

Informatica™

Tool Pitch

AVDM & Informatica

ADV Data Governance Konferenz

22. - 23. April 2021

Über uns

AVDM unterstützt Ihr Unternehmen bei der Lösung Ihrer heutigen Informationstechnologie Herausforderungen und begleitet Sie in die digitale Zukunft.

		
SEIT 2010	DREI GESCHÄFTS FELDER	> 250 KUNDEN



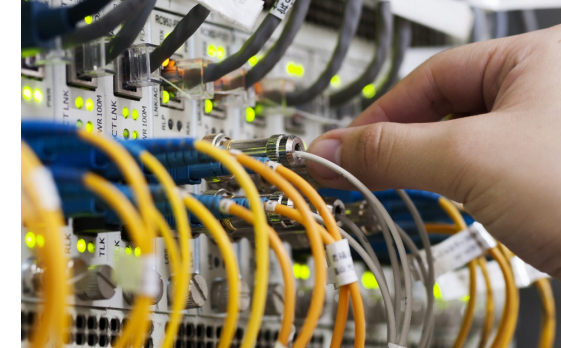
Data Management

- + Data Governance
- + Data Catalog
- + Data Integration
- + Big Data Management
- + Master Data Management
- + Daten Virtualisierung
- + Data Warehouse



Qualitätssicherung

- + Netzwerk- und Applikationsmesstechnik
- + Test & Measurement
- + Monitoring
- + Taping / Packet Broker



