

# ÖBB & Informatica supported by AVDM

## Where Data (Governance) comes to

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&



Informatica





I know  
what  
that is !





I know  
what  
that is !

Really?





Data in  
Systems



Data as a  
Product



Data in  
Systems

?

Data as a  
Product



Data in  
Systems

Data as a  
Product



Tables

PI

CO<sub>2</sub>

Documents

PI

Database Schema



Customer

CARBON  
EMISSION REPORT

Order

TOXIC  
WASTE  
REPORT

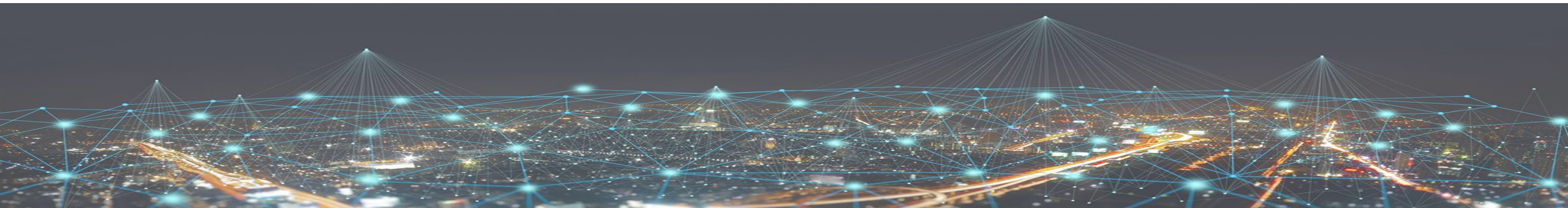
Views

CO<sub>2</sub>

Columns

PI

PI



Data in  
Systems



Data as a  
Product

How to connect  
**Systems** - Customer,  
Partner, Supplier

What **Data** do we have  
... and what does it  
**Mean**

Can we **Trust** our data?

