G-Cloud 15

Service Definition

Informatica
Data Governance, Catalogue, Data Quality, Marketplace, Privacy Access Management

Lot 2b Software as a Service (SaaS)

Date: 27th January 2026

Contents

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's intelligent Data Management Cloud platform (IDMC) delivers best-of-breed products for data ingestion, data integration, data quality and observability, master data management, data catalog, data governance and privacy to control costs, increase productivity and accelerate speed to market, with a single, comprehensive, cloud-native data management platform. IT managers can rest easy with Informatica's platform which provides the best of both worlds -- future-proof technology and cost governance. With Informatica you can drive high performance data engineering, with any data of any type at any volume at any speed from any source. Our low/no-code platform takes a huge burden off the data engineer's shoulders and reduces their maintenance burden. Our CLAIRE-based AI capabilities automate many repetitive manual engineering tasks. No wonder, customers can gain up to 324% average ROI with Informatica's solution.

What the Service Provides

Managing your data shouldn't be scary and complicated; this goes against the idea of what data governance represents – knowing your data and being in control! Informatica's Data Governance solution offers organisations a lean approach to governance, regardless of the direction you decide to implement.

Because each industry and organisation will range in maturity level and infrastructure, it can be daunting at times to know where to start. Whether your use case is compliance driven, analytics driven, or the idea is simply knowing your data, Informatica offers a governance framework that is modular and integrated so it is easy to find a quick win and scale out as the business requires.

While technology is a major piece of solving the governance puzzle, we recognise that successfully rolling out your governance initiative encompasses more than just implementing software. It is crucial that the people in the organisation i.e. the end users, adapt the software and the process in which governance is carried out and the way software is used is crucial to the success of your initiative. That's why we have made our solutions easy to use and encourage collaboration organically so that it doesn't become another legacy system on the shelf.

We want our customers to be successful, today and in the future. So we designed the Informatica Intelligent Data Management Cloud™ (IDMC) to deliver value today and to adapt as your data governance requirements change. Today's business objective may be data quality. Two months from now, you may want to support a company-wide customer experience program. And later next year, you may want to accelerate trusted data sharing with a data marketplace.

With every project, you'll be able to onboard new data and new users without compromising speed or effectiveness. Our Informatica Processing Unit (IPU) consumption-based pricing makes it easy to add new core capabilities as you need them, expanding to support a variety of data management systems and tools.

Our technology platform is built to be modular, integrated and interoperable. Informatica cloud-native solutions easily connect to each other and to other applications. Want your team to spend more time on analysis and strategy? Our CLAIRE™ engine applies artificial intelligence and machine learning to automate formerly manual processes. Automating processes such as data discovery or cataloging means your team spends less time curating data or searching for data sources.

Our IDMC data governance and cataloging services govern data across cloud, hybrid and multi-cloud environments from a single interface. They also scale to handle rapid growth in data and users. And the same centralized data governance console creates a single place where everyone can measure their use of data against the standards and norms that you've established:

- Connect data lineage to business processes
- Document governance policies
- Align workflows across business and IT

Informatica has two options for our Data Governance Framework Tooling: a Cloud SaaS offering with IDMC and a customer installed/managed subscription software option. Note that the installed/managed subscription option can also be installed and run from your own Cloud infrastructure.

Cloud SaaS Offerings

Cloud Data Governance and Catalog:

The Informatica® Cloud Data Governance and Catalog is a unified, cloud-native tool that enables customers to find, understand, govern, and trust their data. It brings together data cataloguing, governance, quality, and democratization capabilities into a new, singular cloud-native solution for data intelligence.

This multi-tenant SaaS solution is built for enterprises with vast cloud data assets in cloud data lakes and data warehouses who want to maximize their investments by turning data into insights. Combining the capabilities of discovery, data lineage, profiling, business glossary creation,

stakeholder, and policy management—as well as the ability to document and manage AI models and their implementations—Cloud Data Governance and Catalog enables self-service analytics and data governance for cloud data lakes and data warehouses.

Cloud Data Governance and Catalog integrates into your existing data landscape and scans hybrid sources like cloud data lakes and data warehouses, Analytics/BI systems, databases, ETL tools, and other enterprise systems. The solution is cloud native, where infrastructure is available immediately and at exactly the scale needed by the business

Cloud Data Marketplace for Data Democratisation

The Informatica® Cloud Data Marketplace is the industry's only cloud-native, intelligent, enterprise-scale governed data marketplace. Much like a retailer makes products available in an online store, the Cloud Data Marketplace allows a data owner to organize data into categories, and data consumers to browse and shop for data that is relevant to their topic or domain of interest. A flexible data asset registry lets data owners acquire data from any industry data catalog to inventory available data sets from across a data estate: on-premises, cloud or hybrid multi-cloud. The registry enables data owners to document the content of data assets on the marketplace, allowing data consumers to make informed decisions about requesting and sourcing those assets, including information about who among their peers is using this data, and for what purpose.

Cloud Data Access Management

Informatica® Cloud Data Access Management (CDAM) enables organisations to share and use their data while supporting policy compliance and customer trust. With universal, automated controls governing data access to enforce security and privacy, data teams can ensure data is delivered to those who need it, when they need it, while minimizing risks and demonstrating compliance with relevant standards and regulations. CDAM protects sensitive and confidential data within structured data sets with methods that preserve data utility and maintain referential integrity. Fine-grained controls can target rows, columns or individual cells. Realistic, de-identified data supports trusted insights and reliable data-driven outcomes in strategic business initiatives. Such initiatives include migration to the cloud, sharing data for AI and analytics and improved customer experience.

Cloud Data Quality

Organizations are moving on-premise workloads to public clouds at an increasing rate. However, as organizations look to leverage the scalability, performance, and better/faster access to resources offered by cloud environments, they struggle to deliver measurable outcomes and adoption from these projects. One key challenge is the issue of data quality, especially because it can degrade the integrity and trust in applications and insights from analytics.

Delivering high-quality, trusted data will deliver valuable business outcomes, but any question of data quality is a serious—if not insurmountable—obstacle to an organization's ability to make intelligent decisions, reduce costs, generate growth, and promote innovation. Relevant, timely, and trustworthy data is essential for success.

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.

Subscription License Data Governance Offerings: There is still the option to benefit from the Subscription version of these tools where SaaS Cloud Platform is not appropriate or applicable.

The Subscription License solution comprises:

- **Axon**
  - Enables business understanding of what, where, when, who and why of data, providing for comprehensive stewardship
  - Leverages business views and communities
- **Enterprise Data Catalogue**
  - Enables understanding of physical assets through automated data discovery, classification and cataloguing
  - Leverages metadata to show how data flows throughout your IT infrastructure and displays the relationships between assets
- **Informatica Data Quality**
  - Provides functionality to analyse standardise, enhance, match, correct and report on all master data types including customer, product, inventory, assets and financial data

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 3aii and 3aiii). 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 4ai. 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.

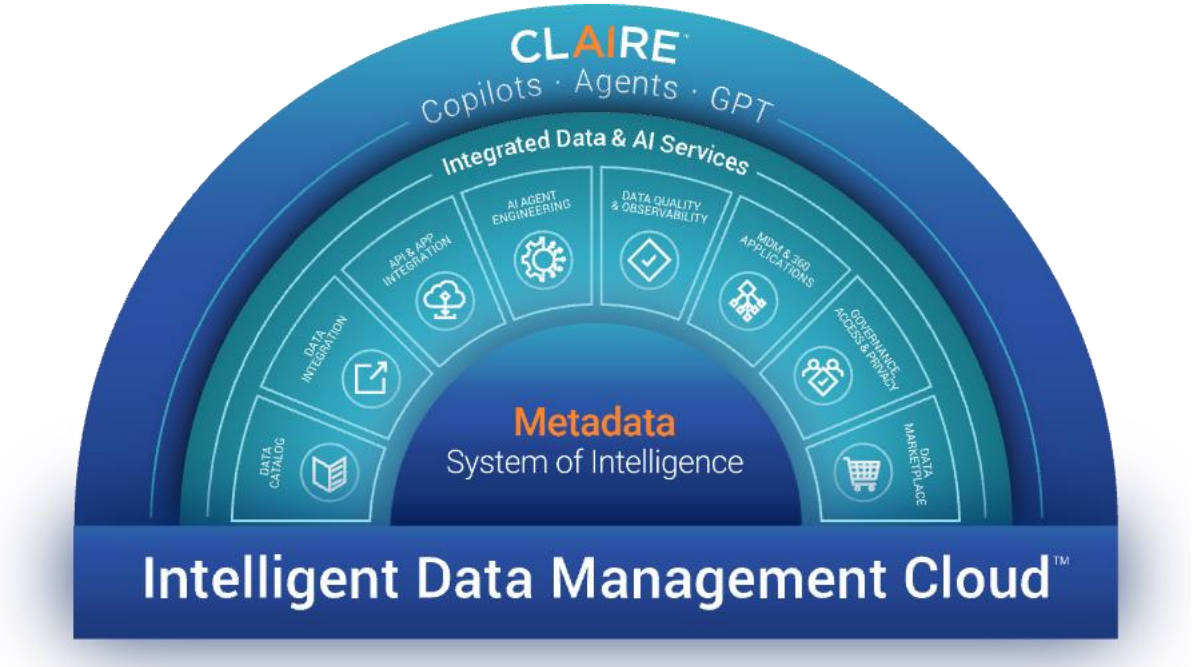
- Break Down Barriers to Opportunity
  - Initiative: The organisation fosters an inclusive workplace and creates opportunities through its DEI strategy, aligning with PPN 002 Outcome 6c (Demonstrate action to identify and tackle inequality in employment, skills and pay).
  - SMART Objective: To increase 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

The Informatica Cloud Data Governance, Data Catalog and Data Quality services 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.



Data Integration: Data engineers, Extract-Transform-Load (ETL) developers, and citizen integrators have the ability to use our products to ingest, transform and integrate data spanning departmental to enterprise scale workloads. These workloads include diverse and distributed data sources in multi-cloud, hybrid environments. The breadth and depth of our Data Integration capabilities accelerate the aggregation and processing of data to ready it for analytics, data science and enterprise reporting initiatives. Leveraging a simple graphical design experience, users can develop workloads across ETL, Extract-Load-Transform (ELT), real-time and streaming data integration patterns. Our products are designed to integrate structured and unstructured data across on-premise and cloud-native applications, databases, business intelligence tools, data modelling tools, data lakes, data warehouses, mainframes, messaging systems, file systems and IoT devices. CLAIRE AI enables greater data integration productivity by automating the design and development of business logic to process data.

