



Informatica®
from  Salesforce

SERVICES EXPERIENCE

G-Cloud 15 Service Definition

Service name: Informatica Cloud Data
Marketplace (CDMP) MVP Service

Framework reference: RM1557.15

ABOUT INFORMATICA

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

LEARN MORE

Do It Right the First Time Contact Informatica Professional Services at ips@informatica.com

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Cloud Data Services

Introduction

This is the Service Definition Document for Informatica Software Ltd (Informatica) Cloud Data Services under the G-Cloud Framework.

OVERVIEW OF SERVICES

Informatica offers a range of services to help customers plan and implement their cloud-based strategy efficiently. Our offerings consist of pre-packaged, short-duration professional services designed to help customers quickly deploy, configure, and optimise IDMC services, delivering:

- Faster time to value
- Lower risk
- Predictable costs

Our **Rapid** and **MVP** services share the following characteristics:

- Predefined scope
- Clearly defined deliverables
- Minimal customisation
- Focus on a specific outcome

The Rapid service is aimed at fast execution and deployment to Production, while the MVP service focuses on quick validation of the approach in a pre-production environment before full-scale implementation.

We also offer:

Consultative Services: Advisory and strategic guidance, often involving workshops, assessments, and planning rather than hands-on implementation, e.g. Business Adoption Workshop

Resident Services: Dedicated experts embedded within the customer's team to provide continuous architectural, technical, and/or advisory leadership.

Here is a short summary of services we offer:

Business Adoption Workshop Service

This workshop explores your organisation's business drivers, data needs, and cultural challenges to uncover a set of high impact use cases to drive your pilot software implementation. The focus is on identifying business use cases that will deliver short term value. Designed to facilitate collaborative discussion and accelerate time-to-value.

Informatica Resident Program

An Informatica Services Experience Resident is your guide to success across your IDMC platform journey. They provide a consistent engagement point for all aspects of our platform and is the connection point between your business requirements and the capabilities of the platform - helping you maximize the return on your Informatica investment.

Informatica Cloud Data Governance (CDGC) Rapid Service

Cloud Data Governance (CDGC) Rapid Service offers subscription-based Service Units for fast readiness assessment, CDGC setup, pilot use case, adoption planning, and roadmap development. Designed to accelerate data governance adoption, ensure business engagement, and provide scalable governance expansion with flexible support options in cloud environments.

Informatica MDM SaaS Customer 360 (C360) Rapid Service

MDM SaaS Customer 360 Rapid Service accelerates Customer 360 implementation with subscription-based Service Units. It includes readiness assessment, configuration, pilot use case, adoption planning, and roadmap development. Designed for fast value delivery, flexible support, and scalable governance expansion. Ideal for optimizing master data management, improving data quality, and enhancing business insights in cloud environments.

Informatica MDM SaaS Supplier 360 (S360) Rapid Service

MDM SaaS Supplier 360 Rapid Service enables fast, efficient implementation of Informatica's MDM platform for supplier data management. Leveraging proven frameworks, it ensures quick onboarding, pilot use case deployment, and adoption planning, accelerating time-to-value with flexible subscription-based service units for scalable master data management success.

Informatica MDM SaaS Reference 360 (R360) Rapid Service

MDM SaaS Reference 360 Rapid accelerates implementation of Informatica's Reference 360 platform. It enables fast onboarding of reference data domains with centralized governance, hierarchical support, automated validation, and seamless integration. Subscription-based Service Units offer flexible, scalable adoption, pilot use cases, and expert roadmap guidance for improved data consistency and decision-making.

Informatica Cloud Data Quality (CDQ) MVP Service

Cloud Data Quality (CDQ) MVP Service delivers baseline implementation for one use case, including business adoption workshop, hands-on user enablement, data discovery, validation, and standardization assessment. Provides use case documentation, secure agent setup, executive readout, and rollout plan to demonstrate proof of value and guide next-phase data quality initiatives

Informatica Cloud Data Marketplace (CDMP) MVP Service

Cloud Data Marketplace (CDMP) MVP Service offers subscription-based Service Units for rapid readiness assessment, solution architecture guidance, and pilot implementation. Focused on data asset publishing, sharing, collaboration, and integration, it enables fast proof of value, business adoption, and scalable marketplace expansion with expert enablement and best practices.

