jun 5, 2025, 5:30 PM	desc			Valid
☐	Single quotes logic	Rule Specification	Jun 5, 2025, 5:46 PM				Valid

1 - 10 of 10 Items

Page 1 of 1

Items Per Page: 25

Properties...ViewEditEnable for APIRename...Copy To...Move To...

This step will get the Rule Spec ready. This may take minutes depending on the complexity of the rule.

Real Time Data Quality Rules

User Flow

2 Give a name for the API

The screenshot shows the Informatica Data Quality web interface. A modal titled "Enable for APIs" is open, prompting the user to enter a "Rule Name". The input field contains "myFirstApi". The modal has "Enable" and "Cancel" buttons. In the background, a table lists various rules. A green notification banner at the bottom right states: "The rule was requested for API usage."

Name	Type	Updated On	Description	Tags	Metering Tags	Status
BasicRule_DictionaryM	Rule Specification	Jun 5, 2025, 6:22 PM				Valid
BasicRule_ExpressionM	Rule Specification					Valid
BasicRule_FunctionsRi	Rule Specification					Valid
Child_Rule	Rule Specification					Valid
Dict_RuleinRule	Dictionary					Valid
Mapplet_1	Mapplet					Valid
Mapplet_2	Mapplet					Valid
Rule_Mapplet_1	Rule Specification	Jun 5, 2025, 5:27 PM	desc			Valid
Rule_Mapplet_2	Rule Specification	Jun 5, 2025, 5:30 PM	desc			Valid
Single quotes logic	Rule Specification	Jun 5, 2025, 5:46 PM				Valid

This is the name of the API that will be exposed as part of the API endpoint. One Rule Spec may have multiple deployment versions.

In future user may delete older deployments

Real Time Data Quality Rules

User Flow

3

Create API in API Center

Choose IDMC Service – Data Quality

Informatica API Center

New

Explore

Policies

API Console

API Groups

API Monitor

Configuration

Explore

All Projects

All Projects (26)

None Selected

Name

BundledAssets_in_BasicAdvanceRule

Rule_As_Rest_API_Rule_Specs

_Chaithra

RuleAsRestApi_Metering_DQC-37758

_DQ_QA

BundleDict_DQC36924

Exception_UI_Smoke_Project

Exception_API_Regression_Project

Auto_Project3_EM

Auto_Project2_EM

Auto_Project1_EM

KEV

1 - 25 of 26 items

New Asset

Select the type of asset you want.

APIs

REST API

Define a REST API.

?

Create

Cancel

April_2025_DO_AZREL_DB_Mig

New Project

Import an API Definition

1 Select Source

2 Select Assets

3 Summary

Source:

File

URL

IDMC Services

Provider:

Application Integration

Application Integration

Data Quality

?

Import an API Definition

1 Select Source

2 Select Assets

3 Summary

Name

Rule-2

Rule-3

rule-123

myFirstApi

RuleAsRestApi-TC001-231767117

1 - 91 of 91 items

Page 1 of 1

 Items Per Page: 100

?

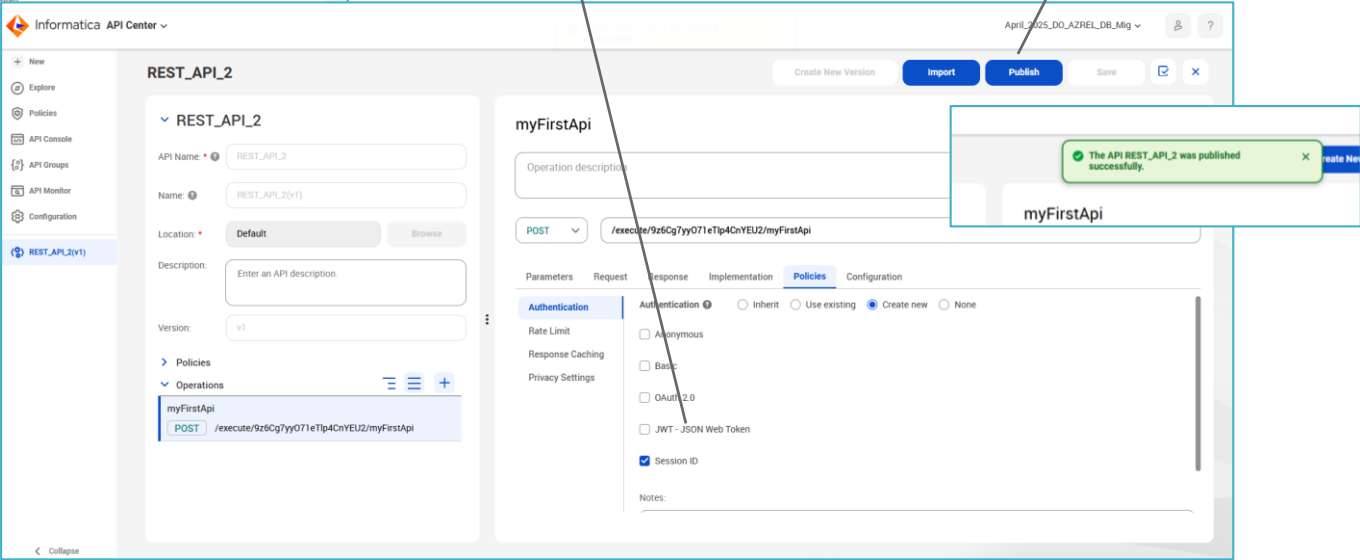
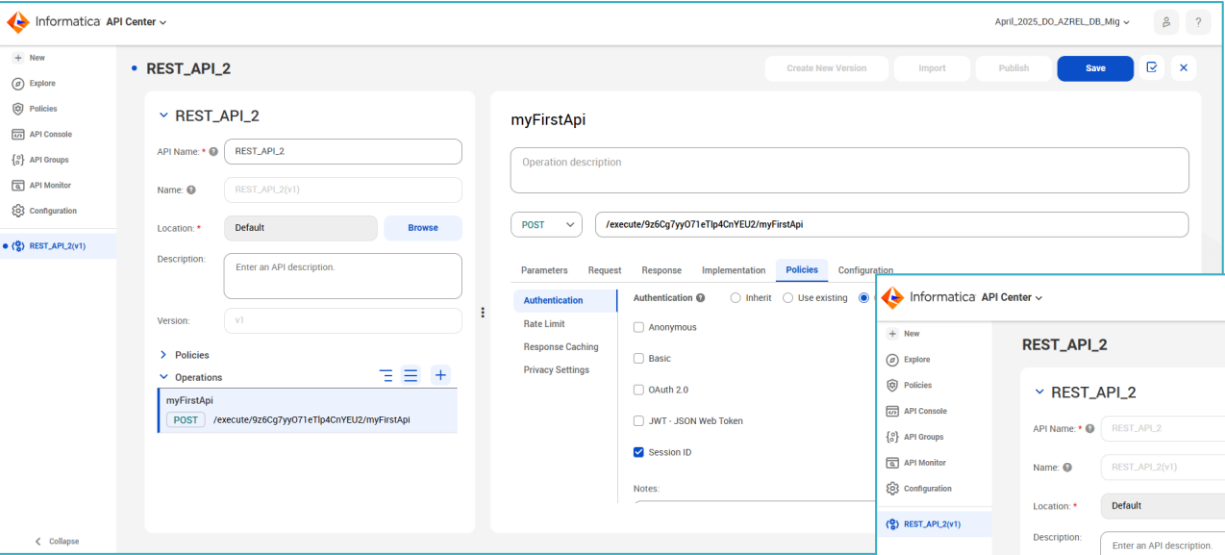
Real Time Data Quality Rules

User Flow

4 Publish the API

Authentication must be "Session id"

Save and Publish it



Real Time Data Quality Rules

User Flow

5 Create a Managed API

Informatica API Center

April_2025_DO_AZREL_DB_Mig

API Console

ServicesPublished APISManaged APIs

Publish Custom API

Published API Name	Version	Description	Provider	Provider Source Name	Protocol	Managed API Count	Last Modified Date
REST_API_2	v1		API Center	REST_API_2(v1)	REST	Active: 0	Jun 5, 2025, 12:41 PM
RuleSpecCheckM2.IM...	v1		API Center	RuleSpecCheckM2.IM...	REST	Active: 1	Jun 5, 2025, 06:18 AM
Rule_CH_Simple_Basic...	v1		API Center	Rule_CH_Simple_Basic...	REST	Active: 1	Jun 5, 2025, 03:48 AM
Rule_CH_Simple_Basic...	v1		API Center	Rule_CH_Simple_Basic...	REST	Active: 1	Jun 5, 2025, 02:45 AM
REST_API_1	v1		API Center	REST_API_1(v1)	REST	Active: 0	Jun 4, 2025, 05:35 AM

Create a Managed API
View Published API
View Published History
Unpublish

Add the URL context and Save it

Informatica API Center

April_2025_DO_AZREL_DB_Mig

Create a Managed API

Save

Managed API Name: REST_API_2

Description:

