EDMWebinar

Making Cloud Modernization Investments Deliver Business Value

Tuesday, April 16, 2024
11:00 AM - 12:00 PM EDT

A conversation with

Peter Ku
VP & Chief Strategist, Banking
& Financial Services,
Informatica

Informatica™

CDMC™
EDMCouncil
Cloud Data Management Capabilities
Authorized Partner

Welcome!

John Bottega
President, EDM Council

- **Former Chief Data Officer:**
  - Citibank, Bank of America
  - Federal Reserve Bank of New York

- **Former Senior Advisor to the Director of the OFR (Office of Financial Research), US Treasury Department**

- **Member: Financial Research Advisory Committee (FRAC) – US Treasury (2016-2019)**

- **Chairman, Board of Directors – EDM Council (2007-2015)**

- **Currently Held:**
  - **Financial Transparency Act (FTA) Task Force**
    - (Bipartisan proposal to the US Congress to transform U.S. regulatory reporting from disconnected documents to open, searchable data)
- **Open Data Standards Task Force**
- **International Chamber of Commerce – Data Standards Initiative Advisory Board**
- **ESG Exchange – Technical Advisory Committee**

EDM Council

Agenda

- Why are companies investing in the cloud and what are they investing in?

- What are the top data challenges and requirements to consider and overcome when adopting the cloud for modern applications, analytics, and AI?

- **Cloud Data Management Capabilities Framework (CDMC)** How can CDMC help with new and existing cloud strategies?

- How does Informatica support CDMC for cloud modernization?

- Next Steps

- Q&A

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Peter Ku, VP & Chief Industry Strategist - Banking, Financial Services

pku@informatica.com

- 16+ year Informatica veteran and currently Chief Strategist for Informatica's Sales, Marketing, and Product Development for Banking, Capital Markets, and Financial Services.
- 25+ years in enterprise software marketing, product management, business development, and GTM strategy helping the global financial services industry adopt and realize business value from data warehousing, data integration, data quality, master data management, business intelligence, data mining, statistical modeling, neural networks, and data governance solutions.
- 6+ years in the credit card industry with Providian Bancorp and Visa
- 7+ years in mortgage technology with Ellie Mae and Dorado (now CoreLogic)

Cloud Modernization in Financial Services

2021 to 2024 Cloud Spending in FSI

$77 billion

16% YoY increase

IDC

Cloud adoption is growing across financial services

94%
Use hybrid cloud (on-premises + cloud)

88%
Use multiple public clouds

64%
Use public clouds as their primary platform

Cloud Computing Models

Software as a Service (SaaS)

Software as a service is the most popular cloud service which is also known as cloud application services. Utilizing the internet, it is managed by a third-party operator who is responsible for all the licenses and updates.

Platform as a Service (PaaS)

Platform as a service, also referred to as cloud platform services provide a platform to customers for developing, running and managing the applications.

Infrastructure as a Service (IaaS)

Infrastructure as a service, also known as cloud infrastructure services are the best alternative to buying physical servers.

As the industry adopts more cloud, it will be harder to answer critical questions about your data

Can we explain where all the data is and comes from?

Are we using our data the right way for our business needs?

Is it clean, valid, and trustworthy?

Is the data we need available and accessible to and from the cloud?

Is it safe and protected?

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Banking and Financial Services Industry Requires "Fit for Business Use" Data

Software as a Service (SaaS)

Platform as a Service (PaaS)

Infrastructure as a Service (IaaS)

Cloud Investments Require "Fit for Business Use" Data

ACCESSIBLE	CLEAN & TRUSTWORTHY	VALID & AUTHORITATIVE	TRANSPARENT	GOVERNED & PROTECTED	UNDERSTOOD & SHARED
Access to data and applications that run your business	Clean and trustworthy data to for all business needs	Access to trusted master data about customers, partners, and services	End-to-end visibility into the lineage of your data from creation to consumption	Define policies, standards, and privacy controls of your data assets	Enabling every business user to get answers about the data used for everyone
DATA INTEGRATION & ENGINEERING	DATA QUALITY & OBSERVABILITY	MDM & 360 APPLICATIONS	DATA CATALOG	GOVERNANCE & PRIVACY	DATA MARKETPLACE

Data Management Challenges Facing the Industry

- **Not available** where you need it most
- **Different formats,** structures, volumes
- Too many **manual processes**
- **Outdated architecture** and tools
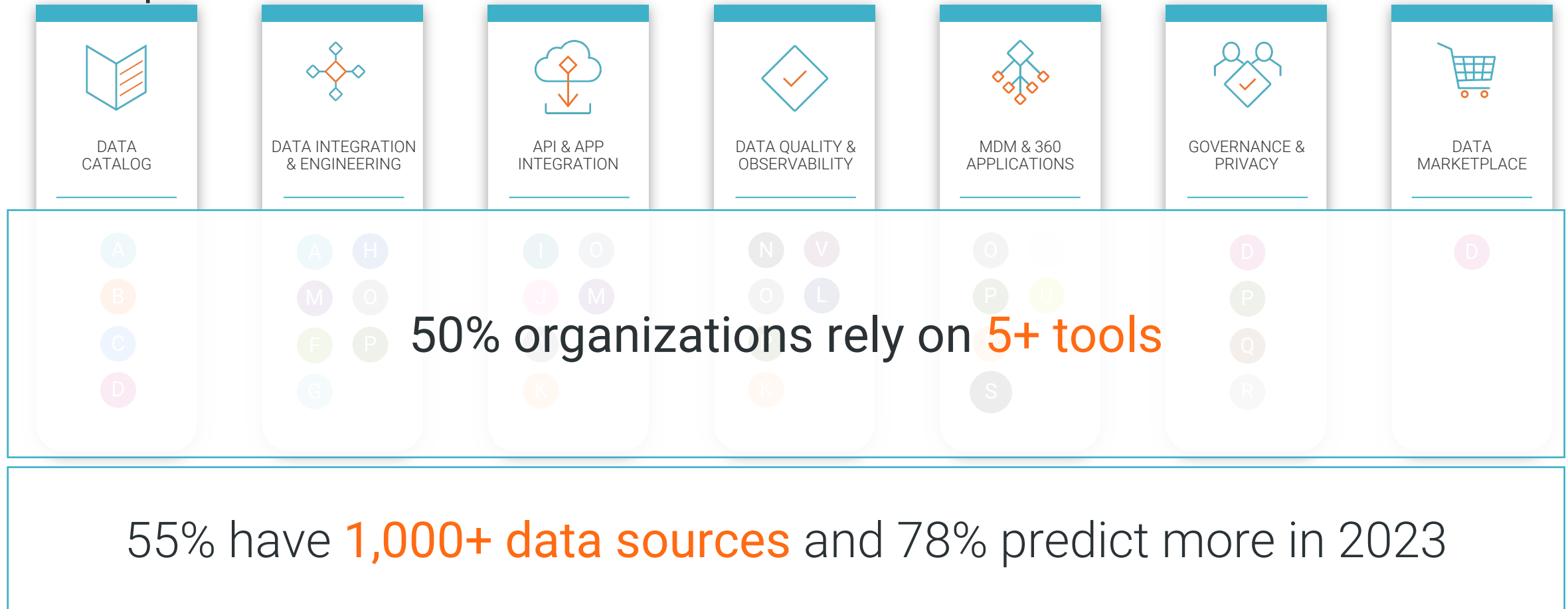- **Lack of data literacy** across the business
- **Lack of visibility** into data pipelines
- **Hidden** data quality errors
- Proliferation of **sensitive data**

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Why is Data Management & Data Governance Hard and Complex?

DATA CATALOG	DATA INTEGRATION & ENGINEERING	API & APP INTEGRATION	DATA QUALITY & OBSERVABILITY	MDM & 360 APPLICATIONS	GOVERNANCE & PRIVACY	DATA MARKETPLACE

50% organizations rely on 5+ tools

55% have 1,000+ data sources and 78% predict more in 2023

Statistics are based on 600 CDOs surveyed around the world – November 2022

DATA CONSUMERS

ETL Developer | Data Engineer | Citizen Integrator | Data Scientist | Data Analyst | Business Users

Intelligent Data Management Cloud™

DISCOVER & UNDERSTAND	ACCESS & INTEGRATE	CONNECT & AUTOMATE	CLEANSE & TRUST	MASTER & RELATE	GOVERN & PROTECT	SHARE & DEMOCRATIZE
DATA CATALOG	DATA INTEGRATION & ENGINEERING	API & APP INTEGRATION	DATA QUALITY & OBSERVABILITY	MDM & 360 APPLICATIONS	GOVERNANCE & PRIVACY	DATA MARKETPLACE

CLAIRE®
AI-Powered Metadata Intelligence & Automation

Connectivity
Metadata System of Record

DATA SOURCES

SaaS Apps Sources + Mainframe | Applications | Databases On-premises Sources + IoT | Machine Data | Logs Real-time / Streaming Sources

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Cloud Modernization Requires Capable Data Management and Data Governance

Data discovery & identification

Data migration and integration

Data quality & remediation

Master data management

Sensitive data access management

Data governance & literacy

Data migration & integration

What is it?