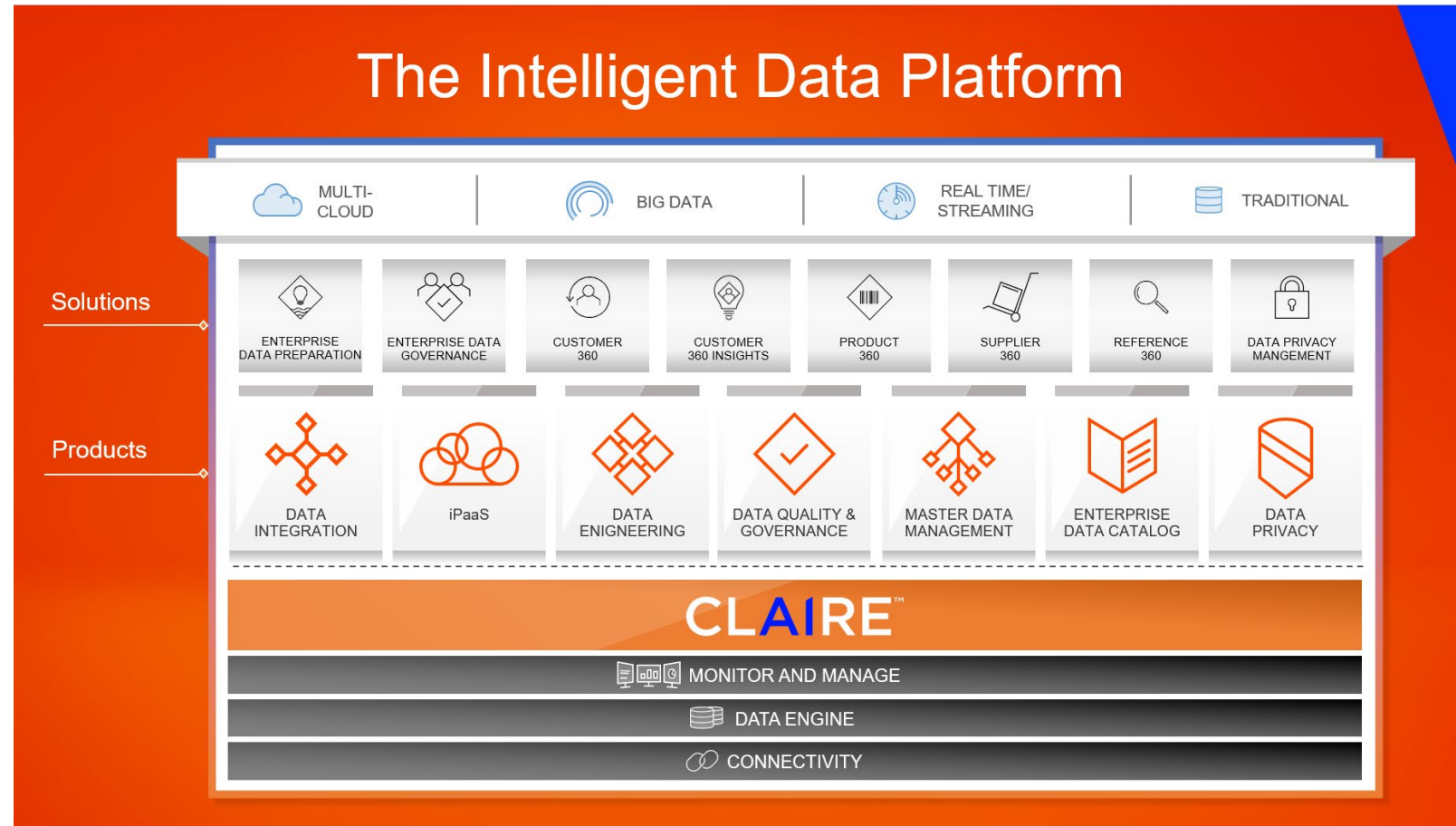
Netzwerktechnik

- + CATV Systeme
- + Übertragungstechnik
- + IOT



Data Management

Wir unterstützen Sie bei der Konzeption, Implementierung und laufendem Nachjustieren Ihrer individuellen Datenmanagement Strategie mit dem Ziel einer datengetriebenen Organisation.



Informatica Data Governance

Bettina Engelen, Data to value-Spezialistin

Januar 2021

Enterprise Data Governance for Everyone



LoB

How can I ensure that the analysis that my team produces can be trusted to make effective business decisions?



Governance Office

How can we implement data governance standards, facilitate change programs, monitor compliance?



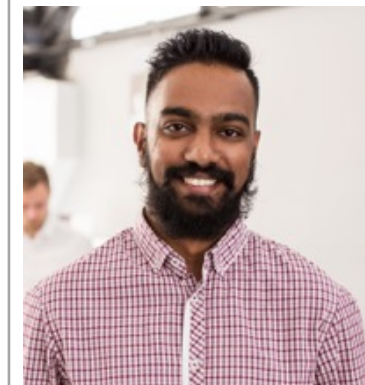
Data Steward

How can I manage metadata for key enterprise data assets? How do I assess and manage data quality through the lifecycle?



Data Analyst

How can I discover, understand and trust data required for my analysis?



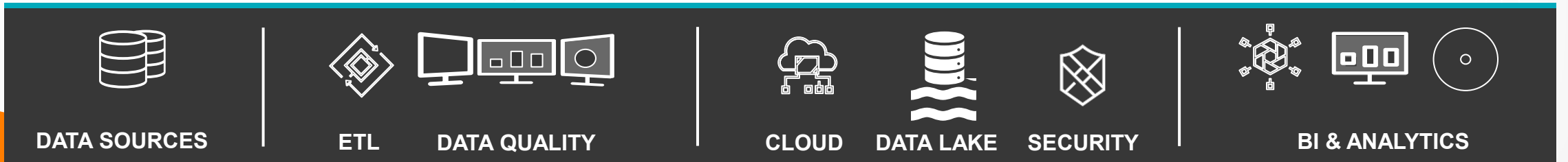
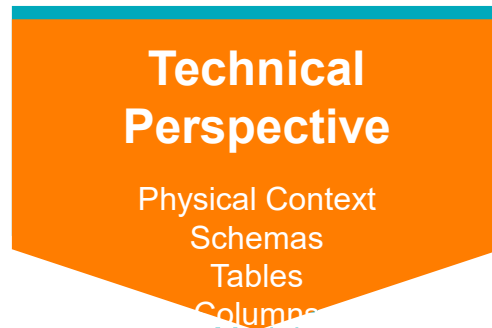
Data Architect

How can IT enable business to discover data assets with verified data quality and traceability?

Business Data Governance

Technical Data Governance

Data Governance Perspective



Informatica Data Governance

Advantage of the modular concept:

**Fully integrated,
but separate usage possible**

DQ-Lifecycle
Discovering
DQ-Rules-Creation
Exception-Management.
Audit and Ref. Data
Score Carding

**Data
Quality**

Axon

Business View
Glossary
Workflows
Processes
Definitions
Rules etc.

**Data
Catalog**

Technical View
Data Lineage
ML Tagging
Auto-Scanning
Relationships etc.

