

# EDM Webinar

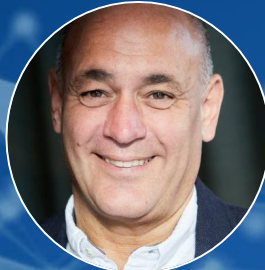
## Achieving Regulatory Compliance with Trusted Data in the Cloud

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*A conversation with*



**Mark Kettles**  
Senior Product  
Marketing Manager  
Informatica



**Steve Holyer**  
Data Platform  
Leader EMEA  
Informatica



# Today's panel

Moderator



**Jim Halcomb**

Global Head of Research  
& Development  
**EDM Association**



**Mark Kettles**

Senior Product  
Marketing Manager  
**Informatica**



**Steve Holyer**

Data Platform Leader  
EMEA  
**Informatica**



# Agenda

- 1 Introduction – Today's Panel
- 2 Why Data is critical to navigating the challenges of Regulatory Compliance successfully
- 3 Value of Trusted Data to deliver compliance for business success through IDMC
- 4 LIVE Q&A
- 5 Close – follow ups

# What are the current trends in regulatory compliance?



## GenAI

Rapid growth of regulatory oversight as use of GenAI systems increases  
– EU AI Act | Colorado AI Act (CAIA)



## Data Privacy

Evolving privacy laws are still a major challenge to align data access policies  
– GDPR (EU) | CCPA (US)



## Cybersecurity

As threats become more sophisticated, risk exposure increases – HIPAA (US) | DORA (EU)



## ESG

Reporting is transitioning from voluntary to mandatory by regulatory and consumer demands  
– CSRD (EU) | SFDR (EU)



## Transparency & Accountability

Demand in areas such as beneficial ownership reporting and supply chain traceability – Corporate Transparency Act (US)

# Why organizations should move to the cloud to ensure **Regulatory Compliance**

## Advanced Security

Leverage cutting-edge security technologies like encryption & identity management such as FedRAMP, UK Cyber Essentials, ENS

## Certification & Standards

Benefit from compliance with global standards such as ISO 27001, SOC 2, DORA and GDPR.  
**EDM Council CDMC Certification**

## Data Privacy & Sovereignty

Easily manage data residency to comply with regional data protection laws such as GDPR, CCPA

## Automated Auditing & Reporting

Simplify compliance management with built-in tools for real-time auditing and detailed reporting.

## Scalability & Flexibility

Quickly adapt to new or changing regulations with scalable cloud resources

## Continuous Compliance Monitoring

Utilize ongoing Cloud monitoring and alert systems to 24 X7

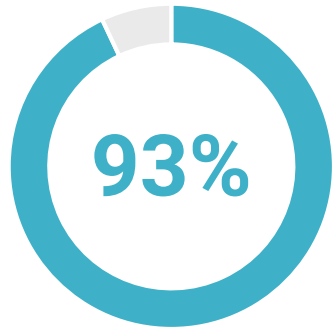
## Cost-Effective Compliance Management

Eliminate expenses of maintaining compliance infrastructure in-house.

## Tools for Risk management

Continuous risk management, including disaster recovery, business continuity, and incident response capabilities.

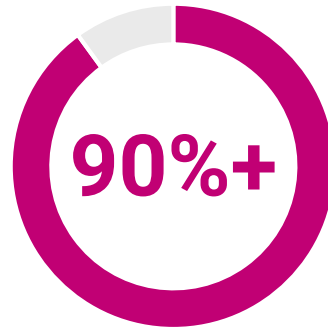
# Navigate Challenges While Keeping Data Open for Business



Regulatory environment has held back AI efforts, including 39% who see projects stalled\*

## Regulatory Compliance and Reducing Risk Exposure

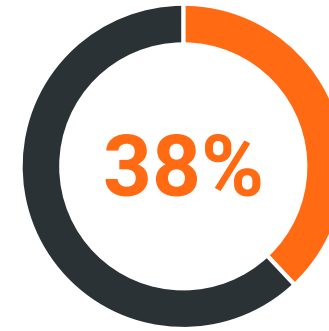
- ✓ Preserve data privacy – and trust!
- ✓ Enforce consistent, reliable policies
- ✓ Assess and remediate risk exposure for compliance to laws & mandates
- ✓ Monitor, audit and report to enforce established procedures



From an Accenture Survey, more than 90% agreed that ESG issues will be a major focus for them over the next five years\*\*

## Regulatory Compliance and Driving Ops Efficiency

- ✓ Automate processes for trusted and efficient data delivery and use
- ✓ Reduce errors caused by manual procedures to improve workflow
- ✓ Accelerate audits to meet reporting deadlines, avoid costly penalties