Who is in charge and how  
to connect **Data**,  
**Policies** and **People**

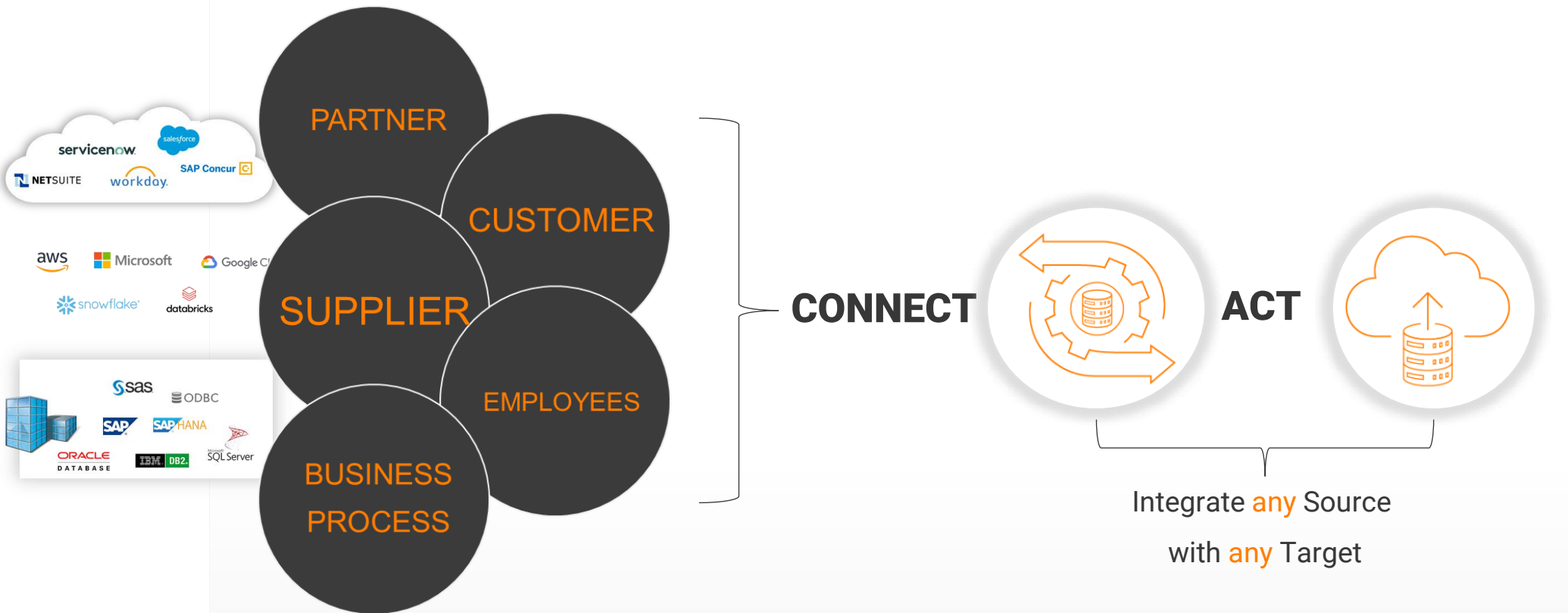
How to **Share**

Data in  
Systems

ACCESS &  
INTEGRATE

Data as a  
Product

### Cloud Data Integration (CDI)

