



Informatica®



5 Steps to Creating Business Value

with Intelligent Data Discovery, Governance and Sharing on Amazon Web Services

informatica.com/aws



Contents

Introduction 3

Step 1:
Data Discovery and Lake Formation 4

Step 2:
Enable Data Understanding 5

Step 3:
Build Inherent Trust in Data 6

Step 4:
**Get Data to People When, Where,
and How They Need It** 8

Step 5:
**Empower Intelligent Decisioning
and Next Best Actions** 10

Conclusion:
Jumpstart the Journey to Value Creation 11

Introduction

Organizations today see data as their most strategic business asset. They understand that the potential value of their data is virtually limitless. Unfortunately, they are struggling to achieve tangible results from their data-driven transformation initiatives. Why? They have not fully visualized and invested in the journey that data must travel to realize value. They have not connected the organization's data producers to its data consumers—and empowered those consumers with reliable data intelligence for trusted insights that can generate business value. They need to bring their people and data together.

The connection between data producers and consumers should be built on a data platform where data is discovered, categorized, prepped, cleansed, synced and shared through strategic use of powerful automation and artificial intelligence (AI) and machine learning (ML). Informatica and AWS are fueling data-led cloud modernization to drive better analytics and accelerate customer growth.

AI/ML accelerates deep and broad metadata connectivity and the predictive and intelligent recommendations necessary for data understanding, data sharing, accurate insights, and better outcomes.

¹ [BARC Data Culture Survey 22 - How to shape the culture of a data-driven organization](#)

81%
of organizations
consider data an asset

But only

34%
of organizations rely on
data-driven decision making¹

5 Steps to Creating Business Value

Step 1:

Data Discovery and Lake Formation

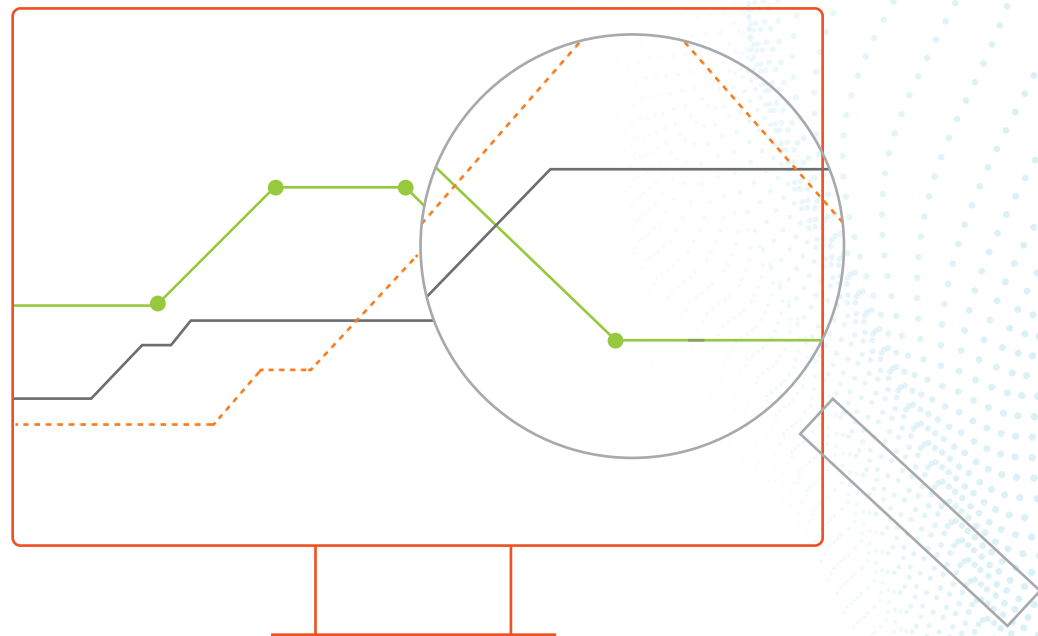
Data discovery and data lake formation are a crucial first step on the path to achieving business outcomes from data-driven decision making, such as value creation. At this stage, your data lake is filled with fragmented and complex data from a wide variety of sources.

You can jumpstart the journey to achieving trusted data and insights by automating data discovery rather than trying to accomplish it manually. Then you can rapidly identify what relevant and meaningful data you have in support of lake formation. The goal is to enable all users to easily discover critical data and metadata across your organization's data landscape in every resource, including on-premises, cloud and hybrid environments.

“Through 2022, less than 5% of data sharing programs will correctly identify trusted data and locate trusted data sources.”²

— Gartner

² [Gartner®, Prioritize Data Sharing Investments for Digital Business Success, December 2021](#)
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5 Steps to Creating Business Value

Step 2:

Enable Data Understanding

Next begins the journey toward predictive and intelligent recommendations critical to achieving business outcomes by enabling a deeper understanding of data with all its context. This is a prerequisite for delivering high-value business outcomes downstream.