Process of moving data over from legacy applications to new cloud investments or integrating on-premise systems with new cloud investments in a hybrid architecture

Why is it important?

New cloud solutions often require data from legacy applications to perform

Common Challenges?

- Varying data structures, formats, volumes
- Data transformation and validation processes are handled manually through custom scripts

Business Impact

- Increases migration and development costs
- Impact on project timelines & schedules
- Impacts the performance and expected value from new cloud application investments

Data quality & remediation

What is it?

Process of identifying and fixing data quality errors in legacy systems prior to migration and integration with cloud native solutions

Why is it important?

Ensure your new cloud investments perform as expected with high quality data

Common Challenges?

- Data quality errors in legacy systems often get migrated & integrated with new cloud solutions undetected
- Conflicting reference data across systems (e.g. code tables, customer data, etc.)

Business Impact

- Increases migration and development costs
- Impact on project timelines & schedules
- Impacts the performance and expected value from new cloud application investments

Master data management

What is it?

Process in which shared "master" data of customers, contacts, products, employees, legal entities is consistent, complete, and accurate across all systems for business use.

Why is it important?

Inconsistent, inaccurate, and incomplete business data can impact the performance and expectations of new cloud investments.

Common Challenges?

- Master data is often managed within stand alone business units and systems and not collaborated and shared for cross enterprise use resulting in duplicates, discrepancies, and too many versions of the truth

Business Impact

- Increases the risk of new cloud solutions underperforming for the business while increasing the cost of doing business.

Sensitive data access management

What is it?

Sensitive data access management is a process that determines who has access to which data assets.

Why is it important?

To ensure that authorized users have access to the resources they need while prohibiting access to unauthorized users of sensitive data across new cloud investments

Common Challenges?

- Ever growing sources and systems that contain PII information.
- Inability to enforce data privacy controls and policies due to manual methods and fragmented technology

Business Impact

- Risk of regulatory fines, penalties, and reputational impact from a data breach
- Increased risk of sensitive data used for the wrong business needs

Data governance and literacy

What is it?

Data governance is the orchestration of people, processes, and technology to manage the company's critical data assets by using roles and responsibilities to help improve the ability to read, understand, create, and communicate data as information (e.g. literacy).

Why is it important?

To ensure business users understand and use data created and available in new cloud solutions in accordance with the organization's business goals and objectives

Common Challenges?

- Increasing investments in new cloud solutions increases the number sources and complexity of governing data in today's hybrid business environment

Business Impact

- Misuse of data can impact the business goals and performance supported by new and existing cloud investments

IDMC for Cloud Application Modernization Data Management Requirements
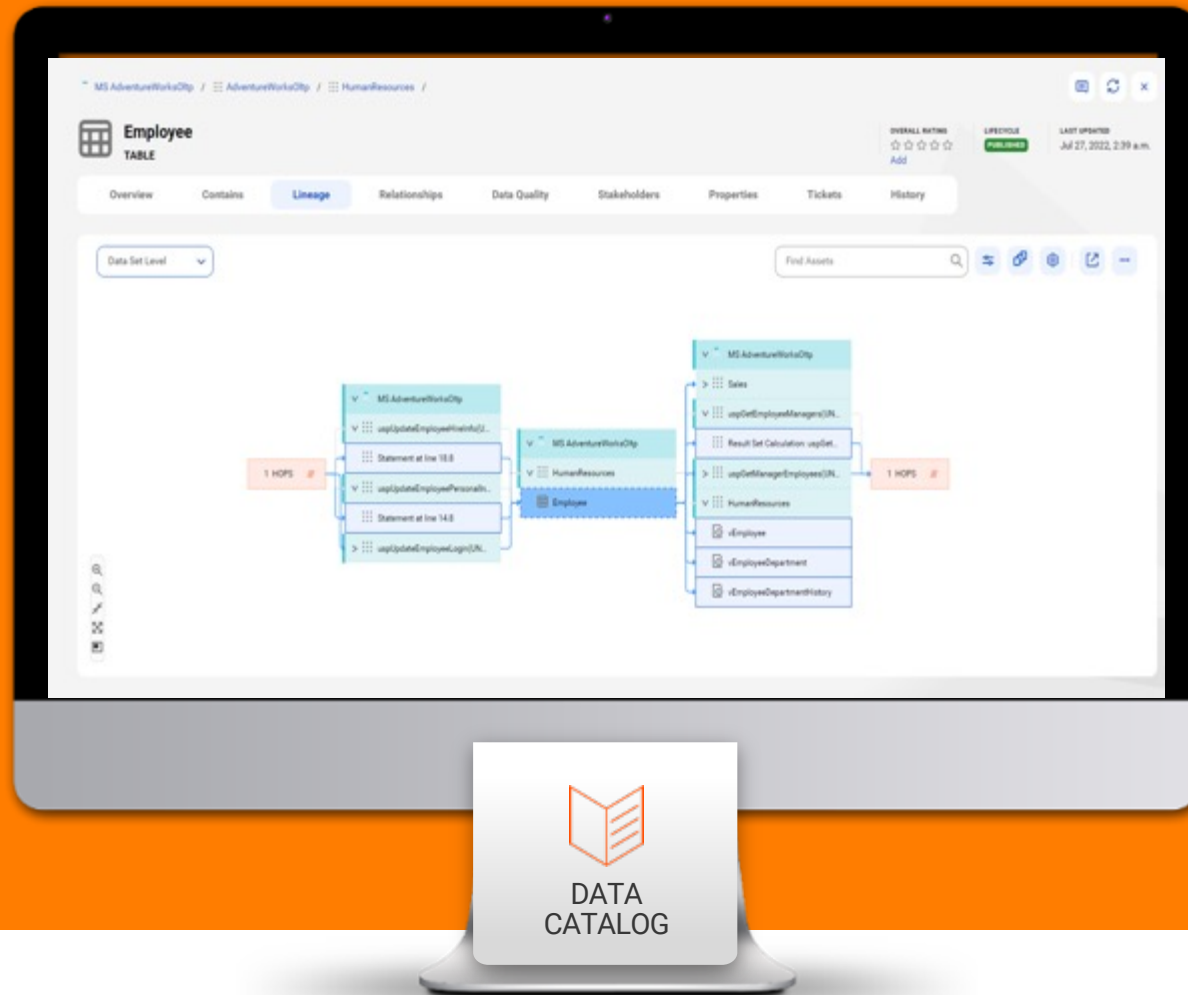
Data discovery & identification	Data migration and integration	Data quality & remediation	Master data management	Data access management	Data governance & literacy

Data Catalog for Data Discovery and Transparency

- Scan enterprise metadata to identify and locate existing data and applications to migrate to the cloud

- View technical lineage details of your end-to-end data supply chain

- Identify and understand data processing rules, transformations, and data quality rules

- Leverage 1000's of pre-built metadata scanners

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IDMC for Cloud Application Modernization Data Management Requirements

| Data discovery & identification | Data migration and integration | Data quality & remediation | Master data management | Data access management | Data governance & literacy |

API & DATA INTEGRATION

Data Integration for Cloud Investments

- Includes hundreds of out-of-the-box advanced data integration transformations and mappings.

- Support of Mass ingestion of any formats- files, databases, CDC or streaming

- Supports any latency, structure, format, volume requirements

- Accelerate Cloud Data Warehouse, Application Modernization, and Application Integration projects

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IDMC for Cloud Application Modernization Data Management Requirements