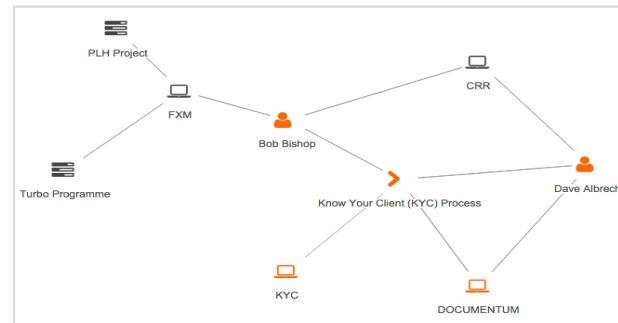
Axon - Overview

A **central place** to collect, index, relate, annotate, and share knowledge about data assets from a business perspective

Glossary

Data Sets 13 of 17	System 10 of 11	Glossary 63 of 78	Data Quality 25 of 29
Process 5 of 12	Capability 0 of 50	Business 0 of 19	Project 86 of 98
Product 6 of 9	Policy 8 of 50	Change 4 of 4	Regulation 0 of 105
Role 501 of 501	People 8 of 8	Committee 0 of 19	Jurisdiction 4 of 4
Client 3 of 3	Org Unit 5 of 9	Legal Entity 0 of 5	Regulator 7 of 7

Data Lineage



Overview + Control



Collaborate

Intelligent, enterprise- scale, governed Data Marketplace

The screenshot displays the Informatica Data Marketplace interface. At the top, there is a navigation bar with 'Informatica', 'Data Marketplace', 'Explore', 'My Items', and 'Create'. Below this is a breadcrumb trail: 'Home > Data I Use > My Orders'. A large banner reads 'Welcome to Data Marketplace' with a sub-header: 'Publish data collections that other teams in your organization can use. Similarly, find and request access to published data collections on a self-service basis.'

On the left, a sidebar lists 'All Categories' with sub-items: Accessories, Beta Service Parts and Service..., Dealer, Engineering, Finance, Manufacturing Process, Marketing, Parts, Vehicle, Wayfinding, and Weights and Measures.

The main content area features a search bar: 'Find Data Collections by name or purpose' with a 'Search' button. Below the search bar is a grid of data collection cards. Each card includes a title, a star rating, a description, a progress indicator (75% or 50%), and a list of users (Jane Smith, Mohinder Panjal, Sam Smith, +3 others).

On the right side, there is a 'TOP 5 ORDERS BY CATEGORY' bar chart and a 'RECENT COMMENTS' section with user avatars and text.

Enterprise Data Catalog - Overview

The screenshot displays the 'Lineage and Impact' view for the dataset 'YCP_BILL'. It shows a complex flow of data from source systems like 'SAP_BW_Sales_Data_Mart' and 'SAP_HANA_Sales_Calc_Vie...' through various intermediate tables and views to the final target table 'YCP_BILL'. The interface includes controls for showing/hiding lineage and impact, and a 'Classic View' toggle.

This screenshot shows the 'Value Frequency' analysis for the 'Source Airport Code' dataset. It features a bar chart and a table with the following data:

Value	Frequency	Percentage
ATL	915	1.35
ORD	558	0.82
PEK	535	0.79
LHR	527	0.78
CDG	524	0.77
FRA	497	0.73
LAX	492	0.73
DFW	469	0.69

Additional metadata shown includes 'Total Rows: 67663', 'Min_AGE', 'Max_ZVL', and a list of 'People' (Data Owner: Gaurav Pathak, Data Steward: Louis-Noël Trapadoux) and 'Data Domains' (Airport(69%)).

The screenshot displays a relationship graph for the 'CRM_CUSTOMER_MAIN' dataset. The central node is 'CRM_CUSTOMER_MAIN', which is linked to various other entities: 'Users', 'Reports', 'Tables', 'Business Terms', and 'Data Domains'. Each relationship is represented by a numbered icon (1-4) indicating the type of connection.

