



G-Cloud 15

Service Definition

Informatica

Master Data Management (MDM) and Data Quality

Lot 2b Software as a Service (SaaS)

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1. Introduction

Company Overview

Informatica is the Enterprise Cloud Data Management leader, bringing data and AI to life by empowering businesses to realise the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC). IDMC is an end-to-end data management platform, powered by CLAIRE® AI, that connects, manages and unifies data across any multi-cloud or hybrid system, democratising data and enabling enterprises to modernise and advance their business strategies. Customers in more than 100 countries, including 80+ of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Celebrating over **30 years** of heritage and innovation, we are geared to reach new heights with a focus on our customer-centric values and AI-powered technology.

In 2025, Informatica reported **total annual revenue of \$1.68 billion**, (trailing twelve months as of Q3 2025) supporting 128+ trillion Cloud transactions per month and 5,000+ customers globally.

In November 2025, Salesforce, the world's #1 AI CRM, completed its acquisition of Informatica, a leader in enterprise AI-powered cloud data management. The close of the acquisition brings Informatica's rich data catalog, integration, governance, quality and privacy, metadata management, and Master Data Management (MDM) services to the Salesforce platform, establishing a unified and comprehensive data foundation for agentic AI — and enabling AI agents to operate safely, responsibly, and at scale across the modern enterprise.

Value Proposition

Informatica equips central and local government with robust [data management](#) tools that unify data silos, enhance citizen services and enable insightful analytics for smarter governance and operational excellence.

Informatica MDM can help improve service delivery and enhance decision-making by creating a single, trusted view of data about citizens, programmes, departments, locations, suppliers, providers and employees.

Do you trust that you have all the information you need to make critical decisions? Are you confident that the data you do have is accurate? Since the beginning of the digital era, Public Sector agencies have been collecting and storing data in systems built for specific tasks or programmes. The ability to share data across these systems gives departments the opportunity to improve the service they provide. Bringing data together from multiple sources offers agencies unprecedented insight into citizens, programmes, services, departments, organisations, providers and employees.

Informatica's solution takes information from multiple sources such as patient registers, invoicing systems, CRM systems, ERP, using UI driven data integration capability, and creates a complete, accurate, and reliable master record. The software identifies similar data using sophisticated identity resolution algorithms, and then provides visibility into discovered relationships—even when that data is stored in different formats. It transforms inconsistent, duplicate, and conflicting data into a single version of the truth—a golden record of all the critical entities associated with your agency or programme.

With a single, trusted view of all data, your agency can keep up with increased demand for services, security threats, and pressures to increase efficiency and transparency.

What the Service Provides

Informatica's Master Data Management is the only offering that manages all domains of master data in a single SaaS solution, supported by the Informatica Intelligent Data Management Cloud (IDMC). We provide market-leading capabilities built on a modern microservices architecture and make extensive use of AI to automate and scale the practice of mastering data. Along with the SaaS service, a subscription offering also supports on-premise and cloud hosted services to address organisations' unique MDM challenges. It is designed to help organisations:

- Focus on business value and core competencies, leaving IT management to experts
- Reduce the time-to-value and simplify managing MDM installations for a low monthly fee
- Leverage latest features from the best-in-class Multidomain MDM solution with automatic upgrades
- Gain better insights from a trusted cloud environment without the risk of technical failures
- Get best-in-class service from the top-rated company in customer loyalty

Informatica MDM empowers organisations by providing reliable critical data about citizens, services, providers, suppliers, departments and employees, as well as a 360-degree view of all relationships, in the cloud. Informatica MDM includes embedded data integration, data quality, and business process management options. Additionally, when deploying Informatica MDM as a SaaS or hosted solution it enables organisations to:

- Eliminate infrastructure costs and reduce maintenance costs
- De-risk the management of complex MDM installations
- Benefit from a modern cloud experience that increases adoption, productivity, and agility
- Automatically leverage the latest features and enhancements of Informatica's leading MDM solution.

Social Value

Informatica is committed to creating positive social value through its comprehensive Environmental, Social, and Governance (ESG) and Diversity, Equity, and Inclusion (DEI) strategies. These programmes are designed with clear objectives and governance structures that align with the social value areas of economic growth, environmental sustainability, and opportunity, as outlined in the PPN 002 Social Value Model.

The following outlines the initiatives related to the specified social value areas, based on the provided documentation.

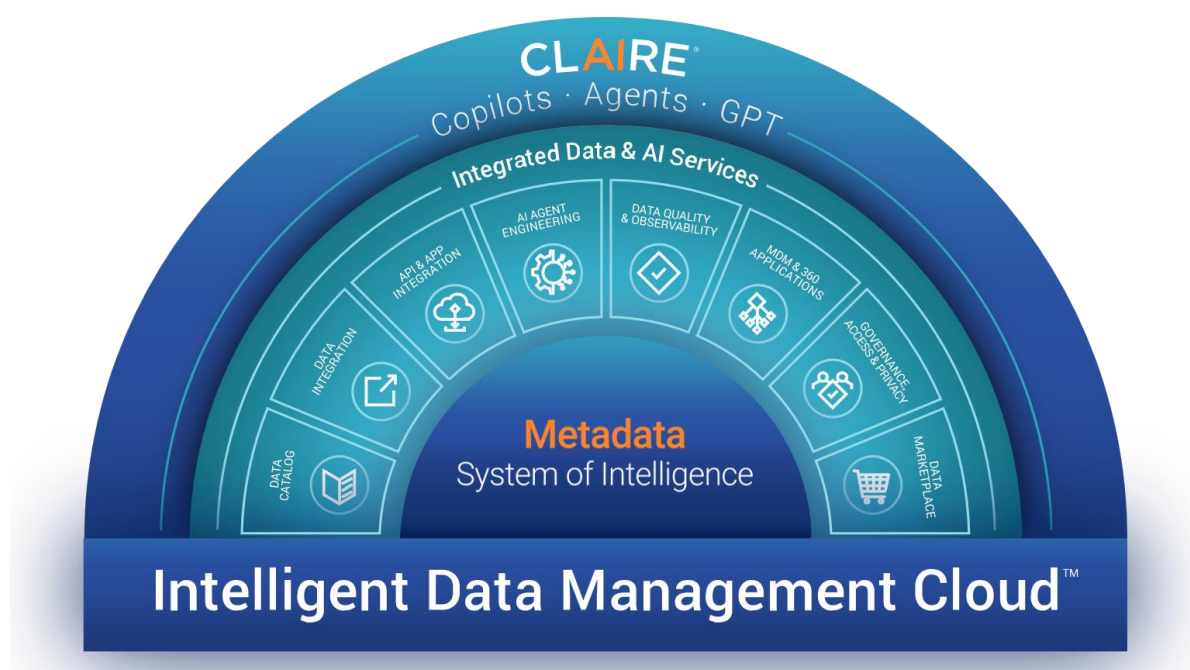
- Kickstart Economic Growth
 - Initiative: The organisation supports economic growth and resilient supply chains through its supplier diversity programme, aligning with PPN 002 Outcome 3a (Create a diverse supply chain).