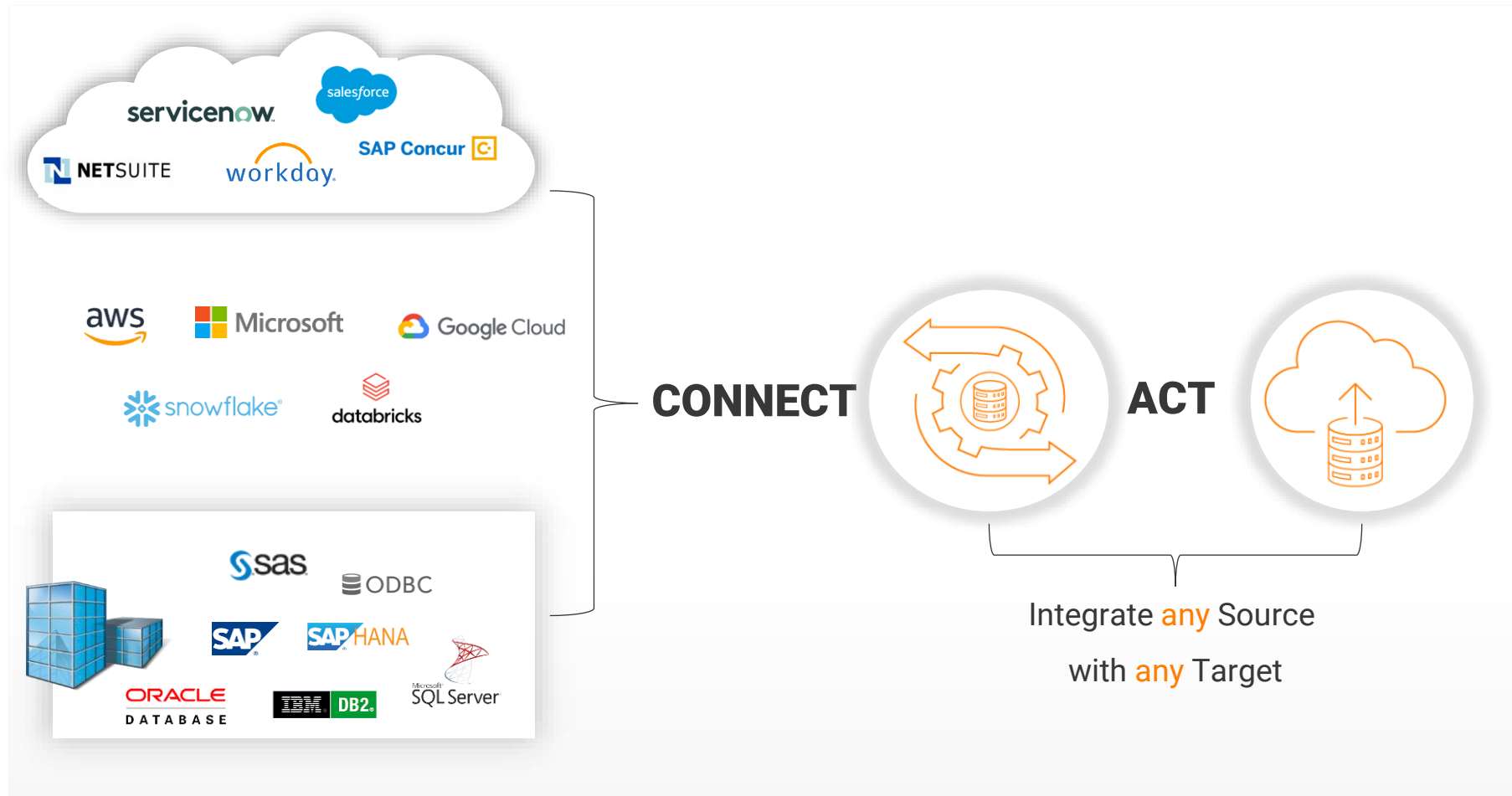




Data in  
Systems

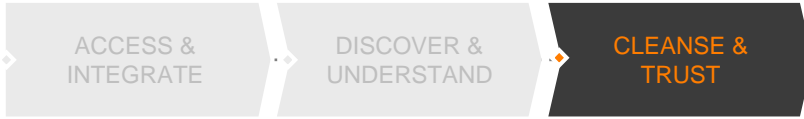
ACCESS &  
INTEGRATE

Data as a  
Product



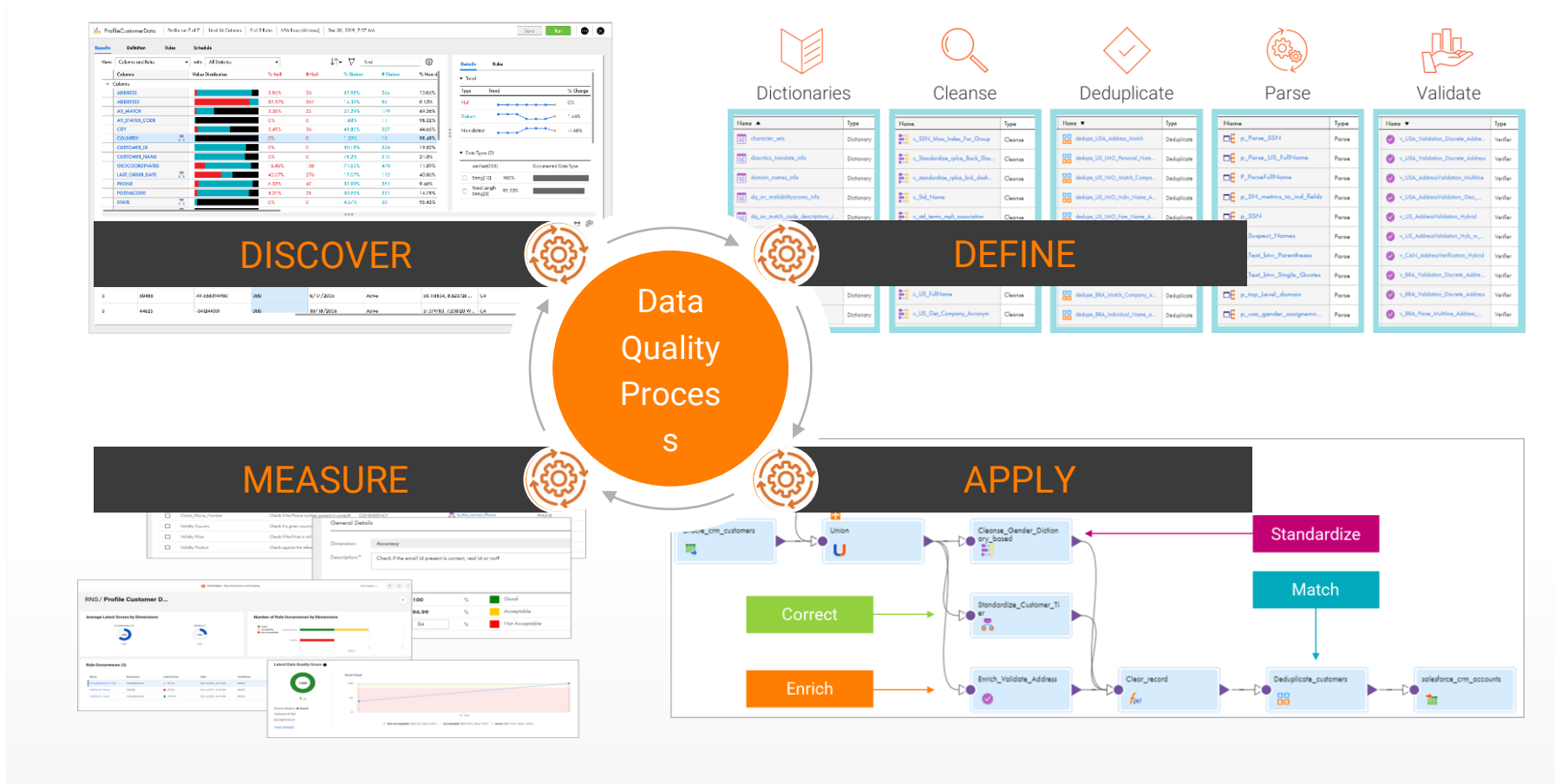


Data in Systems



Data as a Product