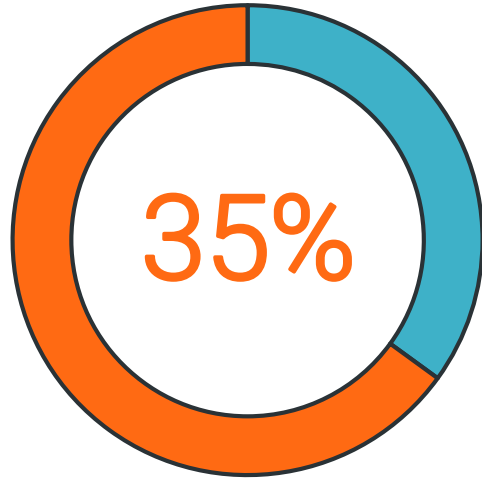


Inability to minimize risks related to regulations & compliance are a barrier to data strategy\*\*\*

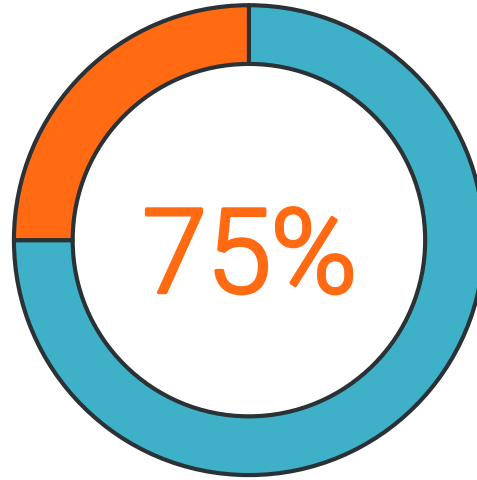
## Regulatory Compliance and Brand Reputation and Trust

- ✓ Build credibility with customers to maintain and improve loyalty
- ✓ Demonstrate ethical standards, including responsible AI with governance
- ✓ Enable transparency with sustainability best practices that build brand trust

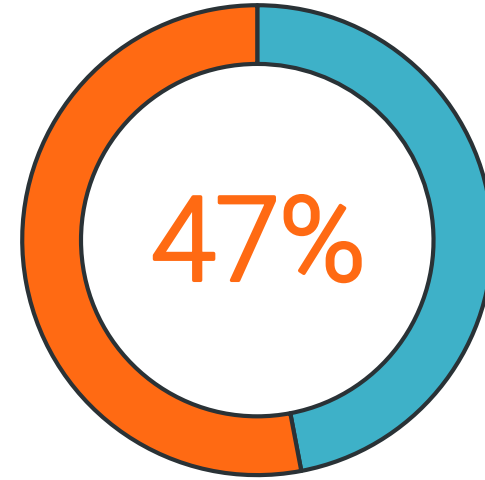
# Regulatory compliance is a critical business imperative



of CDO Insights 2025 Survey respondents say regulatory compliance risk is a top data challenge in the adoption of GenAI<sup>1</sup>.



By 2024, 75% of the Global Population Will Have Its Personal Data Covered Under Privacy Regulations<sup>2</sup>.



Of respondents in our CDO Insights 2025 survey saw data privacy and protection as a top driver of increased investment in data management<sup>1</sup>

# Business challenges to organizations



## Ethical Concerns

Biased decision-making, leading to unfair treatment or discrimination



## Privacy Exposure

Massive datasets of sensitive data pose risks if not handled appropriately



## Explainability

"Black box" algorithms where decision-making is not well understood



## Transparency

Data transformation that loses trust from source to delivery when used for AI



## "I don't know"

Fear of unknowns creates hesitancy when adopting AI applications



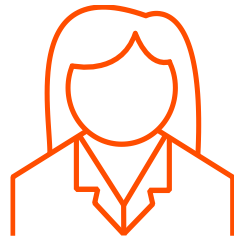
# Solution Needs by Key Roles

## Want to drive business performance!



### CDO / Head of Data

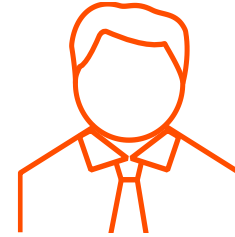
- Ensure compliance of data through enforceable policies.
- Manage data pipeline transparency & traceability essential for regulatory audits and reporting.



### LoB / App Owner

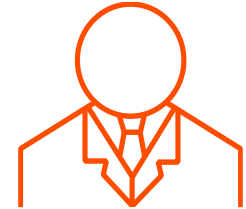
- Access to high-quality, policy-compliant data, for quick and accurate decision-making.
- More efficient compliance to avoid penalties and keep brand reputation.