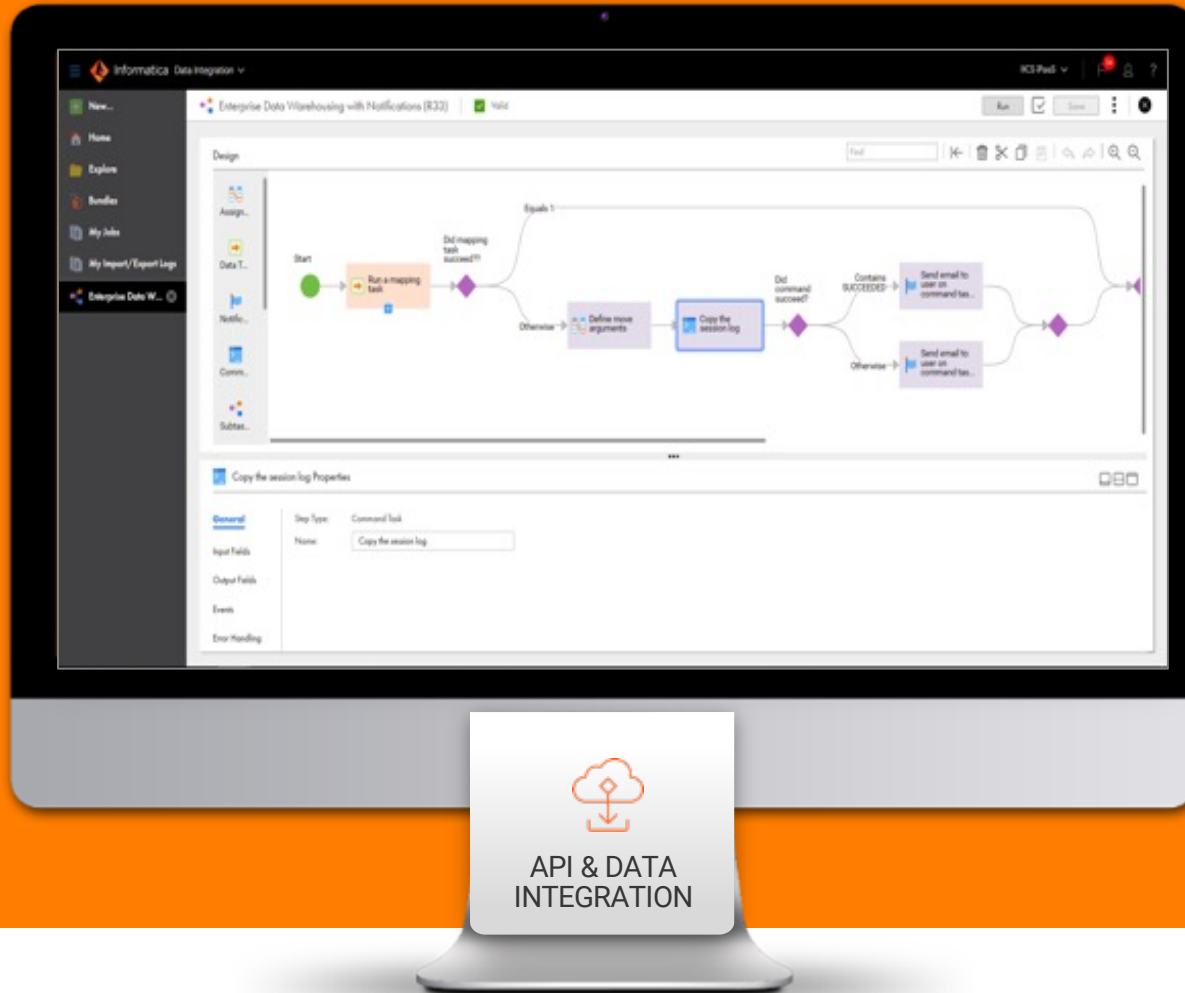| Data discovery & identification	Data migration and integration	Data quality & remediation	Master data management	Data access management	Data governance & literacy

DATA QUALITY

Intelligent Data Quality Management

- Intelligent data profiling and discovery

- AI/ML Data Quality Rules Development & Management

- Integrated Dashboards for Enterprise Use

- 100% Cloud Native

IDMC for Cloud Application Modernization Data Management Requirements

Data discovery & identification	Data migration and integration	Data quality & remediation	Master data management	Data access management	Data governance & literacy

MASTER DATA MANAGEMENT

Single Source of the Truth

- Identify unique entities, relationship with the business and other customers across all systems and lines of business

- Integrate critical customer information assets from existing systems

- Define and manage relationships between customers, prospects, accounts, employees, and products

- Provide a single source of the truth for all systems to leverage

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IDMC for Cloud Application Modernization Data Management Requirements
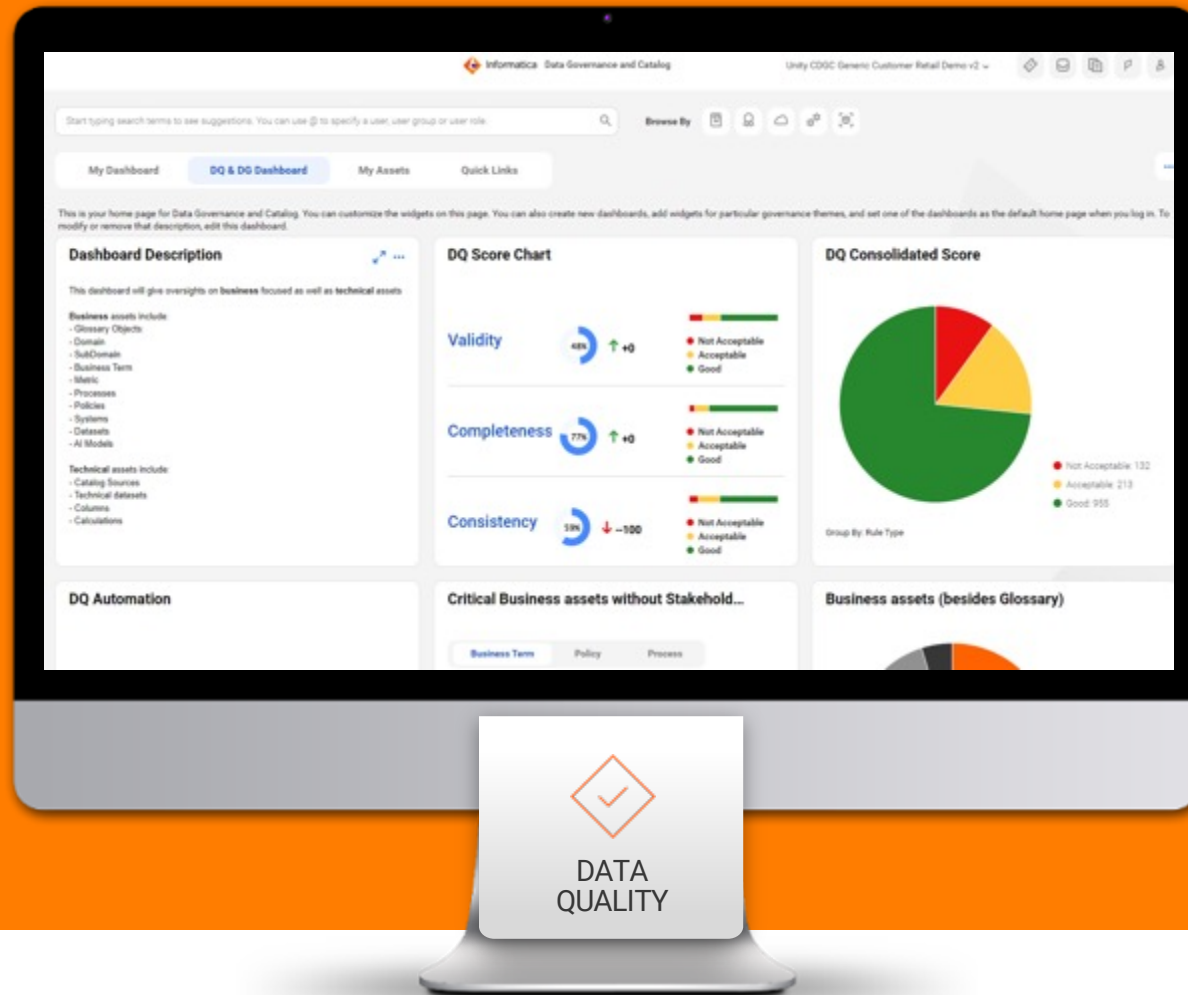
Data discovery & identification	Data migration and integration	Data quality & remediation	Master data management	Data access management	Data governance & literacy

Protect and enforce data privacy policies

- Enforces data privacy policies to ensure those who are authorized can view PII data in any cloud system

- Helps manage Metadata-driven policies for universal enforcement of data privacy laws

- Tokenizes PII data as it is being retrieved by end users vs. changing data at the source

GOVERNANCE & PRIVACY

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IDMC for Cloud Application Modernization Data Management Requirements

Data discovery & identification	Data migration and integration	Data quality & remediation	Master data management	Data access management	Data governance & literacy

GOVERNANCE & PRIVACY

- **<u>Enterprise Data Governance and Stewardship</u>**

  - Organize, assign, and measure a holistic data stewardship practice

  - Define and manage business terms and definitions

  - Seamlessly publish and control access to views

  - Respond to change requests from business users

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IDMC for Cloud Application Modernization Data Management Requirements

