
AWS
re:Invent
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Democratize data: The intersection of governance and analytics

Ian Stahl

Sr. Director, Products
Informatica

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Our relationship has really grown immensely across a wide range of solution developments, go-to-market, and field enablement. And that's all been anchored on addressing customer needs and their journey and for their data to the cloud.

-Matt Garman, SVP Sales, Marketing and Global Services, Amazon Web Services

Strategic alignment with AWS

11+ years partnership to help customers accelerate data-led transformation

End-to-end cloud data management

AI-powered, metadata-driven, cloud-native platform to discover, catalog, ingest, cleanse, integrate, optimize, govern, secure, and prepare data

AWS–Informatica joint customers

AWS Marketplace transactable solutions

HELLO FRESH, amazon, Lilly, Freddie Mac, NYC HEALTH+ HOSPITALS, AARP, HYATT, L'ORÉAL PARIS, avis budget group, cognizant, verizon, Adaptive biotechnologies

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The data-driven dilemma

ASPIRATION VS. REALITY

83% of executives
have articulated the need to be more data-driven, compared to 2 years ago

Yet only 30% of practitioners
say actions are driven by data analysis



Source: Data Culture Survey, IDC December 2020, N=455, Data Trust Survey, IDC December 2021

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Data lake customers face real barriers to data democratization and success



Inadequate data discovery for analytics



Insufficient data quality



Limited access due to security

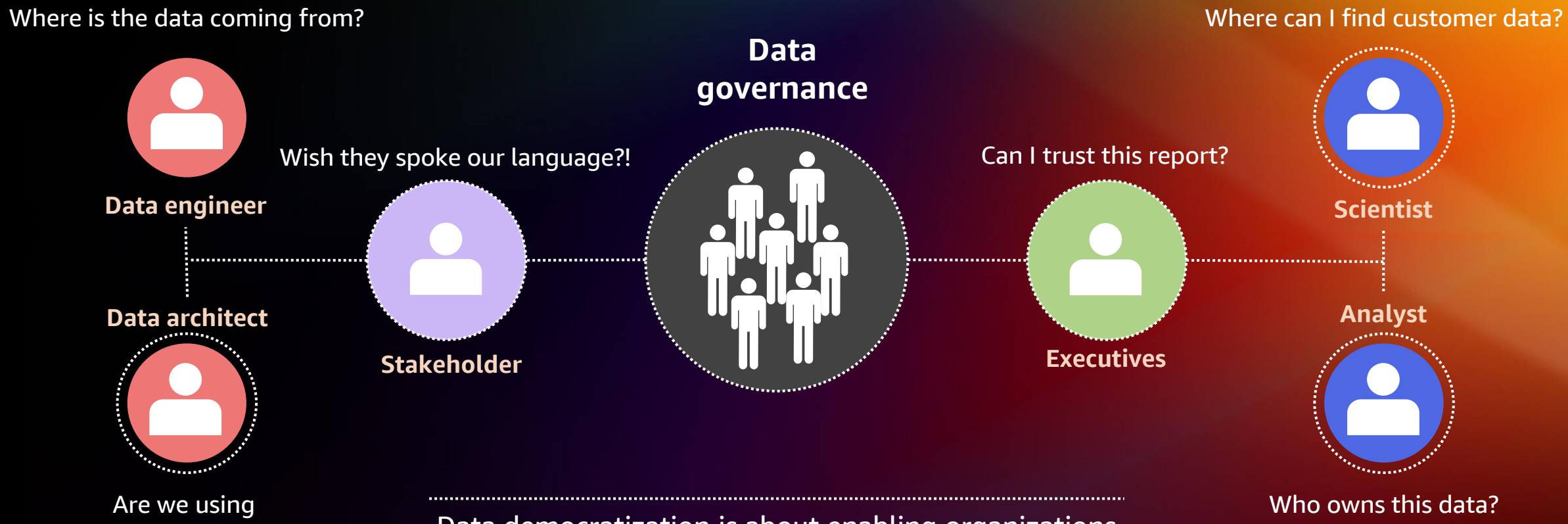


Lack of governance and trust



Piecemeal approach driving up complexity and cost

Governance requirements vary by persona



Data democratization is about enabling organizations to easily **define, discover, measure,** and **collaborate** on all data concepts with confidence

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Key elements for successful governed data lake management on AWS

Data governance
Manage regulatory compliance (i.e. GDPR/CCPA). Establish, automate and monitor processes to ensure users have access to trusted data.