## ...but also need to limit AI risk exposure



### CIO / CISO

- Need for an agile, robust IT infrastructure that adapts to evolving compliance mandates.
- Strategic partner in policy compliance, cost efficiency and infrastructural agility



### Compliance Officer (CCO)

- Protect intelligence on personal data (PII)
- Continually assess data and compliance risks
- Efficiently respond to audits with transparency, and complete data.

**Requires Cross-Functional Collaboration to drive business performance compliantly!**

# External regulatory and compliance pressures

Key challenges to AI compliance – an evolving use case of Regulatory Compliance



## Operating within uncertainty while reducing long-term risk exposure

- Organizations still considering the best methods, processes and structure needed for compliance
- AI laws are still in a state of flux, while AI and data governance take time and effort to operationalize



## Time may not be on your side – you need to leverage proven solutions

- Legislation including the EU AI Act are accelerating responsible AI mandates – leaving less time to operationalize
- To get ahead, organizations need to rely upon proven solutions that deliver trustworthy data for AI initiatives

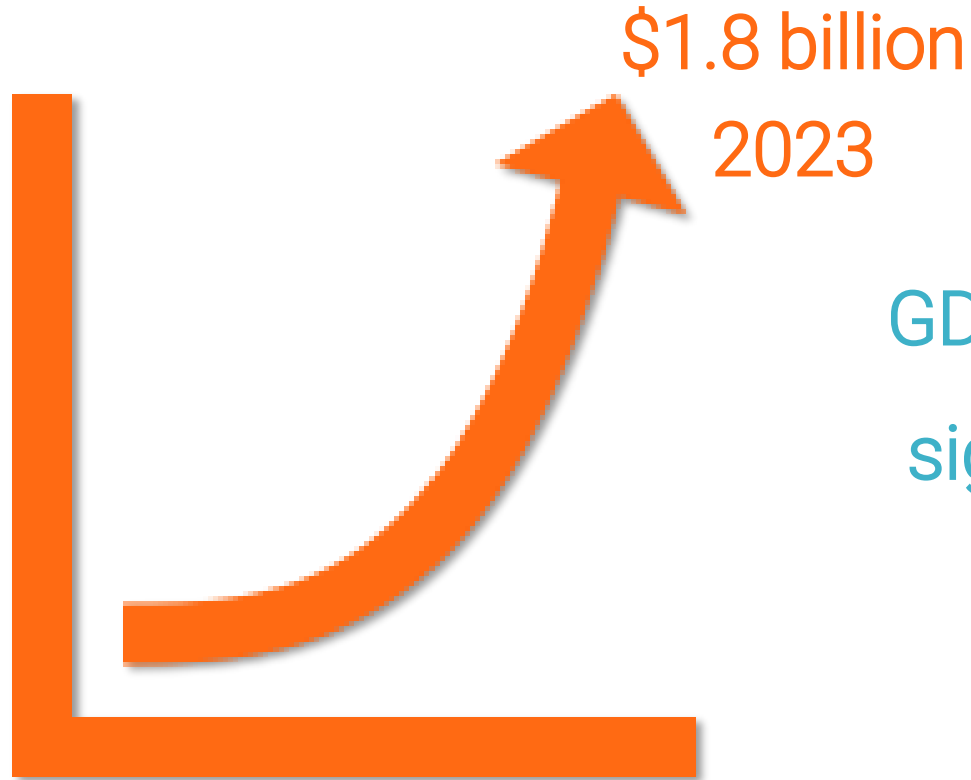


## Success requires cross-functional coordination to align on policies

- Data and AI leaders must navigate across teams, departments and data owners to coordinate policy
- Organizational dynamics and “red tape” may be as complicated as the actual problem to solve!

# Impact of Regulatory Compliance on business today

The risks of non-compliance have a huge impact on industries around the world



\$1.8 billion  
2023

GDPR fines are increasing  
significantly year on year

# Key benefits for regulatory compliance

## Core value drivers for organizations



Improve efficacy  
of Regulatory  
Reporting



Advanced  
Analytics



Improve Data  
Democratization



Reduce Total  
Cost of  
Ownership



Mitigate Risks  
for Reliable  
Outcomes



# Organizations Need Modern AI-Powered Governance

AI-powered data management  
to accelerate outcomes



Data governance to  
deliver trusted data & AI



An integrated set of tools  
to offer simplicity



Scale out data management for  
the AI era with higher confidence



# Re-imagine Governance For The AI Era

Foundational, integrated capabilities to scale out trusted data and AI

## Data Sharing for AI and Analytics

Accelerate data delivery for actionable insights with AI-powered automation to fuel AI and analytics initiatives

