



Enable Smarter Business Decisions with Trusted Data

Unlock Faster Value from Data Products Through
Effective Data Access and Sharing

Where data & AI come to **LIFE**



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Convert Huge Volumes of Data into True Business Value

As **data management** practices mature to support data-driven decision-making using advanced AI capabilities, the roles and responsibilities of chief data officers (CDOs) and chief data and analytics officers (CDAOs) are shifting dramatically. In the past, these executives focused primarily on reducing organizational risk by applying **governance** to meet regulatory compliance. However, they are now facing a new challenge: empowering the organization to achieve data-driven business outcomes.

Data consumers need intuitive, self-service access to trusted data to support today's business imperatives. Companies can leverage machine learning (ML) and artificial intelligence (AI) to provide advanced self-service capabilities that empower data consumers throughout the enterprise to find, understand, trust and access relevant data faster, more reliably, and with less friction.

By making data visible and easily accessible, CDOs and CDAOs can help data consumers by sharing the data and democratizing access to it. Empowered data consumers can then easily and quickly identify trusted data for powerful insights that help the business reduce costs and grow revenue.

Leaders need to understand data enough to make their best decisions, drive literacy throughout the organization, and create a culture of trust in data.¹

– Data Literacy for Leaders, MIT Sloan, Sara Brown, January 23, 2023

Why Democratize Data?

By making it easier for data consumers in the business to find, understand, trust and access relevant data, CDOs and CDAOs can:

- Improve data visibility to simplify the ability to find relevant data
- Increase data literacy by expanding the knowledge of data's quality, context, consistency, relevance and protection status – as part of creating a data-driven culture
- Ensure the responsible use of trusted data by giving access to the right people and providing visibility into which users access data while supporting corporate policy compliance
- Automate access to trusted data products, allowing consumers to quickly and effectively use them to gain business insights

¹ MIT Sloan, Data Literacy for Leaders, Sara Brown, January 23, 2023

Understand the Challenges of Data Sharing and Democratization

The cloud modernization revolution has changed how business and technology leaders approach data. Organizations can build data repositories such as data lakes in the cloud with virtually no capacity and scale limits. And business and IT users can dive into vast pools of available data.



Many data consumers – including data scientists, data citizens and analytical teams – have difficulty accessing and analyzing data due to a lack of expertise in navigating data pipelines.

With the increase in data volume and complexity, data consumers often struggle to identify what data is available. Faced with numerous data sets, they spend more time opening support tickets or manually verifying data sets instead of using them to derive business value. They are less likely to be drowning in data and more likely to be unaware of where to find it, seeking help from acquaintances or unsure about the reliability and trustworthiness of data they have found.

Visibility is a significant challenge. Line-of-business data consumers struggle to identify trusted, business-critical data – causing them to miss valuable resources and overlook insights. With data hosted in multiple data lakes and clouds, it can be difficult to discern whether certain meaningful data exists, where it is located and how to access it.

Even when they gain access to relevant information, data consumers often lack knowledge of the data's quality, consistency, relevance and protection status. They have no way of knowing who else has used the data and for which business purpose it provides value. This low data literacy makes it difficult for consumers to trust the data, leading to poor insights and unreliable business outcomes.

These challenges also have implications for the IT department. A growing volume of one-off requests to find and deliver data creates backlogs for IT and adds pressure to the already scarce resources of data engineering teams. The time and effort needed to triage a backlog of data pipeline requests from non-technical business users increases IT costs due to manual, time-intensive efforts to locate and provide access to trusted data. Siloed data-access points dispersed across organizations force data consumers to turn to IT for help, increasing the pressure to deliver relevant data to the business.

Most data consumers have no easy way to promote curated data assets across siloed sources to their peers, which would help limit redundant search efforts while enabling synergies from consistent use of vetted, high-quality data. These teams would also benefit from consolidated feedback and collaboration, which could help them meet application needs more effectively by ensuring data products are helpful and current.

How can savvy CDOs and CDAOs eliminate redundant, inaccurate, siloed and repetitive data requests and make valuable data assets more easily available to data consumers?

Leaders want to ensure alignment and prioritize the right data management investments to intelligently manage and harness the full potential of their data. The majority of data leaders cited improving data governance and processes as their top priority. These leaders also reported improving data-driven culture and literacy and enabling effective data sharing, democratization and utilization as key initiatives.²

- CDO Insights 2023: How to Empower Data-Led Business Resiliency, Wakefield Research, January 2023

² CDO Insights 2023: How to Empower Data-Led Business Resiliency, Wakefield Research, January 2023

Democratize Data Products

Data consumers need intelligent data access solutions to use data efficiently, maximize IT resources and add value to the business. An automated, self-service data marketplace that hosts data products can help data consumers of nearly any skill level discover and access the data they need. A cloud-based data marketplace allows users to locate and understand relevant data assets with helpful context easily. Users can trust that they are accessing high-quality and reliable curated data products they can use to derive insights that support data-driven decision-making.

Defining the Value of a Data Marketplace

A **data marketplace** is a convenient self-service data storefront, or market, that supports data democratization and sharing. It serves as a central place where data owners can publish their data, and data consumers can browse, compare and request data relevant to their business purpose or domain of interest, for example, customer analytic insights.

Using the marketplace, data consumers can access trusted data. They can find out who else has used the information, understand its meaning, request access and have data delivered where, when and how they need it — all without any special data processing skills. Users who know how to shop online can navigate a data marketplace.