Domain (Base URL): https://gw-qa-azure-pod1.rel1.infaga.com

Current Version: v1

URL Context: myContext

API Policies

- Security
- IP Filtering
- Operational
- CORS

Operations

- myFirstApi
 - POST /execute/9z6Cg7yy071eTlp4CnYEU2/myFirstApi

myFirstApi

- POST /execute/9z6Cg7yy071eTlp4CnYEU2/myFirstApi

Policies

- Authentication
 - Rate Limit
 - Response Caching
 - Privacy Settings
- Authentication
 - Anonymous
 - Basic
 - OAuth 2.0
 - JWT - JSON Web Token
 - Session ID

Notes:

Real Time Data Quality Rules

User Flow

7 Activate the Managed API

This is the public URL endpoint

Real Time Data Quality Rules

User Flow

8 Test the Managed API

You need to inform the session id

Informatica API Center

API Console

Managed API Name	Operation Name	Published API Name	Version	Status	Protocol	Context Name	API Endpoint URL	API Policy Count	Last Modified Date
REST_API_2	myFirstApi	REST_API_2	v1	Active	REST	myContext	POST https://...	2	Jun 5, 2025, 01:0...
	RuleSpecChe...	RuleSpecCheckM...	v1	Active	REST	RuleSpecCheckM...			Jun 5, 2025, 06:1...
	Rule_CH_Sim...	Rule_CH_Simple...	v1	Active	REST	dg_simple_bas...			Jun 5, 2025, 03:4...
	Rule_CH_Sim...	Rule_CH_Simple...	v1	Active	REST	dg_simple_bas...			Jun 5, 2025, 02:5...

REST_API_2

Managed API Name: REST_API_2

Domain (Base URL): https://gw-qa-azure-pod1.re11.infoga.com

Current Version: v1

URL Context: myContext

myFirstApi

POST /execute/9z6Cg7yy071eTp4CnYEU2/myFirstApi

Authorize

Overview

POST https://qa-pod1.re11.infoga.com/saas/public/core/v3/login?username=April_2025_DO_AZREL_DB_Mig&passw...

POST https://qa-ma.re11.infoga.com/identity-service/api/v1/Login

Params

Authorization

Headers (9)

Body

Scripts

Tests

Settings

Body

JSON

Preview

Visualize

200 OK

970 ms

20.57 KB

Save Response

```
{
  "sessionId": "FwXTJdJPeWS1gt6vAGNYKY",
  "sessionExpireTime": "2025-06-05T19:29:03.858Z",
  "id": "jEBHZUod1SY1YaoqDQvaYD",
}
```

Real Time Data Quality Rules

Features

- Available in AWS, Azure, GCP
- Authentication based on standard platform authentication method based on session id
- Rule is loaded in runtime server on the first call and evicted after 15 minutes
- One API call can support multiple records (up to 200)
- Metering based on # of records

Limitations

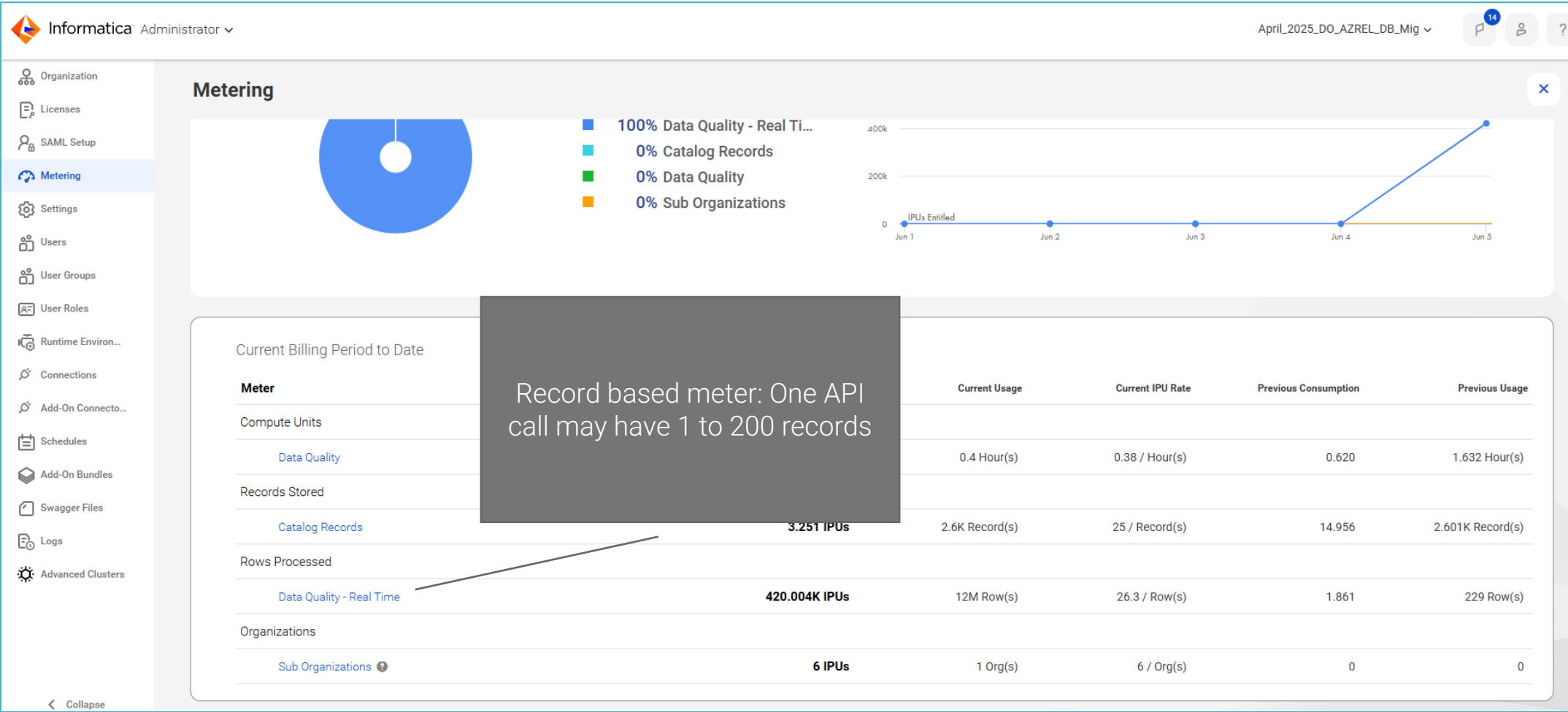
- Only Rule Specifications are supported
- No ability to manage or purge a deployed rule that was enabled for API
- A rule may be deleted and the deployment will continue to exist in Artifactory

Recommendations

- Not designed to be embedded in batch processes

Real Time Data Quality Rules

Metering



Real Time Address Verification

Real Time Address Verification

2025.07.M

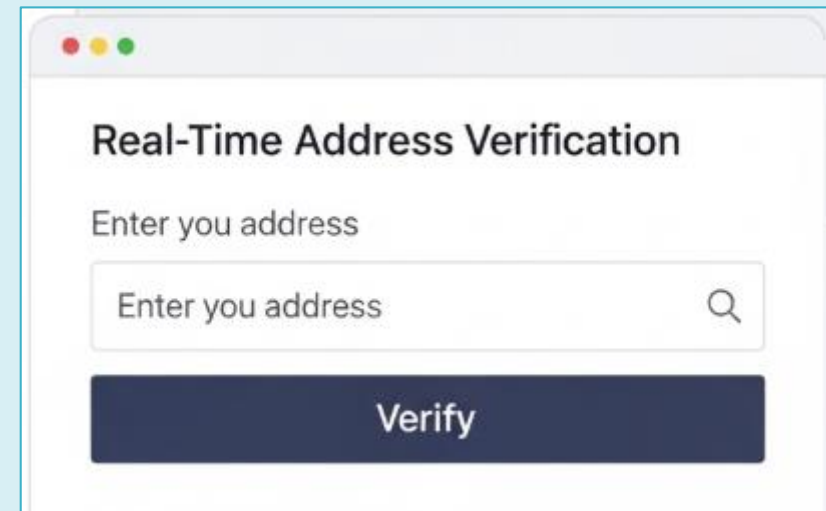
Key Highlights

- Real Time Address Verification and geocoding for 240+ localities
- Public IDMC endpoint for address verification
- Consumption based license for data for Real Time Verification
- Available for QuickCapture: Real-Time Suggestions & Auto-Completion

Benefits

- Added functionality using existing IPU pool
- Experience like DaaS Address Verification version 6 service

NOTES: Available in all AWS, Azure and GCP PODs

A screenshot of a web browser window displaying the 'Real-Time Address Verification' interface. The window has a title bar with three colored buttons (red, yellow, green). The main content area has a heading 'Real-Time Address Verification' followed by the text 'Enter you address'. Below this is a search input field with the placeholder text 'Enter you address' and a magnifying glass icon on the right. At the bottom of the form is a dark blue button with the text 'Verify' in white.

