



Informatica and our product strategy

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April 2015



2015 Sales Plays: Power the Data-Ready Enterprise

Business Imperatives

Improved
Decisions

Cross-Sell
Up-Sell

Mergers &
Acquisitions

Business
Agility

Governance
Risk and
Compliance

IT Initiatives

Analytics

Total
Customer
Relationship

Application
Consolidation

Cloud
Modernization

Data
Governance

Data Projects



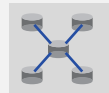
Data
Warehouse



Big Data /
Hadoop
Integration



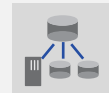
Data
Migration



Master Data
Management



Product
Information
Management



Data
Consolidation



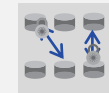
Database
Archiving



Cloud Data
Integration



Data
Quality



Data
Security

Analytics – Key Products

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Total Customer Relationship – Key Products

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Business Agility

Governance Risk and Compliance

IT Initiatives

Analytics

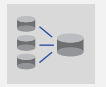
Total Customer Relationship

Application Consolidation

Cloud Modernization

Data Governance

Data Projects



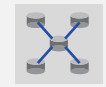
Data Warehouse



Big Data / Hadoop Integration



Data Migration



Master Data Management



Product Information Management



Data Consolidation



Database Archiving



Cloud Data Integration



Data Quality



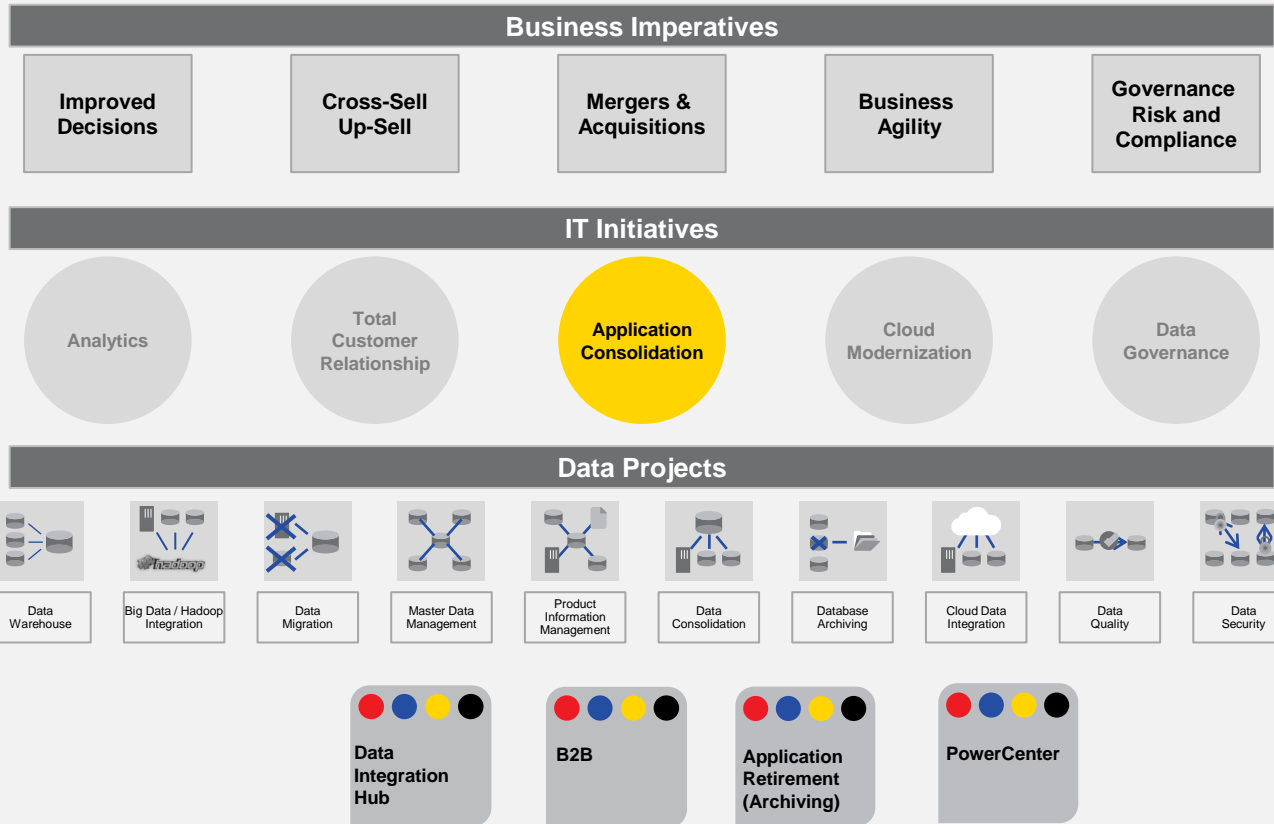
Data Security

Master Data Management

Data Quality

Cloud MDM

Application Consolidation – Key Products



Cloud Modernization – Key Products

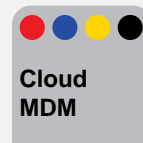
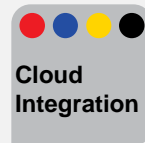
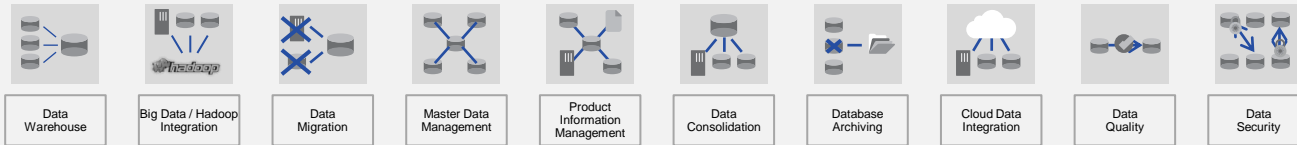
Business Imperatives



IT Initiatives



Data Projects



Data Governance – Key Products

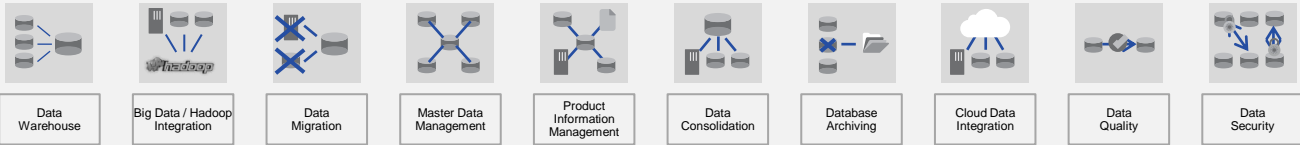
Business Imperatives



IT Initiatives



Data Projects



● 2015 Roadmap

OWN IT!