Creating the conditions for deep data understanding—not just among data producers but all data consumers—depends on tools that help automate the significant work to properly:

- **Curate and prepare data**, leveraging automation for domain discovery, data similarity, associations, and automated recommendations
- **Connect and catalog data** from all sources, including cloud data stores, ETL, business intelligence (BI) tools, and third-party data sources
- **Create rich context** by adding and creating a unified view of enterprise-wide metadata
- **Map data lineage** to ensure a detailed understanding of how data moves and transforms along the journey

SPOTLIGHT: Informatica Cloud Data Governance and Catalog

[Informatica Cloud Data Governance and Catalog](#) enables predictive data intelligence for data and analytics governance. This cloud-native SaaS solution unifies the capabilities of data discovery, lineage, profiling, business glossary creation, and stakeholder and policy management to provide a foundation for data democratization and sharing.

With Cloud Data Governance and Catalog:

Get insights from metadata with AI/ML

Automate metadata extraction from data stores including Amazon Web Services (AWS) Amazon Redshift and Amazon Simple Storage Service (Amazon S3) and classify your data linking technical and business context.

Discover and understand the data you need

Search for critical assets across business and technical domains using powerful, semantic search capabilities and browsable, hierarchical views for context.

Easily extract powerful lineage views

Trace data origin, movement, and transformations through automated lineage views across disparate systems and applications.

5 Steps to Creating Business Value

Step 3:

Build Inherent Trust in Data

Empowering data-driven, intelligent decision-making downstream—where true value lies—absolutely depends on organizational and individual trust in your data.

Organizations at this step must invest in and implement the technical and process controls needed to ensure credibility and integrity—so that data consumers can inherently trust data—and the insights it produces.

As your data pipeline begins to leverage automation and AI/ML to deliver insights and next best actions, data integrity, quality and trustworthiness minimize the risk of bias, and other negative and unreliable outcomes.

SPOTLIGHT: Informatica Cloud Data Quality

[Informatica Cloud Data Quality](#) empowers organizations to quickly identify, remediate, and monitor data quality problems and help deliver fit-for-purpose trusted data. Data quality processes become a collaboration between business users and data stewards creating a data-driven environment by supporting trust in data-driven decision making.

With Cloud Data Quality:

Enable incremental and continuous data profiling

Perform continual analysis to better understand your data and detect problems.

Standardize data quality

Integrate data cleansing and standardization, address verification and more.

Use prebuilt rules and accelerators

Reuse common data quality rules across any data from any source.

Enable self-service data quality for business users

Quickly identify and resolve data quality issues without any additional IT coding or development. Specify, validate and test reusable data quality rules in a collaborative environment.

Monitor your data

Continuously monitor and track data quality across multiple source systems.

5 Steps to Creating Business Value

Step 3:

Build Inherent Trust in Data (continued)

“By 2024, most organizations will attempt trust-based data sharing programs, but only 15% will succeed and outperform their peers on most business metrics.”³

— Gartner

³ [Gartner®, Predicts 2022: Data and Analytics Strategies Build](#)

Trust and Accelerate Decision Making, Jorgen Heizenberg, et al 2 December 2021 GARTNER is a registered trademark and service of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

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Step 4:

Get Data to People When, Where, and How They Need It

To become truly data-driven, businesses need to empower data consumers of all skill levels to find, understand, trust, and access relevant data for business priorities. A cloud data marketplace creates the connective tissue between data producers and data consumers, bringing to life the promise of data democratization and sharing.

Built on top of automated data delivery pipelines, the marketplace should bring a consumer shopping experience to governed data assets—so people can quickly find what they need, when they need it and in a form they can understand and act on—without consulting the data owner or IT source.

SPOTLIGHT: Informatica Cloud Data Marketplace

In the Informatica [Cloud Data Marketplace](#), users of all types and skills can utilize trusted data that informs analytics and analytics-driven decision-making and actions. With [AWS Lake Formation](#), you can build your data lake faster and seamlessly connect to the Informatica Cloud Data Marketplace.

With Informatica Cloud Data Marketplace:

Connect and empower data users

Make it easy for data consumers to find, understand, trust, and access data to more easily collaborate with the data they need to drive decisions.

Shop for data seamlessly

Gain visibility into all available data collections and share the latest updates.

Democratize data and AI

Publish AI/ML models and data pipelines in consumable, easy-to-request packages.

Provide transparent data delivery and usage

Track data from order through delivery and monitor usage, timing and purpose.