API & Application Integration: Citizen developers, application developers and architects can use our API & Application Integration products to create and manage APIs and application integration processes, to modernize and accelerate their digital transformation programs. Informatica's API and application integration capabilities span multi-cloud, hybrid environments and include application-to-application synchronization, business process orchestration, B2B partner management, composite application development, and API management. These capabilities integrate enterprise business processes, manage communication of data between partners via industry specific protocols and expose APIs for business agility and application modernization through a low code/no-code development experience. Our API and Application Integration products also leverage CLAIRE AI to optimize application resource utilization, and secure APIs to reduce implementation complexity and increase user productivity.

Data Quality and Observability: Data stewards and business analysts can use our Data Quality (DQ) products to profile, cleanse, standardize, and enrich data using an extensive set of prebuilt data quality rules to deliver accurate, complete, and consistent data. Data Quality products are designed clean and trusted data supporting governance, regulatory compliance, analytics, and other enterprise reporting initiatives. Our CLAIRE AI engine automatically generates data quality rules from plain text functional specifications for business users. CLAIRE leverages data profiling to continuously monitor and identify quality issues and then can automatically deploy fixes to promote high data quality. Our Data Quality products contain hundreds of pre-built data quality rules for data domains, geographies and industries.

Master Data Management: Our Master Data Management (MDM) products allow data stewards and business analysts to create an authoritative single-source view of all business-critical data from internal and external sources across multiple data domains, including customers, locations, assets, and employees and many other domain types. CLAIRE automates the matching, linking and merging of master data from several disparate, duplicate, and conflicting data sources scaling from millions to billions of data records. This information is de-duplicated, reconciled and enriched, thereby enabling it to become a consistent, reliable source. Once created, this master data can serve as a trusted view of business-critical data that can be managed and shared across the enterprise to promote accurate reporting, reduce data errors, remove redundancy, and help workers make better-informed business decisions.

Customer and Business 360: Our Customer 360 and other 360 products allow business analysts to create comprehensive 360-degree views of critical business data domains like customer, citizen, product, supplier, reference, and finance with simplified business user experiences. Our Customer 360 and other 360 products help customers drive customer experience and engagement programs, ecommerce transformations, supply chain management, and other digital transformation initiatives. CLAIRE matches data, identifies relationships and infers data insights across structured and unstructured data sources enabling users to easily browse, search and access data.

Data Catalogue: Data consumers of all experience levels are enabled to use our Cloud Data Catalogue service to quickly find, access, and understand enterprise data using a simple Google-like search experience. Data Catalogue allows organisations to spend less time finding data thereby accelerating analytics and modernization projects and enables them to implement end-to-end data governance programs. Cutting across departmental data silos, CLAIRE automatically discovers, tags, and classifies data and identifies data relationships and data provenance. CLAIRE-based recommendations are designed to guide users to the most trusted and relevant data, improving business outcomes and driving greater data consumption.

Governance and Privacy: Data professionals can use our Data Governance and Data Privacy / Data Access Management products to govern data, help ensure compliance with industry and corporate policies, manage data as an asset and minimise the risk of a data breach. These products enable organisations to deliver and consume trusted and protected data across the enterprise, increasing the value of data while minimising risk associated with compliance. Users define governance and privacy policies through an intuitive interface while CLAIRE automatically links these policies to actual enterprise data to ensure data governance rules and access policies are not only documented but also implemented and tracked consistently across the enterprise. Data consumers leverage a data marketplace with an Amazon-like shopping experience, which enables them to easily search, order, request, and rate governed data sets, centralizing data governance as a function and eliminating reliance on native governance capabilities of fragmented apps and data stores.

SaaS Solution Option - Cloud Data Governance & Catalog

Key Features

AI/ML-powered Engine to Drive Insights from Metadata

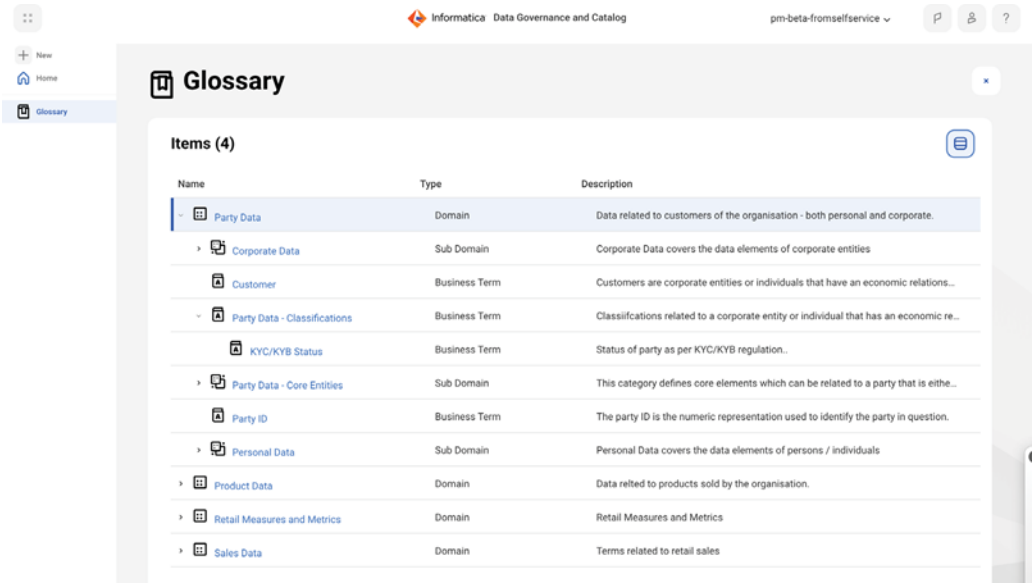
Automation is critical to manage and govern large data ecosystems. Cloud Data Governance and Catalog automates metadata extraction from heterogeneous sources, parsing of integration lineage, classification of data assets, and association of glossary terms to data.

Unified Capabilities Across Governance and Catalog

View Data Assets and Governance Facets with search in a single UI and understand relationships, meta-model, and lineage. Benefit from the intuitive interplay between business and technical objects. Users also have the ability to drill down from business to technical lineage, encompassing both cloud and on-premise systems.

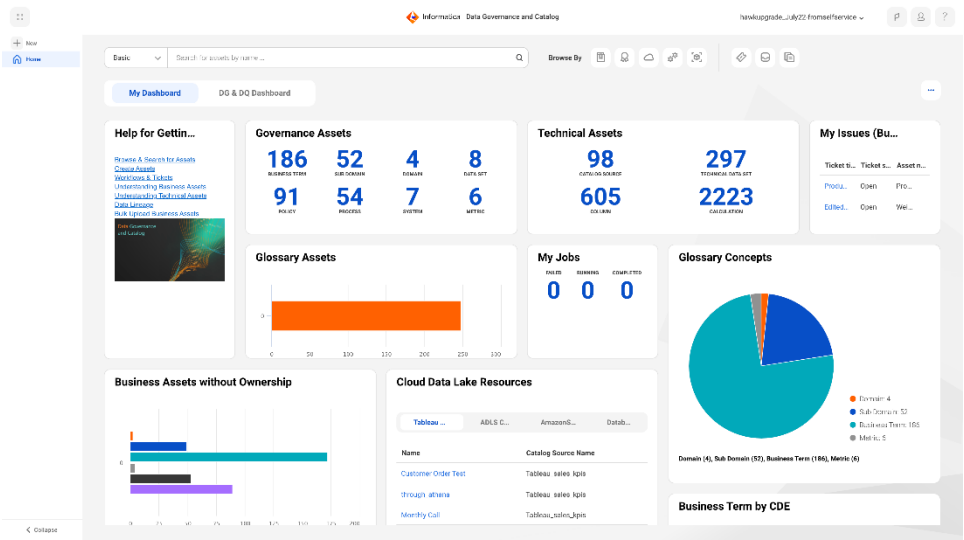
Browsable Hierarchies and Powerful Search Capabilities

Users can use natural language to search for critical assets across business and technical domains and make use of filtering and preview capabilities to quickly review and identify desired assets. The solution also provides a powerful browsing experience across business and technical assets to help new data analysts and scientists understand different data elements in context.



Workflows and Dashboards

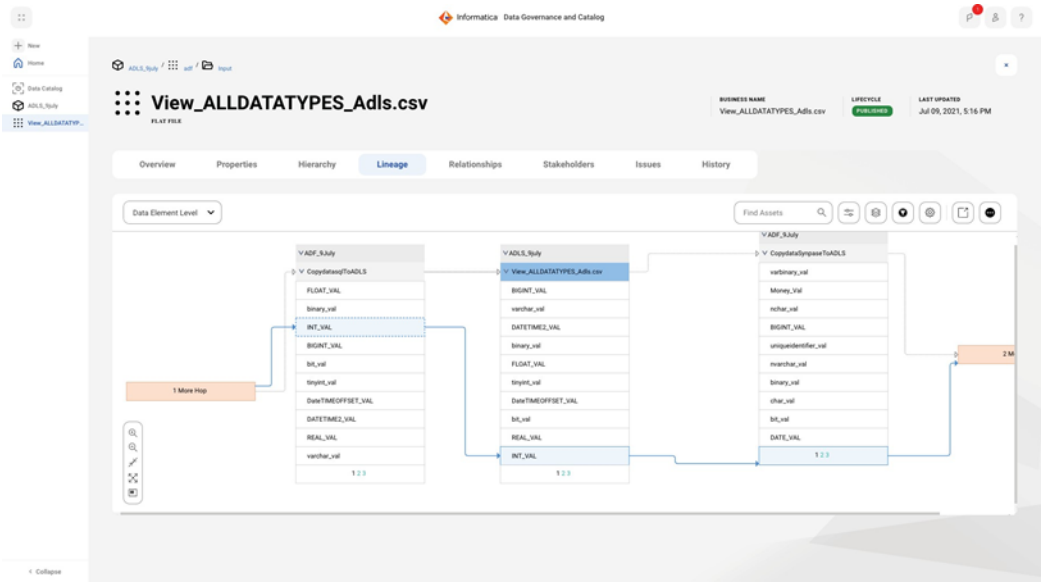
The interactive and graphical dashboard puts the user in command, proving summarized information in a visual form. From business-related metrics such as stakeholder/owner assignments, glossary metrics, data quality measures and more to monitoring automated, pre-defined workflows, checking task completions, and notifications, it puts the user in command. It also comes with a variety of visualizations and drill-down capabilities, allowing users to quickly ascertain summary status and get to the next level of detail.