## Data Governance and Compliance

Manage risk and comply with regulatory mandates to keep data and AI open for business initiatives



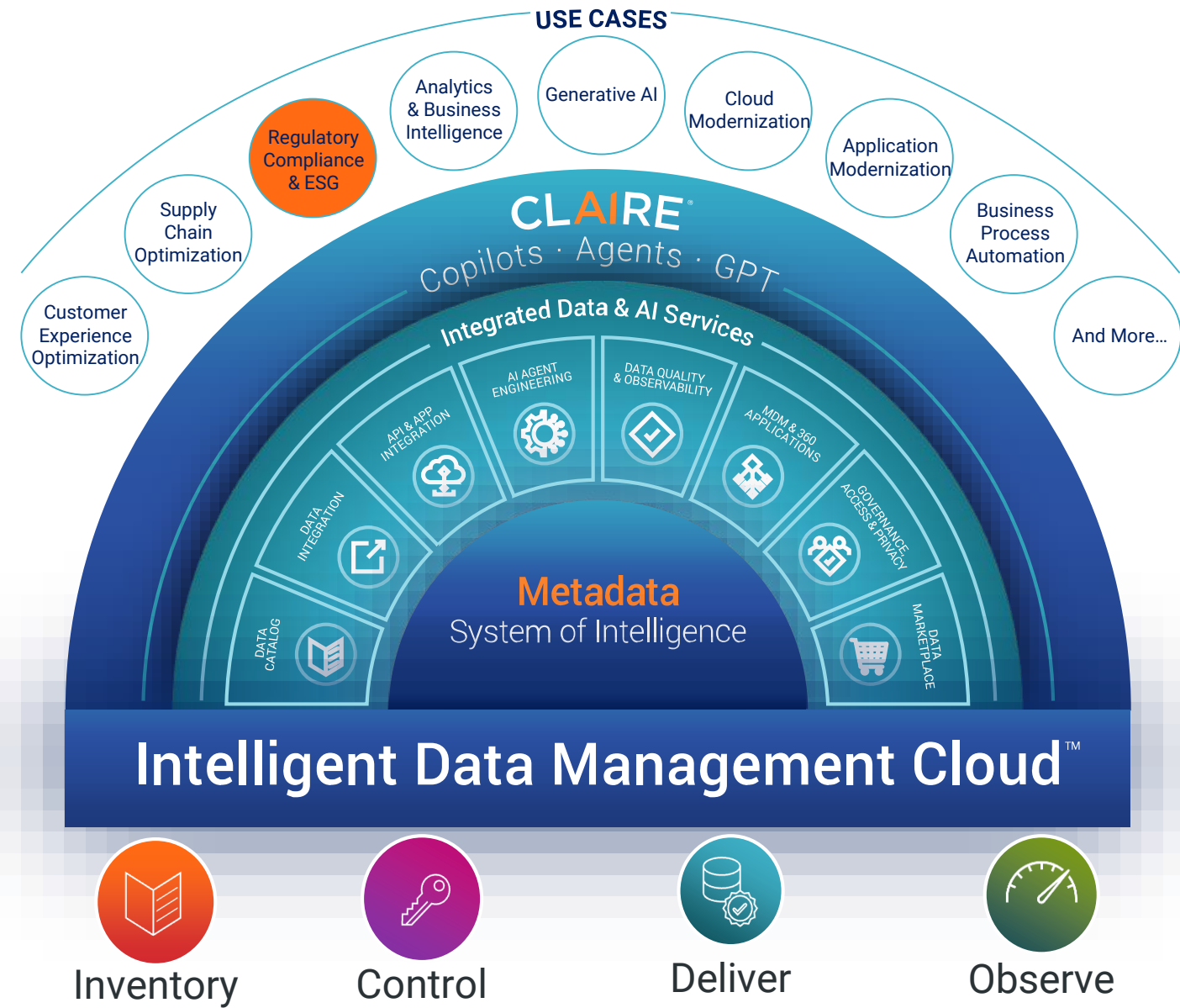
## Data Quality and Observability

Optimize data availability, performance, capacity cost-effectively & efficiently for trusted use at scale