### Cloud Data Quality (CDQ)

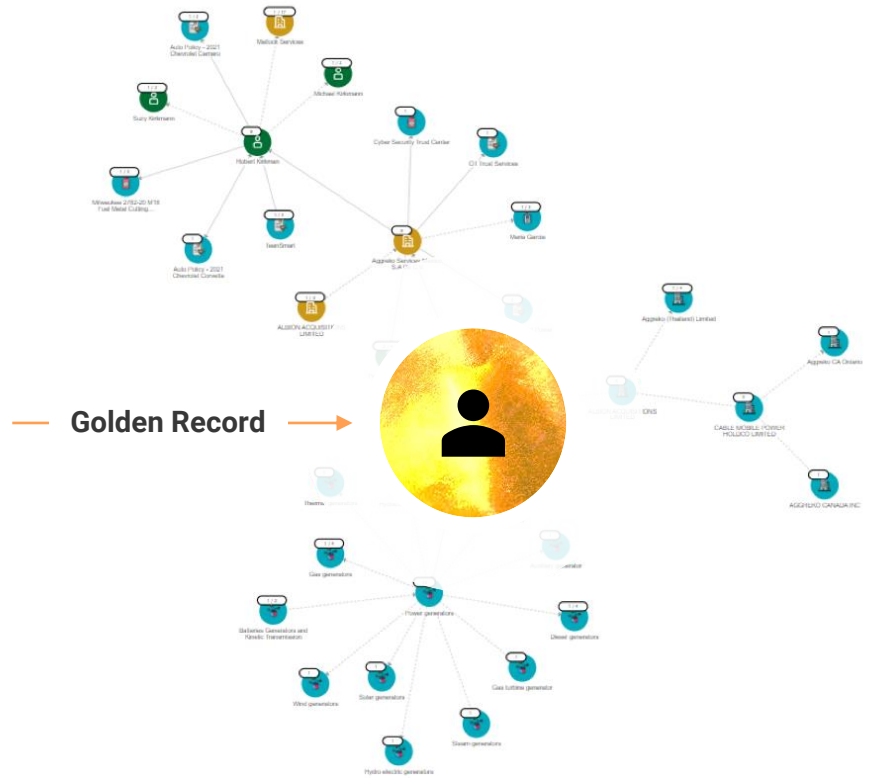




### Master Data Management (MDM)

Customers | Supplier | Products

First Name	Last Name
Monica	Smith Mullen
Monica Mullen	Mullen
Mr. M. Mullen	Mullen
Monika	Smith
Monica A.	Mullen