- SMART Objective: To increase the percentage of annual procurement spend with small and diverse-owned businesses, with a specific target set and reviewed annually.
 - Metrics and Monitoring: The primary metric is the value of direct spend with small and diverse businesses (aligning with PPN 002 metrics 3a ii and 3a iii). This is tracked via internal procurement systems and reviewed quarterly. Progress is reported annually in the public ESG report.
 - Stakeholders: The Chief Procurement Officer is responsible for the programme, with oversight from a Supplier Diversity Council composed of cross-functional leaders.
- Make Britain a Clean Energy Superpower
 - Initiative: The organisation is committed to reducing its environmental impact through its GHG emissions reduction targets, aligning with PPN 002 Outcome 4a (Deliver additional environmental benefits... working towards net zero).
 - SMART Objective: To reduce absolute Scope 1 and Scope 2 greenhouse gas (GHG) emissions by 42% by 2030, from a 2022 baseline.
 - Metrics and Monitoring: Progress is measured by the annual reduction in Scope 1 and 2 emissions in metric tonnes of carbon dioxide equivalent (MTCDE), aligning with PPN 002 metric 4a i. This data is externally verified and published in the annual ESG Report.
 - Stakeholders: The ESG Steering Committee, chaired by the Chief Legal Officer, provides governance and oversight, reporting progress to the Board of Directors.
- Break Down Barriers to Opportunity
 - Initiative: The organisation fosters an inclusive workplace and creates opportunities through its DEI strategy, aligning with PPN 002 Outcome 6c (Demonstrate action to identify and tackle inequality in employment, skills and pay).
 - SMART Objective: To increase the representation of women in global leadership roles to 35% and the representation of underrepresented racial and ethnic groups in the US workforce to 30% by the end of 2025.
 - Metrics and Monitoring: Workforce demographic data, including hiring, promotion, and retention rates, is monitored by the HR and DEI teams using internal dashboards. Progress is reported publicly in the annual DEI and ESG reports.
 - Stakeholders: The Chief Human Resources Officer is the executive sponsor for these initiatives, with a dedicated Head of DEI managing the programmes.
- Build an NHS Fit for the Future
 - Informatica has implemented broad health and wellbeing initiatives for the organisation's workforce, which align with the principles of PPN 002 Outcome 8a (Support health and wellbeing in the contract workforce). However, we have not implemented measurable initiatives directly targeted at the "Build an NHS fit for the future" social value mission.

Overview of the G-Cloud Service

Informatica MDM and Data Quality are part of Informatica's wider Cloud data management platform offering known as Intelligent Data Management Cloud (IDMC). The services described in this document can be used standalone, but are also tightly integrated with other data management services that may be relevant to the overall business requirements as described below.

Our IDMC platform includes a wide range of interoperable data management products that leverage the underlying shared platform services to deliver analytics, business 360, data democratisation and modernization solutions to our customers at scale. Our products can be consumed from our SaaS-based cloud offering, which is deployed on AWS, Microsoft Azure, Google Cloud Platform, and can also be deployed as a self-managed service in our customers' cloud, multi-cloud, multi-hybrid or on-premise environments.



Informatica MDM

Informatica MDM empowers teams with a single view of citizens, context of citizen interactions, and visibility into citizen relationships. Its user-friendly interface and configurable dashboard help simplify the end-to-end process of centrally onboarding, strategically managing, visually exploring, and securely sharing information across the citizen lifecycle.

Designed for non-technical users and data stewards, MDM is a master data-fuelled application built on top of Informatica's Intelligent Data Management Cloud. It combines data quality, data integration, business process management, and data-as-a-service in a single solution delivered in your own IT environment or in the cloud.

Included within the solution are browser-based user interfaces to assist with data stewardship and management, for example:

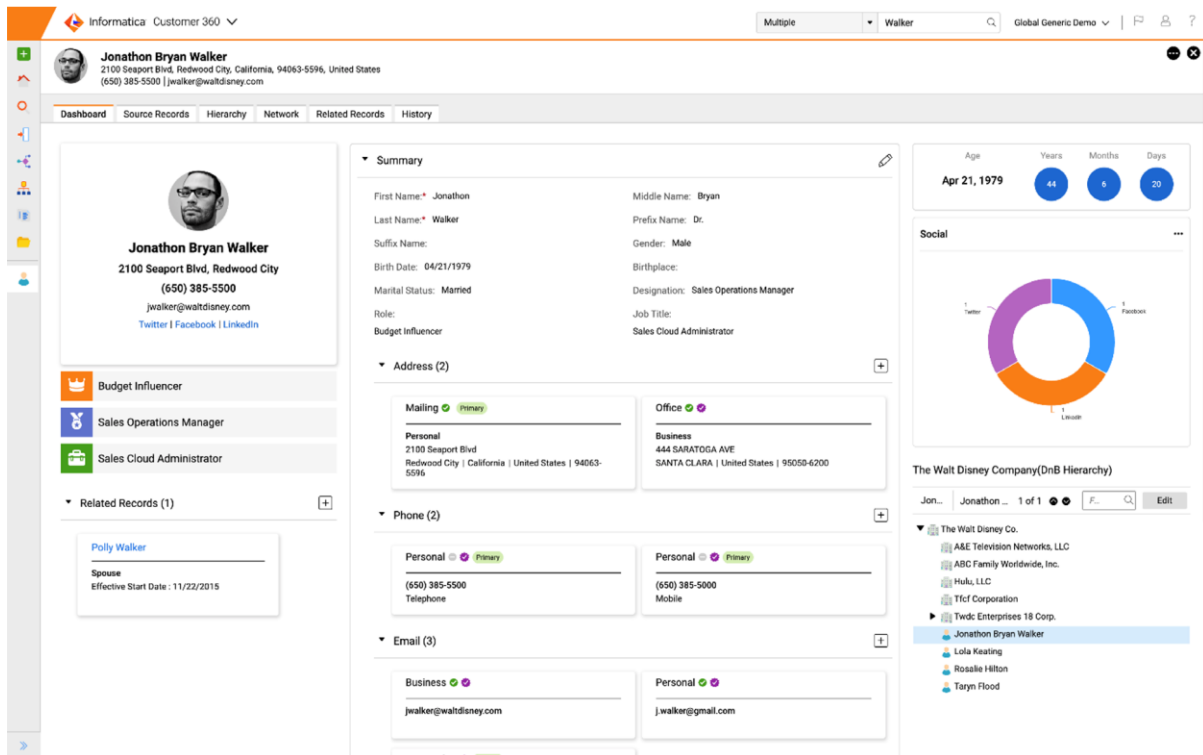


Figure 1: Informatica MDM interface displaying Customer 360 view.

MDM is designed to integrate with a variety of applications and data stores, both as a source of master data, and as consumers of the master data. Informatica MDM is a lifecycle of capabilities that continually creates, enhances and delivers high quality master data. The graphic below depicts, at a high level, how MDM starts with accessing the data from the package applications and legacy systems (using data integration), mastering, and then delivering it (using data integration and data services) to both operational and analytical systems.

Creating an Intelligent 360 View

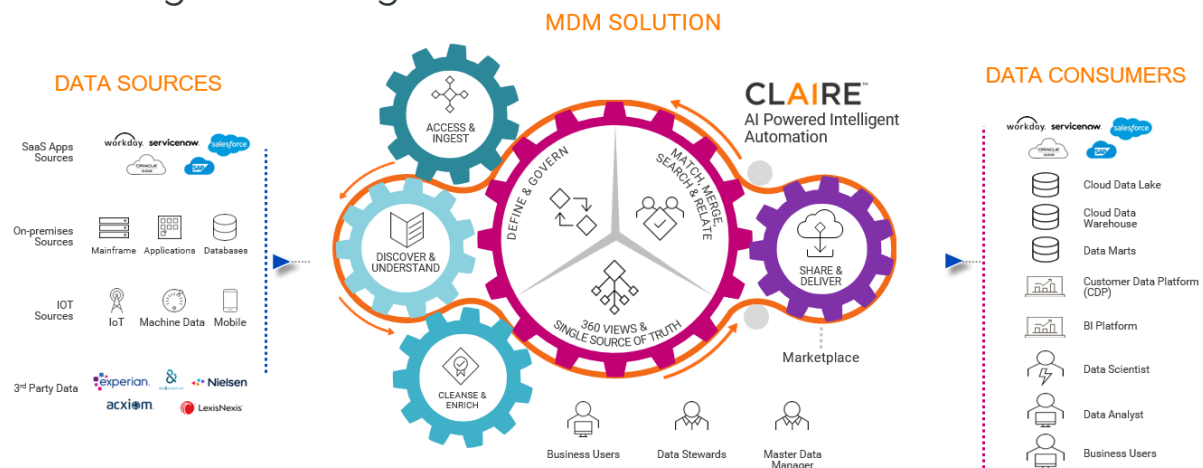


Figure 2: Flow of data through Informatica Platform with MDM to provide a 360 solution.