Data discovery
Find and understand your data. Discover, inventory and organize data assets. Establish a unified view of enterprise metadata.

Data privacy
Discover personal and sensitive data, understand data movement, link identities, analyze risk, and remediate problems.



Data integration
Integrate data and applications in minutes and support new and complex integration patterns easily.

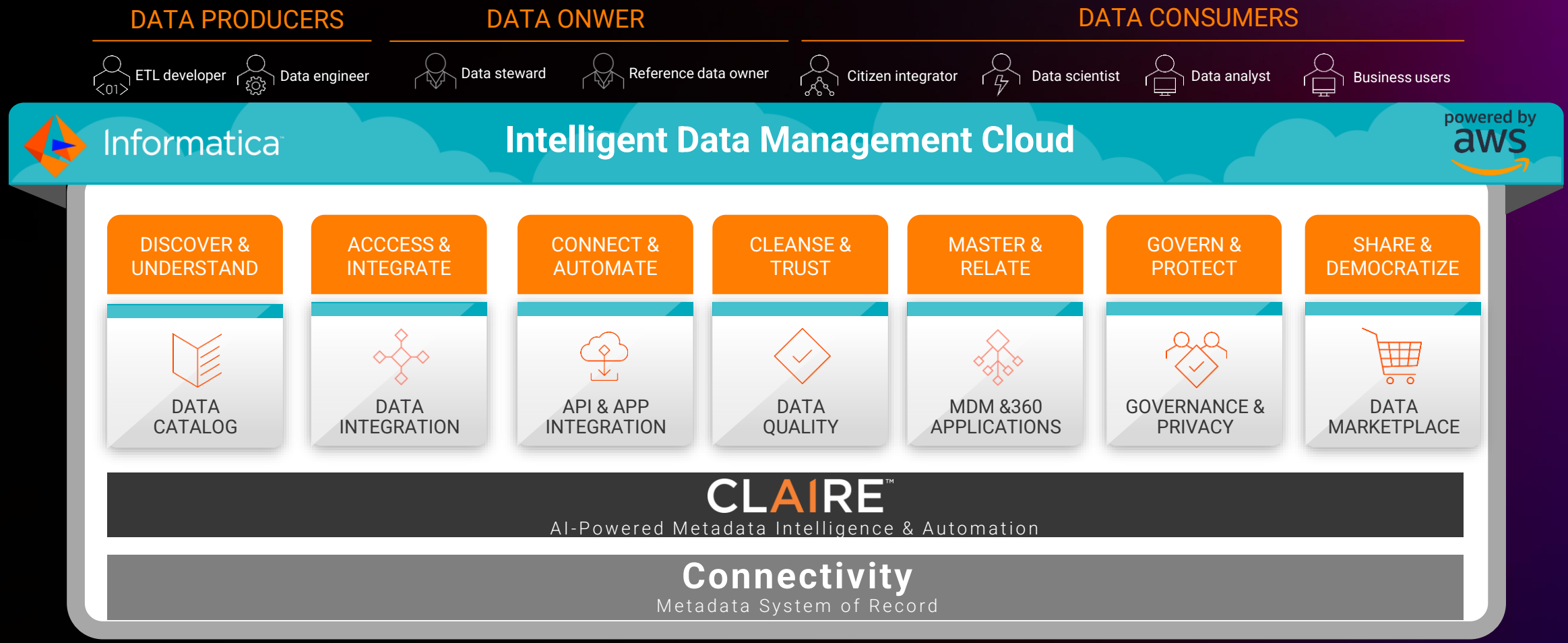
Data preparation
Reduce time required to find and prepare data for analytics and AI/ML projects. Establish role-based data quality environments.

Data quality
Ensure data, regardless of volume or type, is the highest quality for accurate analytics and streamlined migration.