Real Time Address Verification

Metering

Current Billing Period to Date					
Meter	Current Consumption	Current Usage	Current IPU Rate	Previous Consumption	Previous Usage
Compute Units					
Data Quality	0.08 IPUs	0.2 Hour(s)	0.38 / Hour(s)	7.180	18.895 Hour(s)
Scanner Execution	3.271 IPUs	10.2 Hour(s)	0.32 / Hour(s)	6.453	20.164 Hour(s)
Data Integration	0.006 IPUs	0 Hour(s)	0.16 / Hour(s)	0.041	0.256 Hour(s)
Queries					
CLAIRE GPT Queries	0	0	-	1.550	31 Query(s)
Records Stored					
Catalog Records	2.231 IPUs	24.4K Record(s)	0.83 / Record(s)	6.070	24.436K Record(s)
Governance Records	0.167 IPUs	16 Record(s)	9.5 / Record(s)	0.456	16 Record(s)
Rows Processed					
Address Verification - Real Time - ROW	0.17 IPUs	170 Row(s)	1 / Row(s)	1.090	1.09K Row(s)
Address Verification - Geocoding	0.026 IPUs	34 Row(s)	0.75 / Row(s)	0.164	218 Row(s)
Organizations					
Sub Organizations ⓘ	6 IPUs	1 Org(s)	6 / Org(s)	6	1 Org(s)

Rows Processed meter

Data Observability

Data Observability

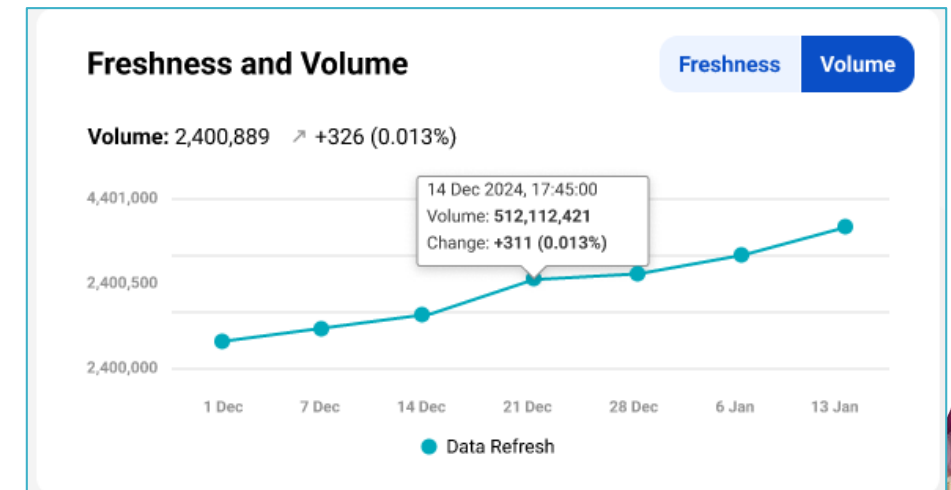
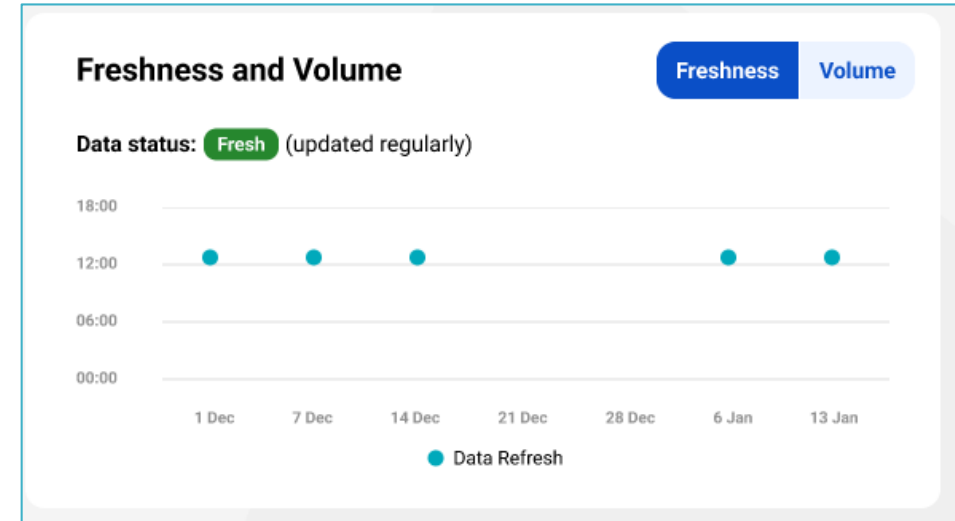
Introducing two new metrics

- Freshness

- Identifies if a table has been updated within the expected time
- Only for Snowflake Enterprise Edition

- Volume

- Similar to 'row count' but not using Profiling
- Support for: Snowflake, Oracle, My SQL, Maria DB, Google BigQuery, Microsoft Fabric Lakehouse, Microsoft Fabric Warehouse, Microsoft SQL Server, Azure Synapse, SAP Hana



Data Observability

Volume vs. Row count

Volume

- Metric generated by metadata extraction
- Only Snowflake Enterprise Edition
- Has a permanent widget at Dataset Level
- Tracks both total volume and volume change
- Preferred option of tracking volume

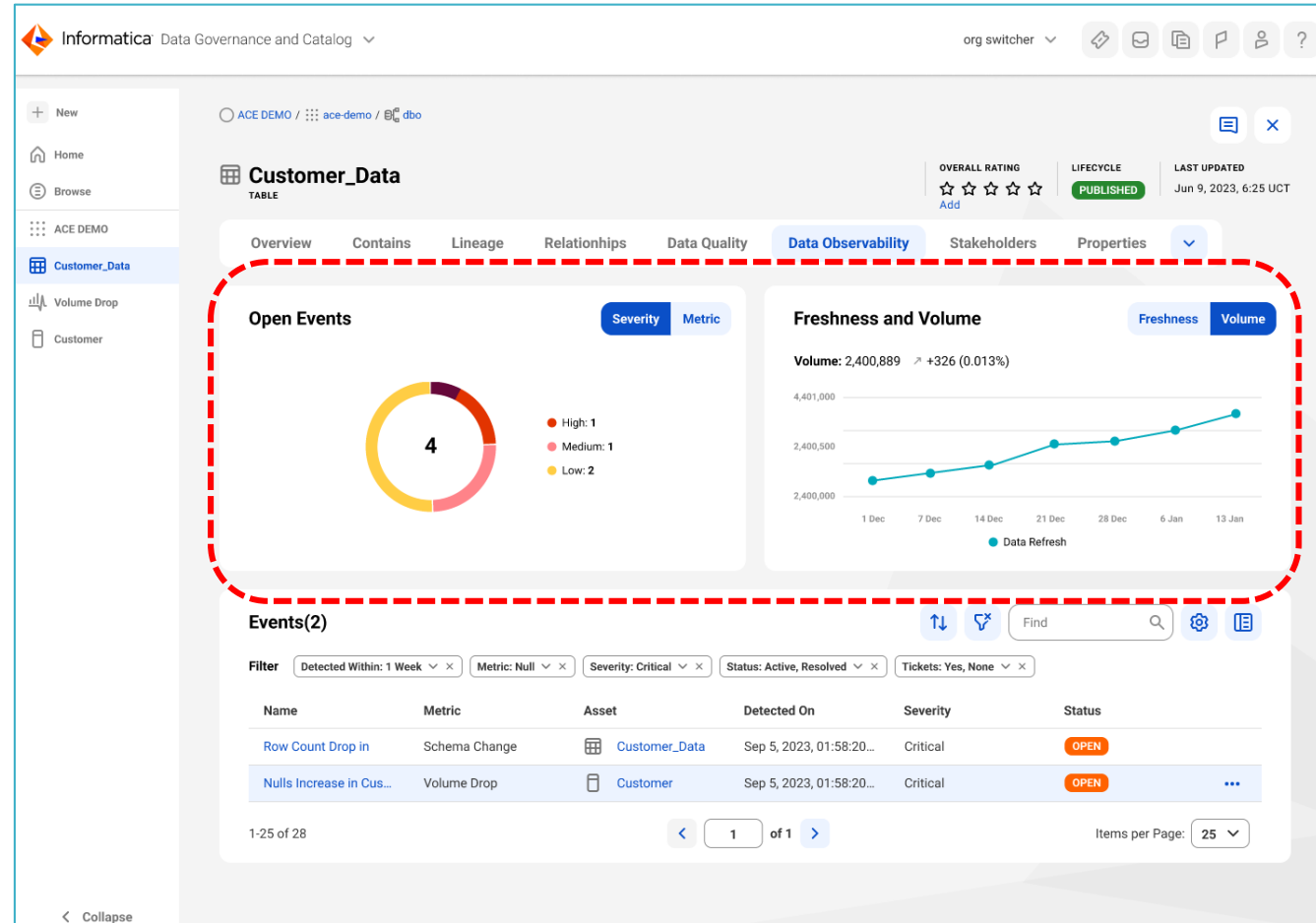
Row count

- Metric generated by profiling and requires full profile
- Many sources supported
- Only visible in case of an anomaly/event
- Only tracks total volume
- Fallback option in case volume is not available on the source

Data Observability

Update to Data Observability tab

- New widget to track Freshness and Volume
- “Open Events” by “Severity” and “Metric” merged into single Widget



Data Quality Assets

Parser

Support for multiple tokens per output field

- Apply multiple tokens to a single output field/column
 - Example: “Ana Maria Smith”, where “Ana Maria” is the first name or “Thomas Woodrow Wilson” where “Thomas Woodrow” is the first name
- Create or update a pre-built parse transaction to process name patterns
- Provide ability to download the pre-built patterns to a flat excel file
- Additional functionality added to toolbar

Informatica Data Quality

April_2025_DO_AZREL_DB_Mig

User-Defined Patterns (3) 1 Selected

Patterns

☒ FIRSTNAME WORD FIRSTNAME

☐ LASTNAME LASTNAME FIRSTNA...