Key features:

- **Master records across a wide variety of core data assets**
Consolidate critical citizen data from across your organisation, including MS Dynamics, Salesforce, AWS, Azure, ERP, and other applications. Strategically manage it from one location to reduce the amount of bad data throughout your organisation and create a single, actionable 360-degree view of citizens. Connect the data to build a view of the relationships between citizens and their households, their preferred locations and channels, their services, and their interactions. Improve organisational collaboration and stewardship when managing citizen information across departments, functions, and regions.
- **Prebuilt 360 solutions, data models, governance, workflows, and accelerators**
Out-of-the-box accelerators dramatically reduce implementation time and speed time to value.
- **AI-Powered data matching allowing for known nicknames, errors, aliases etc**
Combines pretrained, rule-based methods to enhance match accuracy with a supervised learning model that continuously refines its matching precision by learning from data stewards' actions and the specific data profiles of your data domains.
- **View of data asset history and audit trail**
Onboard, add, edit, and manage data in bulk across the customer lifecycle with full traceability, security, and lineage.
- **User friendly thin client user interface**
Configurable, role-based dashboards enable teams to easily understand, plan, and engage with citizens. They have the context they need to deliver a differentiated customer experience without having to access multiple systems. A business-centric view displays the citizens' contact information, status, services, relationships, preferences.
- **Show relationships between data assets**
Navigate, compare, and traverse a variety of relationship views, which include hierarchy, network, and graph structures for discovery of non-obvious connections.
- **Fully flexible and extensible data model, scalable for high volumes**
- **Enrich data on-the-fly with Data as a Service**
Leverage Informatica's Data as a Service Contact Data Verification products (address, e-mail, and phone) and Data Enrichment offerings to supplement customer information both at time of entry and on an ongoing basis. Seamlessly integrate demographic and firmographic data to improve citizen profiles and manage hierarchies. Easily add citizen data from third-party data providers, including Dun & Bradstreet, Acxiom, or Experian, and from other public sector organisations.
- **Data onboarding and remediation workflows**
The intuitive interfaces, guided workflows, and machine learning recommendations simplify and accelerate the discovery, curation and consumption of master data for a range of data consumers including data stewards, application administrators, business analysts and analytics teams.
- **Informatica MDM solutions implemented in many Public Sector organisations globally**

Key Benefits:

- Deduplicate core data assets, scales for future data requirements
- Master: patient, clinician, employee, claimant, student, person of interest, citizen
- Master: vehicle, supplier, suspect, contract, household, POLE
- Full data audit and data lineage
- Supports multi level model with multi level data authority/sign off

- Full hierarchical view of core data designed for non-technical users
- Data snapshot at point in time
- Language Processor - Find matches using nicknames, phonetics, and alias
- Prevention against fraud, prevent duplicate payments
- Provide validated and standardised data for operational and analytical processes

Informatica MDM Reference 360

Organisations are looking for a way to manage reference data. Whether you refer to it as lookup values, reference code, code tables, or reference hierarchies, reference data is an important part of your organisation when you need to master common code types. Without reference data management, you'll see major issues in the quality of your data impacting reporting, compliance with regulations, transactions, and your ability to successfully master data. As more and more organisations and departments utilise reference data, a need emerged to help standardise how organisations leverage this type of data in their data governance, analytic and data exchange programmes.

A significant obstacle that many public sector organisations face in working with reference data is that different applications and different departments may rely on different variations of code sets to define the same thing.

As a result, integrating data across applications requires organisations to translate between the different code table representations to categorise data in a consistent manner. Today, many organisations reconcile this data as well as track any changes to it using ad hoc and error-prone manual methods. Others are unaware they need consistent reference data because they're accustomed to tolerating inconsistencies.

Master Data Management (MDM) – Reference 360 is a native cloud MDM solution preconfigured to take control of reference data. Manage and unlock the true value of reference data sets by centrally defining, managing, governing, and sharing.

Key Benefits:

- **Empower non-technical users**
Give users a friendly user interface for self-service reference data so they can strategically manage reference data sets, the hierarchies, and crosswalks. This is an enterprise-ready, flexible, and extensible end-to-end solution for managing the complex life cycle of reference data sets.
- **Governance and compliance**
Define, manage, and secure reference data sets to ensure accurate data is used for regulatory and compliance reporting. Remove reference data inconsistencies in enterprise applications and operational overhead involved in managing reference data.
- **End-to-end governance**
Control the quality and govern the complete life cycle of reference data sets. Manage reference data history, catalogues, and versions. Allow authoring of reference data using configurable workflows and measure the organisational impact.
- **Cost- and time-efficient**
Save time and energy by delivering high quality reference data securely to all the enterprise applications and business processes that need it. Role-based approval and publishing workflows ensure reference data is treated as a strategic priority.

Key Features:

- Complete capabilities in the cloud: Ensure performance, scalability, and productivity needed for reference data.
- End-to-end data platform: Built on the industry's only end-to-end MDM solution with embedded data integration, data quality, business-process management, and data security.
- Designed for business: MDM and workflows designed for business self-service for the most demanding initiatives in every industry.
- Industry's best match & merge: Robust and flexible framework matches and merges data from new types and sources to determine the best version of the truth.

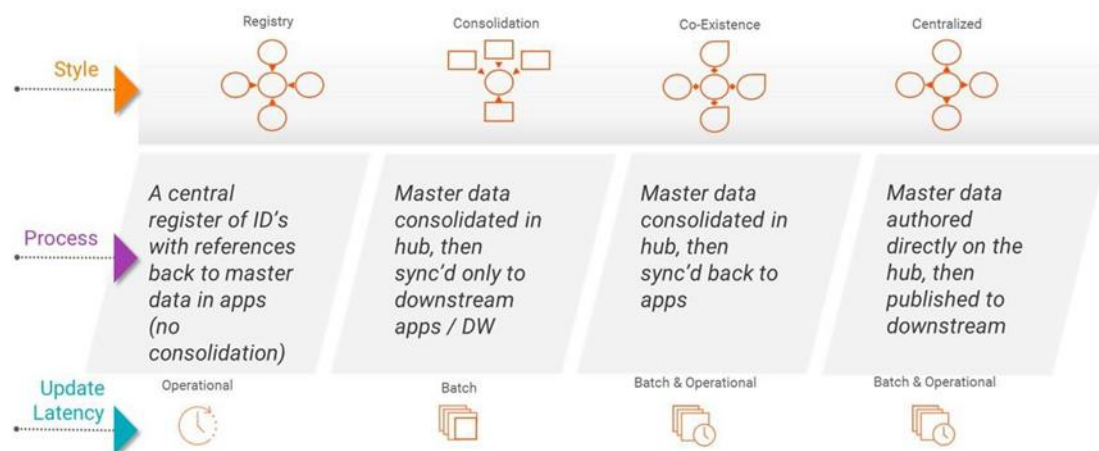
Informatica MDM deployment options:

The Informatica MDM solution can be implemented as multi-tenant cloud-native SaaS, on-premise or single-tenant hosted in the cloud (on Azure, Amazon Web Services or Google Cloud Platform).