Data Lineage and Impact Analysis

Interactively trace data origin through lineage views at any level, from business-friendly views that highlight the endpoints to granular views that include all the intricate details in between, including the ability to parse SQL scripts and stored procedures in databases. A drill-down lineage view expands any lineage path to show granular column- and metric-level lineage. Users can perform detailed impact analysis on upstream and downstream data assets.

Use of overlays in lineage allow tracking by business and technical metrics such as Stakeholders, Policy Impacts, Glossary Term definitions and more.

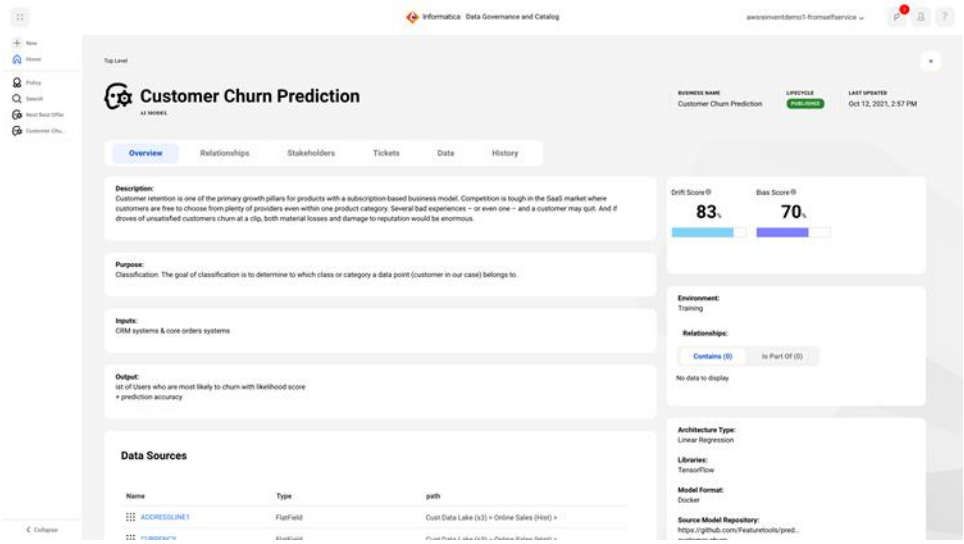


Cloud Data Governance and Catalog allows users across the data literacy spectrum to collaborate on their assets by adding rich business context to the data by associating business terms with the right technical metadata. The solution enables automatic association of business terms with the technical metadata, which helps eliminate tedious manual process for data governance.

Automated Profiling and Classifications, w**ith Intelligent Domain and Entity Recognition** will automatically profile, classify and identify data elements and entities such as customer, product, order, name, address, postcode, any types of data defined by list of values, etc. across all structured and unstructured data assets at the field/column level.

AI Model Governance

AI Model Governance provides organizational visibility into the models built over a period and understands their purpose, including underlying algorithms, the training data used for creating the models, its quality and lineage, and the relevant policies. This helps ensure ethical use of data for AI/ML and helps track and monitor model performance and key metrics like data drift that may lead to model performance degradation.



Key Benefits

Drive Business Decisions with Comprehensive Understanding of Data

Cloud Data Governance and Catalog is designed to get a multi-dimensional view of your enterprise data. The powerful semantic search helps discover the most relevant data assets. Data lineage views help understand the full context of your data flow including source, how data sets are built, the quality of data sets, and its transformations along the data journey.

This ensures that business decisions are driven by accurate, complete, and trustworthy data. With the ability to automatically associate business glossary terms, insight into stakeholders and relationships, policies and classifications, rich business context is available to all data consumers.

Quickly Discover Sensitive Data Sets for Assessment of Privacy Risks

Enable stewards to quickly identify datasets and data sharing lineage that may indicate potential privacy risks in order to gain more insight into policy compliance for sensitive information.

With increased transparency, your data protection planning can help limit customer information exposure and avert risks from abuses and data loss.

Enable Trusted AI With Integrated Data and AI Model Governance

In this age of data science, AI models are often opaque, built with bad quality datasets, and potentially non-compliant with organizational principles. The AI Model Governance capability provides insights into the models developed—the data used to train the models, the outputs they produce, potential impacts of related policies, and which models are available for reuse. It ensures models consumed are relevant, its lineage understood, and policies applied are checked. It further offers visibility into any data drift to check the impact on the model's prediction capability.

Establish Analytics Governance Framework

A key benefit of Cloud Data Governance and Catalog is its ability to facilitate the establishment of an Analytics Governance Framework. Its interactive dashboard helps view, track, and report the metrics required for monitoring governance, and delivers the ability to define KPIs for analytics, creates glossary hierarchies for context, defines policy hierarchies and terms of use for data consumption, and enables automated workflows that can be triggered by events and changes.

SaaS Option - Cloud Data Marketplace

Operational and analytics teams driving decisions in enterprises need relevant, trusted data, delivered conveniently on-demand. Citizen consumers without extensive technical or data literacy skills looking for relevant data across the organization's estate need business context to assess and understand the relevance of data to their needs. A self-service model is therefore ideal, one that can be leveraged with a level of skill, suitable for line of business data consumers.

The Informatica® Cloud Data Marketplace is the industry's only cloud-native, intelligent, enterprise-scale governed data marketplace. Much like a retailer makes products available in an online store, the Cloud Data Marketplace allows a data owner to organize data into categories, and data consumers to browse and shop for data that is relevant to their topic or domain of interest.

A flexible data asset registry lets data owners list data from any industry data catalog to provide an inventory of available data sets from across a data estate: on-premise, cloud, or hybrid multi-cloud. The registry enables data owners to document the content of data assets on the marketplace, allowing data consumers to make informed decisions about requesting and sourcing those assets, including information about who among their peers is using this data, and for what purpose. Because Cloud Data Marketplace is a service of Informatica's Intelligent Data Management Cloud™ (IDMC), consumers' requests for data can be assessed and provisioned using the capabilities of the IDMC, enabling 'low code, no code' delivery of data to consumers, which lowers the cost and time required to convert trusted data into data-fueled insights. The Cloud Data Marketplace further ensures transparency by helping data owners and operations teams to track requests for data and ensure that the data is available in the format, location, and access method most convenient for use.

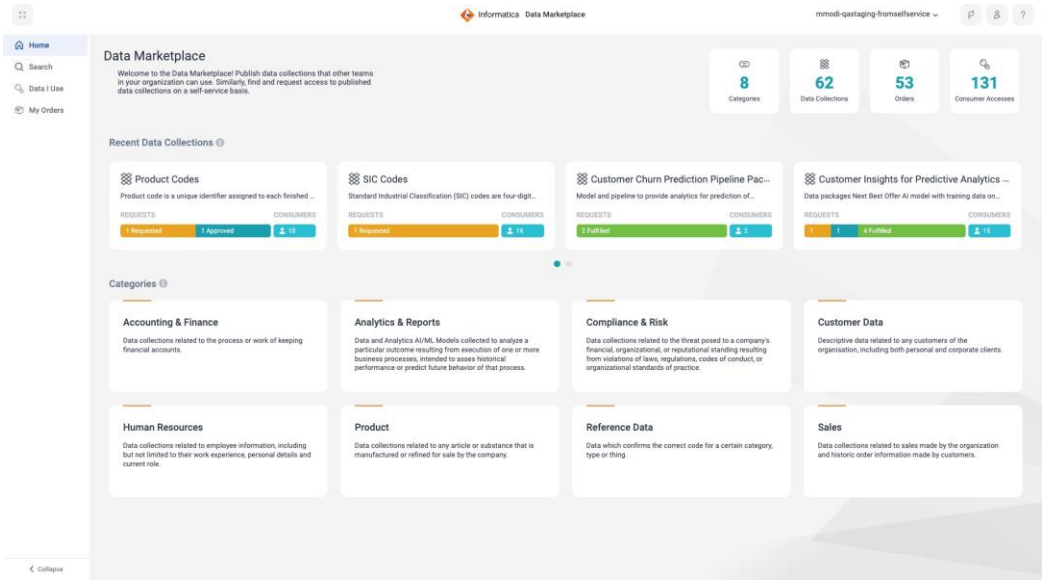


Figure 1. The Home Page view shows usage statistics, recently updated collections, and the high-level categories where the data collections are allocated.

Key Features

Diverse Data Asset Onboarding and Curation

Marketplace can acquire data assets from diverse locations and tools, whether on-premise, cloud, or multi-cloud. Owners are assigned to document data content, ownership, and delivery options for data consumers. The resulting data inventory can then be packaged into multiple collections for self-service discovery, request, and delivery.

Multi-Marketplace Capability

The solution provides the ability to deploy multiple self-service marketplace entry points for various consumer communities throughout the organization, including the organization's ecosystem of distributors, suppliers, and partners.

Transparent Order Processing

Visibility into how data operations facilitate every order can boost confidence and predictability of the outcome. The solution helps keep track of the request, identifies its purpose, monitors its fulfilment, and orchestrates order processing with other data engineering processes to facilitate timely delivery of data to the consumer.