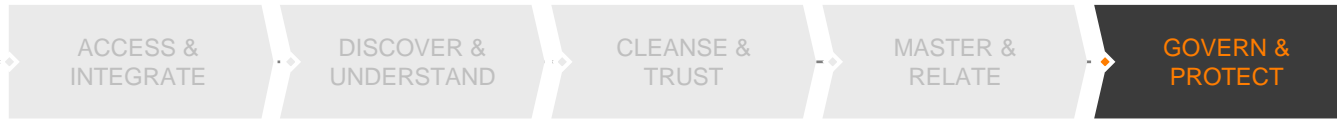


Customers | Supplier | Products

Name	Nachname
Monica	Smith Mullen
Monica Mullen	Mullen
Mr. M. Mullen	Mullen
Monika	Smith
Monica A.	Mullen

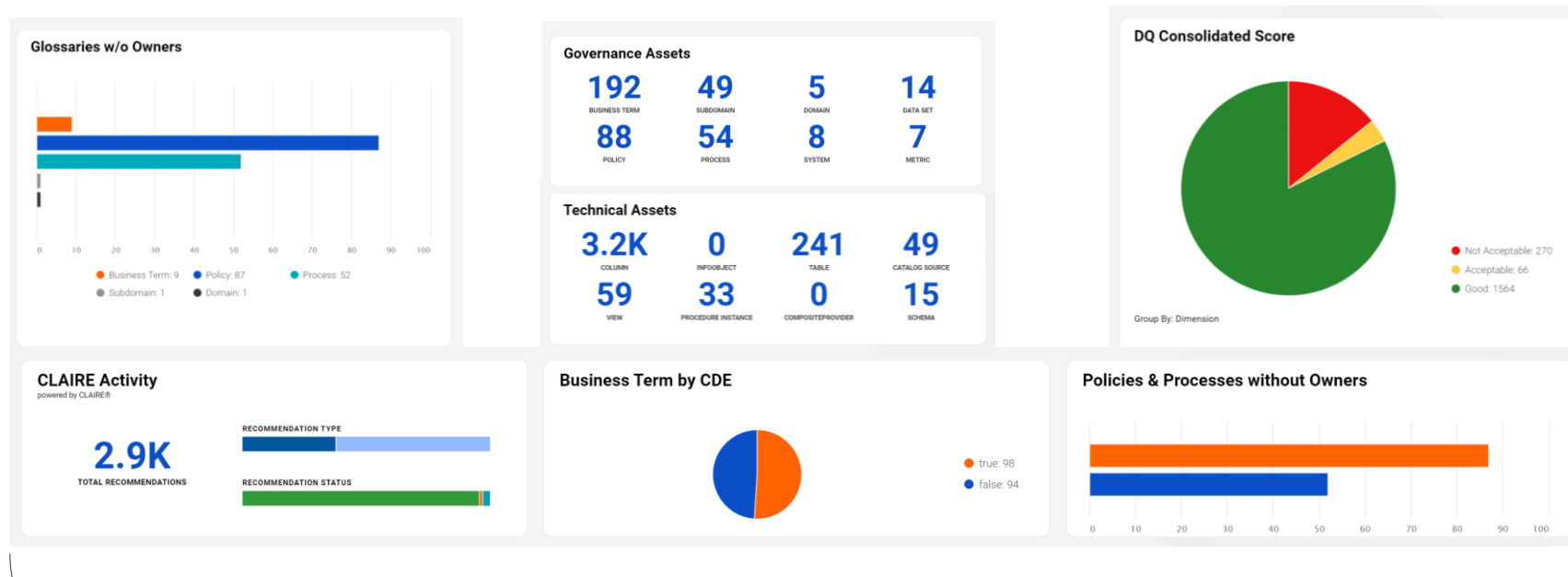


# Data in Systems



# Data as a Product

## Cloud Data Catalog and Governance (CDGC)





### Cloud Data Marketplace (CDMP)

## Data Marketplace

8 Categories | 52 Data Collections | 117 Orders | 148 Consumer Accesses

#### Recent Data Collections

- Online Sales Behavior Prediction Model**  
Analytics teams get an output that supports prediction of customer churn behavior for...  
REQUESTS: 1 (Requested), 2 (Approved), 3 (Fulfilled) | CONSUMERS: 3
- Global Sales Data – Online and In Store Purchases**  
Table containing sales data from stores across the world and all online purchases...  
REQUESTS: 3 (Requested), 7 (Fulfilled) | CONSUMERS: 6
- Same-Store Sales Behavior Prediction Model**  
Analytics teams get an output that supports prediction of customer churn behavior for...  
REQUESTS: 2 (Requested), 2 (Approved), 1 (Fulfilled) | CONSUMERS: 1

#### Categories

- Accounting**  
Data collections related to the process or work of keeping financial accounts.
- Analytics Reports**  