The core Informatica MDM platform supports all implementation styles or a hybrid of each: registry, consolidation, coexistence, and centralised. All within the same MDM instance. These are shown in the table below:

Support for every implementation style

Supports ALL master data architectural styles in a single product



Informatica Cloud Data Quality

Master Data Management initiatives rely on high-quality and trusted data. For this reason, Data Quality is an essential component of Informatica MDM solutions.

Informatica Cloud Data Quality empowers your company to take a holistic approach to managing data quality to quickly identify, fix, and monitor data quality problems in your business applications. The solution transforms your data quality processes to be a collaborative effort between business users and IT. This creates a true data-driven environment that accelerates cloud benefits through faster migrations and gains more trusted insights from cloud data warehouses, data lakes, and SaaS applications.

Key Features:

- **Self-Service Data Quality for Business Users**

Informatica Cloud Data Quality leverages our many years of experience working with customers to identify and resolve their data quality problems. Informatica Cloud Data Quality, which runs on Informatica Intelligent Cloud Services, is part of Informatica Intelligent Data Platform so you can quickly identify and resolve data quality issues without any additional IT coding or development. As a result, you can leverage its security, reliability, and backup so you can focus on operational excellence instead of investing in additional infrastructure. Business users can readily specify, validate, and test re-usable data quality rules in a streamlined and collaborative environment.

- **Manage the Entire Data Quality Process**

You can manage the entire data quality process with Informatica Cloud Data Quality, no matter the size of your organization, the location of your operations, or the types and volumes of data. Whether your business initiative is centered on working with customer or third-party data, product or supplier data, transaction data, or data from IoT devices, Informatica Cloud Data Quality will ensure that you can trust the quality of your data.

- **Rich Set of Data Quality Transformations and Universal Connectivity**

Informatica Cloud Data Quality provides comprehensive and modular support for all data and all use cases, whether you're focused on a small project or a complex, cross-enterprise initiative. You can deliver trusted customer, product, financial, or asset data to any data integration, master data management (MDM), or data governance project. It features standardization, matching, worldwide address cleansing, and versatile data quality management for all project types.

- **CLAIRE – The “Intelligence” in Intelligent Data Quality**

The CLAIRE™ engine delivers metadata-driven artificial intelligence to Cloud Data Quality, enabling intelligent recommendations of data quality rules that are based on how similar data has been managed. CLAIRE can also automatically detect data similarity, which is the first step toward detecting and removing duplicate data.

Key Benefits:

- **Simplified Administration and Lower Overhead**

Instead of a collection of point solutions, organizations gain a single, easy-to-use, self-service data quality tool across all departments, applications, and deployment models, 100 percent in the cloud and delivered as an economically priced subscription service.

- **Faster Deployments With Powerful User Interactions**

Informatica Cloud Data Quality allows IT organizations to quickly access all data and accelerate the completion of data quality-centric projects. Your IT team can accelerate data quality projects by building data quality mappings within a familiar development environment that provides data profiling and prebuilt data quality rules standardization and cleansing.

- **Power Your Customer Experience Initiative With High-Quality Data**

Customers demand a great experience. If they don't have the best experience with your organization, they'll not only seek out a replacement product or service, but they'll also share their negative experience across their peer network. Savvy organizations understand today's reality and realize that the difference between offering a stellar experience and a sub-par experience is trusted, reliable data. To properly ensure that you're aligned with your customers, you need to have the most accurate, up-to-date data possible. With Informatica Cloud Data Quality, you'll be able to ensure that your team members throughout your

organization are running customer experience applications and master data management tools with the best quality data possible, and you can truly improve every experience for your customers.

- **Trust the Results of Your Cloud Data Warehouse and Analytics**

You can build the best visualizations in the world, but if you don't trust the underlying data, you won't be able to trust the results of your cloud data warehouse initiatives. High-quality data is the essential ingredient for high-quality analytics. With Informatica Cloud Data Quality, you'll be able to profile, standardize, measure, and monitor the quality of your data, giving you data and analytics that you can trust, today and in the future.

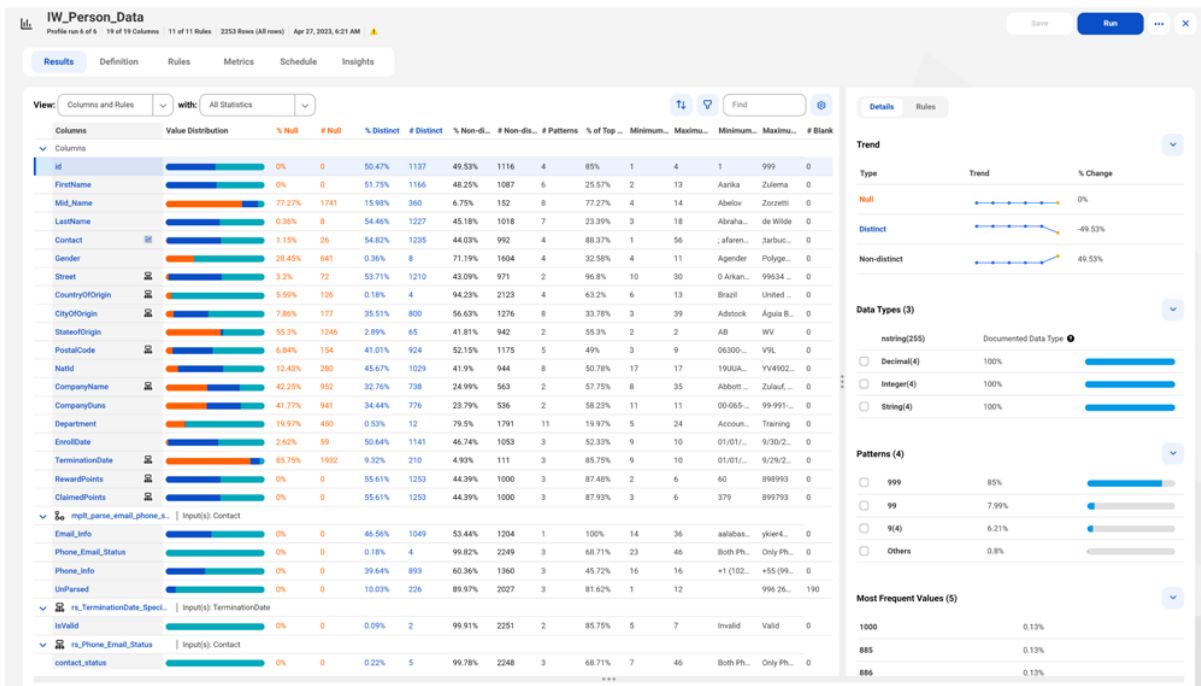


Figure 3: Informatica Cloud Data Quality provides an easy-to-use, browser-based interface.

Associated Services

For all deployment options, full API access is provided. And dependent on the deployment Type option chosen, other Informatica services are included, such as:

- **Data Synchronisation Service** - Provides bi-directional data loading and extraction capabilities as well as advanced scheduling to automate simple and complex multistep integrations between various cloud and Customer on-premise systems
- **Data Integration Service** – Design and execute data integration tasks (mappings), create re-usable tasks (parameterized mappings or templates)
- **API and Application Integration Service** - Allows the creation of processes to integrate systems using synchronous and asynchronous integration; to orchestrate services; to expose service APIs; to create interactive guides providing access to data
- **Data Quality Services** – Design business rules, dictionaries, cleanse rules, verification and parsing rules to ensure trusted data

These associated services are provided as part of Informatica's wider Cloud data management offering known as Intelligent Data Management Cloud (IDMC).

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2. Data Protection

Information Assurance

The organisation maintains a comprehensive security and compliance programme, validated by numerous internationally recognised accreditations and third-party audits, to ensure the safe and secure management of customer information.