Informatica Cloud Data Access Management (CDAM) MVP Services

Cloud Data Access Management (CDAM) MVP Service accelerates data privacy use case implementation with subscription-based Service Units. It includes multi-persona workshops, CDAM configuration for OnLoad, Pushdown, or OnRead enforcement, policy guidance, and a data privacy roadmap, enabling fast proof of value, user enablement, and governance program adoption.

Informatica Cloud Data Integration (CDI) MVP Service

Cloud Data Integration (CDI) MVP Service offers subscription-based Service Units for rapid readiness assessment, CDI setup, and MVP use case implementation. It enables fast data ingestion foundation, team enablement, and strategic roadmap delivery, accelerating data integration success with flexible support and scalable expansion options in cloud environments.

Detailed description

Informatica Cloud Data Marketplace (CDMP) MVP Service

Overview

Data Governance and Marketplace success is highly dependent on holistic planning and business engagement for adoption. To enable fastest time to initial proof of value with flexibility for support needs, we recommend the purchase of Services Units to accompany your cloud software purchase.

Services Units are subscription-based and provide a catalog of consumable services options to choose from, including a pre-packaged MVP package.

The MVP package consumes 43 units with a focus on:

- An assessment of readiness and workshop to quickly align teams.
- Advice on a solid foundation and solution architecture for deploying Informatica's Cloud Data Marketplace product.
- Best practices for data asset publishing, data sharing, collaboration, and integration.
- Guidance for developing the initial prototype to help familiarize you with the solution.

Additional Services Units can be purchased to drive expansion and adoption of your governance program, selecting from our Services Units Catalog, and consumed at your discretion

Activities	Deliverables	Outcomes
• MVP implementation for one prioritized business use case to achieve proof of first value • Business Adoption Workshop • Help launch customer's Marketplace initiative through the baseline implementation with a small cross section of metadata and a cross section of use case scenarios focused on data asset publishing, data sharing, collaboration, and integration. • Provide hands on enablement for the initial group of business and technical users	• Use case documentation • IDMC platform setup • Technical requirement document • data asset publishing, data sharing, collaboration, and integration use case with agreed upon cross section of data and metadata • Executive readout and high-level rollout plan	• Baseline implementation completed with agreed upon cross section of metadata and agreed upon use case scenarios • Hands on enablement for initial group of business and technical users • Proof of value demonstrated to key stakeholders • Data Marketplace success best practices shared, and next phase rollout plan created

Duration

10 weeks

Key Assumptions

- IDMC Org has been provisioned through the CSM engagement.
- Customer business and technical team members identified .
- Informatica shares resource names for project onboarding.
- Network and server access for Informatica resources.

- Agree and align on project kickoff date.
- Customer has identified the necessary data sets, data collections and marketplace requirements.
- Set up and use case execution in one non-prod environment.
- Up to two data sources, up to five data sets per data source, three categories, fifteen data collections, one terms of use, four delivery options

What is not included

- Full scope business advisory engagement.
- Production ready technical implementation including detailed design.
- Production go live, stress testing, operationalization support, performance tuning, customer specific operational runbook, catalog expansion, catalog curation/enrichment and ongoing business rollout.
- Discovery and execution of additional use cases and users.
- CDGC and CDQ implementation activities.

Who We Are

Informatica, a leader in AI-powered enterprise cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), which manages the entire lifecycle of data and interoperates with everything. It is an end-to-end data management platform, powered by CLAIRE® AI, that connects, manages and unifies data across virtually any multi-cloud or hybrid system, democratizing data and enabling enterprises to modernize and advance their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive their 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.

Why “Where data & AI come to life™”?

Breathing life into your data and AI turns them into a catalyst for innovation. Informatica empowers businesses to unlock their data and seize opportunities before others see them. By intelligently managing and optimizing your data and AI, you are creating a trusted resource that fuels data-driven decisions and offers solutions to the biggest questions. Democratizing data and AI removes barriers to insights and brings clarity to chaos.

By itself, data is a commodity. When given life, though, data is the driver of your company's next big idea. To achieve your business outcomes with data and AI, you need to transform them into living and trusted resources to catalyze innovation and catapult growth. You need to evolve and build on their intelligence, democratize their use across your organization and illuminate insights and opportunities not yet imagined. Informatica helps you achieve your business outcomes by bringing your data and AI to life.

Vision

Create a world where every organization's data and AI are poised for greatness, ready to deliver outcomes of unprecedented brilliance at a scale never imagined.

Mission

Empower businesses to realize the transformative power of their most valuable assets — their data and AI.

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.

Using the service

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

Further information

For further information please see our website at www.informatica.com or contact us on 01628 511311.