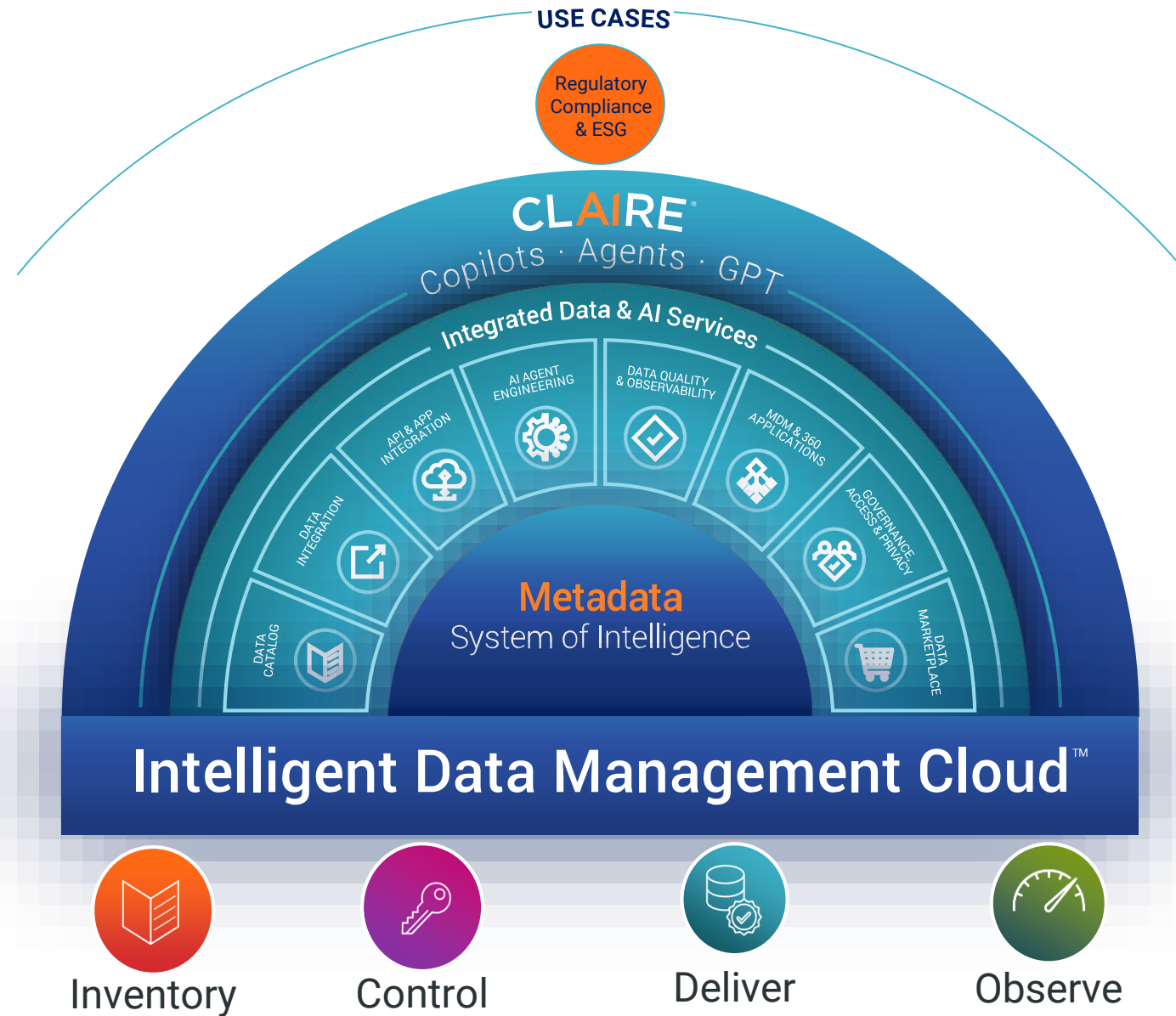
## Data Access Management

Oversee and control access to data and AI assets to protect data from unauthorized, unsafe use

# ONE PLATFORM FOR DATA AND AI GOVERNANCE



# Key enablers of trusted data for responsible AI





# Key enablers of trusted data for responsible AI



## Trust & Credibility

**Trust among users, stakeholders, and the general public**

Ensure operations are ethical, transparent, and accountable making people more comfortable relying on AI decision-making



## Reduce Bias

**Fairness and removing bias helps to promote equality**

Policies and practices that help identify and mitigate biases in data and algorithms ensure AI systems treat users without discrimination



## Lower Risks

**Compliance with frameworks & regulatory standards**

Reduce legal risks and avoid penalties, fostering a safer, more predictable environment for adopting AI initiatives



## Improve Reputation

**Strengthen brand and increase competitive advantages**

Ethical practices attract customers and partners who value transparency and integrity, leading to longer-term business benefits and profits



## Enable Reliability

**Monitor data and AI for issues to raise trust assurance**

Detect and correct potential data and AI failures, ensuring systems operate as intended and support business continuity

# Informatica Customers

## Regulatory Compliance (Including ESG)





#### Products:

- IDMC
- MDM

## Challenge

- With a surge in digital sales and global acquisitions, RS Group needed to build a single view of its industrial customer base.
- Disparate systems made it difficult to unify data across acquired companies and products into a single view of customers.