The platform's approach to information assurance is built upon the following pillars:

- **Security Accreditations and Certificates:** The platform's security controls are regularly audited and certified by independent third parties. Key attestations include:
 - **ISO/IEC 27001:** This certification validates that the organisation's Information Security Management System (ISMS) meets the international standard for establishing, implementing, maintaining, and continually improving information security.
 - **SOC 2 Type II:** This attestation report provides independent assurance on the design and operational effectiveness of controls related to the Security, Availability, and Confidentiality Trust Services Criteria over a period of time.
 - **HIPAA/HITECH:** The platform undergoes an independent third-party audit to attest to its compliance with the security and breach notification requirements of the Health Insurance Portability and Accountability Act.
 - **SOC 3:** A public-facing summary of the SOC 2 report is available, providing a general overview of the effectiveness of the control environment.
- **Processes and Facilities:** Information is managed through a combination of robust technical and procedural controls.
 - **Secure Facilities:** The service is hosted on leading public cloud infrastructure providers (e.g., AWS, Azure, GCP), which operate highly secure, geographically dispersed data centres with extensive physical and environmental security controls.
 - **Data Encryption:** All customer data is encrypted in transit using strong protocols such as TLS 1.2+ and at rest using industry-standard algorithms like AES-256.
 - **Access Control:** Access to production environments is strictly managed based on the principle of least privilege, requiring multi-factor authentication and regular access reviews.
 - **Security Operations:** A dedicated security team provides 24/7 monitoring of the platform to detect, analyse, and respond to potential security incidents.
- **Policies and Standards:** The organisation's security programme is governed by a comprehensive set of internal policies that align with industry best practices and standards.
 - The ISMS is aligned with the ISO 27001 framework.
 - The platform includes features designed to help customers meet their data protection and privacy obligations under regulations such as the General Data Protection Regulation (GDPR).
 - Internal policies cover critical areas including secure software development life cycle (SDLC), incident response, change management, and continuous employee security awareness training.

This multi-layered approach ensures that customer information is protected by a verified and continuously improving security posture.

Data Back-Up and Restoration

The platform employs a comprehensive data backup and restoration strategy designed to protect customer metadata and ensure service continuity. This is a managed process integral to the platform's disaster recovery and business continuity programme.

The plans, processes, and systems in place to protect against data loss are as follows:

- **Backup Scope and Frequency:** The service automatically performs regular backups of all customer metadata. This includes objects such as projects, mappings, taskflows, connection details, and user access control configurations. Full backups are performed on a weekly basis, with incremental backups performed daily to minimise the recovery point objective (RPO). These backups are encrypted and stored securely in geographically separate locations from the primary data centre to protect against regional failures. It is important to note that these managed backups pertain exclusively to the customer's metadata within the platform; the customer remains responsible for the backup and recovery of their own business data residing in their source and target systems.
- **User Control:** The backup and restoration process is a fully managed component of the service. Customers cannot directly initiate, schedule, or control these system-level backups. This centralised management ensures that procedures are applied consistently and reliably for all tenants on the platform. While system-level backups are managed by the organisation, customers retain the ability to export their assets (metadata) from the platform at any time, allowing them to maintain their own offline copies for archival or versioning purposes.
- **Process Review and Testing:** The organisation's disaster recovery plan, which includes data restoration, is regularly reviewed and updated as part of the continuous improvement cycle of the Information Security Management System (ISMS). Restoration procedures are tested periodically to validate the integrity of the backups and the effectiveness of the recovery process. These activities fall within the scope of independent third-party audits, such as SOC 2 and ISO 27001, which provide external assurance of their effectiveness.
- **Client-Specific Requirements:** The described backup and restoration capabilities are the standard, robust protections provided to all customers as part of the service. The platform's architecture is designed to provide a high level of availability and durability for a multi-tenant environment. As such, custom backup schedules or processes for individual clients are not part of the standard offering.

Business continuity statement/plan

The organisation maintains a comprehensive Business Continuity Plan (BCP) and Disaster Recovery (DR) programme to ensure the resilience and availability of its cloud services. The programme is designed to minimise service disruption and data loss in the event of a significant incident.

- **Scope of the Plan:** The BCP and DR plans encompass the personnel, processes, and technology required to deliver the cloud platform services. This includes the control plane, data processing services, and all supporting infrastructure. The plan's scope is to ensure the recovery and continuity of the production service environment.
- **Key Business Areas and Critical Functions:** The critical functions necessary for service delivery include the platform's user authentication and authorisation services, metadata repository, job scheduling and execution engines, and monitoring and logging services. Customer support operations are also identified as a critical business area.

- **Dependencies:** The primary dependency for the service is the underlying public cloud infrastructure provider (e.g., AWS, Azure, GCP). The plan accounts for failures at the infrastructure level, from individual component failures to entire availability zone or regional outages. Internal dependencies exist between the Site Reliability Engineering (SRE), Security Operations, and Customer Support teams, whose coordinated actions are orchestrated by the incident response plan.
- **Acceptable Downtime:** The platform is architected for high availability, leveraging multiple, physically separate Availability Zones within a region to provide resilience against localised failures. This design minimises downtime for most failure scenarios. For disaster-level events requiring a full regional failover, the service is designed to meet defined Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO). The RPO is minimised through weekly full backups and daily incremental backups of customer metadata to a separate geographical region.
- **Outline Plan to Maintain Operations:** The plan to maintain operations is based on a multi-layered strategy of resilience and recovery.
 - **High Availability:** Critical service components are deployed in a redundant configuration across multiple Availability Zones, with automated failover capabilities to handle infrastructure failures without service interruption.
 - **Disaster Recovery:** In the event of a complete regional failure, the DR plan is activated. This involves restoring the service and customer metadata in a designated recovery region using the geo-redundant backups.
 - **Incident Management:** A formal incident response plan is in place to detect, assess, and respond to disruptive events, including the procedures for activating the BCP and DR plans.
 - **Testing and Review:** The DR plan is tested periodically to validate recovery procedures and ensure RTO/RPO targets can be met. The overall BCP is reviewed and updated annually, or as significant changes to the environment occur.

A more detailed plan can be provided to buyer on request.

Privacy by Design

The organisation has been proactive in its approach to data protection, embedding privacy principles into the core design of the platform and its operational processes to support customer adherence to the General Data Protection Regulation (GDPR).

The service's commitment to privacy by design and its alignment with GDPR are demonstrated through the following measures:

- **Secure by Design Architecture:** The platform is built with security and data protection as foundational principles.
 - **Data Segregation:** In the multi-tenant cloud environment, customer data and metadata are logically segregated and isolated from other tenants using robust architectural controls.
 - **Encryption by Default:** All customer data is encrypted both in transit using strong transport layer security (TLS) protocols and at rest using industry-standard algorithms such as AES-256.
 - **Secure Development Lifecycle:** Privacy and security impact assessments are integrated into the software development lifecycle, ensuring that data protection considerations are addressed from the initial design phase through to deployment and maintenance.