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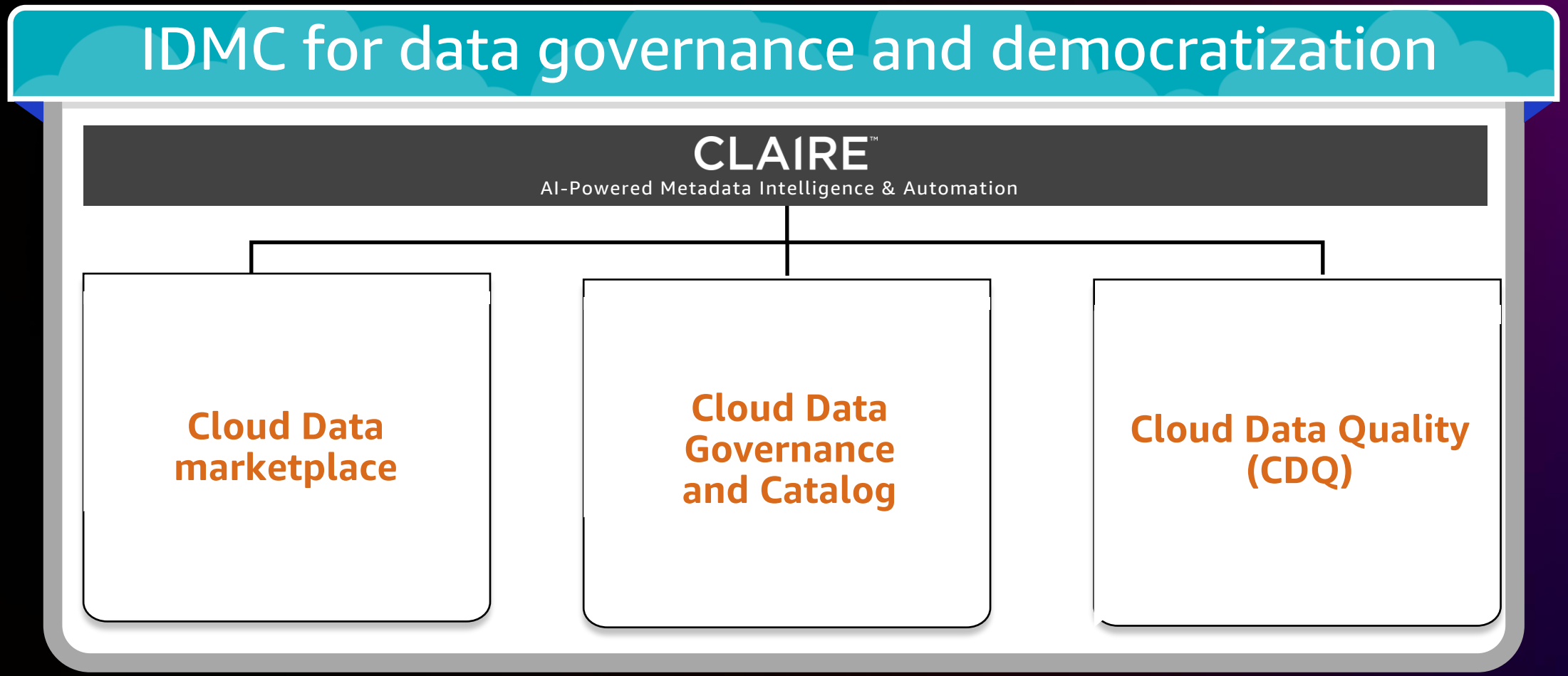
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Informatica Intelligent Data Management Cloud