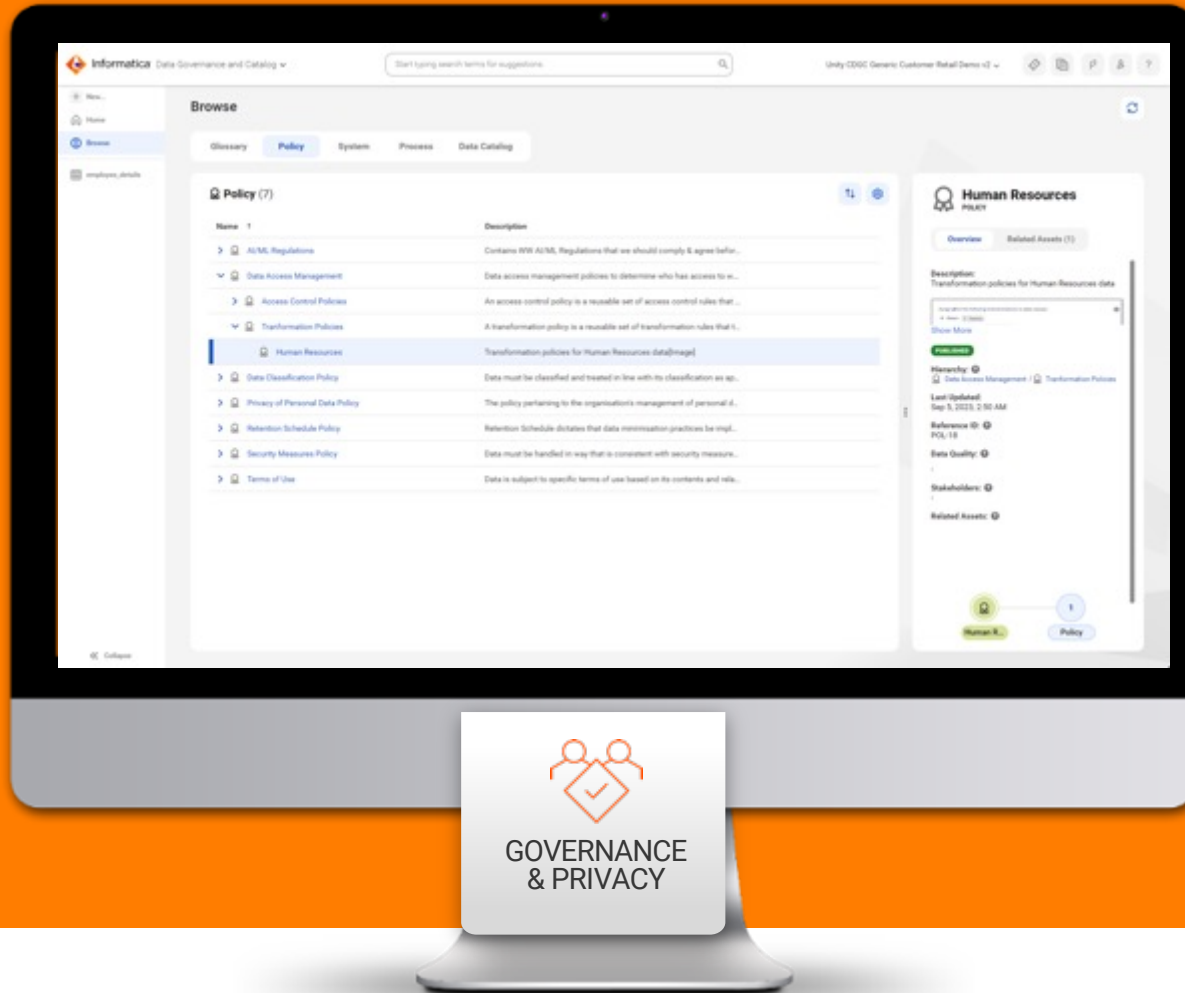| Data discovery & identification | Data migration and integration | Data quality & remediation | Master data management | Data access management | Data governance & literacy |
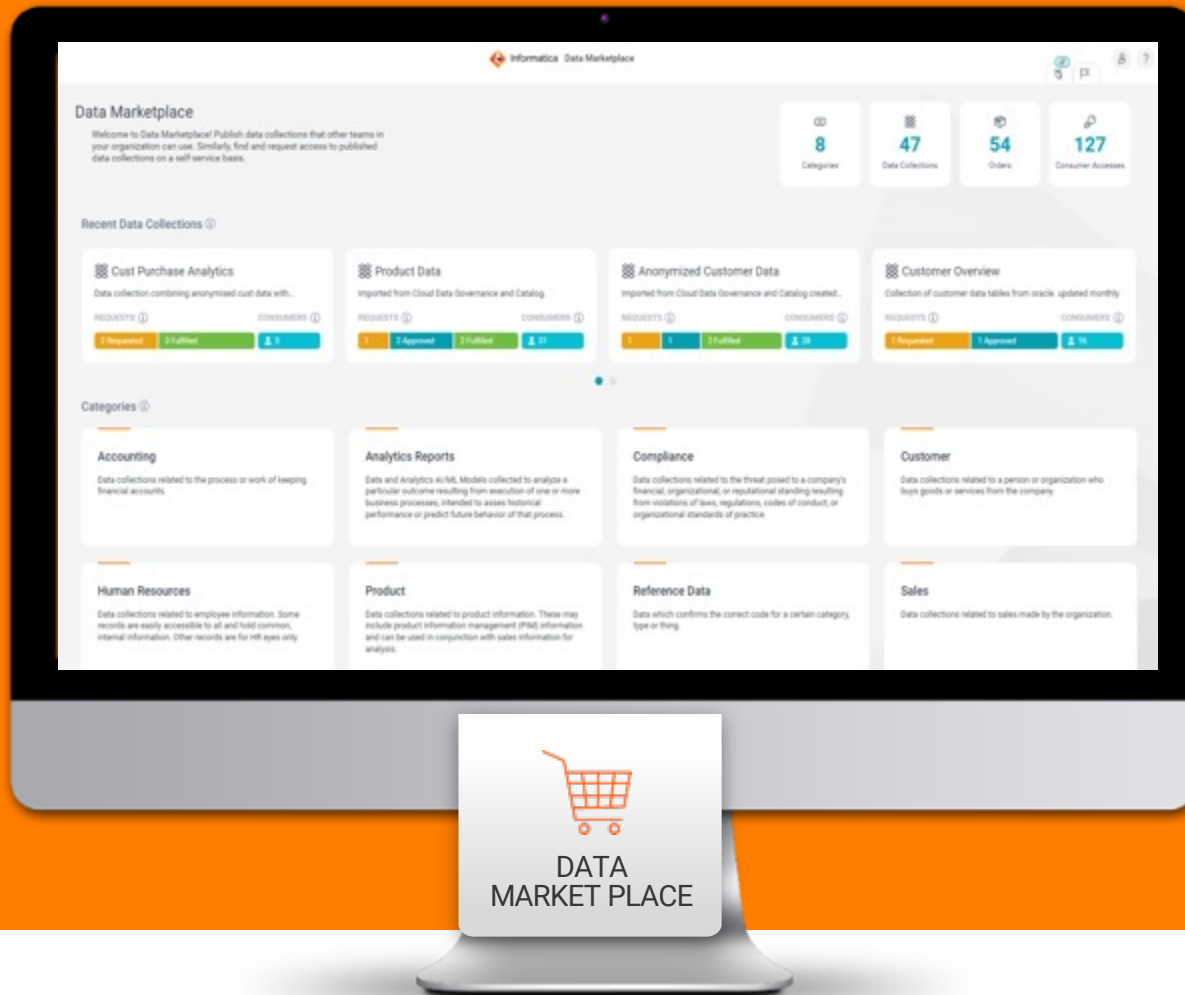
DATA MARKET PLACE

Business Facing Data Marketplace

- Browse and search for relevant data assets,
  find data recommended by peers

- Easily search, navigate and subscribe to relevant data topics

- Request and access data without IT intervention

Informatica IDMC for Cloud Application Modernization Data Management

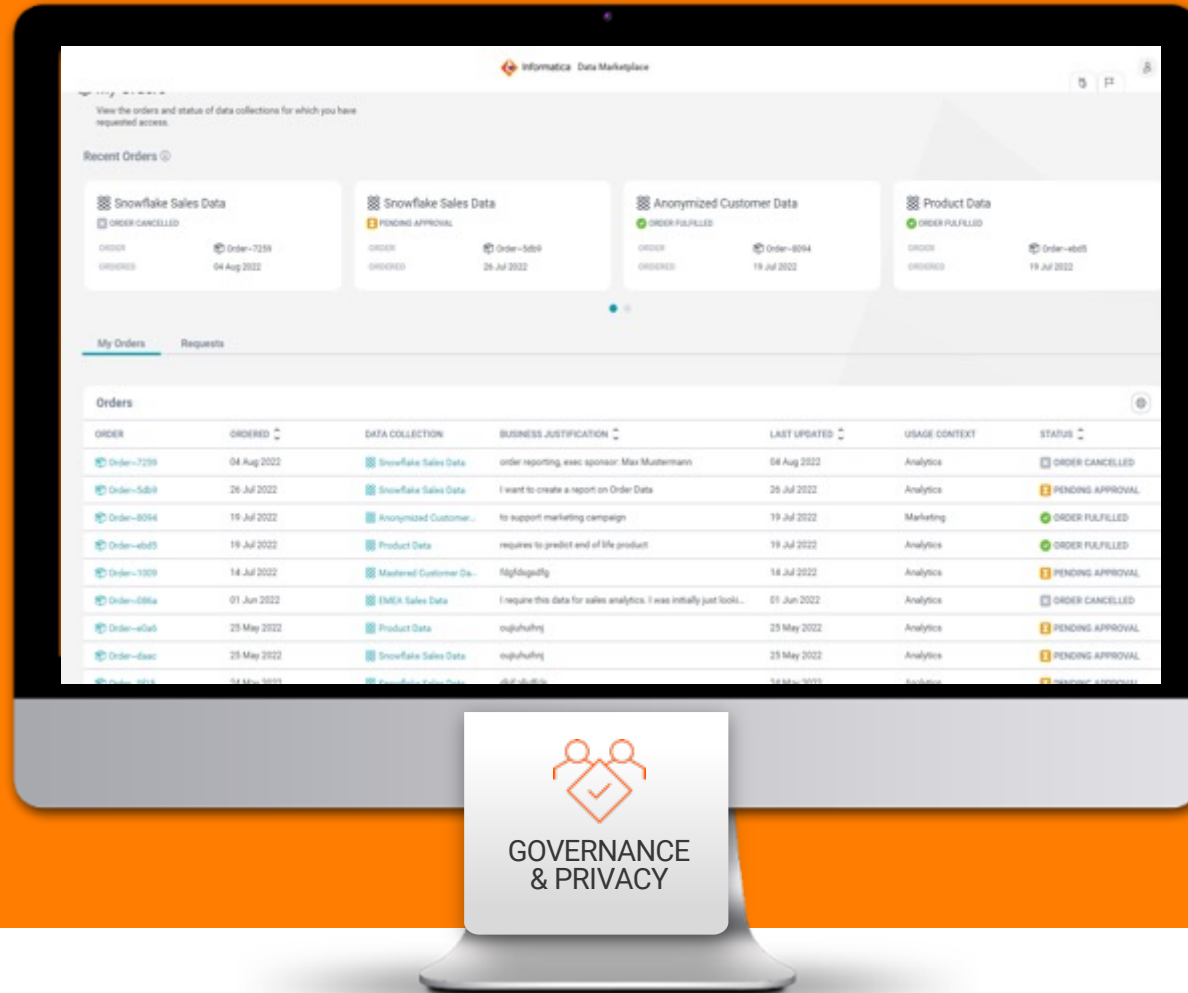## Cloud Application Modernization Data Management