CDOs, CDAOs, their teams and data owners in different business and corporate functions throughout the organization can share data products. These data products — curated sets of data shaped by federated data governance rules — can be accessed in different forms and published as core data sets. They can also be used as components of other products or support analytical data offerings.

When structured correctly, a data marketplace can revolutionize how companies access and utilize data for applications, dashboards, reports and initiatives such as AI and analytics projects. Organizations that automate data sharing through a cloud-based data marketplace can help their users overcome low confidence in data, remove barriers to collaboration, and minimize the cost and inefficiency of manually delivering data to people across the organization.

By offering a one-stop shop for data products, data marketplaces allow information to circulate — creating more opportunities to support business goals by simplifying intelligent data-driven decision-making for business leaders and improving data literacy.

Choosing the Right Data Marketplace

Not all data marketplaces are created equal. To provide self-service access to data in a way that is simple, relevant and secure, CDOs and CDAOs must choose the right data marketplace technology. With the right technology, enterprises can help their business and corporate functions benefit from data products that have already gone through the rigor of validation, data quality checks, and accountability – thereby qualifying as trusted data products.

A robust but flexible and agile data governance framework helps companies protect sensitive data, comply with regulatory requirements and enhance data quality and accuracy. Advanced data management capabilities, such as **data lineage** and **master data management**, can help provide valuable context for data collections in the data marketplace. Data marketplaces should offer access, privacy and monitoring controls to track unauthorized or inappropriate activity. These capabilities help ensure that data is shared only with authorized users who have a legitimate need to use it.

Some solutions offer contextual guides that provide data consumers with additional metadata-driven insights about data. They also can group data with similar content into data categories (domains), which helps data consumers find the data products they need with a greater understanding of the data's relevancy for their purpose.

Intuitive search options, data-consumption statistics and data quality metrics simplify the user experience by offering greater transparency. And AI-powered capabilities offer sophisticated automation that streamlines data management tasks, such as data quality checks, while accelerating access.

To deliver a self-service marketplace to data consumers at scale, look for a mature solution built on a foundation that uses AI- and ML-driven automation to proactively recommend the next-best actions to take on data through leveraging metadata intelligence. These capabilities allow data consumers to engage with trusted data, unlock faster value and use analytics to drive desired business outcomes.

How Can Automation and AI Support Data Democratization?

By implementing a self-service model that facilitates data sharing and democratization, you can enable teams throughout your organization to enhance productivity, efficiency and the trusted use of data to support critical business objectives.

Automation powered by AI is essential to effectively share and democratize data, as it enables the efficient delivery of reliable data at scale.

AI-driven data management tools can automate time-consuming, tedious tasks such as data classification, linking business glossary terms and policies to relevant data assets and enforcing data quality rules. Automated data delivery with contextual access controls enforced lays the foundation for a seamless experience for data consumers that aligns to data strategy. This allows data consumers to easily browse, discover, comprehend and request the data they need that is fit for purpose. It also helps ensure that data is used responsibly and in accordance with appropriate policies.

By sharing and democratizing data at scale through the power of AI to enable automation, you empower data consumers to use data confidently to unlock new business value across your organization.

Partner with Informatica and Accenture for Faster Results and Greater Value

Leaders who want to manage and harness the full potential of their data intelligently must work with the right partners. With Informatica and the proven services of Accenture, companies can identify critical data management gaps, prioritize the right solution investments, develop and deploy data delivery and usage capabilities and drive data democratization and sharing.

Informatica and Accenture have partnered for more than 20 years to deliver leading-edge technology and deep industry expertise to companies around the world.

Informatica empowers businesses to realize transformative outcomes by bringing data and AI to life. The company's AI-powered **Intelligent Data Management Cloud™**, the only cloud dedicated to data management, helps companies drive better business results and create competitive advantage. Informatica data marketplace solutions help companies find, understand, trust and access relevant data – making it easier to share and democratize data across the organization.

Accenture is the top partner for comprehensive data management solutions using Informatica, with a track record of delivery and innovation across industries and technologies. The company offers more than 7,000 trained resources, including Accenture Delivery Centers and dozens of industry vertical markets and cross-industry assets across the Informatica platform. Together, Informatica and Accenture have successfully delivered more than 1,000 joint projects.

Informatica and Accenture can help you realize the following key benefits from a self-service, automated data marketplace:

- Easier, more universal access to relevant data
- Increased data literacy and understanding of data's value
- Greater trust in data and decisions
- Increased efficiency and productivity in accessing and using data
- Enhanced collaboration between data producers and data consumers
- A more active data community with greater insight into what data consumers want

Discover the Proven Value of Data Sharing and Democratization

Informatica and Accenture have collaborated to deliver data management solutions that help companies use and share their digital data assets more effectively. Following are some organizations that have realized the value of data democratization.

- **NYC Health + Hospitals** created a one-stop resource where any city employee across more than 70 locations can access data for predictive analytics, patient care and facility management.
- **Eli Lilly** improved analyst and engineering productivity by making it easier for workers to locate, understand, publish and share data with a data marketplace that spans 300 resources and over 35 million metadata assets.
- **Hackensack Meridian Health** empowered employees to locate the patient data they needed faster by consolidating the entire patient domain of 6.5 million records to 3.2 million in just four months.

Learn More

To find out how other companies use data marketplace solutions from Informatica, visit the [Experience Lounge](#).

Discover how you can fuel data-driven decision-making in four easy steps in this [eBook](#).

About Us

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location – all on a single platform.

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