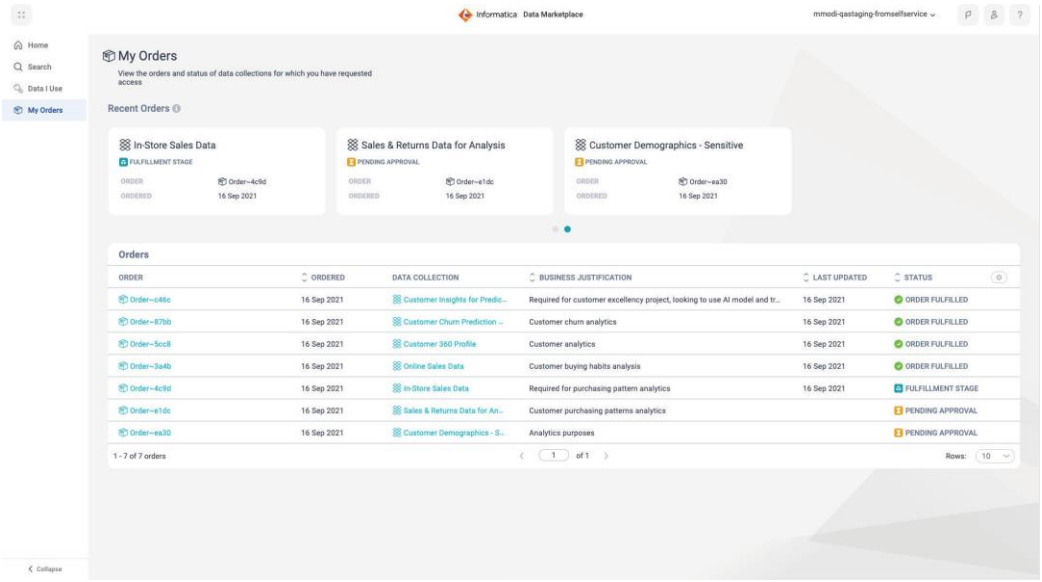


Figure 2. The My Orders page allows data consumers to track the orders they have made, and review which requests have been approved, fulfilled, completed, or rejected.

Data Delivery and Provisioning

Requestors of data will have the ability to choose how they would like to have their data delivered. Data owners and their data engineering teams can define default delivery options, and data consumers can define their preferred delivery mode. Users can also request a new delivery option if their preferred option is not currently listed.

AI/ML and Analytics Model Merchandising

AI models are essential for data science projects. As businesses try to find automated answers for various challenges, they need to train these models using historical data. For example, an enterprise in the telecom industry could be looking for insights that could help them with managing churn, customer acquisition, or next best offer. The Cloud Data Marketplace solution allows them to make models available for self-service consumption, alongside the associated datasets. And because models tend to lose their predictive value due to biases that creep in over time, the Marketplace also helps to monitor KPIs like quality and data drift. The solution also helps to support the provisioning of models for multiple test, validation, and production runtimes.

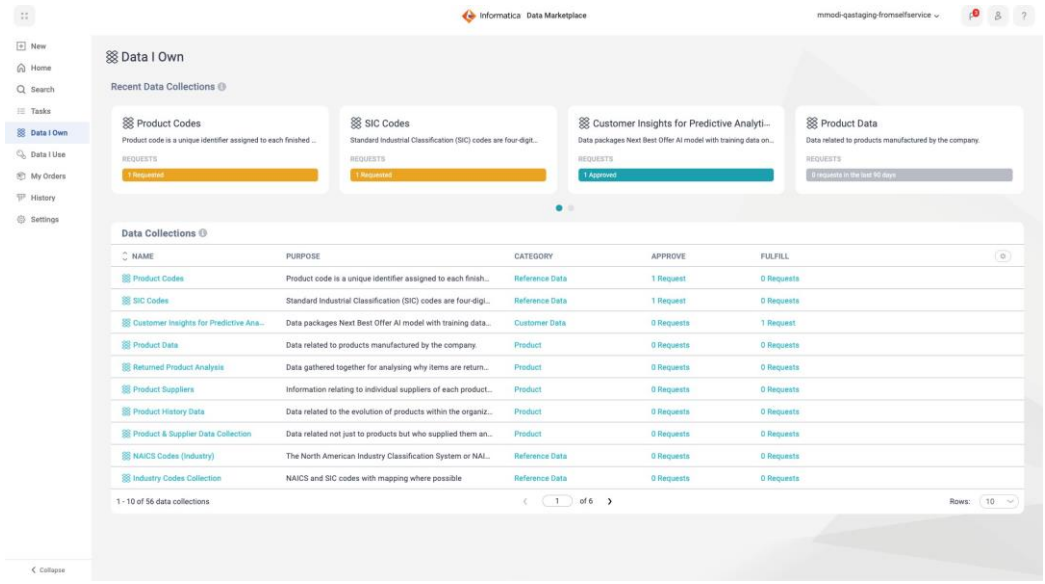


Figure 3. The Data Collection page provides details for the data assets within the data collection. In this case, you can see the details for an AI model as well as its training datasets and tables from different descriptive sources.

Key Benefits

Drive Value with Quick Access to Diverse Data Assets

Studies have shown that users spend an average of 80% of their data usage time looking for and wrangling data, with only 20% of time getting value from the data. The marketplace reverses this trend to provide fast access to high-quality, trusted, privacy-compliant, and relevant data, spending the majority of their data interaction time gaining value from data as an asset. Cloud Data Marketplace minimizes the need for IT operation support while searching for data, ensuring quick analysis and deployment of data for the intended initiative.

Make informed decisions on the right data to use

Cloud Data Marketplace can become the primary place for data analysts to request access to data sets or AI Models for any new initiative. The solution provides visibility on all available data collections and keeps informed of its updates. It further provides insights on the orders being processed and an understanding of the consumers requesting them.

Provide Data Consumers with Choice of Delivery Options

Multiple modes of delivery empower data consumers to select their preferred option for data access from available options, corresponding to alternative analytics and operational access points, with the ability to define new delivery options in response to individual consumer needs. Delivery of data

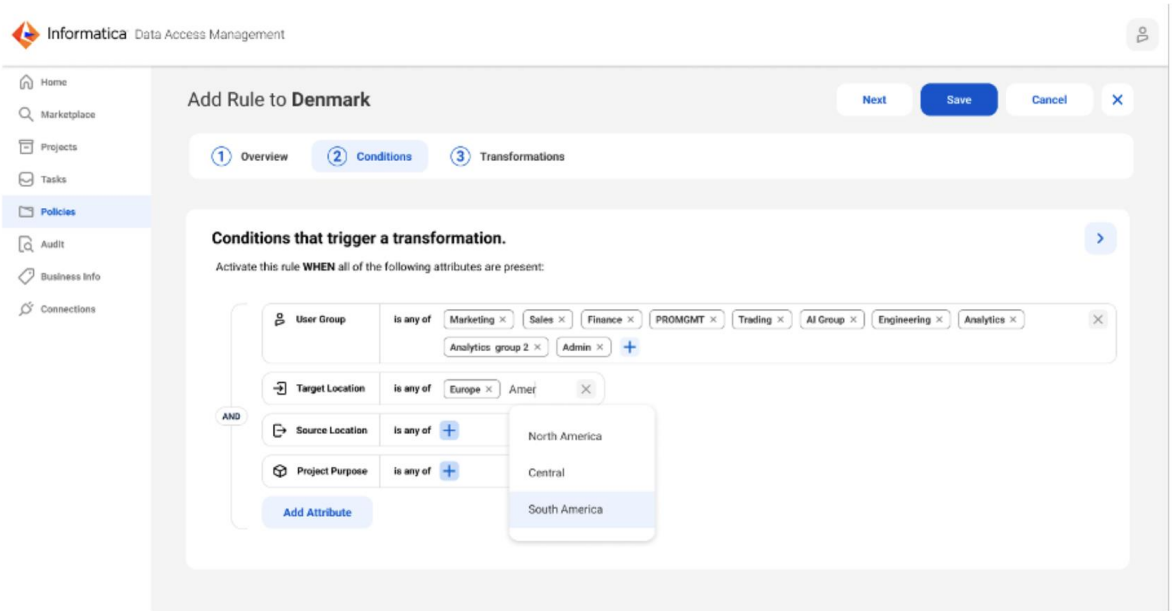
to requested access points where automation or scale is required can be facilitated by the capabilities of Informatica's Intelligent Data Management Cloud platform (IDMC).

Quickly operationalize AI

The ability to package and promote AI/ML and Analytics models available along with the associated data pipelines to other potential consumers, enables organizations to get more out of their Machine Learning investments. Data science and data engineering teams can more easily discover and assess each other's work, reusing high-value data and models in other relevant business contexts

SaaS Solution Option – Informatica Cloud Data Access Management

As part of the Informatica Intelligent Data Management Cloud™ (IDMC), CDAM seamlessly leverages Informatica's intelligent discovery, classification, cataloging and data quality capabilities. This approach provides an end-to-end AI-powered data access governance solution to ensure that controls are appropriately applied in any given context, addressing requirements from data collection to sharing and use. Aligning data governance strategy with policies that enforce appropriate data security and privacy controls increases the trustworthiness of data and provides greater transparency across complex operations and data silos. Cloud Data Access Management features robust access controls and data protection algorithms, including redaction, tokenization and generalization, to limit risk exposure and promote appropriate data use. Records are filtered and data transformations are applied based on metadata-driven attributes organized in policies. These policies are both easily defined by business users and automatically enforced in data integration workloads, as part of a query or pushed down into data stores. Policies provide data protection that scales along with increasing data volume and use cases.



Key Features:

- Intuitive Policy Authoring to Align Access Management Strategy with Business Use Cases

CDAM provides intuitive policy authoring to align data access management with approved business use, risk tolerance and regulatory frameworks (see Figure 1). A comprehensive range of controls allows users to create and maintain policies that preserve business value while minimizing risk across multiple use cases without the need to code, script or re-engineer operations.

- Metadata Connectivity for Controls that Enforce Contextual Access and Use Conditions
  CDAM policies use conditional logic to compose rules, mapping data classifications and contextual attributes to controls that fit situations where data access must conform to standards, mandates or regulations, even as organizations scale. Metadata, automatically created through the power of CLAIRE® and stored in IDMC, informs the appropriate application of policies, regardless of where, how and by whom data is accessed

- Enforce and Audit Policies Across Diverse Data Environments
  A policy created in CDAM can be enforced automatically across multiple workloads and data flows in diverse environments. Enforcement utilizes data processing platforms already in place to ensure security and privacy are less of an obstacle to scale. CDAM logs policy decisions, data provisioning and data access for auditing and general observability. With a solution that spans data silos and connects data sources to business consumers, organizations benefit from a single, reliable approach across IDMC.

Key Benefits:

- Accelerate Access to Trusted Data for Innovation and Competitive Advantage
  Data-driven organizations can automate seamless data movement and self-service access to data with greater trust when data access management is integral to data operations, leveraging existing infrastructure. CDAM capabilities embedded in Informatica Cloud Data Marketplace accelerate access to data by simplifying data access request and approval workflows, while automating data protection. CDAM makes it possible to replace complex, inconsistent and manual processes with logical, consistent and automated workflows. Data stewards and engineers are freed from time-intensive aspects of connecting data consumers with data or finding reliable data sources to deliver.