## Solution

- RS Group **adopted cloud-native MDM customer 360** including all-in-one capabilities around data and application integration, data quality, and data governance.
- Low & no-code data connectors streamline connections across RS Group's complex technology ecosystem: AWS and Azure cloud environments, Oracle and SAP databases, and various Salesforce customer relationship management (CRM).

## Results

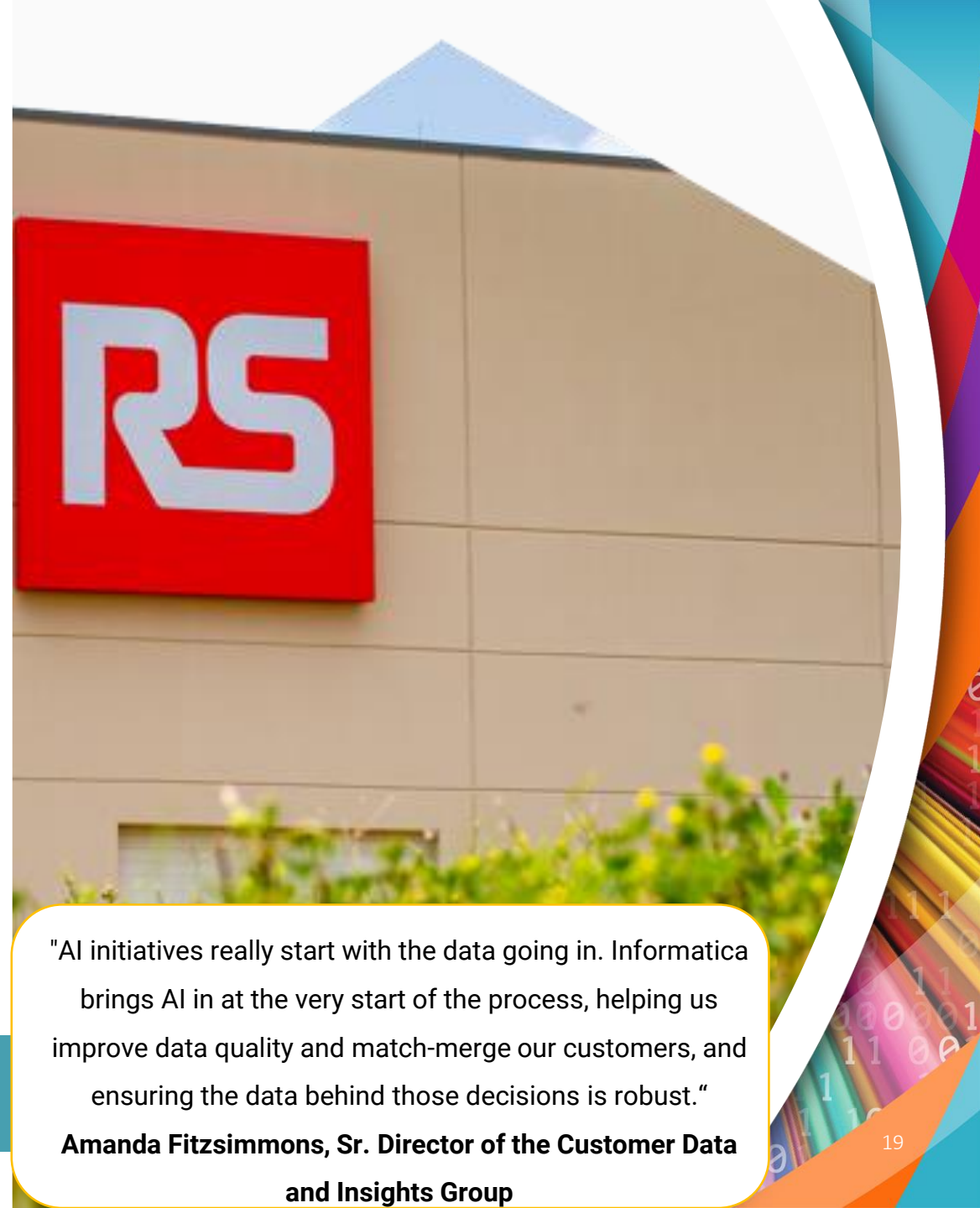
- ✓ **IDMC offers a unified view across all systems and touchpoints, making it easier for teams to map data journeys with customer journeys.**
- ✓ Marketers can craft more effective offers and recommendations for each channel, and risk management teams can better mitigate any potential fraud.

