



Informatica®
from  Salesforce

SERVICES EXPERIENCE

G-Cloud 15 Service Definition

Service name: Business Adoption Workshop
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.

Education Services: Delivered by certified instructors, our training offerings include instructor-led classroom sessions, virtual instructor-led training (VILT), and self-paced e-learning modules, all tailored to meet diverse learning needs and schedules.

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 Business Adoption Workshop Service

Description

To facilitate the identification of your business drivers, data needs, and reporting challenges, and to uncover high-impact use cases that demonstrate initial value for software/cloud service implementation, we recommend purchasing Service Units alongside your cloud software.

Service Units are subscription-based and offer a catalog of consumable service options, including a pre-packaged Rapid package. The Business Adoption Workshop Service consumes 12 units and focuses on:

- Identifying and prioritizing high-impact business use cases for software/cloud service implementation.
- Facilitating workshops to understand customer business drivers, data needs, and reporting challenges.
- Assessing readiness and aligning cloud service capabilities with customer requirements.
- Enabling proof of initial value through targeted pilot projects.
- Providing executive summaries with observations, pain points, and actionable recommendations.
- Engaging business and technical stakeholders for collaborative planning and feedback.
- Supporting data governance initiatives by linking use cases to governance goals.

Additional Service Units can be purchased as needed to support the expansion and adoption of your governance program. You can select from our Service Unit Catalog and consume units at your discretion.

Typical workshop schedule

- Pre-meeting: 1-2 sessions (1 hour each)
- Workshop: 1 session (4 hours), limited up to 15 participants
- Wrap-up: 1-2 sessions (1 hour each)



Customer Prerequisites

You will be asked to provide a list of business and technical subject matter experts, as well as program/technical leads, to participate in the workshop and provide review and feedback.

Business/Technical Outcomes

- Gain understanding of your key business drivers, initiatives, and related data governance information
- Identify and prioritize business use cases for implementation
- Establish one critical business use case for implementation
- Confirm that your critical use cases can be supported by the provisioned cloud service subscriptions
- Inform you about software/cloud service capabilities and functionalities addressing specific business challenges

Document Deliverables

An Executive Summary Presentation including:

- Summary of workshop discussions and observations
- Identified issues and pain points
- Prioritized list of candidate pilot projects
- High-level next steps, recommendations, and timelines

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.

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.

Further information

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