- Reduce the Cost of Compliance and Reduce the Risk of Data Misuse
  Data de-identification prevents the exposure of personal and other confidential information and satisfies many regulatory requirements for maintaining data privacy. With universal security and privacy control automation, organizations can safely consolidate data from business lines in multiple jurisdictions and efficiently manage and reduce risks when handling sensitive data. CDAM supports compliance with standards and regulations such as the EU GDPR, CPRA and HIPAA that mandate the use of anonymization, pseudonymization or data minimization principles. This helps organizations avoid costly fines and maintain vital customer trust.

- Simplify Controls on Data Across Complex, Hybrid Data Operations
  CDAM is built for performance and scale to promote responsible data use across diverse and complex organizations. Policy definition and enforcement are separated so that security and

privacy controls can be distributed to multiple data platforms and target environments. Policies can be applied in high volume batch, streaming and on demand data pipelines to provision datasets for user groups, or applied dynamically when data is queried. With policies automating the enforcement of appropriate controls across your organization, you can provision secure data at speed and scale to remain agile and satisfy emerging business use cases as needed.

- Automate Self-Service Access to Data from Hundreds of Data Sources
  Cloud Data Access Management supports cloud modernization and democratized data use for organizations seeking to leverage cloud platforms. It extends data access to more users and applications through self-service, while maintaining a rigorous security and privacy posture. Deploying policies in Cloud Data Integration workloads enables users to ingest de-identified data into the cloud from sensitive data in structured, on-premises data sets. Integration with Cloud Data Marketplace enables sensitive data to be de-identified dynamically in the cloud, allowing new use cases to be approved and data served more quickly as end users shop for data products.

SaaS Solution Option - Informatica Cloud Data Quality

Data Governance initiatives rely on high-quality and trusted data. For this reason, Data Quality is an essential component of Informatica's Data Governance 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:

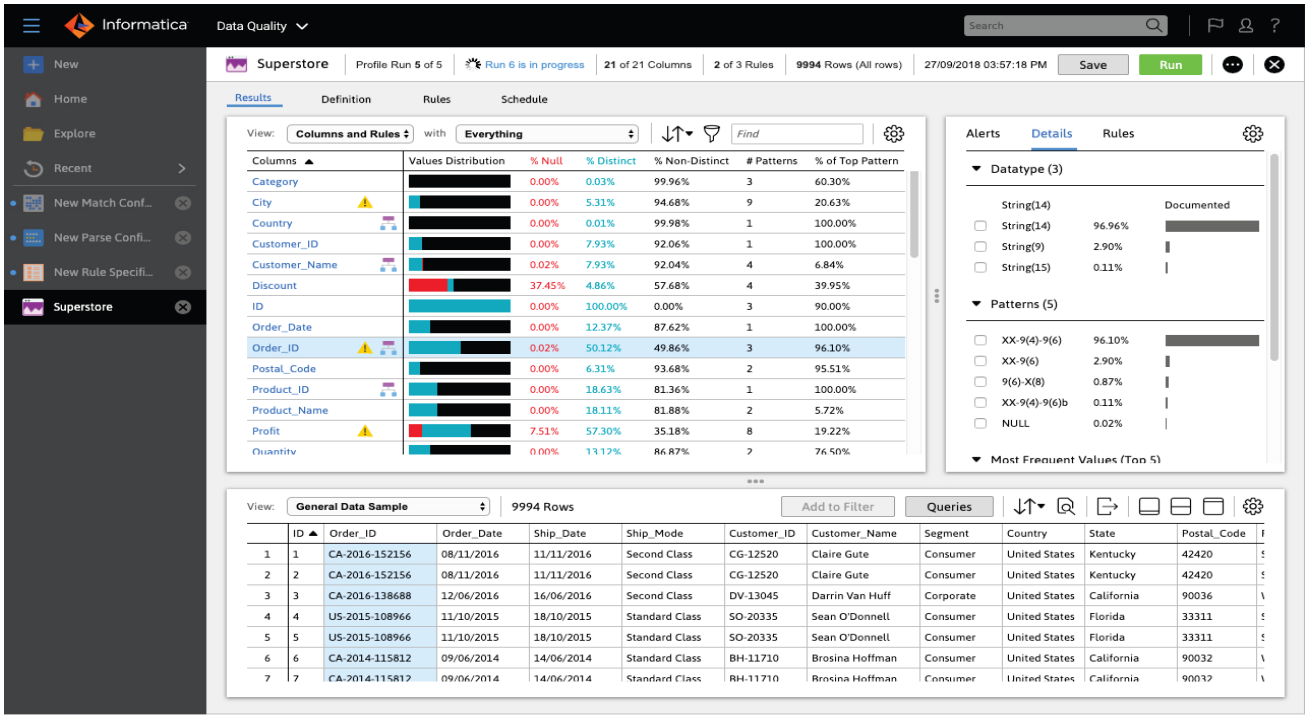
- **Self-Service Data Quality for Business Users**
  Informatica Cloud Data Quality leverages our many years of experience working with customers to identify and resolve their data quality problems. Informatica Cloud Data Quality, which runs on Informatica Intelligent Cloud Services, is part of Informatica 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 usage based 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.



Subscription Solution Option – Enterprise Data Catalog, Axon Data Governance and Data Privacy Management

Enterprise Data Catalog

Data is the lifeblood of our economy, and data-driven companies turn their data assets into revenue and profits. The first step in any data-driven digital transformation initiative is to manage your data as an enterprise asset: take inventory of it, assess its value, and maximize its use—just like you do with other significant capital and operational investments.

Data is diverse and distributed across many different departments, applications, and data warehouses and data lakes (some on-premise, others in the cloud), making it a challenge to know exactly what data you have and where. As data sources proliferate, the data landscape becomes even more complex.

Informatica® Enterprise Data Catalog is an AI-powered data catalog that provides an intelligent discovery engine to scan and catalog data assets across the enterprise—across multi-cloud and on-premise. Enterprise Data Catalog is powered by the CLAIRE® engine, which provides intelligence by leveraging metadata to deliver recommendations, suggestions, and automation of data management tasks. This enables IT users to be more productive and business users to be full partners in the management and use of data.

Informatica Enterprise Data Catalog provides data analysts and IT users with powerful semantic search and dynamic facets to filter search results, detailed data lineage, profiling statistics, data quality scorecards, holistic relationship views, data similarity recommendations, and an integrated business glossary.

Collaboration capabilities leverage subject matter expertise and social curation combined with the power of AI to guide user experience and automate data curation. Users can quickly find data and easily manage the life cycle of business terms, definitions, reference data, and more.

With Data Asset Analytics in Enterprise Data Catalog, you get insights on the usage of data within your organization, enabling you to proactively manage and optimize the value of your data assets.

Key Features – Enterprise Data Catalog

Semantic Search With Intelligent Facets

Find and discover the most relevant datasets for your analysis using powerful semantic search with intelligent facets. Advanced keyword search with token matching finds the most relevant data assets, and semantic search is even applied to inferred data domains. Intelligent facets, based on the search results, allow users to narrow the search to the datasets of interest.

Holistic Relationship Discovery

Get a holistic view of data in a knowledge graph that lets you quickly search, discover, and understand enterprise data and meaningful data relationships. Automatically discover related datasets, technical, business, semantic, and usage-based relationships. The holistic data view shows related datasets, tables, views, data domains, reports, and users. This aids in progressive discovery of other datasets of interest.

Automated Classifications With Intelligent Domain and Entity Recognition

Automatically classify and identify domains and entities such as customer, product, order etc. across all structured and unstructured data assets at the field, column, and table level. This is a crucial step in the ability for companies to catalog, govern, and extract value from their data assets. This classified data enables better search, filtering of search results, and business glossary recommendations. Informatica provides over 60 packaged data domains such as email, credit card number, social security number, country, city, URL, and company name. Users can add their own custom domains too. Data assets can be classified using data rules (i.e., columns with data that matches specific logic defined in the rule) or column name rules (i.e., finds columns that match column name logic defined in the rule).

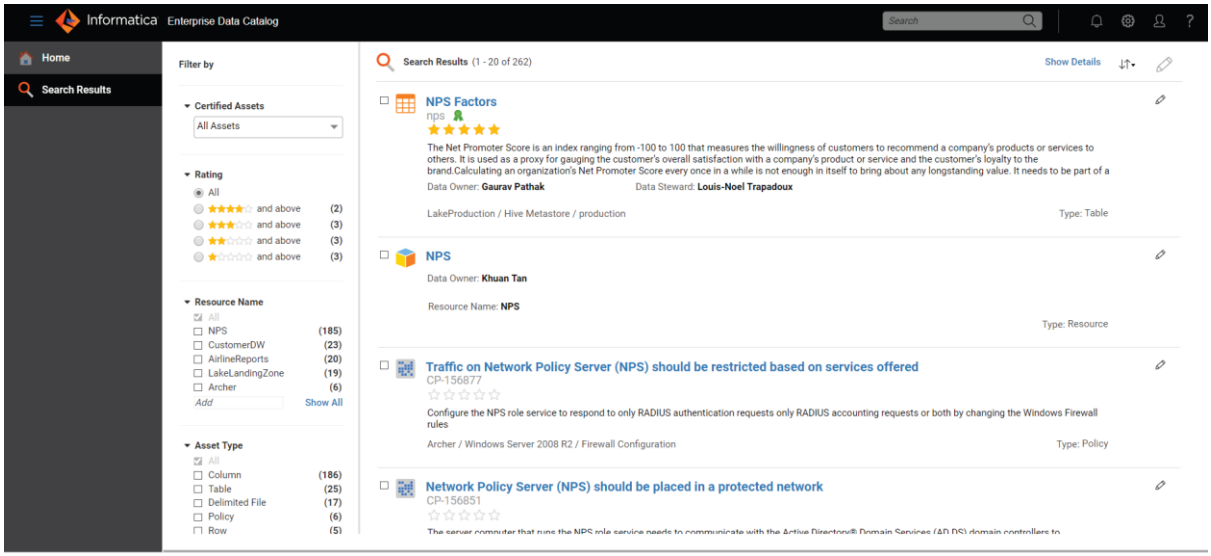


Figure 1: Quickly find datasets with smart semantic search and dynamic facets. View ratings and certified datasets.

Data Lineage and Impact Analysis

Interactively trace data origin through lineage views at any level—from business-friendly, system level views that highlight the endpoints to granular views that include all the complex details in between. A drill-down lineage view expands any lineage path to show granular column- and metric-level lineage. Users can perform detailed impact analysis on upstream and downstream data assets.