END-TO-END
TECHNICAL LINEAGE

A search interface showing the term 'grade' entered into a search box. A dropdown menu provides several suggestions:

- tier
- tiering actuarial profitability analysis match level type alternate business key
- tier override factor
- tier location total amount
- tier exposure total amount
- tier category primary key

ALL TYPES
OF METADATA

Data Quality Overview

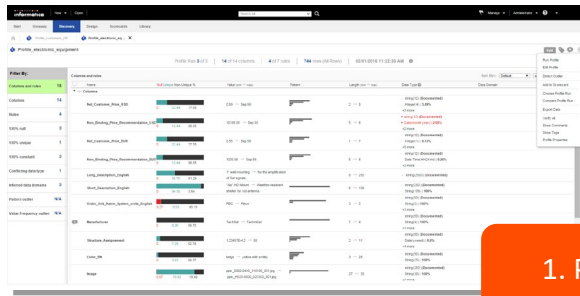
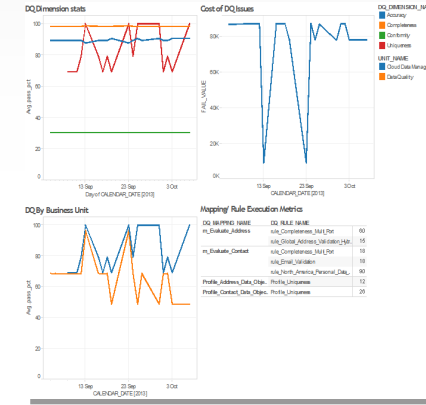
Role-Based Data Quality Process



Manager

Scorecard_Before: Scorecard

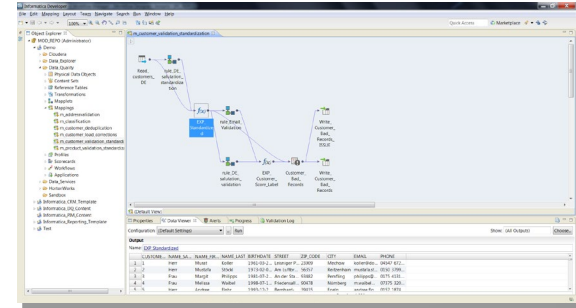
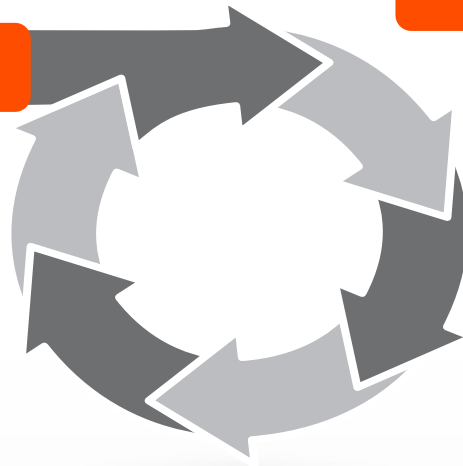
NAME	SCORE	% VALID CURRENT
CustomerNum_Validity	87	<div style="width: 87%;"></div>
StateCd_Validity	90	<div style="width: 90%;"></div>
ZipCD_Accuracy	80	<div style="width: 80%;"></div>



5. Monitor DQ Metrics

2. Define & Design Metrics and Rules

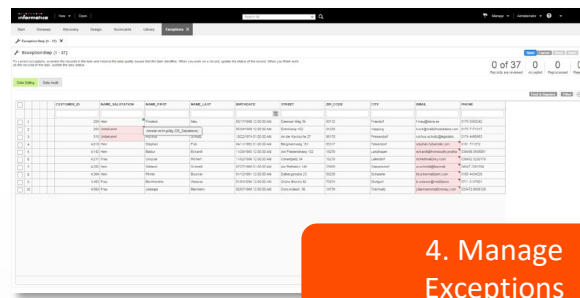
1. Profile & Discover



3. Design & Implement Rules and Routines



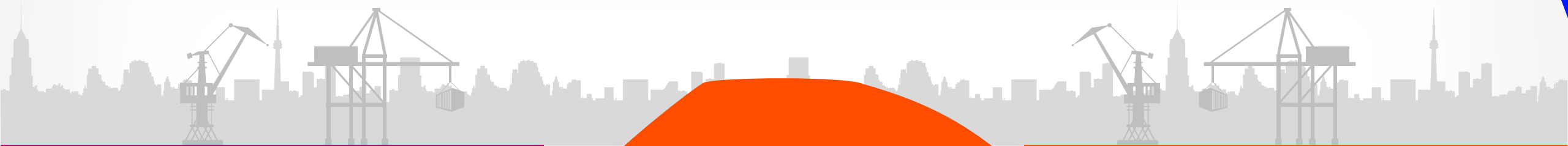
Analyst & Data Steward



4. Manage Exceptions

4. Execute Rules

Collaboration is key



Data Management

Managing the growing complexity of data in multiple systems & applications. Creating a data digitalized platform to support business consume-ability

Business

Looking to define, understand and trust data to support regulatory compliance, analytics, risk management, customer experience, etc.