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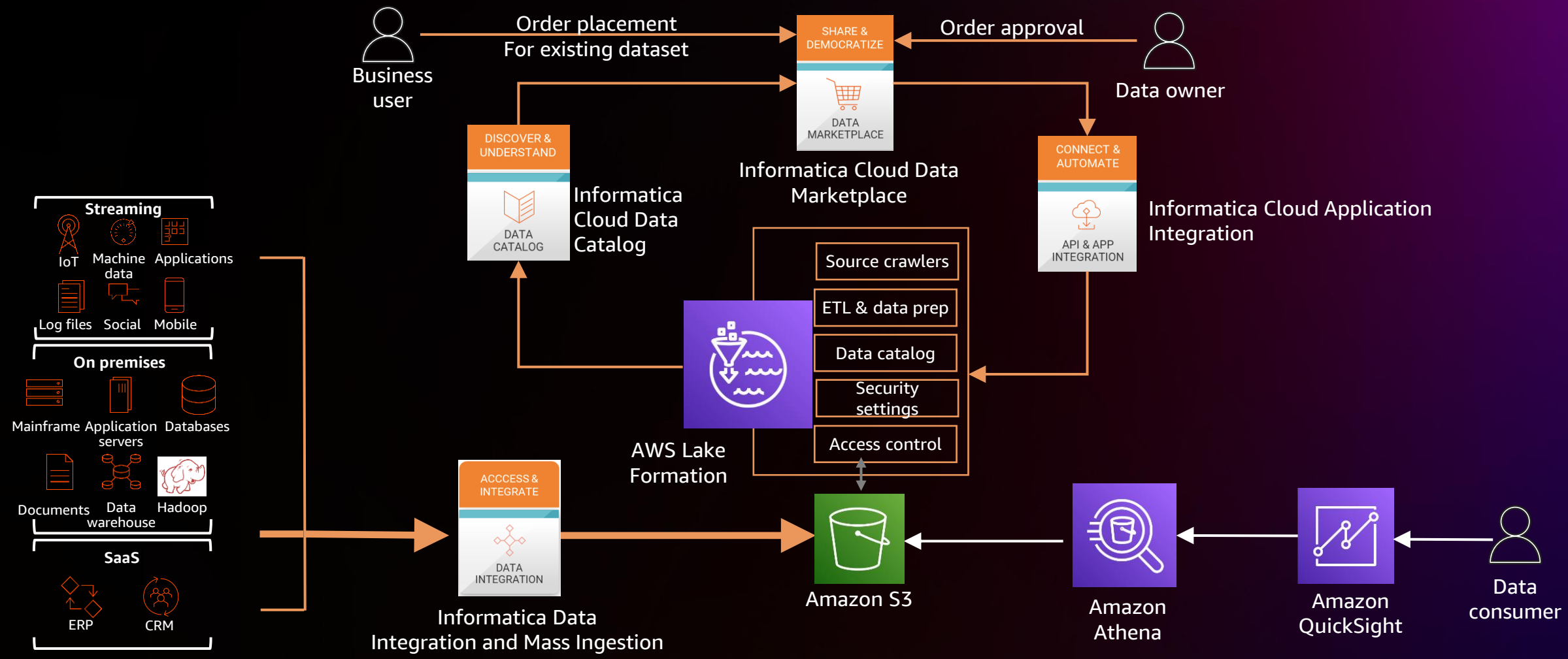
Key elements of data democratization



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Unlocking data democratization with Informatica and AWS

DATA SHARING AND GOVERNANCE WITH INFORMATICA AND AWS



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Call to action

WANT TO KNOW MORE?

Demos at Expo Floor (Informatica Booth #1304)

Friction Free Data Integration

- Informatica Intelligent Data Management Cloud Overview
- Informatica Data Loader for Amazon Redshift
- Informatica Cloud Data Integration

360° View For Better Business

- Redefining Modern Master Data Management in the Cloud
- Connect your Product, Supplier and Customer to enhance Digital Experiences

Cloud Data Governance

- Cloud Data Marketplace Integration with AWS Data Exchange
- Cloud Data Governance & Catalog

Intelligent Data Cloud For Developers

- INFA Core integration with Amazon SageMaker

Theatre session at Expo Floor (Informatica Booth #1304)

MONDAY, Nov 28th
4:30PM | Informatica for AWS in Banking & Financial Services
5:30PM | A Business Value Framework for Digital Transformation
6:30PM | Friction Free Data Loading for Amazon Redshift

TUDSADAY, Nov 29th
10:30AM | Expanding Availability of AWS Data Exchange Assets through the Informatica Cloud Data Marketplace
11:30AM | Build Your Snowflake Foundation on AWS for Speed and Scale with Informatica
1:30PM | Financial Services: Building Data Management on AWS with Informatica
2:30PM | Modernizing Government Services with an Intelligent Data Management Cloud Approach
3:30PM | Industry Insights with Informatica's Chief Strategists
4:30PM | Modernize Fast and Increase ROI with Cloud-Native IDMC
5:30PM | Informatica for AWS in Banking & Financial Services

WEDNESDAY, Nov 30th
10:30AM | Expanding Availability of AWS Data Exchange Assets through the Informatica Cloud Data Marketplace
11:30AM | A Business Value Framework for Digital Transformation
2:30PM | Looking Ahead: How to Enhance Cloud Migration Success with a Data-Driven Pre-Migration Strategy
3:30PM | Modernizing Government Services with an Intelligent Data Management Cloud Approach
4:30PM | Connect your Product, Supplier and Customer to Enhance Digital Experiences
5:30PM | Modernizing Government Services with an Intelligent Data Management Cloud Approach

THURSDAY, Dec 1st
10:30AM | Innovating with Informatica: Building Transformative Cloud Technology Partnerships with Informatica
11:30AM | Self-Service Data Access Using Predictive Data Intelligence
2:30PM | Connect your Product, Supplier and Customer to Enhance Digital Experiences
3:30PM | Simplify ML data pipelines in Amazon SageMaker with Informatica's INFACore

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Thank you!



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