☐ WORD SYMBOL FIRSTNAME FIRST...

First Name Middle Name Family Name Title Household Name Name Designator Name Prefix Name Suffix Formal Greeting Casual

FIRSTNAME[0]...

FIRSTNAME[0]

WORD[1]

FIRSTNAME[2]

Custom Token

Custom Token

Select Tokens

WORD[1]

Select Tokens

FIRSTNAME[0]

FIRSTNAME[2]

Informatica Data Quality

User-Defined Patterns (3) None Selected

Patterns

☐ FIRSTNAME WORD FIRSTNAME

☐ LASTNAME LASTNAME FIRSTNA...

☐ WORD SYMBOL FIRSTNAME FIRST...

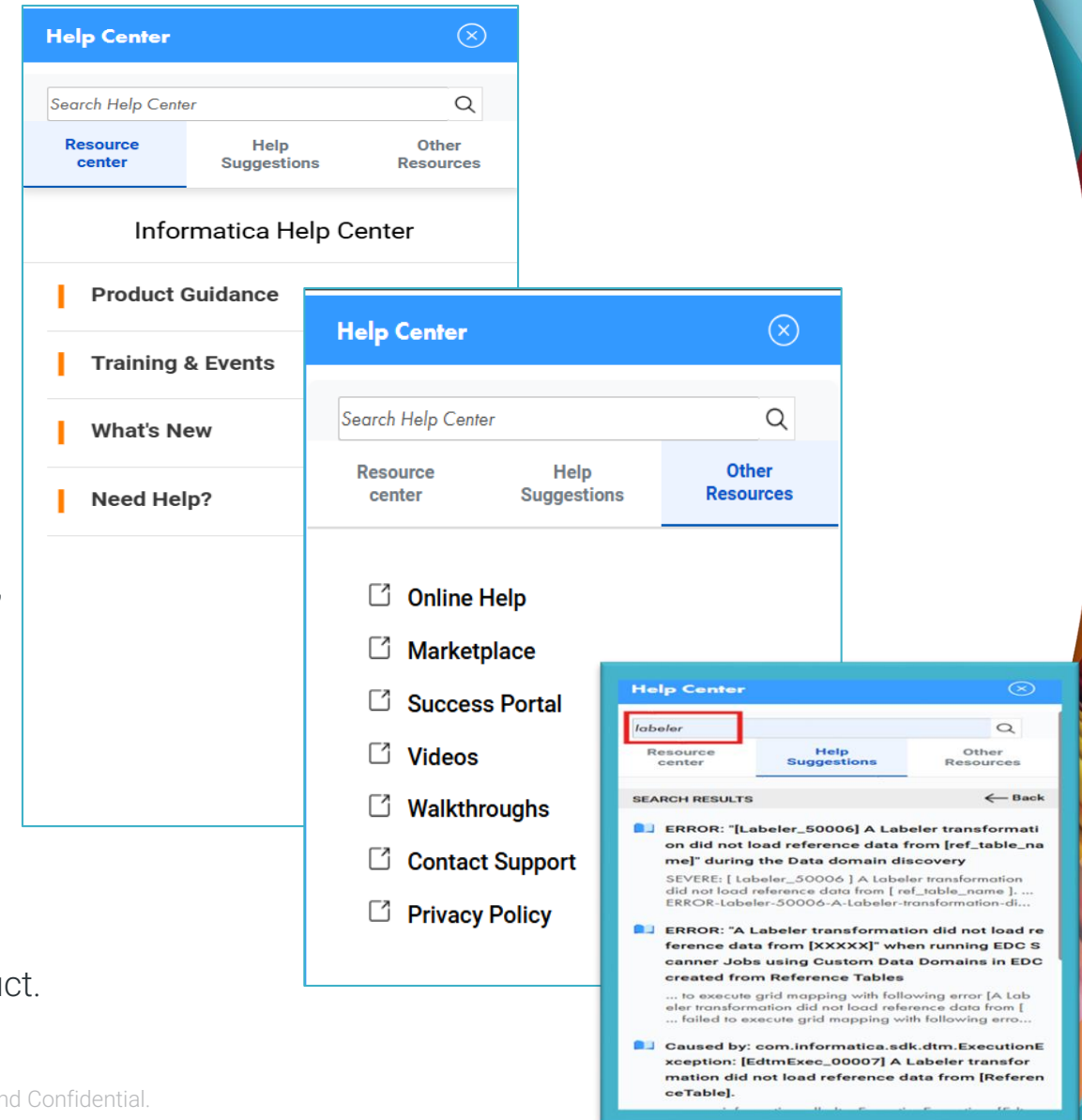
First Name Middle Name

FIRSTNAME[0] FIRSTN...

FIRSTNAME[0] FIRSTNAME[2]

Smart help for Data Quality Service

- Allows user to look up for suggestions, search and access the customer support, all at one place.
- Resource center
 - This feature will provide an AI powered help that gives information
 - future events and launches
- Help Suggestion Tab:
 - The user can search and access information from knowledge base, release docs, trainings and certifications.
 - It also lists the top suggestions for that page.
- Other Resources:
 - User can access the customer support.
 - Can know about the upcoming events and launches
 - Online help – gives information about how to use the feature/product.



Profiling

Intelligence Structure Discovery in source mapplets

- Use Case/User Statements

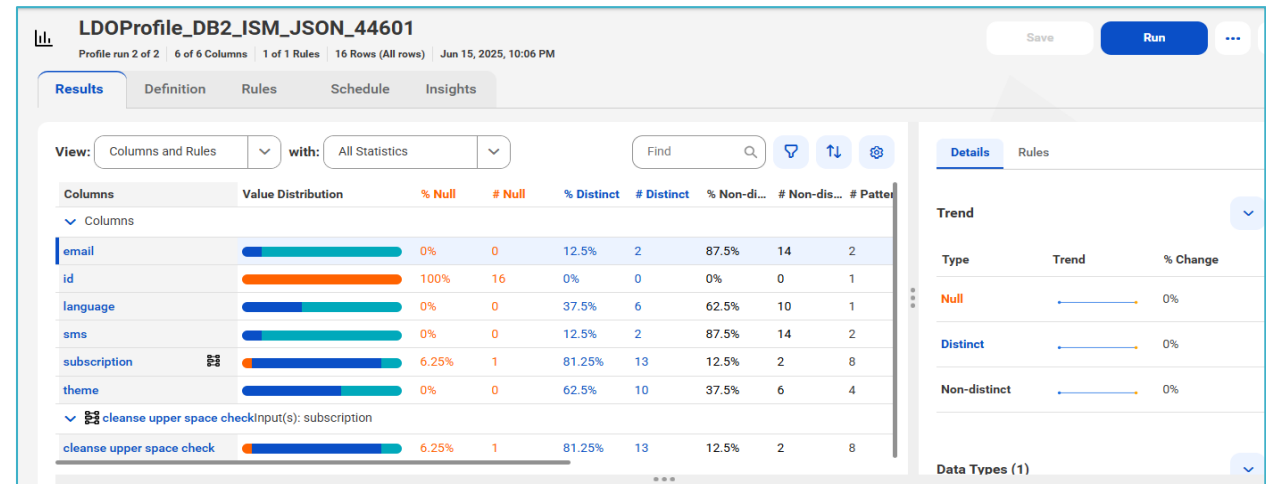
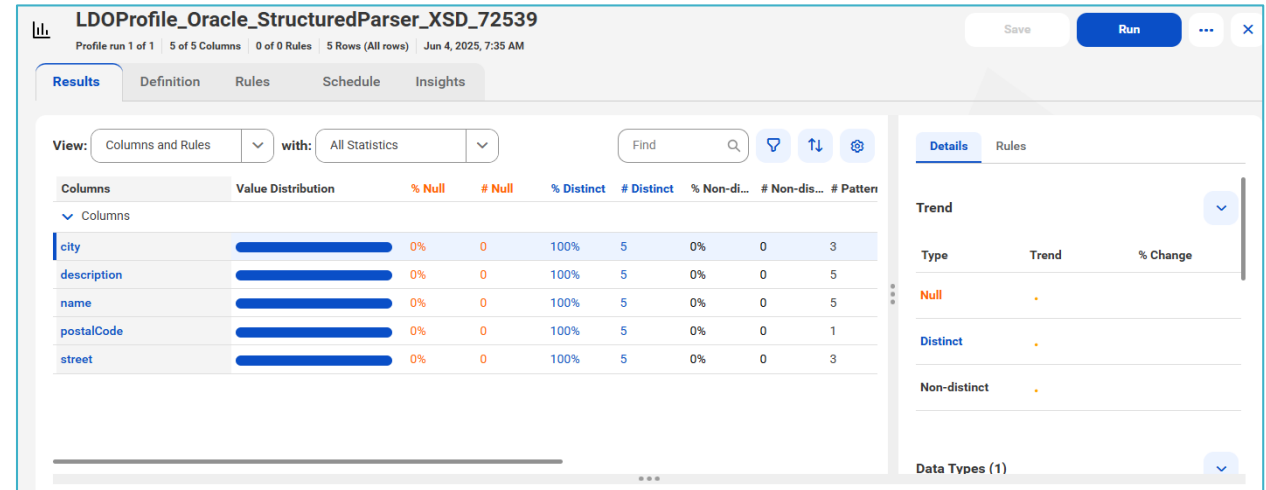
- Allow profiling and rule assignments to semi-structured data embedded into relational tables