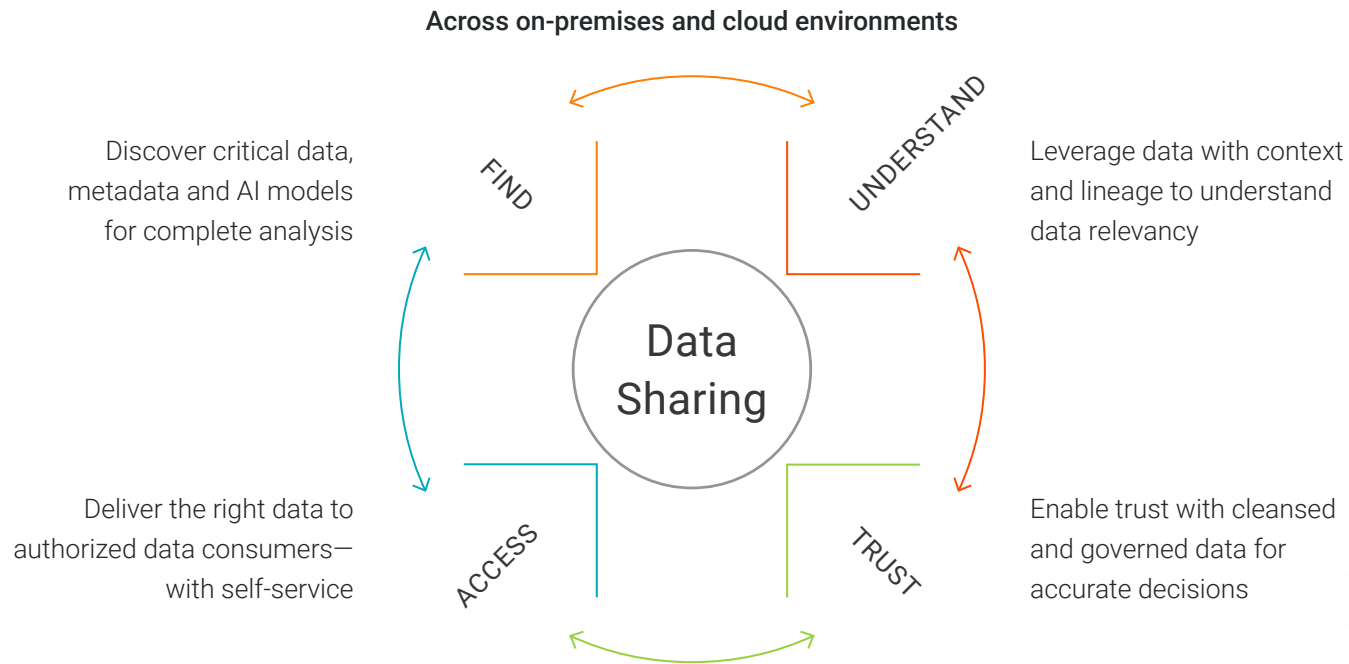
Enable different data communities

Deploy multiple marketplace entry points to support different data communities.

Step 4:

Get Data to People When, Where, and How They Need It (continued)