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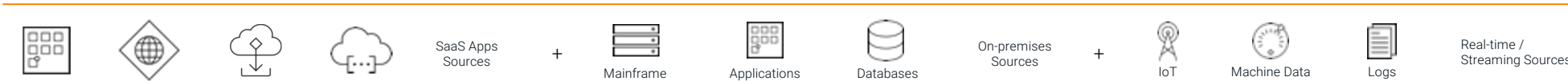
Intelligent Data Management Cloud™

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Connectivity
Metadata System of Record

DATA SOURCES

SaaS Apps Sources   +   Mainframe   Applications   Databases   On-premises Sources   +   IoT   Machine Data   Logs   Real-time / Streaming Sources

EDMC Flagship Frameworks – DCAM
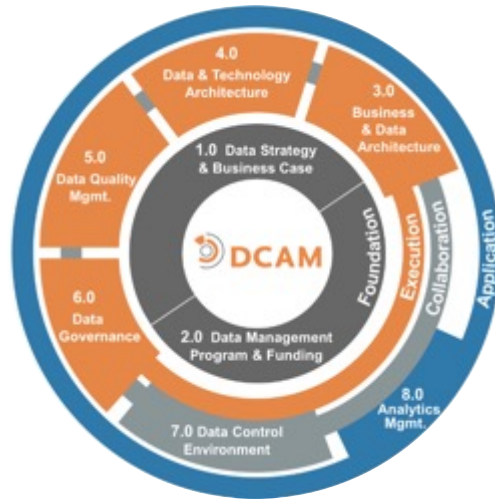
Data Management Capability Assessment Model

Developed by Industry

- Developed via member collaboration
- 70% of Council members using frameworks use DCAM, including Global Regulators

Best Practices for Data & Analytics Management

- Encompasses: Data Supply Chain, Advanced Analytics, Data Ethics and Responsible AI/ML
- 8 components, 38 Capabilities, 136 Sub-capabilities
- Members flexibly apply to their organization

EDMC Flagship Frameworks – DCAM
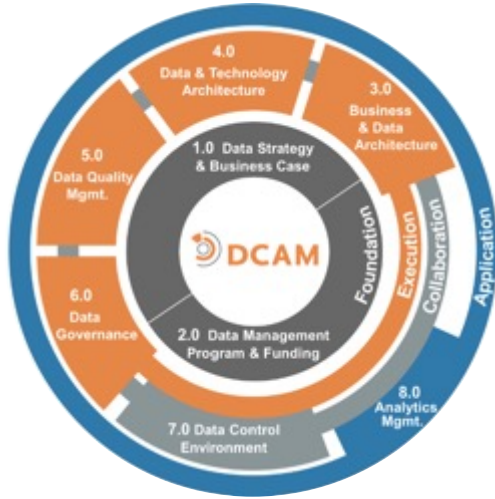
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2020

2020

Google

LSEG

Morgan Stanley

1.5 year project

300 participants

100+ Companies including AWS, Microsoft Azure, Google Cloud, IBM

750+ CDMC meetings

45,000+ work hours

EDMCouncil

CDMC: Industry Engagement

100+ Leading firms and 300+ participants
*actively participating since **May 2020***

CDMC™ EDMCouncil — Cloud Data Management Capabilities

CDMC Working Group

LSEG, Morgan Stanley, J.P.Morgan, CAPCO, Standard Chartered, KPMG, UBS, HSBC, citi, Goldman Sachs, PayPal, Freddie Mac, WELLS FARGO, TP ICAP, NORTHERN TRUST, BARCLAYS, Deutsche Bank, LLOYDS BANK, Tradeweb, TD Bank, BNP PARIBAS, CREDIT SUISSE, Nasdaq, SOCIETE GENERALE

Cloud & Technology Provider Certification

aws, Microsoft Azure, Google Cloud, IBM Cloud, snowflake, collibra, Informatica, BigID, data.world, PRIVITAR, Solidatus, Deontic\data, securiti
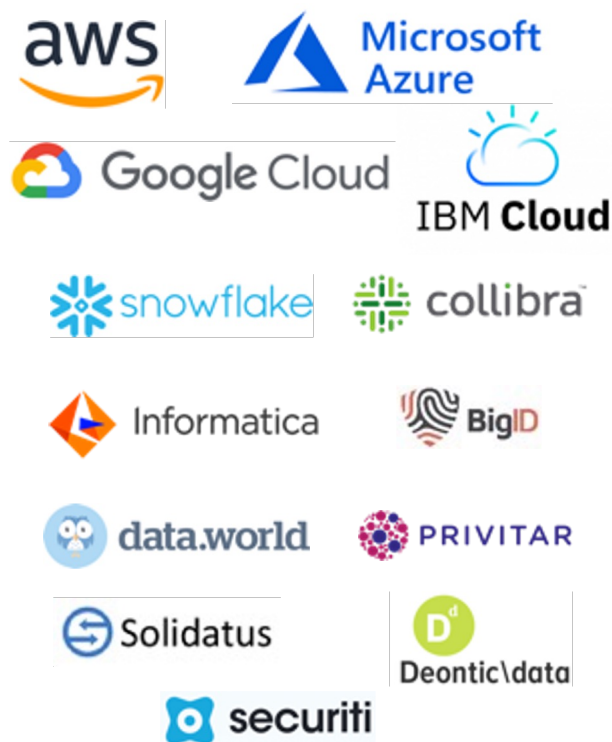
Regulatory Engagement

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- **US:** Federal Reserve, CFTC, FDIC, SEC
- **Canada:** OSFI
- **UK:** BoE, FCA, ICO
- **Germany:** BaFin
- **Swiss:** FinMA
- **Australia:** APRA
- **Singapore:** MAS
- **African Continental Cloud Regulatory Symposium**
- Others

EDMC Support

EDMCouncil

- **Training Courses**
- **Assessments & Certification**
- **Authorized Partner Program**
- **FINOS** Open Source Project
- **Other industries engaged:** Pharma/Life Sciences, Telecommunications, Manufacturing, Energy, Insurance, Government

CDMC+ Extensions

EDMCouncil

2023 Working Groups:
- Analytics
- Data Marketplace
- Data Sharing
- Master Data Management
- Federated Data Governance
- Data Mesh

CDMC Framework v1 Published September 2021

CDMC Framework

160+ Pages
6 Components
14 Capabilities
37 Sub-capabilities
14 Key Controls

Best practice framework for the migration, management, and enablement of sensitive data in cloud