- Solution

- Expose ISD transformation in source mapplets

- Benefits

- Can process and apply rule to individual elements in semi-structured data like XML or JSON



Permissions update

Incorporate Metadata Access Control to Profiling Metrics/Rule Occurrences

Motivation: align profiling permissions with new Metadata Access Control and deprecate older permissions

Until July 2025

- Permissions required:

Permission	Purpose
Service: Data Profiling Asset: Data Profiling Task CREATE/READ/UPDATE/DELETE	CRUD operations on profiling task
Service: Metadata Command Center Asset: Data Quality READ/EXECUTE/DELETE	CRUD operations on Rule Occurrences
Service: Data Governance and Catalog Feature: Stakeholdership	Allow assigning profiling creator as Rule Occurrence/stakeholder
Service: Administrator Feature: Role READ	

From July 2025

- Permissions required:

Permission	Purpose
Service: Data Profiling Asset: Data Profiling Task CREATE/READ/UPDATE/DELETE	CRUD operations on profiling task
Service: Metadata Command Center, Access Control User Role Policy Asset Type: Data Quality Rule Occurrence CREATE/DELETE/MANAGE ACCESS UPDATE	CRUD operations on Rule Occurrences
Service: Metadata Command Center, Access Control Stakeholder Role Policy Asset Type: Data Quality Rule Occurrence CREATE_DELETE/EXECUTE/UPDATE	Allow assigning profiling creator as Rule Occurrence/stakeholder
Service: Administrator Feature: Role READ	

Permissions update

Incorporate Metadata Access Control to Profiling Metrics/Rule Occurrences

User Role Policy

DQ_Profiler

USER ROLE POLICY - CUSTOM NEW ROLE

The asset types does not have read permission on Data element.

Condition

Asset Type

Is Any Of

Data Quality Rule Occurrence ✕

+ Add New

And

+ Add Predicate

(optional)

Create ✕

Delete ✕

Manage Access ✕

Update ✕

+ Add Permission

Stakeholder Role Policy

DQ_Profiler_Stakeholder

STAKEHOLDER ROLE POLICY - CUSTOM LIMITED ROLE

Condition

Asset Type

Is Any Of

Data Quality Rule Occurrence ✕

+ Add New

And

+ Add Predicate

(optional)

Create ✕

Delete ✕

Execute ✕

Update ✕

+ Add Permission

Stakeholder role policies have read permission on associated assets by default.

Profiling

Other usability updates

1. Update data picker for profiling filter to support year up to 9999 (SAP)
2. Display warning message in profiling results when profiling columns with precision greater than 255 due to potential truncation
3. Display message when input port of a data quality assets is linked to a source column with greater precision due to potential truncation
4. Ability to rename a metric/rule occurrence from profiling

Cloud Data Profiling

What sources can you profile? (July 2025)

Databases and applications:

- Microsoft SQL and Azure Database (NEW: multi schema support)
- Microsoft Azure Synapse SQL
- Microsoft SQL and Azure Database
- Microsoft Fabric Warehouse
- Oracle Database and Oracle Autonomous DB (NEW: multi-schema support)
- PostgreSQL
- MySQL and Maria DB
- Amazon Redshift (using native V2 connector)
- Amazon Athena
- Snowflake (using native V2 connector)
- Google Big Query
- ODBC (NEW: advanced options)
- JDBC (using V2 connector)
- SAP ECC, SAP S/4 Hana and SAP BW
- SAP Hana
- Databricks Delta tables using IDMC connector
 - Secure agent and Advanced / Elastic
 - External tables from Parquet / CSV

- Salesforce
 - Salesforce Sales Cloud, Salesforce Service Cloud
 - Salesforce Verticals: Salesforce Financial Cloud, Salesforce Health Cloud
 - Applications on Force.com

File based sources:

- Delimited File on:
 - File system ,Windows Share/CIFS | Amazon S3 | Azure ADLS Gen2 | Google Cloud Storage | Oracle Cloud Storage | Microsoft Fabric OneLake
- PARQUET, AVRO and JSON files on:
 - Amazon S3 - [Requires Advanced / Elastic]
 - Azure ADLS Gen2 - [Requires Advanced / Elastic]
- PARQUET on Microsoft Fabric OneLake - [Requires Advanced / Elastic]

Source mappers

- Amazon Redshift, Amazon S3, Azure Data Lake Store, Databrick, (ODBC), Flat File, Google BigQuery, Google Cloud Storage, Microsoft Azure, Synapse, Microsoft SQL Server, Oracle, Oracle (ODBC), Oracle Object Source, Salesforce, SAP BW, SAP Table, Snowflake. Athena, Microsoft Fabric OneLake , PostgreSQL

Data Profiling in Data Governance and Catalog

What sources can you profile? (starting July 2025)

Databases and applications:

- Microsoft SQL (NEW: multi database and schema support)
- Microsoft Azure Synapse
- Microsoft Fabric Warehouse, Lakehouse
- Amazon AWS Athena, Redshift (using V2 connector)
- Oracle Database and Oracle Autonomous DB (NEW: multi-schema support)
- IBM DB2 for LUW, DB2 for Z/OS
- PostgreSQL
- My SQL
- Snowflake (using V2 connector)
- Google Big Query
- JDBC (using V2 connector)
- Maria DB
- Teradata (NEW: multi-schema support)
- Hive
- Netezza (NEW)

- SAP ECC, SAP S/4 Hana, SAP BW, SAP HANA DB, Datasphere Views and Analytical model (NEW)
- Databricks Managed tables and External tables in Delta Format
- Salesforce
 - Salesforce Sales Cloud, Salesforce Service Cloud
 - Salesforce Verticals: Salesforce Financial Cloud, Salesforce Health Cloud
 - Applications on Force.com

File based sources:

- Delimited File on:
 - File system, Windows Share/CIFS | Amazon S3 | Azure ADLS Gen2 | Google Cloud Storage | Microsoft Fabric OneLake | Hadoop HDFS
- PARQUET, AVRO and JSON files on:
 - Amazon S3 - [Requires Advanced / Elastic]
 - Azure ADLS Gen2 - [Requires Advanced / Elastic]
 - Google Cloud Storage - - [Requires Advanced / Elastic]
 - Microsoft Fabric OneLake - [Requires Advanced / Elastic]
 - Hadoop HDFS

Cloud Data Access Management

What's New – July 2025

Harald Smith

Principal Product Manager

Where data
& AI come to **LIFE**

Cloud Data Access Management

What's New – July 2025

- Workflow for all Data Access assets
- Data Access Control pushdown to Amazon Redshift
- Data Filter pushdown enforcement method for Snowflake
- Additional Enhancements