A Data Sharing Strategy

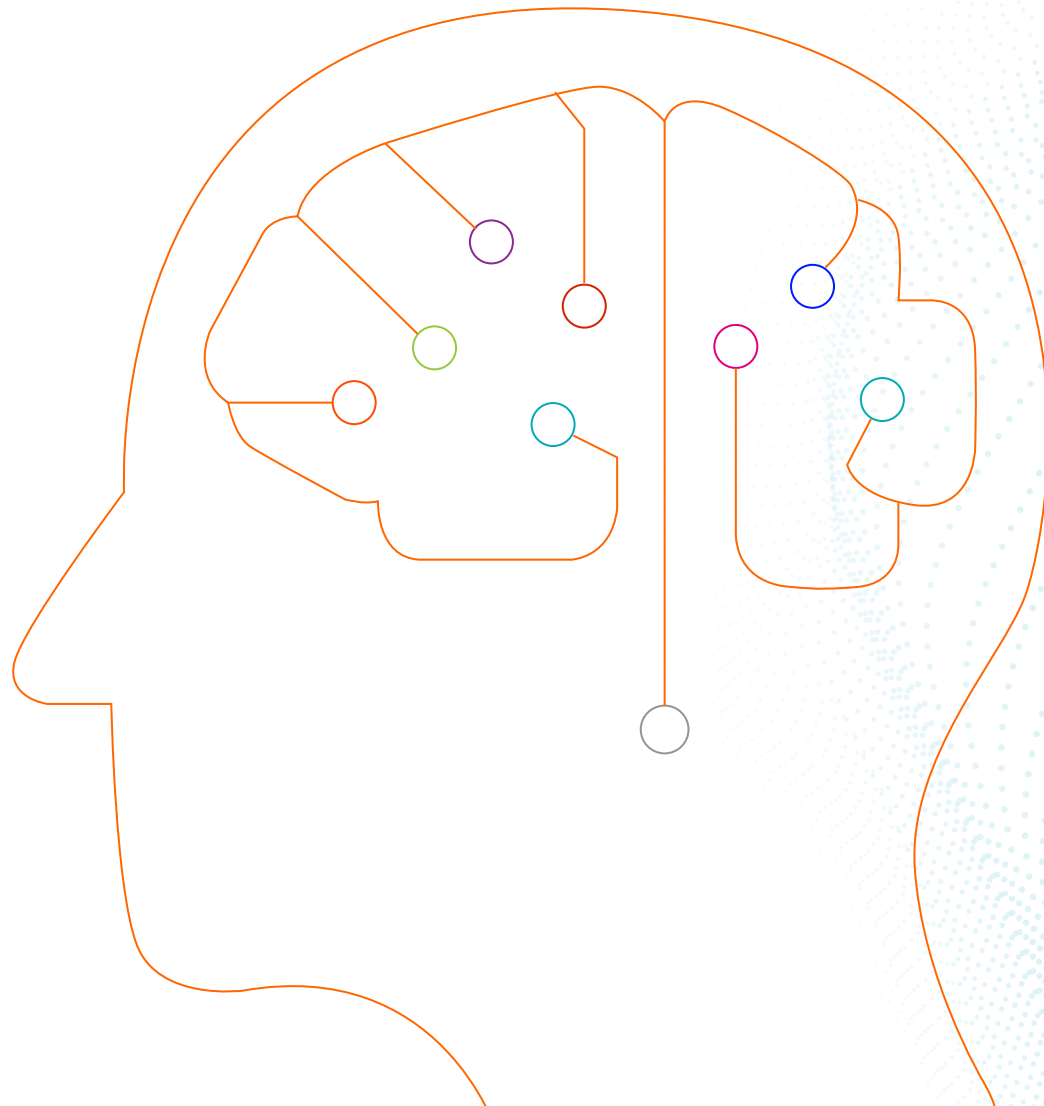


Step 5:

Empower Intelligent Decisioning and Next Best Actions

Once data is discovered understood, trusted and shared, you're ready to promote organization-wide collaboration. Connecting high-quality data assets to the consumers who depend on them unleashes new possibilities for value creation.

This is when value really soars. You've enabled predictive data intelligence that can accelerate the path to actionable insights. This means leveraging automation for data-driven decisions that can be made and next-best actions taken downstream—with the confidence that comes from understanding and trusting data and a deeply connected relationship between data producers and data consumers.



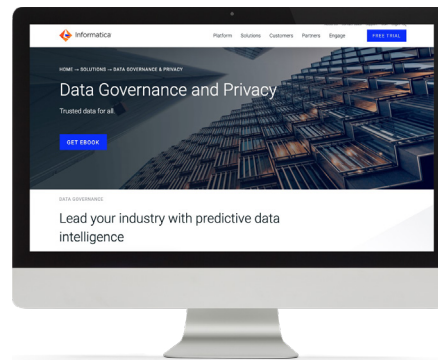
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Conclusion:

Jumpstart the Journey to Value Creation

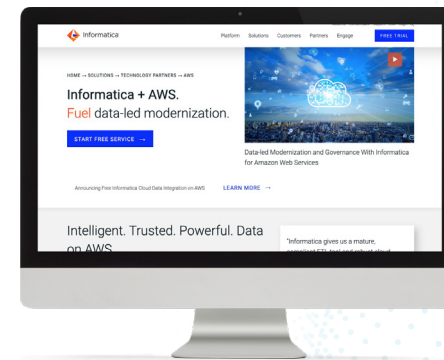
Informatica Cloud Data Governance and Catalog, Cloud Data Marketplace and Cloud Data Quality are part of Informatica's Intelligent Data Management Cloud™ (IDMC) platform, whose CLAIRE® engine powers predictive data intelligence through the power of AI and ML to enable automation.

IDMC is the first AI-powered cloud dedicated to data management, and it is deployed on Amazon Web Services (AWS) with a microservices-based architecture. With over 200 intelligent cloud services in a single platform, spanning any deployment model, API and data pattern, it provides best-in-class data ingestion, cloud ETL and ELT, data quality, application integration, cataloging, data governance and privacy, master data management and 360-degree views of the business.



Informatica Cloud Data Governance Services

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Informatica Cloud Data Management Solutions for AWS

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About Informatica



At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always™.



Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

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