Free license – Download at: **EDMCouncil.org > Frameworks > CDMC**

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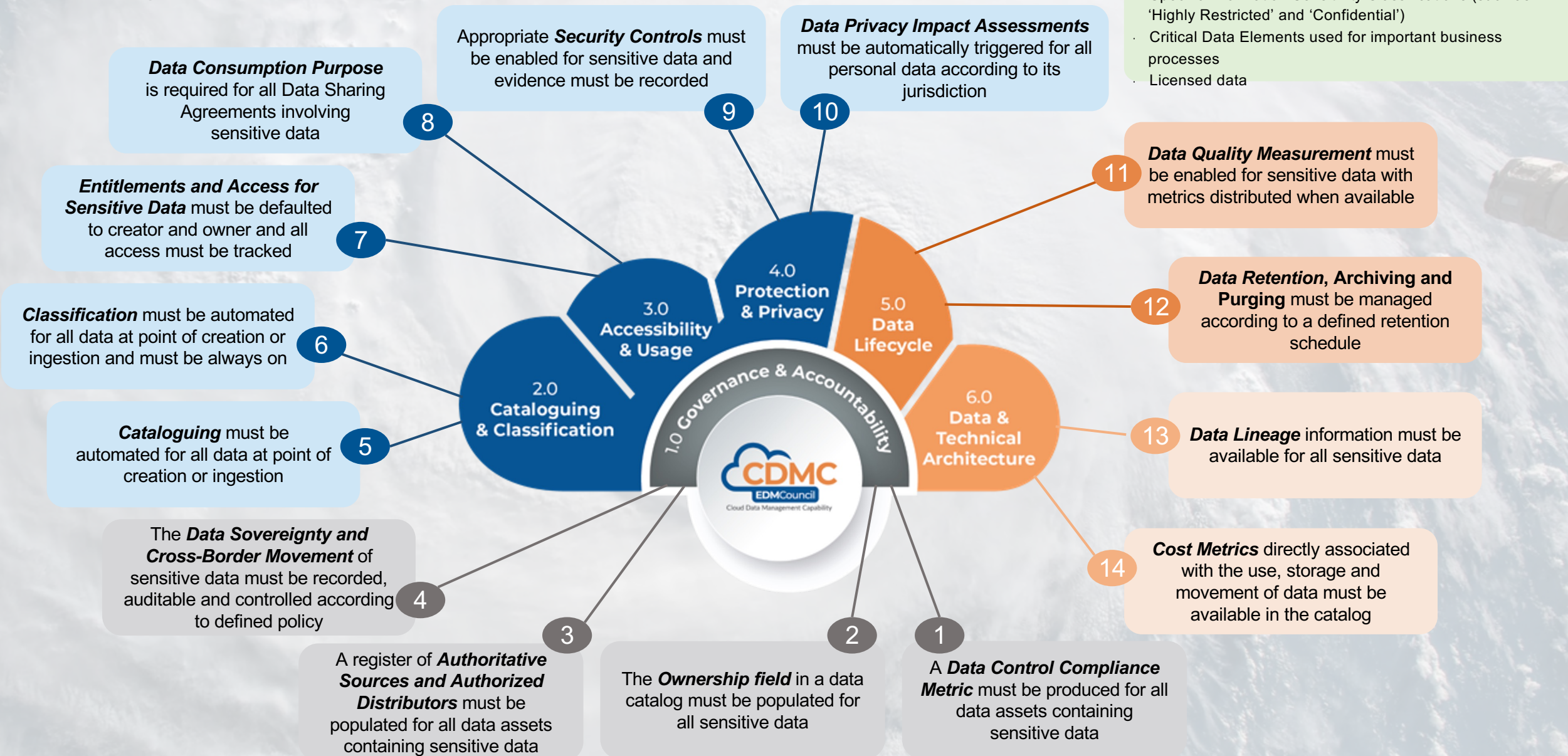# CDMC – Components, Capabilities & Sub-Capabilities

Component	Capability	Sub-Capability
1. Governance & Accountability	**1.1 The Cloud Data Management business case** is defined and measurable	1.1.1 Cloud data management business cases are defined 1.1.2 Cloud data management business cases are governed and syndicated
	1.2 Data ownership established for both migrated & cloud-generated data	1.2.1 Data Owner roles and responsibilities are defined and agreed 1.2.2 Data ownership is established in the Cloud
	1.3 Data sourcing and consumption are governed and supported by automation	1.3.1 Data sourcing is managed and authorized 1.3.2 Data consumption is governed and supported by automation
	1.4 Data Sovereignty and Cross-Border Data Movement are actively managed	1.4.1 Sovereignty of data is tracked 1.4.2 Data Sovereignty and Cross-Border Data movement risks are mitigated
2. Data Cataloguing & Classification	**2.1 Data catalogues** are implemented, used and interoperable	2.1.1 Data cataloguing is defined, scoped and actively used 2.1.2 Metadata is discoverable, enriched, managed and exposed in Data Catalogues 2.1.3 Data catalogues are interoperable across multi and hybrid cloud environments
	2.2 Data classifications are defined and used	2.2.1 Data classifications are defined and approved 2.2.2 Data classifications are applied and actively used
3. Accessibility & Usage	**3.1 Data entitlements** are managed, enforced and tracked	3.1.1 Data entitlement rights and obligations are captured as metadata 3.1.2 Data entitlement rights are enforced 3.1.3 Automated access and entitlement tracking is established
	3.2 Ethical access, use, and outcomes of data are managed	3.2.1 Data Ethics organization structures are established 3.2.2 Data Ethics processes are operational
4. Protection & Privacy	**4.1 Data is secured,** and controls are evidenced	4.1.1 Encryption policies are defined and enforced for data at rest, in motion, and in use 4.1.2 Implementation of data security controls is evidenced 4.1.3 Data obfuscation techniques are defined, scoped and applied 4.1.4 A Data Loss Prevention program is in place
	4.2 A data privacy framework is defined and operational	4.2.1 A data privacy framework is defined and agreed 4.2.2 The data privacy framework is operational
5. Data Lifecycle	**5.1 The data lifecycle** is planned and managed	5.1.1 A data lifecycle management framework is defined and adopted 5.1.2 The data lifecycle is implemented and managed
	5.2 Data quality is managed	5.2.1 Data Quality rules management is established 5.2.2 Data Quality measurement is established and operational 5.2.3 Data Quality metrics reporting is established and operational 5.2.4 Data Quality issue management is established and operational
6. Data & Technical Architecture	**6.1 Technical design principles** are established and applied	6.1.1 Optimization of cloud use and cost efficiency is facilitated 6.1.2 Principles for data availability and resilience are established and applied 6.1.3 Backups and point-in-time recovery are supported 6.1.4 Portability and exit planning are supported
	6.2 Data provenance and lineage are understood	6.2.1 Multi-environment lineage discovery is automated 6.2.2 Data lineage changes are tracked and managed 6.2.3 Data lineage reporting and visualization are implemented

Cloud Data Management Capabilities (CDMC) 14 Key Controls and Automations

Data Consumption Purpose is required for all Data Sharing Agreements involving sensitive data — 8

Appropriate **Security Controls** must be enabled for sensitive data and evidence must be recorded — 9

Data Privacy Impact Assessments must be automatically triggered for all personal data according to its jurisdiction — 10

Entitlements and Access for Sensitive Data must be defaulted to creator and owner and all access must be tracked — 7

Data Quality Measurement must be enabled for sensitive data with metrics distributed when available — 11

Classification must be automated for all data at point of creation or ingestion and must be always on — 6

Data Retention, Archiving and **Purging** must be managed according to a defined retention schedule — 12

Cataloguing must be automated for all data at point of creation or ingestion — 5

Data Lineage information must be available for all sensitive data — 13

The **Data Sovereignty and Cross-Border Movement** of sensitive data must be recorded, auditable and controlled according to defined policy — 4

A register of **Authoritative Sources and Authorized Distributors** must be populated for all data assets containing sensitive data — 3

The **Ownership field** in a data catalog must be populated for all sensitive data — 2

A **Data Control Compliance Metric** must be produced for all data assets containing sensitive data — 1

Cost Metrics directly associated with the use, storage and movement of data must be available in the catalog — 14

Diagram elements:
- 1.0 Governance & Accountability
- 2.0 Cataloguing & Classification
- 3.0 Accessibility & Usage
- 4.0 Protection & Privacy
- 5.0 Data Lifecycle
- 6.0 Data & Technical Architecture
- CDMC EDMCouncil — Cloud Data Management Capability

Data Management – Leveraging Frameworks for Success

Enables a trusted supply-chain of data

- Provides a common and measurable framework
- Establishes common language for data management
- Grounded in evidence, formality and organizational engagement
- Evidence-based artifacts

Enables organizations with trust and confidence that the data they are relying on is accurate, complete, rationalized and actionable