Collaboration and Social Curation

Informatica Enterprise Data Catalog empowers data analysts and data scientists to easily find the most relevant and trusted data for analytics by harnessing the combined power of AI and human expertise and collaboration. Data owners and subject matter experts can certify datasets. Data consumers can provide ratings and reviews for datasets enabling social curation of data. Users can follow datasets of interest and get notified of changes, and a Q&A platform allows subject matter experts to answer common questions from users. In addition, users can add custom attributes and annotations to datasets, further enhancing business-IT collaboration and search results.

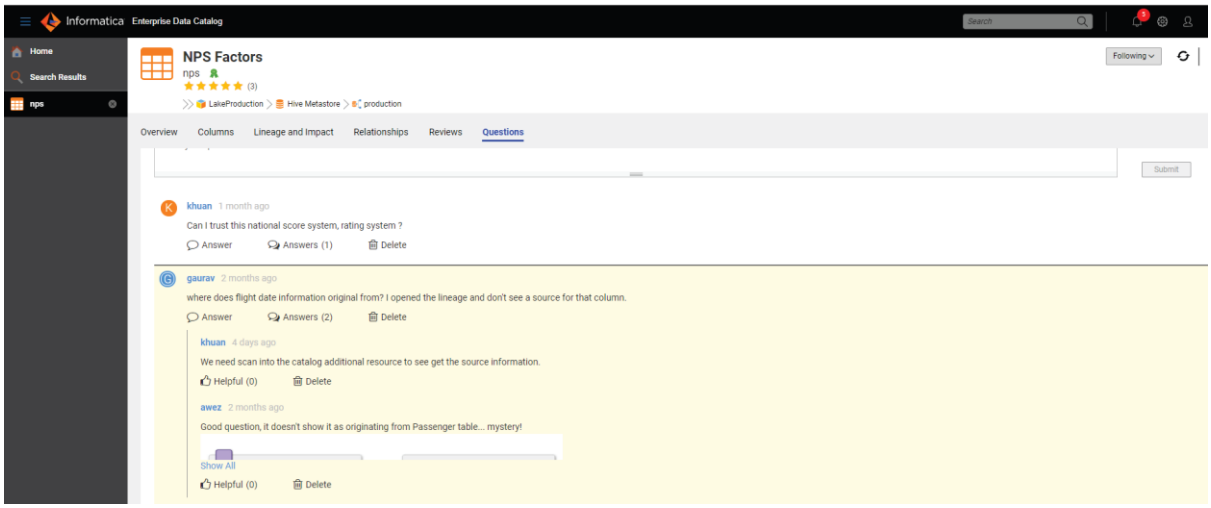


Figure 2: Enable collaboration with Q&A capabilities.

Integrated Data Quality

View data profiling statistics, data quality rules, scorecards, and metric groups alongside technical metadata to understand the quality of data assets before using data for analysis. Profiling statistics include value distributions, patterns, and data type and data domain inference.

Automatic Association of Business Glossary Terms

Informatica Enterprise Data Catalog allows for easy import of business glossary assets such as terms, policies, and classifications from Informatica AxonTM as well as third-party tools. Add rich business context to the data by automatically associating business terms with the right technical metadata, eliminating a tedious manual process and allowing business and IT stewards to collaboratively manage business metadata that includes efficient human workflow automation.

Intelligent Data Similarity

Advanced statistical and machine learning algorithms identify similar data and subsets of data.

This powerful capability helps users find the most relevant and trusted data they need. For example, a telecom analyst interested in customer churn analysis might query data containing pre-paid customer activity for the current quarter. Informatica Enterprise Data Catalog can recommend a cleaner version of the data (substitute data), data containing customer activity for the previous quarter (union-able data), and a customer detail table to enrich the dataset (joinable data).

Data Asset Analytics for Data Value

Data Asset Analytics provides pre-packaged reports and dashboards on data asset inventory, usage, enrichment, level of collaboration, and more. Reports are extensible and can be exported, enabling data leaders to share business adoption and value metrics with stakeholders. Automated Data Value Calculator, a first-of-its-kind capability, allows an enterprise to measure and optimize the value of its data assets based on key factors that impact data value.

Universal Metadata Connectivity With Advanced Scanners

Extract metadata from any type of data source across the enterprise such as databases, data warehouses, cloud-based data lakes, BI tools, Hadoop clusters, NoSQL, and complex enterprise systems including legacy and mainframe systems, multi-vendor ETL tools, SQL dialects, and various enterprise applications—across multi-cloud environments.

With Enterprise Data Catalog Advanced Scanners, you can visually inspect every script, procedure, or process to fully understand its logic and internal data flow. You can obtain a complete column level data lineage, including a full inventory of all the potential lineage sources with rich details.

The Advanced Scanners allow you to scan both static and dynamic code, as well as perform language parsing to obtain automated data lineage.

Below are some examples of data sources supported for metadata extraction:

• Databases/Data warehouses: Oracle, MS SQL Server, SQL Scripts, Sybase ASE, IBM Netezza,

Teradata, JDBC, SAP HANA, SAP BW, SAP BW/4HANA, Stored Procedures

• Big Data: Cloudera Navigator, Hive (Cloudera/Hortonworks/MapR/IBM BigInsights/EMR), HDFS, Hortonworks Atlas, Cassandra, MongoDB, Kafka

• Mainframes: DB2 z/OS, DB2 i5/OS, COBOL, JCL

• BI and Analytics: SAP BusinessObjects, Tableau, Microsoft Power BI, Cognos, MicroStrategy, OBIEE, QlikView, Qlik Sense, Microsoft SSRS and SSAS, SAS

• ETL: Informatica PowerCenter®, Informatica Data Engineering Integration, Informatica Intelligent Cloud Services, Informatica Data Integration Hub, Microsoft SSIS, IBM InfoSphere DataStage, Oracle Data Integrator, Talend Data Integration, AWS Glue

• Business Glossary: Informatica Axon Data Governance, Informatica Business Glossary

• Data Modeling: Erwin Data Modeler, SAP PowerDesigner

• Enterprise Applications: Salesforce, Oracle, Workday, Informatica MDM, SAP ECC, SAP S/4 HANA

• File Systems: Microsoft SharePoint, Microsoft OneDrive, Windows/Linux Filesystems

• File Formats: MS Excel, MS Word, MS PowerPoint, Adobe PDF, Flat Files, CSV, Delimited, XML, JSON, Avro, Parquet

• Cloud Platforms: AWS S3, AWS Redshift, Azure SQL DB, Azure Synapse Analytics, Azure ADLS, Azure ADLS Gen 2, Azure Blob, Google Cloud Storage, Snowflake, Google BigQuery

Self-Service Data Provisioning

After you find the relevant datasets for your analysis, easily move your dataset to the target of your choice with simple click-through provisioning from within Informatica Enterprise Data Catalog. You can choose from a broad choice of sources and targets including Amazon Redshift, Azure Synapse Analytics, Google BigQuery, Snowflake, and BI tools like Tableau.

This capability leverages the integration of Informatica Enterprise Data Catalog with Informatica Cloud Data Integration. (additional license required)

Metadata APIs to Integrate Into Your Environment

Informatica Enterprise Data Catalog includes REST-based APIs that enable you to integrate it into your environment and consume catalog content anywhere. Organizations can share any intelligent metadata—applications, BI reports, and dashboards—with business users. Users can export and share selected catalog content and associated enrichment metadata.

Key Benefits

Intelligently Catalog All Types of Data Across the Enterprise

Informatica Enterprise Data Catalog intelligently discovers many types of data and their relationships across the enterprise. Pre-built scanners collect metadata from databases, data warehouses, data lakes, cloud data stores, applications, BI tools, ETL tools, third-party metadata catalogs, NoSQL, and more. All the metadata is indexed and cataloged in a highly-scalable graph database architected for fast updates, smart search, and fast queries. As more and more data is created and propagated throughout the enterprise, similar and duplicate datasets inevitably arise. Informatica Enterprise Data Catalog leverages advanced statistical and machine learning algorithms to discover similar data and subsets of data, helping users find the most relevant and trusted data they need.

Find Data Assets Quickly Through Powerful, Google-Like Semantic Search

Trying to find the data you need across hundreds of enterprise systems may sometimes seem futile. Only through powerful semantic search built on comprehensive metadata-driven intelligence and a

scalable infrastructure can one even hope to find relevant data. Informatica Enterprise Data Catalog delivers semantic search with intelligent facets to further refine search results. Because Informatica uniquely associates business, technical, and operational metadata, business users can search with business terms to find their data and then browse holistic relationship views to find related data assets.

Discover and Understand Your Data Assets With Holistic Relationship Views and Lineage

The classic saying, "You can't manage what you can't measure" is true when it comes to managing data assets. To get the most value from data, you need to understand what you have, where it came from, how it has changed, and what level of trust you have in the data.

Informatica Enterprise Data Catalog answers all these questions and more with complete end-to-end summary and detailed lineage, profiling statistics, data quality scorecards, and holistic relationship views, providing a clear picture of your data.

Enrich Data Assets With Business Context Through Governed and Crowdsourced Annotations

Informatica Enterprise Data Catalog maximizes the reuse and value of data by automatically classifying enterprise data assets down to the field/column level. To further increase the value of data, Informatica Enterprise Data Catalog captures the context of who is using the data and for what purpose, along with crowdsourced tags, annotations, ratings, and reviews. This "wisdom of crowds" helps to enrich and curate data, making it even more valuable throughout the enterprise.

Informatica Enterprise Data Catalog integrates with Informatica Axon for easy import of business glossary assets such as business terms, definitions, and policies from Axon. This business metadata is automatically associated with technical metadata and operational metadata so that business analysts, data stewards, and other users can quickly find, understand, and collaborate on data assets.

Gain Insight Into Data Usage, Share Best Practices, and Estimate Asset Value

With Data Asset Analytics in Enterprise Data Catalog, you gain insights into data usage and users, with visibility into what data assets are in demand, who is using them, and more, enabling you to discover the most valuable data assets within your enterprise. Visual dashboards and exportable reports empower data leaders to share best practices, socialize data catalog adoption, and drive data-driven decision-making. By calculating data asset value—according to parameters you provide—the Automated Data Value Calculator helps you proactively manage and optimize your most important data assets.