- **Contractual and Organisational Adherence to GDPR:** The organisation provides a strong legal and operational framework for data protection.
 - **Data Processing Addendum (DPA):** A comprehensive DPA is available to all customers, incorporating the EU's Standard Contractual Clauses (SCCs) to provide a legal basis for the transfer of personal data from the European Economic Area.
 - **Technical and Organisational Measures:** The organisation's security programme, validated by certifications such as ISO 27001 and SOC 2 Type II, serves as evidence of the appropriate technical and organisational measures implemented to protect personal data, as required by GDPR.
 - **Data Protection Officer (DPO):** A DPO has been appointed to oversee the data protection strategy and ensure compliance with privacy regulations.
- **Features to Enable Customer Compliance:** The platform provides a suite of tools that customers can leverage to meet their own obligations as data controllers under GDPR.
 - **Data Discovery and Governance:** Services such as data profiling and data cataloguing enable customers to discover, classify, and understand the lineage of personal data across their enterprise, which is a critical first step for compliance.
 - **Data Subject Rights (DSR) Fulfilment:** Data integration and mastering services can be used to build processes that help locate, access, rectify, or erase personal data across disparate systems, enabling customers to respond to data subject requests in a timely manner.
 - **Data Protection:** Dynamic and persistent data masking capabilities allow customers to de-identify or anonymise personal data, particularly in non-production environments, supporting the principle of data minimisation.

This proactive, multi-faceted approach ensures that privacy is not an add-on, but an integral component of the service, providing customers with a secure and compliant foundation for their data management initiatives.

3. Using the service

Ordering and Invoicing

Please contact us in the first instance via at digitalgov@informatica.com to discuss your requirements and objectives.

Once we have identified the appropriate solution including appropriate connectors, functions, training and services to meet your needs we will assist you in placing the order via the GCloud framework.

Availability of Trial Service

Where appropriate, trial access may be made available. This includes some - but not all - of the Cloud Integration services, as well as the use of a Secure Agent to download, install and trial for 30 days. Trials of other IDMC services, can be provided on a case-by-case basis.

On-Boarding, Off-Boarding, Service Migration, Scope etc.

On-Boarding, Scope etc.

The solution can run either on a:

- Fully Hosted Environment
- Third Party Cloud Provider
- Privately Hosted Environment (subscription)

In the instance of Informatica Cloud Services the Cloud Onboarding Service enables customers to successfully launch cloud services projects. Informatica Customer success managers will engage with customers for a fixed scope of work, within fixed time commitments. Informatica will review customer's requirements and confirm in advance that the Informatica Cloud Customer Success Service offering will meet those requirements. The Customer Success Service pack is leveraged and is a formalized process for new Informatica customers to prepare them for success. The following is covered in this process:

- Key IT and Business stakeholders are interviewed to better understand the existing organisational structure and skills of existing staff that will be needed to implement and maintain the application.
- Working sessions are conducted with program owners and initiative sponsors to align all parties on the short-term business objectives and longer-term enterprise vision.
- Project delivery best practices are discussed along with program governance strategies, and the various training and educational resources available from Informatica.
- An Informatica Technical Architecture Manager will then design a customized implementation blueprint for the business based upon the technical and process maturity, short term business objectives, and long-term vision.
- Post deployment, the Informatica Technical Architecture Manager will return to perform an after-action review and adjust the blueprint to reflect the progress made, as well as any recent business changes.
- Five day initial engagement followed by a further two day follow-up engagement.

Benefits of this service are:

- De-risk enterprise adoption at inception
- Leverage available resources and assets to realize enterprise business value
- Define an initial blueprint for success
- Embed best practices and consistency in every project

In the instance of Privately Hosted and Third-Party Cloud Provider, once an order is accepted then the key contact within the company will be provided with the software licence keys and download links. Customers can leverage pre-defined environments using bring-your-own-licence (BYOL) using an intuitive and wizard-driven data integration GUI. These environments have prebuilt connectivity to hundreds of on-premises or the cloud.

Support for the Informatica products within these environments is provided by Informatica Support and as such the customer has access to phone and online support. In addition, the use of Informatica Professional Services or a trusted Informatica Partner is advised to ensure a successful deployment leveraging best practices and providing consulting assistance in areas like architecture, design, development, test verification, development standards and performance tuning. This helps to reduce overall project risk and ensures that expert level resources are available at critical times to keep projects on track for a successful deployment.

Off-Boarding, Scope etc.

As part of the customer support process three months prior to the end of the subscription the customer support team will notify the named customer contact of the subscription end date to see if they wish to extend the subscription. Should the customer not want to maintain their subscription if they have leveraged the IDMC solution they will be able to download any relevant mappings created via the application download feature within IDMC and Informatica will then maintain the customer metadata for 6 months before being permanently deleted from Informatica Cloud.

Where the solution has been deployed outside of IDMC Informatica Support will assist the customer on exporting mappings and data as appropriate.

Training

Informatica offers a wide variety of training environments to meet your needs, including instructor- led courses at Informatica Training centres, onsite at your location, virtual classroom, and web-based self-study courses:

- Informatica University Offers Role-based training programs ensure your organization gets the most out of its investment in Informatica products:
- Learn at your own pace with Online/Self-Paced Training with hands-on Labs – accessible 24/7. Supplement your existing skill set or flexibly and efficiently ramp new team members.
- Learn with your industry peers in live, public instructor led Virtual classes. Engage in chats discussion, access hands-on environments and leverage class materials for a traditional learning experience.
- Dedicated instructor focused on your needs on Private classes. Conducted live at your location or virtually. Experience a traditional learning experience via a standard course or tailored to meet your requirements.
- Training Subscriptions, Unlimited access to curated training for a full year. Collections of Informatica Instructor Led and Self-Paced courses with hands-on labs and Certifications to instil the knowledge and skills needed for success.

Professional Certifications. Prove your skills and knowledge. Gain prestigious recognition while bringing increased value to your organization and your career.

Depending upon the size of the order, Informatica provides Customer Success Packs to help our subscription customers to initially deploy our Cloud software. This service allows us to work with the customer to ensure that the Software is deployed correctly within their environment and assists with the initial use case. At various points during the year the team further engages with the customer to ensure the deployment is on track and assist at key points within the project. For other training services, please refer to the associated Informatica Lot 3 offerings rate card / options for detailed pricing around this.

Implementation Plan

A detailed implementation plan can be provided to the buyer on request.

Service Management

Informatica Cloud Service is managed by a dedicated team internally at Informatica. Informatica will endeavour to provide Uptime of 95% on an annual basis. Please note that Informatica does not take responsibility for the customers accessibility to the Internet.

Support for Informatica cloud is provided via the Informatica Global Customer Support, or GCS, a team of dedicated support personnel operating from support centres in North and South America, Asia, and Europe. From these centres, GCS provides a range of support products to meet the varying needs of customers and partners, including support in a variety of languages (English, Italian, French, Dutch, German, Spanish, Portuguese, Japanese, Mandarin and Korean), coverage on a 24x7 basis for those who need it, and multiple communications channels including twitter, forums, email, telephone and a dedicated support portal. To provide an effective and efficient service to our customers, GCS has invested in a sophisticated support system, which ensures that all questions and issues raised are logged, addressed, and tracked through to completion. The system builds a history for each customer and allows GCS to pass valuable information back to our research and development teams.

Informatica Cloud is typically updated multiple times per year. Upgrade notices are posted on user community sites and emailed to customers at least five business days prior to the implementation. Security-related hot fixes are evaluated for their applicability to the production environment on a regular basis. Critical patches are applied immediately and other patches are updated monthly.