1.1m Customers unified

33% anticipated fraud reduction

60%+revenue from digital channel

Where data & AI come to The LIFE logo is a colorful, stylized wordmark.



"AI initiatives really start with the data going in. Informatica brings AI in at the very start of the process, helping us improve data quality and match-merge our customers, and ensuring the data behind those decisions is robust."

**Amanda Fitzsimmons, Sr. Director of the Customer Data and Insights Group**

# Intelligent Data Management Cloud

AI-powered | Scalable | Multi-cloud | API-based  
Low Code/No Code | Serverless | Secure

Enable Governance  
*With AI For AI.*

Enhance auditing & reporting accuracy

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Accelerate time to insights and value

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Fuel trustworthy, reliable outcomes

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Modernize data and applications safely

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Faster data discovery and onboarding

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Lower data and AI risk exposure

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Elevate customer experience programs

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Increase employee productivity

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Improve visibility into data sources

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Simplify collaboration

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# Regulatory Compliance – it's a critical business imperative



Regulatory compliance is evolving with technological advances



Regulators emphasize robust risk frameworks as more data is created



IDMC offers an AI-powered platform for regulatory compliance



IDMC automates data management supporting sustainable practices



Automating compliance with IDMC boosts efficiency & improves data quality



IDMC ensures compliance to build trust and enhance brand reputation

## Questions?

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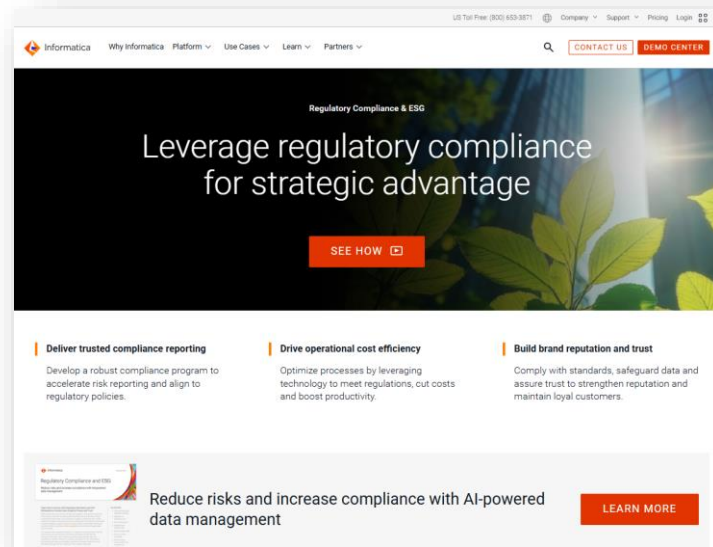
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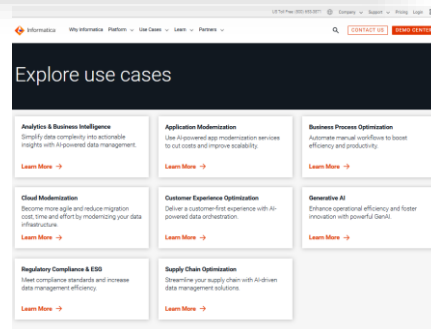
# Regulatory Compliance & ESG Resources

1

## Website



- ✓ Use Case Video
- ✓ Solution Brief
- ✓ Success Stories
- ✓ eBooks
- ✓ Workbooks
- ✓ Demo Center link



2

## Content



[Article: CSRD Compliance: Data Management & ESG | Informatica](#)



[Blog: Navigating ESG Regulations with Intelligent Data Management | Informatica](#)



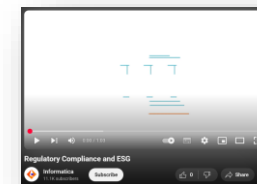
[Blog: The EU Deforestation Regulation: Navigating Complex Compliance Requirements | Informatica](#)



[Regulatory Compliance Adoption Guide Proof](#)



[Experience Lounge: Reg Compliance EU Battery Passport Demo](#)



[Use Case Promo Video YouTube](#)