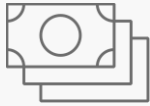
Workflow for Data Access assets

Delivering consistent workflow experience across CDGC and CDAM



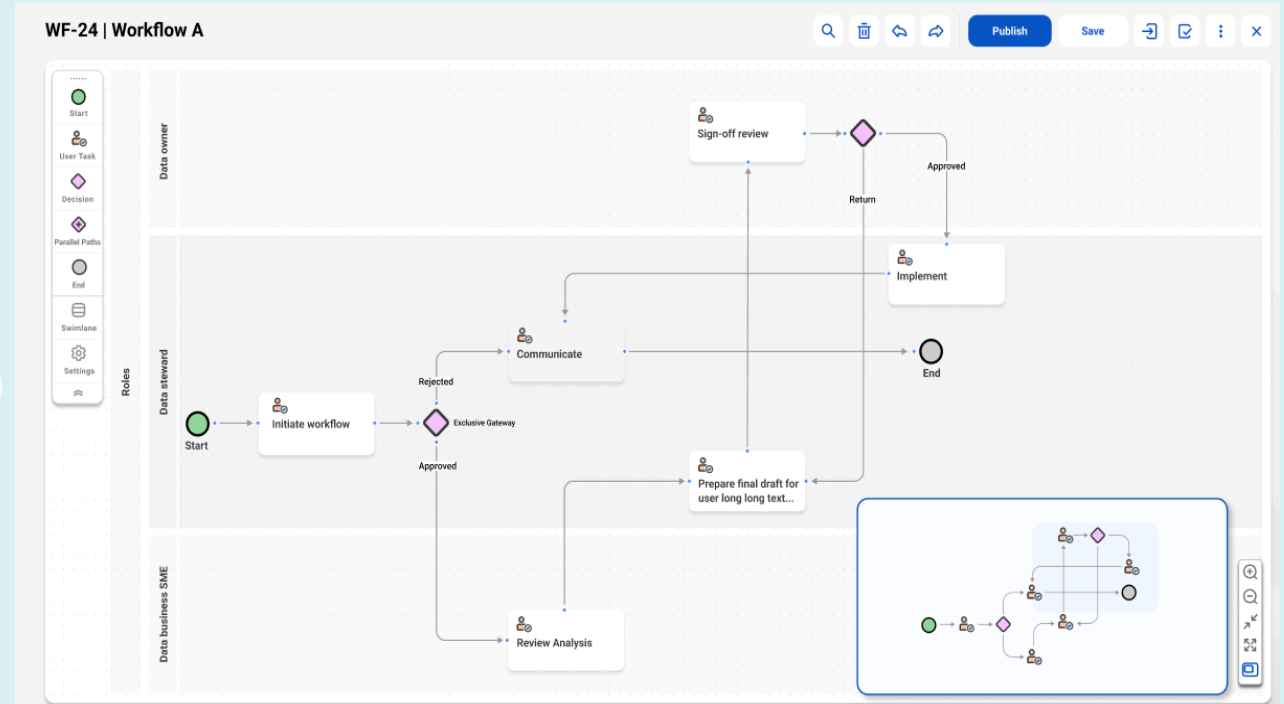
Feature Highlights

- BPMN based workflow designer with a drag and drop canvas
- Complete customizability of the workflows
- Real time workflow progress



Benefits

- In-app, easy-to-design workflow canvas that can be used by people of varied skill levels with low learning curve
- Embedded experience in the UI to show workflow progress



Workflow for Data Access assets

Use out-of-the-box approval flows or create your own

- Workflow processes and events are designed in Metadata Command Center for all assets
- One-, two-, and three-step approval flows are available out-of-the-box
 - Create custom workflows as needed
- Configure workflow events for the creation of or changes to any or all of the Data Access assets
- Workflow events can be uniquely added per asset type (e.g. Data De-identification policies vs. Data Protections) with different stakeholders engaged as needed

The screenshot displays the Informatica Metadata Command Center interface, specifically the 'Workflows' section. The top panel, titled 'Explore Workflows', shows a list of three published workflows: 'Manage Asset Single Step Approval', 'Manage Asset Three Step Approval', and 'Manage Asset Two Step Approval'. Each workflow has a description, an update timestamp of 'Apr 30, 2025, 3:12 AM', and is marked as 'PUBLISHED'. The bottom panel, titled 'Configure', shows the 'Workflow Events' configuration for 'Data Access Assets'. It lists three events: 'Approval Request for Change', 'Approval Request for Create', and 'Approval Request for Create, Appr...'. A modal window titled 'Select Asset Type' is open, showing 'Data Access Assets' selected. Below this, a list of asset types is shown: 'Data Access Control', 'Data Filter', 'Data Protection', 'Data De-identification', and 'Precedence Tier'.

Explore Workflows

Workflows (3)

Filter: Lifecycle: Published

Name	Description	Updated On	Updated By	Lifecycle
Manage Asset Single Step Approval	A workflow with a single-step approval process to evalu...	Apr 30, 2025, 3:12 AM	System	PUBLISHED
Manage Asset Three Step Approval	A workflow with a three-step approval process to evaluat...	Apr 30, 2025, 3:12 AM	System	PUBLISHED
Manage Asset Two Step Approval	A workflow with a two-step approval process to evaluate...	Apr 30, 2025, 3:12 AM	System	PUBLISHED

Configure

Reference IDs | **Workflows** | IDMC Metadata | Lineage

Workflow Events (3)

Na...	Type	Asset Type	Created By	Workflows	Status
A...	Approval Request for Change	System	istaf		
L...	Approval Request for Create	Legal Entity	hsm		
B...	Approval Request for Create, Appr...	Business Term	mha		

Select Asset Type

☐ Business Assets ☐ Technical Assets ☒ Data Access Assets

Data Access Assets

☐ Data Access Control

☐ Data Filter

☐ Data Protection

☐ Data De-identification

☐ Precedence Tier

Workflow for Data Access assets

Trigger workflow for asset creation or change

- Workflow triggers when asset is created or changed and routes to the designated Stakeholder for approval
- Tickets and notifications are automatically generated
- Tickets include the ability to Start the approval cycle, and Approve/Reject the changes or Return to modify
- Once approved the asset is Published
- Note: if Workflow is enabled, you must add Stakeholders to the Asset
- Note: If Workflow is not enabled, the assets are automatically **Published** when saved

The screenshot displays the DAC_Workflow_Demo interface. The main window shows a 'Tickets (1)' table with one entry: 'DAC_Workflow_Demo' with a status of 'OPEN'. A modal titled 'DAC_Workflow_Demo APPROVAL REQUEST FOR CREATE' is open, showing a 'Current Task(s):' section with a 'Start' button. Below this, there is a 'Singlestep_Approver' section with a 'Claim' button and an 'Action' dropdown menu. The dropdown menu is open, showing options: 'Return', 'Reject', and 'Approve'. The 'Approve' option is highlighted. The modal also includes a 'Description' field and an 'OPEN' button at the bottom.

Workflow for Data Access assets

View asset changes during the Workflow cycle

- Tickets include the list of changes to the asset including original value and new value
- For changes to the policy enforcement rules, conditions, or functions, a dialog box opens to see the complete content in context
- Changes that trigger workflow include:
 - Name, Description
 - Conditions, Rules (for policies)
 - Techniques (for data protections)
 - Rank reordering (for precedence tiers)
- Events that do **not** trigger workflow:
 - Deleting an asset (controlled via MAC policy)
 - Adding / Removing Relationships – this includes Stakeholders and Business Policy
 - Enabling / Disabling a policy

The screenshot displays the 'DataDeidentification_Workflow_Demo' interface. At the top, there's a 'Start' button and a link icon. Below this, a breadcrumb trail shows 'Logical' > 'DataDeidentification_Workflow_Demo'. A tabbed interface includes 'Changes' (selected), 'Asset Details', 'Task Details', 'Ticket Details', and 'Comments' (with a '0' badge). The 'Asset Changes (2)' section shows a table with columns 'Field', 'Original Value', and 'New Value'. The 'Enforcement Rules' row is highlighted, with a 'Show Changes' link. The 'Name' row shows the original value 'CDAM_Workflow_DataDeidentification_01_1750158691713' and the new value 'CDAM_Workflow_DataDeidentification_Workflow01_Demo1750158691713'. A modal window titled 'Attribute Changes (Data De-identification Functions)' is open, showing 'Current' and 'Previous' tabs. It lists 'Technique Type' options: 'Redact With Null', 'String', 'Integer', and 'Regular Expression', each with a 'Consistency Behavior' dropdown.

Field	Original Value	New Value
Enforcement Rules		Show Changes
Name	CDAM_Workflow_DataDeidentification_01_1750158691713	CDAM_Workflow_DataDeidentification_Workflow01_Demo1750158691713

Attribute Changes (Data De-identification Functions)

Current Previous

Technique Type:
Redact With Null

String
Technique Type:
Retain

Integer
Technique Type:
Tokenize

Regular Expression:
[0-9]

Consistency Behavior:
Consistently Tokenize

Workflow for Data Access assets

Monitor Workflow tasks and tickets to ensure timely approval processes

- Utilize the Workflow Tasks inbox to review priority, event types, and track due dates
- Utilize the Ticket Manager to identify those workflow events assigned to you as well as their current status (resolved, open, cancelled)
- From either workspace, use the Preview to review the specific details of the ticket or the asset and its changes

The screenshot shows the 'Tasks Inbox' interface. At the top, there are filters for Priority (175 tasks), Event Type (Approval Re...), and Due Date (01). Below these is a table of tasks with columns: Name, Event Type, Asset Type, Due Date, and Task Owners. The task 'DataProtection_W...' is selected. To the right, the 'DataProtection_Workflow_Demo' details are shown, including a 'Start' button and a 'Changes' tab. The 'Changes' tab shows a table with columns: Field, Original Value, and New Value. The 'Reference ID' and 'Name' fields are highlighted with green values.