Data and Analytics AI/ML Models collected to analyze a particular outcome resulting from execution of one or more business processes, intended to assess historical performance or predict future behavior of that process.
- Compliance**  
Data collections related to the threat posed to a company's financial, organizational, or reputational standing resulting from violations of laws, regulations, codes of conduct, or organizational standards of practice.
- Customer**  
Data collections related to a person or organization who buys goods or services from the company.

**DATA QUALITY** 11 (4) | **RATING** 5 stars | **Restricted** | **Checkout**

Data in  
Systems



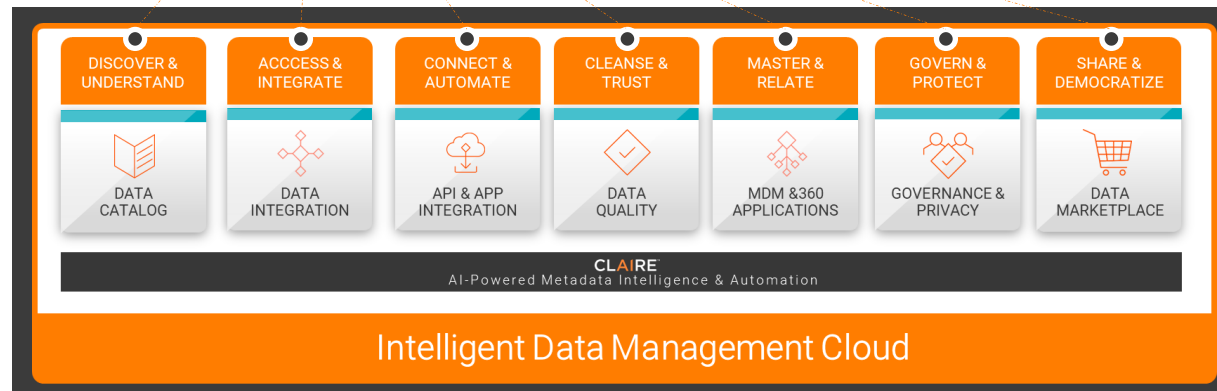
Data as a  
Product

One Platform

One User Experience

One Consumption Model

Many Entry Points





# Intelligent Data Management Cloud



DATA CATALOG



DATA INTEGRATION



API & APP INTEGRATION



DATA QUALITY



MDM & 360 APPLICATIONS



GOVERNANCE & PRIVACY



DATA MARKETPLACE

## CLAIRE<sup>®</sup>

AI-Powered Metadata Intelligence & Automation

## Connectivity

Metadata System of Record

Multi-Cloud



Hybrid

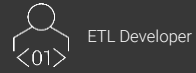


On-premises



Enterprise Cloud

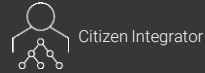
DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