# Where data & AI come to

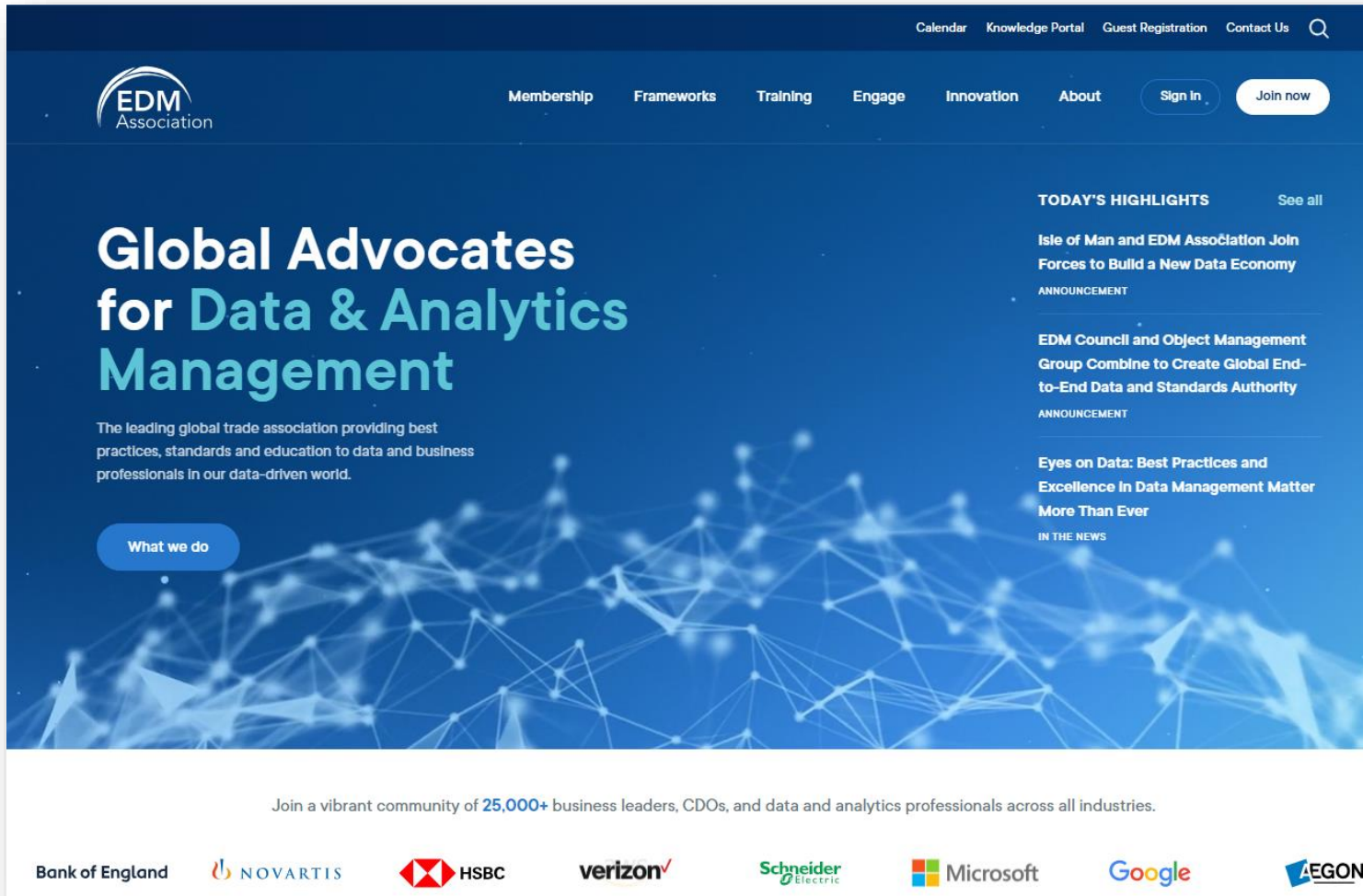


Informatica



# Learn more about EDM Association

(formerly EDM Council)



The screenshot shows the EDM Association website homepage. The header includes the EDM Association logo, navigation links (Membership, Frameworks, Training, Engage, Innovation, About), and buttons for Sign In and Join now. The main content area features a large hero section with the title "Global Advocates for Data & Analytics Management" and a sub-headline "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." Below this is a "What we do" button. To the right, there's a "TODAY'S HIGHLIGHTS" section with three items: "Isle of Man and EDM Association Join Forces to Build a New Data Economy", "EDM Council and Object Management Group Combine to Create Global End-to-End Data and Standards Authority", and "Eyes on Data: Best Practices and Excellence in Data Management Matter More Than Ever". The footer includes a statement "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." and a row of partner logos: Bank of England, NOVARTIS, HSBC, verizon, Schneider Electric, Microsoft, Google, and AEGON.



**350+ Member Firms**  
Cross-industry,  
including Regulators



**25,000+**  
Professionals



**Worldwide**  
Americas, Europe,  
Africa, Asia, Australia



[edmouncil.org](https://edmouncil.org)