Subscription License Solution Option - Axon Data Governance

Data-Driven Digital Transformation Relies on Data You Can Trust

A holistic approach to high-quality data that includes the right people, processes, and tools is key to the success of your organization's digital transformation journey. Whether you're pursuing greater customer centricity, better analytics, or improved regulatory compliance, only an enterprise data governance program can ensure that the data driving your initiatives is consistently trustworthy, high-quality, available, and accessible to everyone who needs it.

Axon™ Data Governance powers the first true enterprise data governance solution, leveraging the full power of the Informatica® Intelligent Data Platform™ to drive value by democratizing your team's access to integrated high-quality data that is consistent, trusted, and protected.

Fully-Integrated Solution to Power Collaboration Between Business and IT Leaders
Axon Data Governance is uniquely integrated with Informatica Data Quality and Informatica Enterprise Data Catalog to enable a truly collaborative data governance program across business and IT leaders. Business users define all of their key elements, discover all relevant data throughout the enterprise, and can see the quality of that data in real time. Axon Data Governance is integrated with Informatica Data Privacy Management to ensure that your team can define and discover for data privacy and protection use cases, including compliance with the European Union's General Data Protection Regulation (GDPR) and the new California Consumer Privacy Act (CCPA).

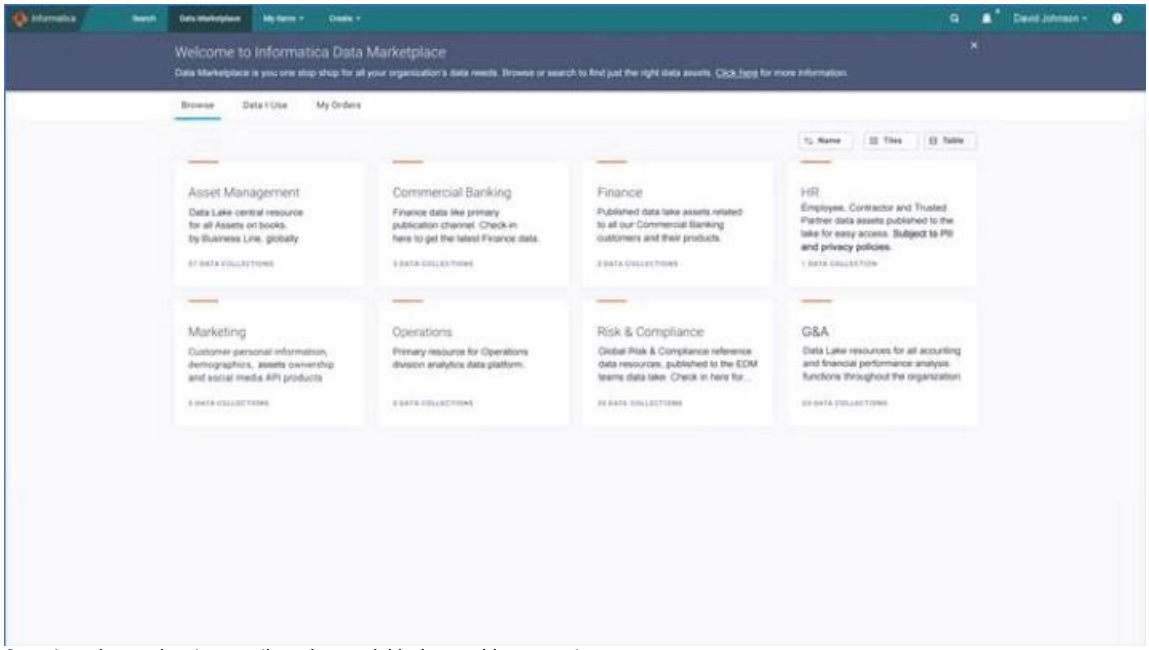
In addition, the new Axon Data Marketplace built into Axon Data Governance allows business users to search for and access data sets that the governance team has already curated, enriched, and published for their use. This mitigates the growing demands on IT from business users while maintaining all essential controls over data access and data privacy.

Key Features

Collate the Context Surrounding Your Data
Understanding complexity requires breaking things down into small, easy-to-understand pieces. Axon Data Governance describes your business through a common set of facets that should be immediately familiar to most stakeholders. Using built-in accelerators and a web-based user interface, you can quickly build an inventory of the building blocks of your organization and begin to understand what your data means, how it's being used, by whom, and for what purpose.

Connect Your Data Governance Community for Collaboration
Capture connections and dependencies with a pre-populated set of inventories. Policies can be linked to any of the items, across facets, that they will affect. In situations where detailed knowledge is not available, you can identify gaps or define connections with a broad brush for future detailing. It also lets you connect the dots between disciplines within your organization, including the knowledge that exists within teams such as IT, compliance, modelers, DQ Analysts, and more. Axon Data Governance enables you to organically build an end-to-end view, bridging business areas and disciplines as you increase the number of connections.

Democratize Data Access for Non-Technical Users
Many of your business users don't know how to find the data they need or understand the data's broader context. As a result, your IT team needs help to access data, while your governance team is under pressure to make sure they access only role appropriate data. With Axon Data Governance, your governance team can create pre-approved sets of governed data and make them available to specific groups or individuals in Axon Data Marketplace. Its back-end integration with Informatica Enterprise Data Prep handles data collection, data quality, and cataloging, while cloud data integration with Informatica Intelligent Cloud ServicesSM fetches the curated, contextualized data and delivers it. The end user has a retail-like experience showing packaged sets of content as well as context around what the data is, who owns it, whether they can access it, and if not, why not. If the data is available to them, they can "order" it on the spot.



Organize relevant data into easily understandable, browsable categories.

Measure and Analyze Your Data

Axon Data Governance provides visibility into the quality of your data in its business context so you can be confident that it's fit for purpose. Its integration with Informatica Data Quality ensures your team is working with trusted data. You can capture cost and revenue against items in order to build a granular view of value delivered from your data governance program. And thanks to a shared view of the business, you can accurately, quickly, and cost-effectively analyse the status of that program. You can analyse projects to identify dependencies, gaps and overlaps, and collaboration opportunities. You can gauge how project scope changes affect deliverables and the business case. With Axon Data Governance, you can use costs and value drivers to build the business case for new projects, as well as identify executives and delegate stakeholders at the push of a button.

Visualize Your Effort

Your team can visualize the quality and trustworthiness of your data using different aspects of Axon Data Governance. For example, they can see how data is interconnected and information flows through the business with System and Data Lineage and use Dashboards to visualize coverage and connectedness of understanding, quality of data, gaps, issues, costs, and more. Your team can view processes, with upstream and downstream dependencies, and overlay related items such as stakeholders. Finally, they can easily visualize your important processes, especially those tied to regulatory compliance.

Improve Your Team's Success

With Axon Data Governance, you can easily own the success and control the progression of your program. It lets you reduce complexity and associated risk across your business architecture and become leaner by identifying and eliminating duplication and waste, so you can deliver more projects more efficiently with a lower failure rate. This visibility allows you to free up your workforce to focus on optimizing and adding value rather than fact finding. With Informatica Axon Data Governance, you can improve in a continuous and measurable manner.

Key Benefits

Fully Power Your Data Governance Program

Enterprise Data Governance programs require that your entire team collaborates toward a common goal, but business and IT each have their own technology to ensure they excel. Integrations among Axon Data Governance, Informatica Data Quality and Informatica Enterprise Data Catalog enable your governance team to define, discover, secure, measure, and monitor the success of your program so you can report holistically to your stakeholders, leaders, and regulators.

Empower Users to Drive Value

Axon Data Governance lets your end users easily search for data in Axon Data Marketplace with confidence that what they find will be high-quality, trusted, privacy-compliant, and relevant to their needs. Instead of asking IT for help defining search terms or wondering whether they're allowed to access and use the data they find, they can move quickly to analysis, strategy, and actionable recommendations.

Comply With Global Data-Centric Regulations

The volume and variety of data and data sources make it more necessary than ever to power data governance and compliance efforts with technology that can keep up and adapt to shifting requirements. With Axon Data Governance, your team will be able to define and report on your compliance with regulations all over the world.

Power Every Business Initiative With Trusted Data

Trusted data is the basic building block of digital transformation. Without an enterprise data governance program, your critical data-driven business initiatives like customer experience, accurate analytics, and regulatory compliance are built on shaky foundations. Axon Data Governance builds a single source of truth for your entire organization so you can trust that your efforts will lead to the desired results.

Subscription License Solution Option – Informatica Data Quality

Reliable Data Quality Programs Deliver Data You Can Trust

Finding and fixing quality issues in your data can mean the difference between business initiative success and failure. If not properly identified and addressed, errors in your data can cost your company millions, resulting in missed revenue opportunities and exposing your company to unnecessary risk. The right approach to uncovering data quality problems requires that you leave no domain, no application, and no geography uncovered.

Informatica® Data Quality empowers your company to take a holistic approach to managing data quality across your entire organization. With Informatica Data Quality, you'll be able to ensure success of your data-driven digital transformation initiatives and projects across users, types, and scale, while also automating mission-critical tasks.

The Right User Experience for the Right Individual

Informatica Data Quality is designed to provide the best user experience for each member of the team and is flexible enough to handle the different levels of capabilities, skill sets, and interests from across your organization.

The Right Scale for the Right Workloads

Informatica Data Quality ensures that your teams, across lines of business or IT, can easily deploy data quality for all workloads: for real-time, web services, batch, and big data.

The Right Deployment Model for the Right Use Case

No matter what type of initiative your organization is working on, with Informatica Data Quality, you can easily deploy data quality for all use cases, such as:

- Data governance
- Master data management
- 360° customer view
- Analytics
- Risk management
- Enterprise data lakes

The Right Automation for Greater Productivity

With Informatica Data Quality, powered by the CLAIRE™ engine, your team members will be able to automate the most critical tasks, such as data discovery, throughout your entire organization to increase productivity, efficiency, and effectiveness.

Key Features

Enjoy Role-Specific Interfaces

Different users have different needs when working with the quality of their data. Business users more often are focused on analysing data while developers and architects need tools to help them define rules. But just like users needing to collaborate, tools also need to work together to help that same team meet its goals. The Data Quality Analyst and Developer Tools sit on a shared repository, allowing IT developers to reuse all profiling and rule specifications from business analysts and data stewards across all applications and projects.