IT Personas

- Data Architects
- Data Engineers
- System Owners
- Database Admins
- Technical Stewards

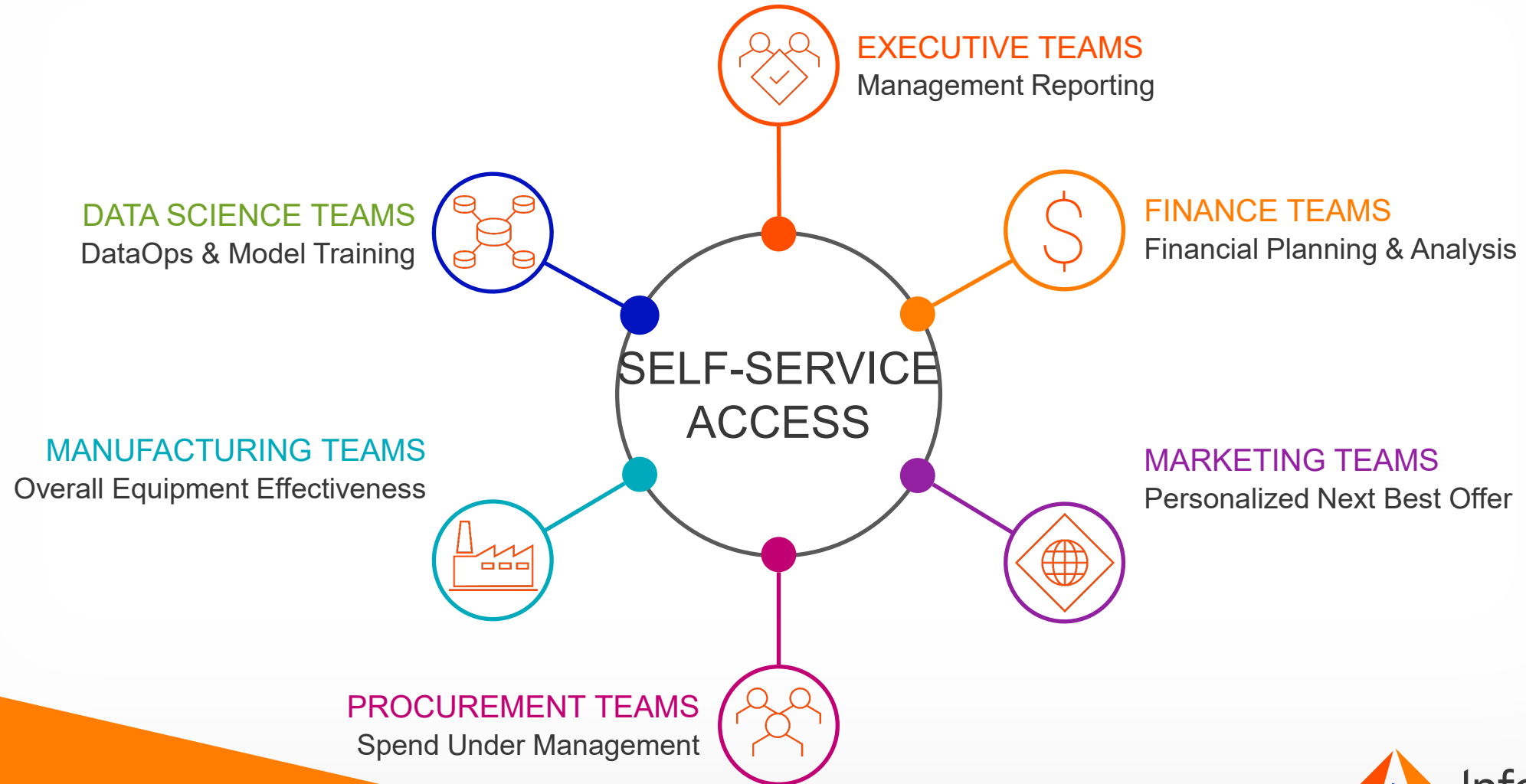
Data Governance



Business Personas

- Data Analyst
- Data Scientist
- Privacy Officer
- Business Stewards
- Governance Managers

Data Democratization Drives Business Value



THANK YOU

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