The screenshot shows the 'Ticket Manager' interface. At the top, there is a search bar and filters. Below is a table of tickets with columns: Name, Description, Type, Status, and Asset. The ticket 'Manage asset Legal Entity Acme Subsid...' is selected. To the right, the 'Manage asset Legal Entity Acme Subsid...' details are shown, including a 'Workflow Overview' and 'Workflow Timeline' section. The 'Description' field is highlighted with a green value. The 'Asset' field is highlighted with a green value. The 'Severity' field is highlighted with a green value. The 'Urgency' field is highlighted with a green value.

Transitioning CDAM assets to New Workflows

July
Upgrade



Workflow
Configuration

- All CDAM workflow will use standard CDGC workflow processes if enabled
- Out-of-the-Box – One, Two and Three Step approval workflows are available
- Custom workflows need to be designed in the New Workflow canvas in MCC



New Event
Configuration

- If Workflow is enabled, assets will follow the Workflow approval process
- If Workflow is not enabled, created/changed assets are automatically Published when saved



Existing Event
Configuration

- All CDAM assets in Draft status remain in that status post upgrade. After the upgrade, you may delete the draft asset, but to publish the draft asset a CDAM workflow must be configured
- **Note: We recommend that you review and act upon all Draft assets prior to upgrade (either to delete the draft or publish the asset)**



Task Inbox

- CDAM assets under workflow will appear in the Task Inbox

Policy Pushdown – Amazon Redshift

Delivering permission grants at the object-level

- **Data Access Control policies can be pushed down to Amazon Redshift sources**
 - Data Access Control rules utilize standard CDGC **search queries** to maximize metadata context and define relevant permissions for the identified user groups in Redshift
 - Policies for Redshift support **object-level** permissions only, specifically: **Tables, Views**
 - Synchronized pushdown of new/changed policies or added/modified sources delivers timely grants to designated user groups
- **Benefits**
 - Enforce object-level permissions consistently in Redshift based on metadata for scale and changes
 - Simplify policy authoring and management experience
 - Minimize disruption to data consumer user experiences
 - Minimize disruption to enterprise architecture and process

Policy Pushdown – Amazon Redshift

Create Data Access Control policies for Redshift tables and views

Top Level

Create

Customer Information Redshift tables

DATA ACCESS CONTROL

Name: *

Customer Information Redshift tables

Description: ?

H1 B I U S

Protect customer tables in Amazon Redshift

Enforcement Method:

Pushdown

Reference ID: ?

Enter a unique identifier for the asset. If left blank, the Reference ID is automatically generated.

Status: ?

Disabled

Effective Date: ?

06/01/2025

End Date: ?

Stakeholders (1) ?

Find

Name

Role

Email

Customer Information tables

CUSTOMER INFORMATION REDSHIFT TABLES - DATA ACCESS CONTROL

Overview

Rule

Conditions

Or

User Group

is any of

Data Access Consumers

+ Add Value

+ New Row

Access Controls

Then

assets customer*

Asset Type: Table

Asset Type: View

Catalog Source Type: Redshift

+ New Permission

+ New Row

Add Filter

assets customer*

Items (4)

Filter

Asset Type: Table, View

Catalog Source Type: Redshift

Name	Type	Description
CUSTOMER_INFO_VIEW	View	-
CUSTOMERORDER_VIEW	View	-
CUSTOMERORDER	Table	-
CUSTOMER_INFO	Table	-

Preview

Select an asset from the left pane to view its details

Add Filter

Cancel

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86

Data Filter Policy Pushdown

Delivering native enforcement at the row-level (RLAC)

- **Data Filter policies can be designed for native pushdown enforcement**
 - Data Filter policies now include an Enforcement Method option: Pushdown or CDI/CDMP
 - Data Filter policies for pushdown utilize standard CDGC **search queries** to define the identified user groups and relevant metadata context (i.e. tables/views)
 - Synchronized pushdown of new/changed policies or added/modified sources delivers timely data filter policies for designated user groups
 - Search & filter policies by Enforcement Method
 - * ***Note: initial data filter pushdown support available for Snowflake***
- **Benefits**
 - Enforce row-level permissions consistently in Snowflake based on metadata for scale and changes
 - Minimize disruption to data consumer user experiences
 - Minimize disruption to enterprise architecture and process

Data Filter Policy Pushdown

Select the Pushdown Enforcement Method when creating a data filter policy

Top Level

Create

X

Data Sovereignty Filter - native deployment

DATA FILTER

Name: *

?

Data Sovereignty Filter - native deployment

Description: ?

H1 B I U

Restrict access and processing of employee records according to locale in selected cloud data platforms

Type of enforcement: ?

☐ Data Integration/Data Marketplace

☒ Pushdown

Reference ID: ?

Enter a unique identifier for the asset. If left blank, the Reference ID is automatically generated.

Status: ?

☒ Enabled

Effective Date: ?

06/01/2025

End Date: ?

Stakeholders (1) ?

Find

** Note: Enforcement Method cannot be changed once a policy is created*

Data Filter Policy Pushdown

Filter for Snowflake tables and views where row filters are needed

Restrict access to records from IE

DATA SOVEREIGNTY FILTER - NATIVE DEPLOYMENT - DATA FILTER

1 Overview 2 Rule

Rule Overview

Name: * Restrict access to records from IE

Description: Restrict access to records from Ireland due to privacy laws

Copy Existing Rule

Select Another Rule to Copy

Data Filter (9)

Find

Name	Description
> Filter_policy_RS	New Pushdown policy
> Non-pushdown Filter Policy RS	Non-pushdown Filter Policy RS via UI

Conditions

For

Or

User Group is any of Data Access Consumers Operational Users + Add Value

+ New Row

And assets in

Any of

assets customer* Catalog Source Type: Snowflake Asset Type: Table Asset Type: View

+ New Row

Filter

Or

Class CT_COUNTRY String is any of IE + Add Value

+ New Row

Then Deny Access to Records

Add Filter

assets customer*

Items (4)

Name	Type	Description
CUSTOMER_INFO_VIEW	View	-
CUSTOMERORDER_VIEW	View	-
CUSTOMERORDER	Table	-
CUSTOMER_INFO	Table	-

CUSTOMER_IN... VIEW

Overview Related Assets (9)

Description:

Publications

Hierarchy: Snowflake / CDAM.T. / B.C. P.

Data Quality:

Data Observability Events:

Stakeholders:

Data Entity Classifications:

Associated Glossaries:

Add Filter Cancel

- Create new rule or copy existing rule
- Use standard search query to identify the set of tables/views where the filter is to be applied
- Filter criteria is the same regardless of enforcement method

Data Filter Policy Pushdown

Search, Browse, and Dashboard options based on Enforcement Method

governance and Catalog

Query

data filter with enforcement method *

Devprod_cdam_July20

Q data filter with enforcement method *

Save Search

Filters

Asset Type (1)

Find

Data Filter (6)

Additional Filters

Effective Date

End Date

Enforcement Method

Pushdown

Pushdown

On Query

Search Results(6)

Enforcement Method: Pushdown

Data Sovereignty Filter - native deployment

DATA FILTER

Top Level

Restrict access and processing of employee records according to locale in selected cloud data platforms

Filter_policy3_RS New

DATA FILTER

Top Level

PushDown New policy

Filter_policy_RS

DATA FILTER

Top Level

New Pushdown policy

Data Sovereignty Filt...

DATA FILTER

Overview

Related Assets (0)

Description: Restrict access and processing of employee records according to locale in selected cloud data platforms

PUBLISHED

ENABLED

Last Updated: Jun 25, 2025, 7:59 AM

Effective Date: Jun 1, 2025

Reference ID: ADF-11

Enforcement Method: Pushdown

Stakeholders:

Data Access Management

Data Access Control

Data Filter

Data De-identification

Data Filter (11)

Find

Name	Lifecycle	Status	Enforcement Method	Updated On	Description
Data Sovereignty Filter - native deployment	PUBLISHED	ENABLED	Pushdown	Jun 25, 2025, 7:59 AM	Restrict access and processing of employee records according to locale in selected cloud data platforms
Filter_policy2_RS	PUBLISHED	DISABLED	Data Integration/Data Masking	Jun 23, 2025, 6:00 AM	Filter_policy2_RS via UI. Enforcement method

GRC Dashboard

Dashboard for GRC functions

Search & Browse for Assets

Create Assets

Workflows & Tickets

Understanding Business Assets

Understanding Technical Assets

Data Lineage

Bulk Import Business Assets

Technical Assets

3

Catalog Source (core)

Systems and Policies

No data available

Data Access policies with native enforcement

4

Data Filter

2

Data Access Control

Other CDAM Enhancements

- Improved policy handling when applying Data Filters and Cell-level De-identification where multiple data elements have the same data classification
 - Examples:
 - Customer Table has fields *Country_of_Residence* and *Country_Mailing_Address* both mapped to the data classification *Country*
 - Employee Table has fields *date_of_hire* and *date_of_termination* both mapped to the data classification *business_date*
 - Previous behavior – generates error condition; requires distinct data classifications be created
 - **Data Filter – new behavior**
 - Deny access to the record (row level data filter) if any of the columns associated to the data classification match the specified value
 - **Data De-identification (cell-level) – new behavior**
 - Where the data classification is used in the cell-level criteria, apply the default ELSE protections to the mapped data classification
- Improved policy enforcement via Marketplace where data values do not match tokenization
 - Consistent behavior in Marketplace and CDI – only the specific row is returned as null where a given cell's data does not match the applied regular expression