# Intelligent Data Management Cloud

DISCOVER & UNDERSTAND



DATA CATALOG

ACCESS & INTEGRATE



DATA INTEGRATION

CONNECT & AUTOMATE



API & APP INTEGRATION

CLEANSE & TRUST



DATA QUALITY

MASTER & RELATE



MDM & 360 APPLICATIONS

GOVERN & PROTECT



GOVERNANCE & PRIVACY

SHARE & DEMOCRATIZE



DATA MARKETPLACE

## CLAIRE<sup>®</sup>

AI-Powered Metadata Intelligence & Automation

### Connectivity

Metadata System of Record

DATA SOURCES



SaaS Apps Sources

+



Mainframe



Applications



Databases

On-premises Sources

+



IoT



Machine Data



Logs

Real-time / Streaming Sources

# Intelligent Data Management Cloud

## **Open and Flexible**

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Designed to work within your reference architecture

## **Low Code, No Code**

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Increased productivity for data engineers and citizen integrators

## **Best of Breed**

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Industry leading products and services all in one unified platform

## **Multi-cloud and Hybrid**

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Runs on and interoperates with what you have today and tomorrow

## **Leverages Best of Breed Open Source**

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Delivers open-source innovations without the complexity

## **API and Microservices Based**

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Modern architecture for optimal performance and resiliency

## **Elastic and Serverless**

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Cost optimized performance and scalability

## **Cloud Native**

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Built from the ground up for enterprise cloud workloads

## **Secure**

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Highest level of cloud security certifications and attestations

## **Single Uniform Consumption Pricing**

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Predictive and flexible pricing that adjusts to just what you need today

# Intelligent and Scalable for the Most Demanding Enterprises

**49**

**Trillion**

Transactions per month

**18**

**Petabytes**

Metadata



Intelligent

Scalable

Manual efforts  
**reduced by up to 10X**

49

Trillion

Analysts and data scientists  
find **trusted data faster**

**CLAIRE**<sup>®</sup>

AI-powered Metadata  
Intelligence & Automation

**Boosts productivity** for data  
engineers and data stewards

18

Petabytes

# Customer Leadership—Global and Across All Key Verticals

## AUTO / TRANSPORTATION



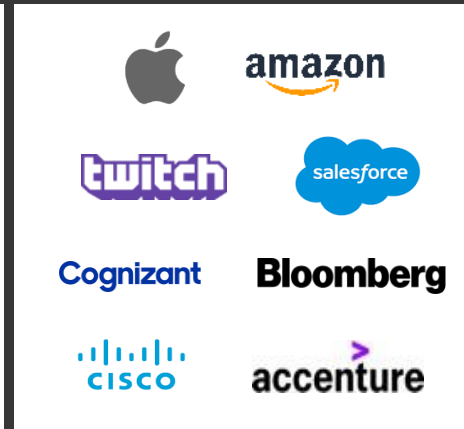
## BANKING / INSURANCE



## RETAIL



## TECHNOLOGY / SERVICES



5,000+

Customers

9

of Fortune 10

## GOVT. / PUBLIC SECTOR / EDU.



## HEALTHCARE / PHARMA



## MANUFACTURING



## ENERGY / UTILITIES



85

of Fortune 100

# Global Partners

accenture

KPMG

Capgemini



Cognizant

tcs | TATA CONSULTANCY SERVICES

Deloitte.

Infosys®

INFOVERITY  
Truth In Information

HURON

LUMENDATA

CGI

PERFICIENT



carahsoft.

PACIFIC DATA  
INTEGRATORS



devoteam



SIRIUS

SCSK



NTT DATA

parsonate.  
omnichannel excellence

CTI  
Your Data is Our Passion



ITOCHU

ME

slalom

Crayon



MJV



MAGNOOS

infomanagement

MICROPOLIS

AEXIS

asp ASP, LLC  
the Data Governance experts

Business  
& Decision

THE DOT GROUP

ADn

SITE

agile  
solutions

infoflow  
Gainful Data. Valuable Results

BBI

sempre | analytics

STRIPE  
GIRAFFE

PROMINENCE

PARADIGM  
technology

DLT  
A TECH DATA COMPANY

INTEGRATION



# Where data comes to

Where will you start?

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