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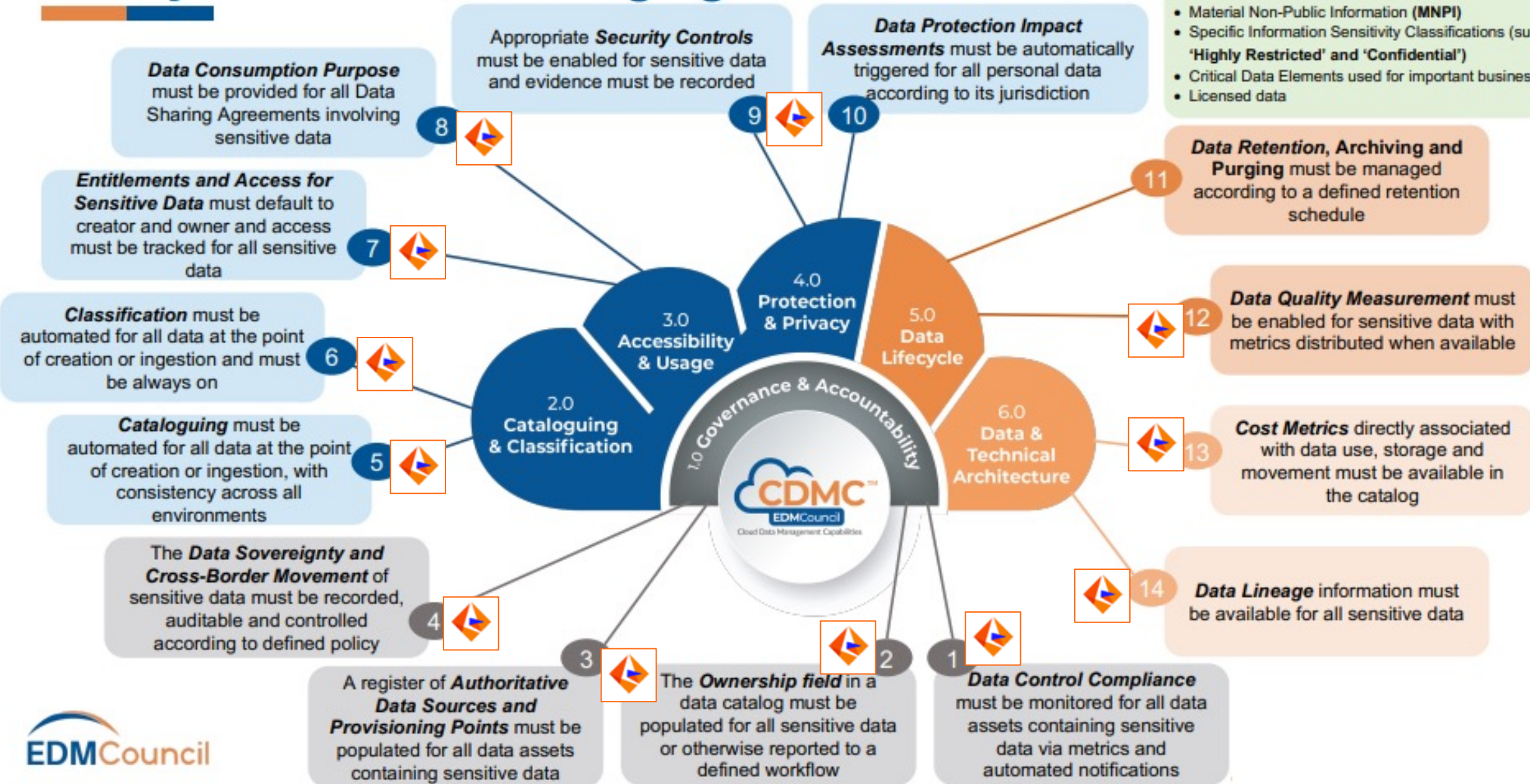**EDM**Council

CDMC Capabilities: Requirements & Automated Controls

Component	Capability	Sub-Capability	CDMC Controls & Automations
1. Governance & Accountability	**1.1 The Cloud Data Management business case** is defined and measurable	1.1.1 Cloud data management business cases are defined 1.1.2 Cloud data management business cases are governed and syndicated	Data Control Compliance Metric – calculated from extent of implementation of controls
	1.2 Data ownership established for both migrated & cloud-generated data	1.2.1 Data Owner roles and responsibilities are defined and agreed 1.2.2 Data ownership is established in the Cloud	Ownership Field – populated or reported to a defined workflow
	1.3 Data sourcing and consumption are governed and supported by automation	1.3.1 Data sourcing is managed and authorized 1.3.2 Data consumption is governed and supported by automation	Authoritative Sources & Authorized Distributors – register populated or reported to a defined workflow
	1.4 Data Sovereignty and Cross-Border Data Movement are actively managed	1.4.1 Sovereignty of data is tracked 1.4.2 Data Sovereignty and Cross-Border Data movement risks are mitigated	Data Sovereignty & Cross-Border Data Movement – recorded, auditable and controlled
2. Data Cataloguing & Classification	**2.1 Data catalogues** are implemented, used and interoperable	2.1.1 Data cataloguing is defined, scoped and actively used 2.1.2 Metadata is discoverable, enriched, managed and exposed in Data Catalogues 2.1.3 Data catalogues are interoperable across multi and hybrid cloud environments	Cataloguing – automated at point of creation / ingestion
	2.2 Data classifications are defined and used	2.2.1 Data classifications are defined and approved 2.2.2 Data classifications are applied and actively used	Classification – automated at point of creation / ingestion
3. Accessibility & Usage	**3.1 Data entitlements** are managed, enforced and tracked	3.1.1 Data entitlement rights and obligations are captured as metadata 3.1.2 Data entitlement rights are enforced 3.1.3 Automated access and entitlement tracking is established	Entitlements and Access – defaulted to owner and creator and tracked
	3.2 Ethical access, use, and outcomes of data are managed	3.2.1 Data Ethics organization structures are established 3.2.2 Data Ethics processes are operational	Data Consumption Purpose – provided for all Data Sharing Agreements
4. Protection & Privacy	**4.1 Data is secured,** and controls are evidenced	4.1.1 Encryption policies are defined and enforced for data at rest, in motion, and in use 4.1.2 Implementation of data security controls is evidenced 4.1.3 Data obfuscation techniques are defined, scoped and applied 4.1.4 A Data Loss Prevention program is in place	Security Controls – enabled and evidenced
	4.2 A data privacy framework is defined and operational	4.2.1 A data privacy framework is defined and agreed 4.2.2 The data privacy framework is operational	Data Privacy Impact Assessments – automatically triggered
5. Data Lifecycle	**5.1 The data lifecycle** is planned and managed	5.1.1 A data lifecycle management framework is defined and adopted 5.1.2 The data lifecycle is implemented and managed	Data Retention, Archiving & Purging – managed to a defined schedule
	5.2 Data quality is managed	5.2.1 Data Quality rules management is established 5.2.2 Data Quality measurement is established and operational 5.2.3 Data Quality metrics reporting is established and operational 5.2.4 Data Quality issue management is established and operational	Data Quality Measurement – enabled and metrics distributed
6. Data & Technical Architecture	**6.1 Technical design principles** are established and applied	6.1.1 Optimization of cloud use and cost efficiency is facilitated 6.1.2 Principles for data availability and resilience are established and applied 6.1.3 Backups and point-in-time recovery are supported 6.1.4 Portability and exit planning are supported	Cost Metrics – available in the catalogue
	6.2 Data provenance and lineage are understood	6.2.1 Multi-environment lineage discovery is automated 6.2.2 Data lineage changes are tracked and managed 6.2.3 Data lineage reporting and visualization are implemented	Data Lineage – information available

Cloud Data Management Capabilities (CDMC) 14 Key Controls for Managing Data Risk
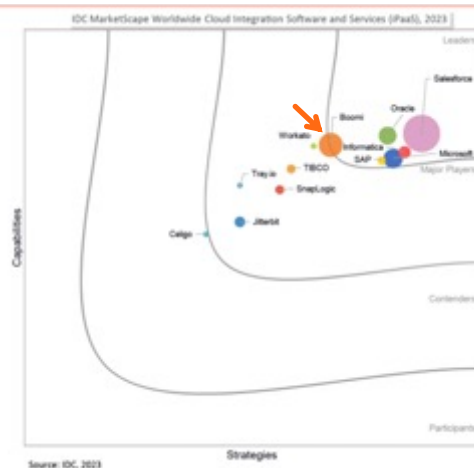

Sensitive Data includes classifications such as:
- Personal Information (**PI**) / Sensitive Personal Data
- Personally Identifiable Information (**PII**)
- Personal Health Information (**PHI**)
- Company or Client Identifiable Information
- Material Non-Public Information (**MNPI**)
- Specific Information Sensitivity Classifications (such as 'Highly Restricted' and 'Confidential')
- Critical Data Elements used for important business processes
- Licensed data

Data Consumption Purpose must be provided for all Data Sharing Agreements involving sensitive data

Appropriate **Security Controls** must be enabled for sensitive data and evidence must be recorded

Data Protection Impact Assessments must be automatically triggered for all personal data according to its jurisdiction

Entitlements and Access for Sensitive Data must default to creator and owner and access must be tracked for all sensitive data

Data Retention, Archiving and **Purging** must be managed according to a defined retention schedule

Classification must be automated for all data at the point of creation or ingestion and must be always on

Data Quality Measurement must be enabled for sensitive data with metrics distributed when available

Cataloguing must be automated for all data at the point of creation or ingestion, with consistency across all environments

Cost Metrics directly associated with data use, storage and movement must be available in the catalog

The **Data Sovereignty and Cross-Border Movement** of sensitive data must be recorded, auditable and controlled according to defined policy

Data Lineage information must be available for all sensitive data

A register of **Authoritative Data Sources and Provisioning Points** must be populated for all data assets containing sensitive data

The **Ownership field** in a data catalog must be populated for all sensitive data or otherwise reported to a defined workflow

Data Control Compliance must be monitored for all data assets containing sensitive data via metrics and automated notifications

3.0 Accessibility & Usage

4.0 Protection & Privacy

5.0 Data Lifecycle

2.0 Cataloguing & Classification

1.0 Governance & Accountability

6.0 Data & Technical Architecture

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2024 Magic Quadrant™ for Augmented Data Quality Solutions
2024 Magic Quadrant™ for Integration Platform as a Service
2023 Magic Quadrant™ for Data Integration Tools
2023 Vendor Rating: Informatica, Overall Rating: POSITIVE

Gartner, Magic Quadrant for Augmented Data Quality Solutions, Melody Chien, et al., 6 March 2024; Gartner, Magic Quadrant for Integration Platform as a Service, Keith Guttridge, et al., 19 Feb 2024; Gartner, Magic Quadrant for Data Integration Tools, Ehtisham Zaidi et al., 4 Dec 2023; Gartner Vendor Rating: Informatica, Robert Thanaraj et al., 4 Dec 2023, GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and MAGIC QUADRANT is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Informatica.