Data Quality Analyst Tool

With the Informatica Data Quality Analyst Tool, you'll enjoy an easy-to-use, browser-based tool, which allows data stewards, business analysts, and line-of-business managers to take ownership of the data quality process, so that they can deliver valuable outcomes. Best of all, your teams can profile data and perform iterative data analysis, with the flexibility to filter and drill down on specific records to detect problems better and business experts to create custom data quality rules to implement business requirements.

Business users can readily monitor and share data quality metrics with scorecards and reports by emailing a URL to colleagues. Specification, validation, configuration, and testing of quality rules become a streamlined, collaborative effort between business and IT. For organizations, this means business stakeholders can participate in and provide the relevant business context for improving the quality of data.

Data Quality Developer Tool

With the Informatica Data Quality Developer Tool, your data quality team's productivity will increase thanks to automation, interconnectivity, and an enhanced user experience. Architects and developers can quickly discover and access all data sources, regardless of source data location, to improve the process of analysing, profiling, validating, and cleansing data. Your teams will be able to

schedule a rule to run and share rules between Informatica Data Quality, PowerCenter®, Master Data Management, and more.

The Developer Tool gives you the flexibility to combine data quality rules with sophisticated data transformation logic to conduct midstream and comparative profiling. This allows you to validate and debug logic as your data quality rules are developed. Data quality services can be configured so data can be provisioned physically or virtually, at any latency.

Manage the Entire Data Quality Process

Regardless of the size of your organization, where your business is located, or the volumes and types of data that you work with, you can manage the entire data quality process with Informatica Data Quality. Whether your business initiative is centred on working with customer or third-party data, product or supplier data, transaction data, or data from IoT devices, Informatica Data Quality will ensure that you can trust the quality of your data.

In cases where data quality rules don't cover your requirements (e.g., missing values) or sensitive data merges, sophisticated exception management will distribute tasks throughout your team to ensure the issue is solved.

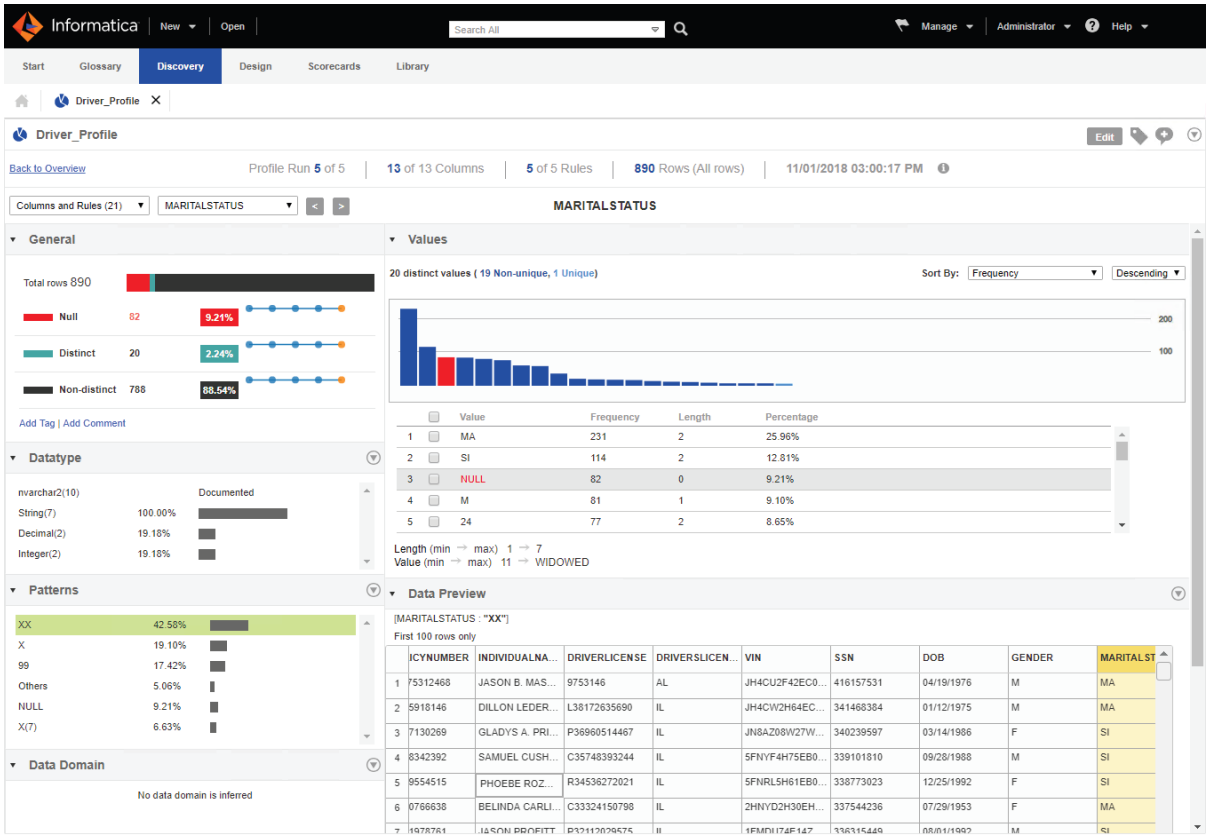
Flexibly Deploy Data Quality

Whether you're managing the quality of data on-premise or in a public cloud, such as Amazon Web Services or Microsoft Azure, you'll enjoy the flexibility of rule deployment. You can reuse rules from tool to tool, saving your data stewards time and effort by not duplicating work efforts. What's more, you'll be able to reuse your process across initiatives in master data management, big data, and data integration.

Key Benefits

Measure the Quality of Data for Governance and Compliance

Enterprise Data Governance programs require that your teams, whether in lines of business or in IT centric roles, collaborate toward a common goal. Each team has its own needs when it comes to technology and tools to ensure that they can excel at their job. With the automated integrations built between Informatica Axon™ Data Governance, Informatica Data Quality, and Informatica Enterprise Data Catalog, your team will be able to define, discover, measure and monitor the success of your Enterprise Data Governance program. This integration ensures that you can automatically report on the holistic success throughout your organization to your stakeholders, leaders, and regulators.



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 about them as possible. With Informatica Data Quality, you'll be able to ensure that your team members throughout your organization are running their customer experience applications and master data management tools off the best quality data possible. So, you can truly improve the experience your customers have with your organization.

Associated Services

Included:

- SaaS (cloud) version includes Informatica managed upgrades and required storage
- Subscription License version includes access to new releases/updates (to be implemented by customer)
- Access/use of APIs included with all options

Additional services to be acquired separately:

- Database license (such as Oracle / SQL Server) for subscription license solution repository database. Current, supported options can be provided upon request

- Informatica Cloud Services license for Enterprise Data Catalog data provisioning (data provisioning is optional EDC feature)
- Additional “Advanced Scanner” licenses for subscription license catalog parsing of lineage from non-Informatica tools (e.g. sql scripts, sql stored procedures, SSIS)
- Hardware infrastructure for subscription license solution (can be physical servers, VMs or cloud appliances).
- Implementation and/or project management services

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

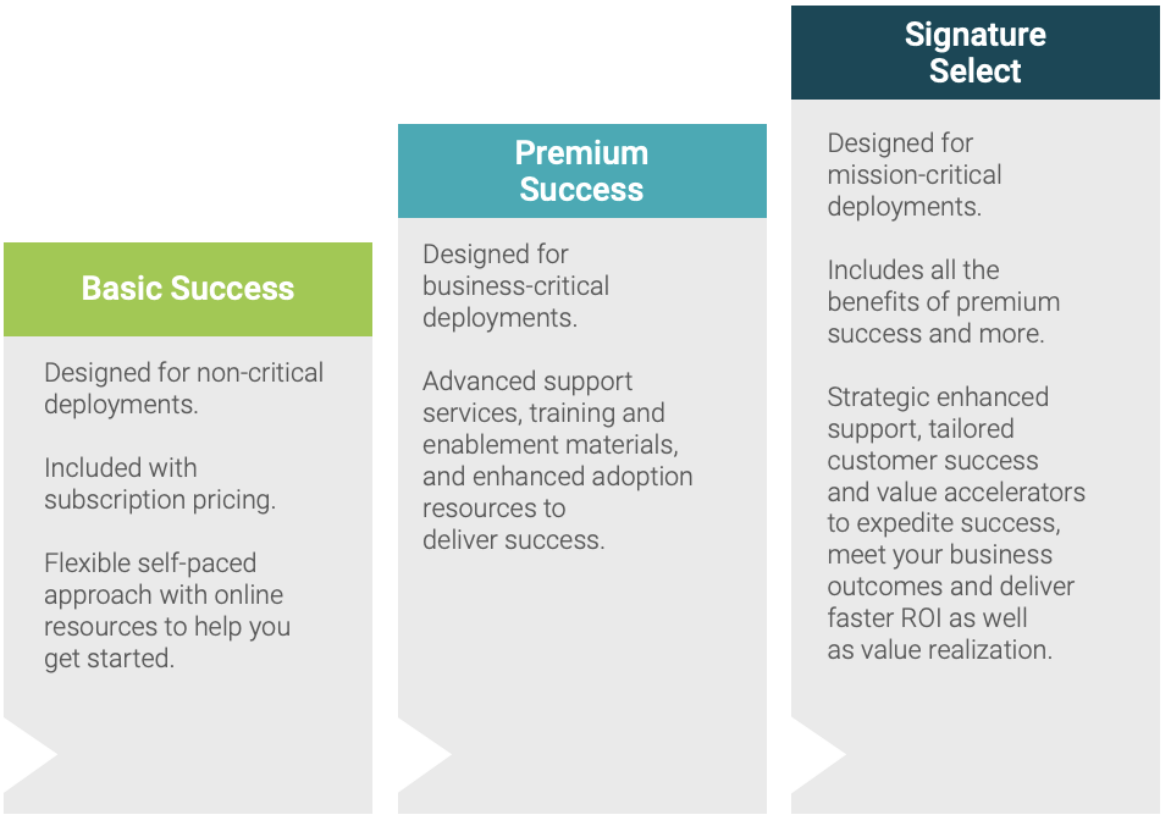
global data centers. Our entire liability and Your exclusive remedy for any deviation of a Cloud Service from the Service Level Commitment ("Deviation") are set forth below.

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 cataloguing 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:

Contact Details

Informatica UK
Building 4,
Foundation Park,
Roxborough Way,
Maidenhead,
Berkshire
SL6 3UD

Phone: 01628 511311

Email: digitalgov@informatica.com