Service Constraints

The Cloud Service will be Available to You 24 hours a day, 365 days per year, 99.90% of the time on a calendar month basis, excluding unavailability (i) due to scheduled maintenance up to four hours per calendar month, (ii) during up to four major upgrades per calendar year, (iii) due to causes beyond Our control, (iv) initiated by Us to protect the Cloud Service or Customer Data from loss or unauthorized access, (v) caused by You or Your applications, (vi) initiated at your request; or (vii) for Cloud Services identified as "Cloud Edition" that operate in a single tenant execution environment("SingleTenant Cloud Services") only, due to hot fixes. ("the Service Level Commitment" or "SLC"). Availability means that the Cloud Service is available for access and Cloud Service response time performance allows for commercially reasonable use of the Cloud Service. Availability is measured at the point where the Cloud Service is made available to the Internet from Informatica's

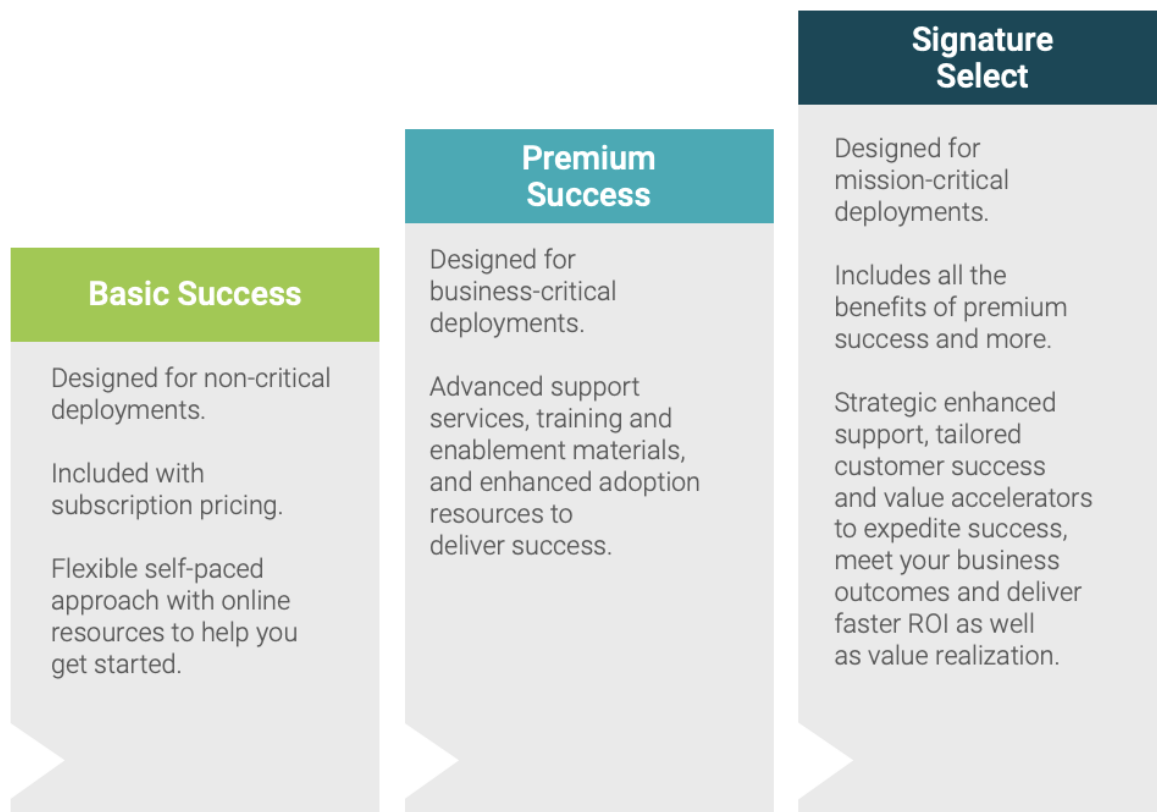
global data centers. Our entire liability and Your exclusive remedy for any deviation of a Cloud Service from the Service Level Commitment (“Deviation”) are set forth below.

Availability for calendar month	Credit for Deviation
99.9% – 100%	None
99.5% – 99.89%	2.5% of monthly fees for the Cloud Service
98% – 99.49%	5% of monthly fees for the Cloud Service
Below 98.0% (Major Deviation)	10% of monthly fees for the Cloud Service

You must request a credit by opening a case with Informatica Global Customer Support in accordance with the Global Customer Support Guide published at <https://network.informatica.com/docs/DOC3015> within five (5) business days after the end of the calendar month of the Deviation. You may terminate the Cloud Service at issue if the Cloud Service has Major Deviations in any three (3) consecutive calendar months or in any four (4) calendar months during a twelve-month period during the term of the Cloud Service. You must provide written notice of termination by opening a case as set forth above. We will refund you the prepaid but unused fees for the Cloud Service for the remainder of the term of the Cloud Service after the effective date of termination. Informatica Operational Insights, non-production Cloud Services environments and no-charge Cloud Services are not eligible for credits or other remedies set forth above. Single Tenant Cloud Services are not eligible for credits or other remedies for availability of 99.5% or above. To be eligible for the Deviation remedies, You must be current in Your payment obligations and in compliance with the applicable contract requirements and Informatica policies. We will monitor and continuously publish Availability information for Informatica Intelligent Cloud Service production environments, and may do so for other Cloud Services, at <https://pulse.informatica.com> or another location chosen by Us. The SLC and Deviation remedies above do not apply to SLC deviations erroneously reported as a result of incorrect measurement.

Service Levels

Informatica recognizes that the success of your enterprise data management strategy depends not only on the strength of our products, but also on superior and timely service. No matter where you are in your journey to cloud, our services deliver a connected experience across on-premises and multi-cloud deployments. Informatica offerings are not one size fits all. We offer three success programs to unleash the potential of your investments.



NB: Basic Success is for non-critical deployments and deemed unsuitable for UK government deployments.

1. Premium Success - Premium Success offers advanced Support Services to meet complex business requirements. Tailored for medium to large-scale enterprises, Premium Success Support Services offer 24x7 access to our support staff globally for critical issues to significantly mitigate against costly downtime and provides access to resources to deliver success through faster adoption.

Key service options:

- Global 24x7 support — for critical incidents
- Faster response
- Live assistance — with support experts
- Informatica Success Center and Learning Pass
- Critical activity support
- “Ask an expert” — scheduled consults with subject matter experts
- Customer success resources library
- Platform insights
- Upgrade intelligence
- Deployment automation

2. Signature Select - Designed for mission-critical deployments. Signature Select Support Services include all Premium Success features, plus proactive Support Services for mission-critical deployments. Recommended for large-scale enterprises where performance and latency are key

considerations, the program is designed for strategic customers with significant deployments aiming for faster value and business outcomes.

Key service options:

- Global 24x7 support — for all incidents
- Proactive support features
- Informatica Success Center and Master Pass
- Prioritized emergency bug fixes
- Emergency response team — dedicated team for business impacting incidents
- Value accelerators
- Personalized outcome-based success plans
- Key event management
- Business impact prioritization

More details can be found at https://www.informatica.com/content/dam/informatica-com/en/collateral/data-sheet/informatica-success-offerings_data-sheet_3511en.pdf and the latest Global Customer Support Guide is here: https://knowledge.informatica.com/s/article/DOC-3015?language=en_US

Outage and Maintenance Management

The Service will be available to Customer 24/7, 365 days per year, 99.50% of the time on a monthly basis, excluding scheduled maintenance windows and interruptions outside of Informatica's control. Informatica will endeavour to provide at least two (2) business days' notice of maintenance windows, and to conduct scheduled maintenance outside of Customer's customary daily working hours. Customer is responsible for maintaining access to the Internet and ensuring the access of its users. Informatica is not responsible for downtime or outages caused by Customer or its personnel, or for acts of God or force majeure. Should Informatica fail to meet this Service Level requirement in two (2) consecutive months, the Term will be extended at no additional cost to Customer for an additional two (2) weeks.

Financial Recompense Model for not Meeting Service Levels

Service Credits are available – see Service Constraints above for further details.