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The Forrester Wave™: Enterprise Data Catalogs for DataOps, Q2 2022
The Forrester Wave™: Enterprise Data Fabric, Q1 2024

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IDC

IDC MarketScape for iPaaS 2023

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.

CAP: CDMC Authorized Partners

Partners are trained and certified by the EDM Council and are licensed to deliver CDMC-based assessments

- *To discuss becoming a CDMC partner, please contact Eric Bigelsen: ebigelsen@edmcouncil.org*

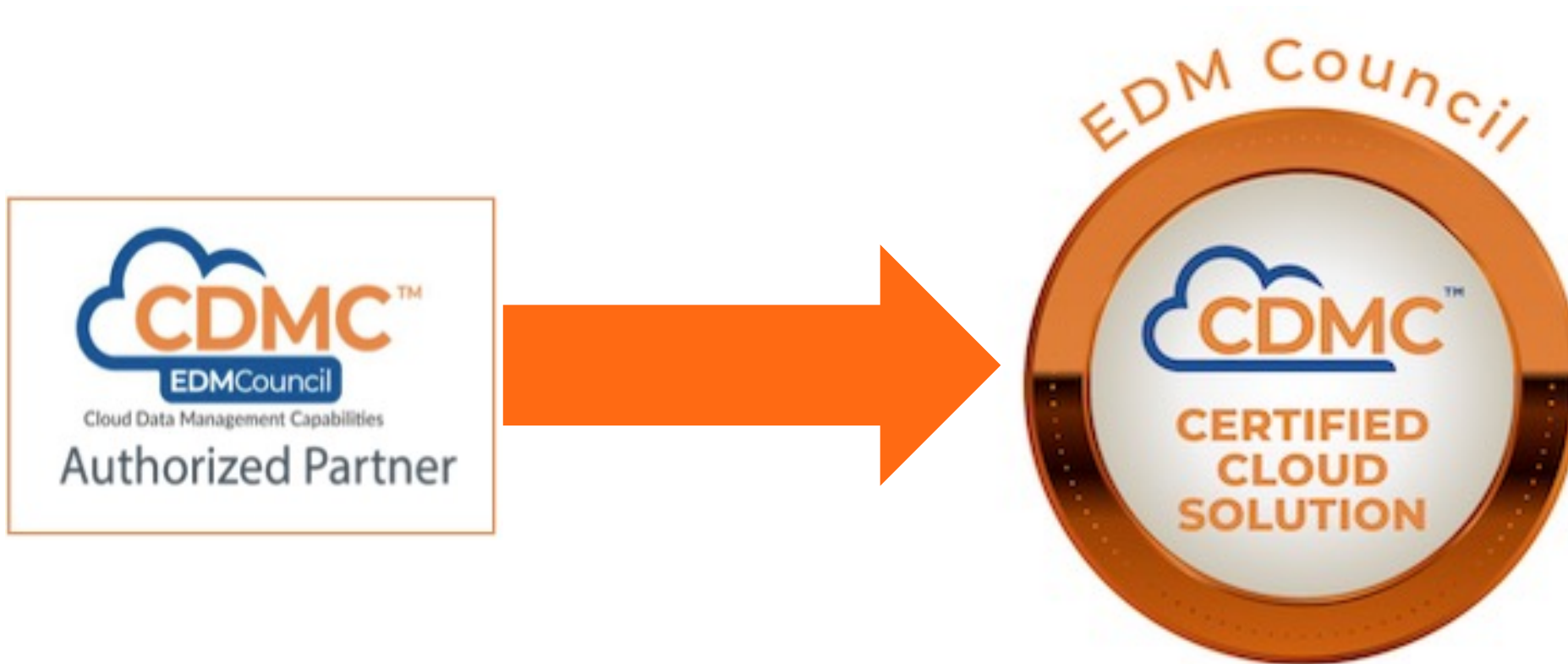www.edmcouncil.org/page/cap-partner

Informatica's IDMC is on the way to becoming <u>CDMC Certified</u> "VERY" Soon!   Stay tuned!

Questions?

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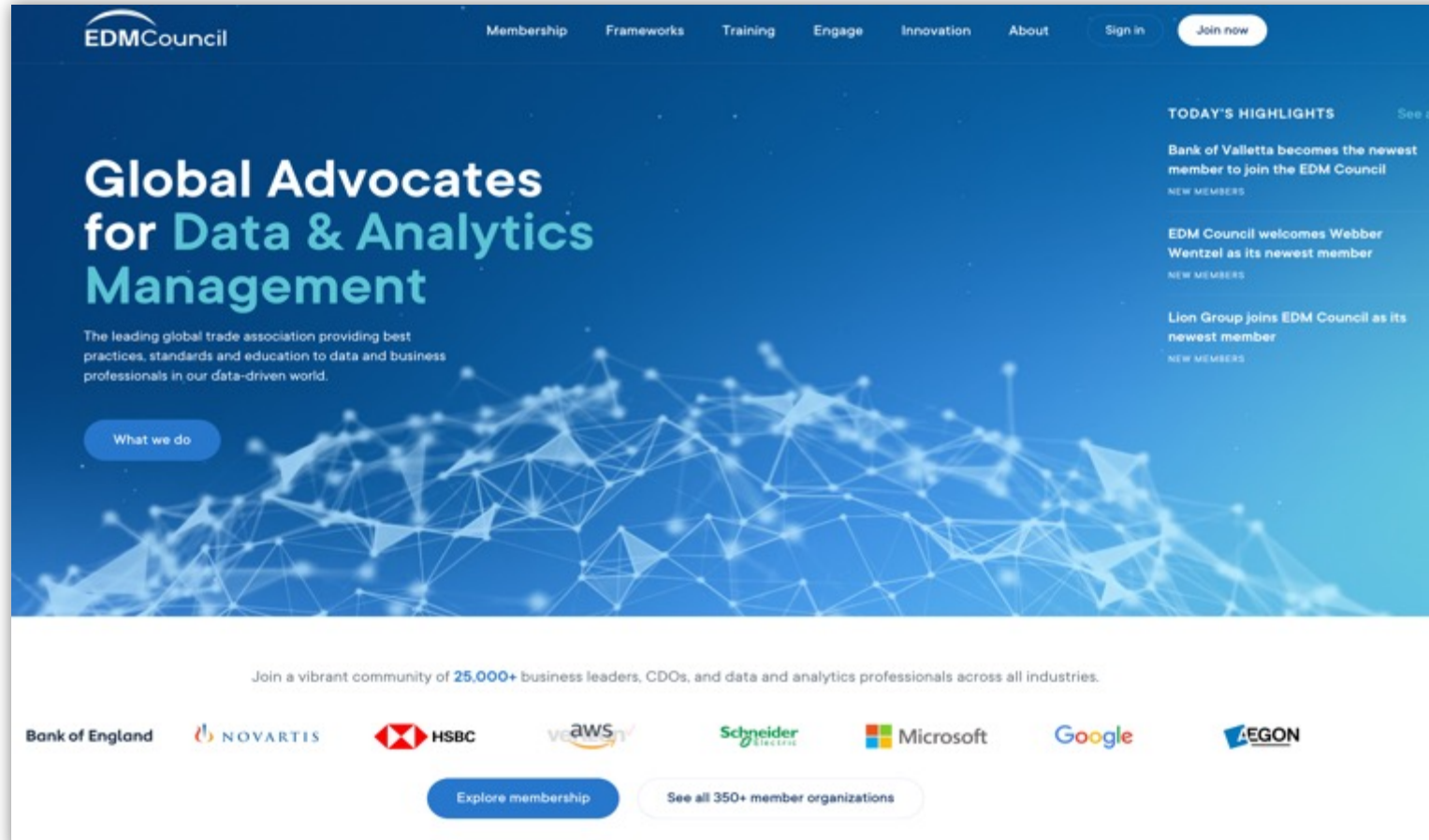
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