Other CDAM Enhancements

- Additional operators available for Data Filter rules criteria

- Dates (**new**)
 - Greater Than
 - Greater Than or Equal To
 - Less Than
 - Less Than or Equal To
 - Equals
 - Not Equals
- Timestamp (**new**)
 - Greater Than
 - Greater Than or Equal To
 - Less Than
 - Less Than or Equal To

The screenshot displays the 'Conditions' and 'Filter' sections of the Informatica Data Filter rule configuration. A dropdown menu is open, showing a list of operators. The operators are: 'is any of', 'is not any of', 'greater than', 'greater than or equal', 'less than', 'less than or equal', 'equals', 'not equals', 'is null', and 'is not null'. The operators 'greater than', 'greater than or equal', 'less than', 'less than or equal', 'equals', and 'not equals' are highlighted with an orange border. The 'Conditions' section shows a rule with 'Usage Context' and 'CT Billing' connected by 'is any of'. The 'Filter' section shows two rules: 'Class CT_CITY' with 'String' and 'is any of', and 'Class CT_DATE_OF_BIRTH' with 'Date' and 'is any of'. Both rules have an 'Add Value' button. A 'New Row' button is present in both sections.



What's New in Cloud Data Marketplace – July 2025

Ian Stahl

Sr. Director, Product Management

**Where data
& AI come to** **LIFE**

Cloud Data Marketplace

What's New – July 2025

- Standardize Marketplace notifications on common service
- Additional Marketplace customization enhancements
 - Customize Terms of Use Types
 - Custom Fields on Marketplace Consumer Access Grants
 - “Guide Me” customization optimization

Notification Improvements in Marketplace

2025.07.M

Feature Highlights

- Standardize Marketplace notifications (e.g. Orders, Access Grants, Comments) through common notification experience
- Both in-app and offline notifications are now centrally managed

Benefits

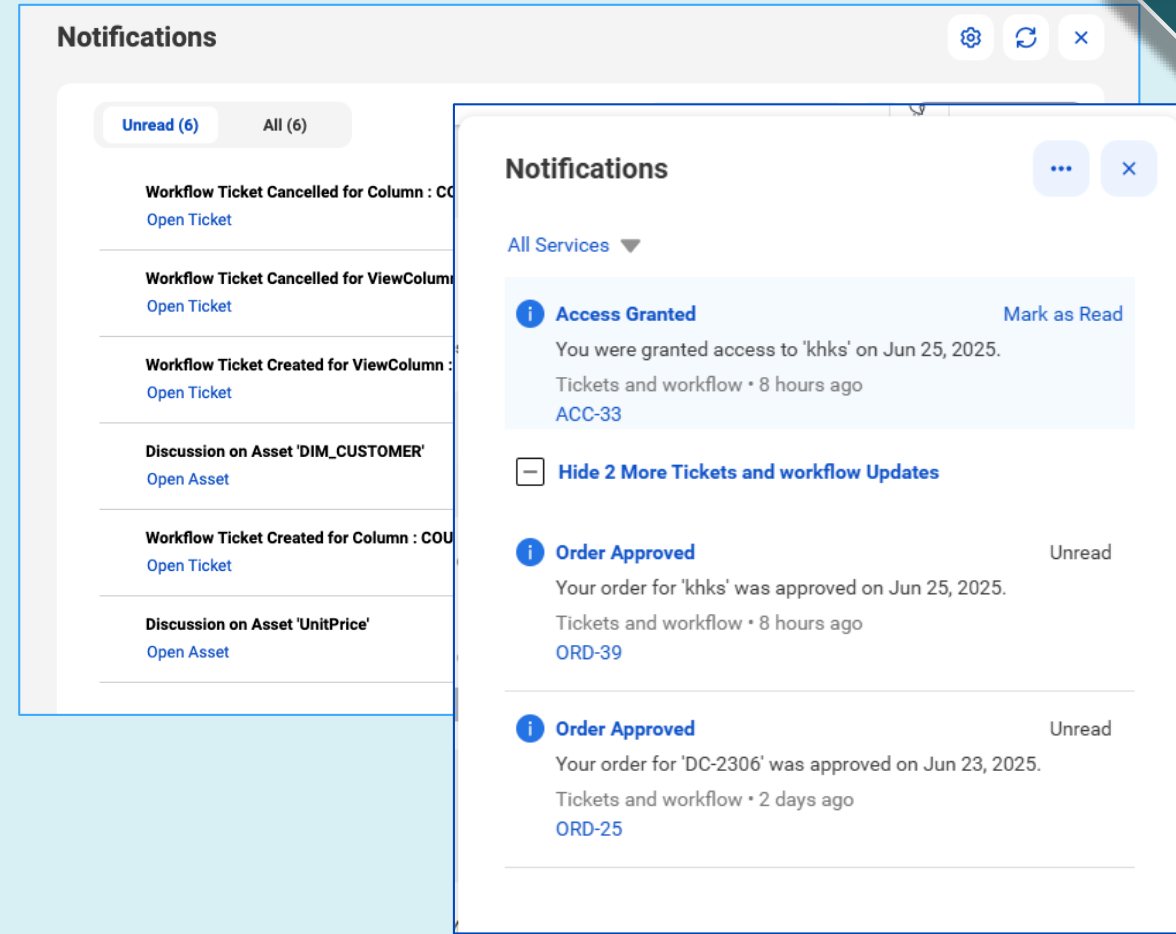
- Consistent notification experience

Phase 1

- Ability to turn off notifications at org level
- Context-relevant actions, e.g., 'Approve'

Phase 2

- Multiple links in single notification
- Ability to customize email notification template



Terms of Use Customization

2025.07.M

Feature Highlights

- Customize Terms of Use types with alternate information for data consumers about how to use data collections correctly and effectively
- Customization includes color-coding options and configuration of attestation “checkbox”
- Allows for search by and filter of data products by Terms of Use Types
- Extensions configurable in Marketplace Setup utility

Benefits

- Extends standard Terms of Use Types specific to your organization’s governed data use policies
- Used to highlight specific policy terms and conditions

The screenshot displays the 'Terms Of Use Type' configuration interface. It includes an 'Attribute Properties' section with fields for Name, Data Type, Subtype, and Values. Overlaid on this are two modals: 'Edit Terms of Use Type' and 'New Terms of Use'. The 'New Terms of Use' modal contains fields for Reference ID, Name, and Description, along with a rich text editor. Below the modals, a 'Terms of Use Type' dropdown menu is shown with options: Restricted, Contracted, Controlled, and Accessible. To the right, a table lists several 'PBAC Test Collection' entries with their respective edit links.

Terms of Use Type	Options
Restricted	
Contracted	
Controlled	
Accessible	

Terms of Use Type	Options
PBAC Test Collec...	PBAC Test Collection edit
PBAC Test Collec...	PBAC Test Collection edit
PBAC Test Collec...	PBAC Test Collection
PBAC Test Collec...	PBAC Test Collection
PBAC Test Collec...	PBAC Test Collection
PBAC Test Collec...	PBAC Test Collection

Consumer Access Custom Fields

2025.07.M

Feature Highlights

- Extend Marketplace Consumer Access grants with custom fields suitable for your DataOps
- Customization centrally managed in Metadata Command Center
- Available in custom layouts for Consumer Access Details, Popup
- Updatable by authorized users
- API-enabled for external processing and update

Benefits

- Adapt Consumer Access to maintain necessary information for your Data Operations
- Automate Consumer Access lifecycle conditionally, based on your parameters

The screenshot displays the 'Date End' field in the 'Attribute Properties' section of the Metadata Command Center. A detailed popup for 'ACC-33' is shown, providing information about the data collection and delivery process.

Attribute Properties

ACC-33

Delivery [Cancel] [Save]

Delivery Details:

- TARGET**
- DESCRIPTION**
- TYPE**
- MANAGED ACCESS** ⓘ
- FORMAT**
- METHOD**
- SYSTEM**
- LOCATION** ⓘ
- Additional information**
- CHECKBOX_NONMAND**
- DATE_END***
- DATE_NONMAND**
- DATE_REQUIRED?***
- DELIVERYSPEC_REQD***

ACC-33 [Close]

DATA COLLECTION Customer Analytics Superset

ACCESSED BY -

DELIVERY E2E_CDMP_DeliveryTemplate_1750747765289 as E2E_CDMP_DeliveryFormat_1750747756446 via E2E_CDMP_DeliveryMethod_1750747761300

System: System

LATEST COMMENT -

DATE_END Jul 4, 2025

DATE_REQUIRED? Yes



What's New in Cloud Data Marketplace – July 2025

Thank You

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