4. Provision of the service

Customer Responsibilities

Customer and its Users shall not, and shall not allow third parties to: (i) license, sublicense, lease, rent, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the Service, or the audio, graphical and textual information, documents, Technology (as defined in Section 4), products and services contained or made available to Customer in the course of using the Service (collectively, "Content") in any way unless such third parties are working on behalf of Customer as contractors or consultants and have been authorized by Customer to use the Service; (ii) modify or make derivative works based upon the Service or the Content (provided that configuring the Service within its policy parameters shall not constitute a modification or derivative work); (iii) use the Service as a service bureau or to provide a service directly or indirectly to third parties, including, without limitation, for the creation or manipulation of data to be sent to a third party (except for permitted end points) or for the processing of data provided by a third party; (iv) reverse engineer, adapt, translate, decompile, or otherwise derive the source code for the Secure Agent (except in the European Union, to the extent permitted by the 1991 Software Directive in order to achieve interoperability, but only after notifying Informatica and giving Informatica an opportunity to provide any necessary interoperability information), or access the Service in order to copy or imitate any ideas or features or Content, or build a product or service similar to the Service, or use similar features, software, functions or graphics as those of the Service, whether or not intended to compete with the Service; or (v) access the Service for purposes of monitoring its availability, performance or functionality, or for any other benchmarking or competitive purposes.

Customer and its Users shall not: (i) interfere with, intentionally overload or disrupt the integrity or performance of the Service or the Content contained therein; (ii) attempt to gain unauthorized access to the Service or its related systems or networks; (iii) transmit or store infringing, obscene, threatening, libellous, or otherwise unlawful or offensive data or material, or data that violates the privacy rights of any person; or (iv) transmit or store material containing software viruses, worms, Trojan horses or other harmful computer code, files, scripts, agents or programs.

Customer is responsible for all activity occurring under its Customer and User accounts and shall abide by all applicable local, state, national and international laws, treaties and regulations in connection with use of the Service, including those related to taxes, data privacy, and the transmission of technical or personal data. Customer shall: (i) protect the secrecy of Customer's authorized User ids and passwords; (ii) notify Informatica immediately of any unauthorized use of any User id or password or any other known or suspected breach of security; (iii) report to Informatica immediately and use reasonable efforts to stop any copying or distribution of Content not authorized by Informatica that is known or suspected by Customer or its Users; and (iv) not impersonate another Informatica customer or Service user or provide false identity information to gain access to or use the Service. Customer agrees that anyone who inputs a valid User id and password will be deemed an appropriate User unless and until Customer notifies Informatica to the contrary in writing.

Technical Requirements and Client-Side Requirements

The latest copy of the Product Availability Matrix (PAM) is maintained on the support site. It is advised to check online for the latest updates:

<https://network.informatica.com/community/informatica-network/product-availability-matrices/>

Outcomes/Deliverables

Outcomes:

- Enable access to trusted data for AI & analytics
- Modernisation to a new Cloud Data Warehouse and/or Data Lake / Lakehouse architecture
- Improve Customer Experience / better citizen outcomes and experience using actionable insights
- Implement data mesh and data products approach to support self-service / data democratisation initiatives
- Enable business agility and change
- Reduce cost to serve in service & improve efficiency

Development life cycle of the solution

Informatica has a development life cycle methodology with flexibility to adapt to each customer's needs.

After-sales Account Management

At Informatica we take a long-term partnership approach to our customer relationships. We place a high level of focus on customers successfully adopting and seeing value from the solutions they procure and have a desire to work hard to ensure this continues to be the case through the life of the contract and beyond

All customers are provided with an Account Manager who will act as the primary point of contact for any questions and queries the customer may have and will be responsible for building a long-term sustainable commercial and technical relationships between the two organisations. There are a wide range of resources that can be accessed by the Account Manager to support the customer and build trust these include

- Professional Services
- Technical Sales & Specialists
- Product Management
- Informatica Executives

In addition to the service provided by the Account Manager we provide additional support to all customers via a dedicated Customer Success function with a team of Customer Success Managers (CSMs) and Customer Success Technologists (CSTs) who are responsible for the following:

- Ensuring the successful adoption of Informatica Technologies
- Providing additional technical knowledge support for "How to" questions
- Ensuring the renewal process runs smoothly
- Providing an additional escalation route into Global Support when needed
- Providing guidance on training & education resources

- Providing support and assistance for any points of escalation seeing through to closure
- Coordinate partnership around technology collaboration and innovation projects
- Coordination of regular management updates
- Ensuring communication of latest product roadmap
- Ensuring customer strategy and key challenges are communicated to Informatica team

Termination Process

The Term is the time period specified in the applicable Exhibit A, commencing on the Effective Date. Upon the expiration of the Term this Agreement will terminate (except for provisions that survive termination) and Customer's access to the Service will cease, unless both parties have signed either a new Exhibit A for a renewal term or an extension to this Agreement.

Either party may terminate this Agreement upon written notice, if the other party: (a) breaches any of its material obligations hereunder and fails to cure such breach within thirty (30) days after written notice describing the breach; or (b) files for bankruptcy or is the subject of an involuntary filing in bankruptcy (in the latter case, which filing is not discharged within 60 days) or makes an assignment for the benefit of creditors or a trustee is appointed over all or a substantial portion of its assets.

Customer's failure to pay any amounts due on a timely basis will be deemed material breach of this Agreement. Accounts that have fallen into arrears are subject to interest at the rate of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is less.

Alternatively, without terminating the Agreement, Informatica may suspend the Service until payment in full. Customer will continue to be charged Service fees during any period of suspension. If Informatica initiates termination of this Agreement for Customer's breach, Customer remains obligated to pay the balance due on Customer's account for the remainder of the Term then in effect, computed in accordance with Exhibit A, and will be billed for such unpaid fees. Informatica reserves the right to impose a reconnection fee in the event Customer's Service is suspended and Customer thereafter requests access to the Service. If Customer duly terminates the Agreement for uncured material breach by Informatica, in which event Customer shall be entitled to reimbursement on a pro-rated basis of that portion of Customer's prepayment for the Service which covers any time period beyond the termination date.

Any unauthorised use of the Service, Content or any component thereof will be deemed a material breach of this Agreement. In addition, without terminating the Agreement, Informatica, in its sole discretion, may terminate a User's password(s), account(s) or use of the Service if such User breaches this Agreement. Upon termination or expiration of the Agreement, in the event that Informatica has any Customer Data, Customer agrees that Informatica has no obligation to retain the Customer Data, and may delete such Customer Data.

Upon termination of the Agreement, Customer shall immediately cease use of all Content and downloadable components, including without limitation the Secure Agent, destroy any copies Customer or its Users may have made thereof and, if requested by Informatica, certify in writing that Customer has done so.

5. Our experience

Case Studies

Sanofi

Sanofi is a global pharmaceutical company with 100,000+ employees that provides healthcare solutions across 170 countries in areas such as specialty care, general medicines, vaccines, and consumer healthcare. Sanofi has defined a new data strategy to better enable the business, and in particular has started a journey to modernize its data platforms and adopt global cloud-based solutions in lieu of existing point-to-point solutions.

Sanofi is leveraging IDMC for data integration and for managing data pipelines. Sanofi has further rationalized its data landscape and is also simplifying its multi-technology stack. Informatica is a strategic partner in this journey and now provides cloud-based solutions to manage and accelerate all types of data integration (i.e., including batch, real-time, API, B2B, and Pub/Sub), improve data quality and governance, and establish a trusted data foundation to support better product intelligence and decision-making.

Key benefits of the solution once fully deployed include:

- Enable a data-driven culture across the company
- Establish a global data cataloging and data governance platform
- Accelerate data and application integration
- Drive agility and innovation with a new data cloud architecture

In summary, after years of using multiple point-product solutions to solve many different needs, Sanofi is streamlining its data management practice and has adopted a platform approach with IDMC and by doing so aims to improve organizational agility and drive efficiencies.

Clients

A small sample of organisations across a wide range of sectors gaining value from Informatica:

Customer Leadership—Global and Across All Key Verticals



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