informatica

Informatica Rev: Self-Service Data Wrangling

Informatica Springbok x

← → ↻ 🏠 <https://app.springbok.is/project/227319/sheet/227562> ☆ ⌵ ☰

Sample INFA World Demo

twitter_data_v3.csv | mdm_contacts.csv | combination1

#	first_name	last_name	company_name	address	city	state	zip	phone1	email	Twitter
1	Leota	Dillard	Commercial Press	7 W Jackson Blvd	San Jose	CA	95111	408-752-3500	leota@hotmail.com	@bangtheplan
2	Kiley	Caldarera	Feiner Bros	25 E 75th St #69	Los Angeles	CA	90034	310-498-5651	kiley.caldarera@aol.com	@CarolynParks
3	Veronika	Inouye	C 4 Network Inc	6 Greenleaf Ave	San Jose	CA	95111	408-540-1785	vinouye@aol.com	@ShizuSogone
4	Rozella	Ostrosky	Parkway Company	17 Morena Blvd	Camarillo	CA	93012	805-832-6163	rozella.ostrosky@ostrosky.com	@Katelsobel15
5	Kanisha	Waycott	Schroer, Gene E Esq	5 Tomahawk Dr	Los Angeles	CA	90006	323-453-2780	kanisha_waycott@yahoo.com	@RoundBallDr
6	Shenika	Seewald	East Coast Marketing	4 Otis St	Van Nuys	CA	91405	818-423-4007	shenika@gmail.com	@N0deoni
7	Kallie	Blackwood	Rowley Schlimgen Inc	701 S Harrison Rd	San Francisco	CA	94104	415-315-2761	kallie.blackwood@gmail.com	@gabbydavid9
8	Bobbye	Rhym	Smits, Patricia Garity	30 W 80th St #1995	San Carlos	CA	94070	650-528-5783	brhym@rhym.com	@JamesWole
9	Micaela	Rhymes	H Lee Leonard Attorney At Law	20932 Hedley St	Concord	CA	94520	925-647-3298	micaela_rhymes@gmail.com	@SantaAna_Bt
10	Dominique	Dickerson	E A I Electronic Assocs Inc	69 Marquette Ave	Hayward	CA	94545	510-993-3758	dominique.dickerson@dickerson.org	@fashion_lab
11	Stephaine	Barfield	Beutelschies & Company	47154 Whipple Ave Nw	Gardena	CA	90247	310-774-7643	stephaine@barfield.com	@FrancescaTrc
12	Tammara	Wardrip	Jewel My Shop Inc	4800 Black Horse Pike	Burlingame	CA	94010	650-803-1936	twardrip@cox.net	@GideonA_
13	Cory	Gibes	Chinese Translation Resources	83649 W Belmont Ave	San Gabriel	CA	91776	626-572-1096	cory.gibes@gmail.com	@fans_fashion
14	Elvera	Benimadho	Tree Musketeers	99385 Charity St #840	San Jose	CA	95110	408-703-8505	elvera.benimadho@cox.net	@diannasbean
15	Carma	Vanheusden	Springfield Div Oh Edison Co	68556 Central Hwy	San Leandro	CA	94577	510-503-7169	carma@cox.net	@MFTottenhar
16	Louisa	Cronauer	Pacific Grove Museum Ntrl Hist	524 Louisiana Ave Nw	San Leandro	CA	94577	510-828-7047	louisa@cronauer.com	@sanseikawai
17	Shawna	Palaspas	Windsor, James L Esq	5 N Cleveland Massillon Rd	Thousand Oaks	CA	91362	805-275-3566	shawna_palaspas@palaspas.org	@Sublaid87
18	Xuan	Rochin	Carol, Drake Sparks Esq	2 Monroe St	San Mateo	CA	94403	650-933-5072	xuan@gmail.com	@Hinfifeli
19	Lindsey	Dilello	Biltmore Investors Bank	52777 Leaders Heights Rd	Ontario	CA	91761	909-639-9887	lindsey.dilello@hotmail.com	@Fionayfk
20	Devora	Perez	Desco Equipment Corp	72868 Blackington Ave	Oakland	CA	94606	510-955-3016	devora_perez@perez.org	@Nezzer85
21	Sheridan	Zane	Kentucky Tennessee Clay Co	2409 Alabama Rd	Riverside	CA	92501	951-645-3605	sheridan.zane@zane.com	@bianca3745
22	Chau	Kirman	Renoff, Edward Esq	429 Tiger Ln	Beverly Hills	CA	90212	310-560-8022	chau@gmail.com	@KingHerod23
23				6916 W Main St	Sacramento	CA	95827	916-591-3227	kerry.thodorov@gmail.com	@Bubble
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zip 72 of 498 rows | state (1) | 6916 W Main St | Sacramento | CA | 95827

Overview

Type: US Zip Code

Unique: 81.94%

Blank: 0%

Map

Suggestions

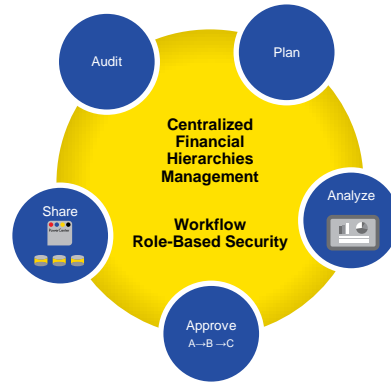
- Validate as US Zip Code
- Standardize to 5 digit US Zip Code

MDM Apps

Total Supplier Relationship



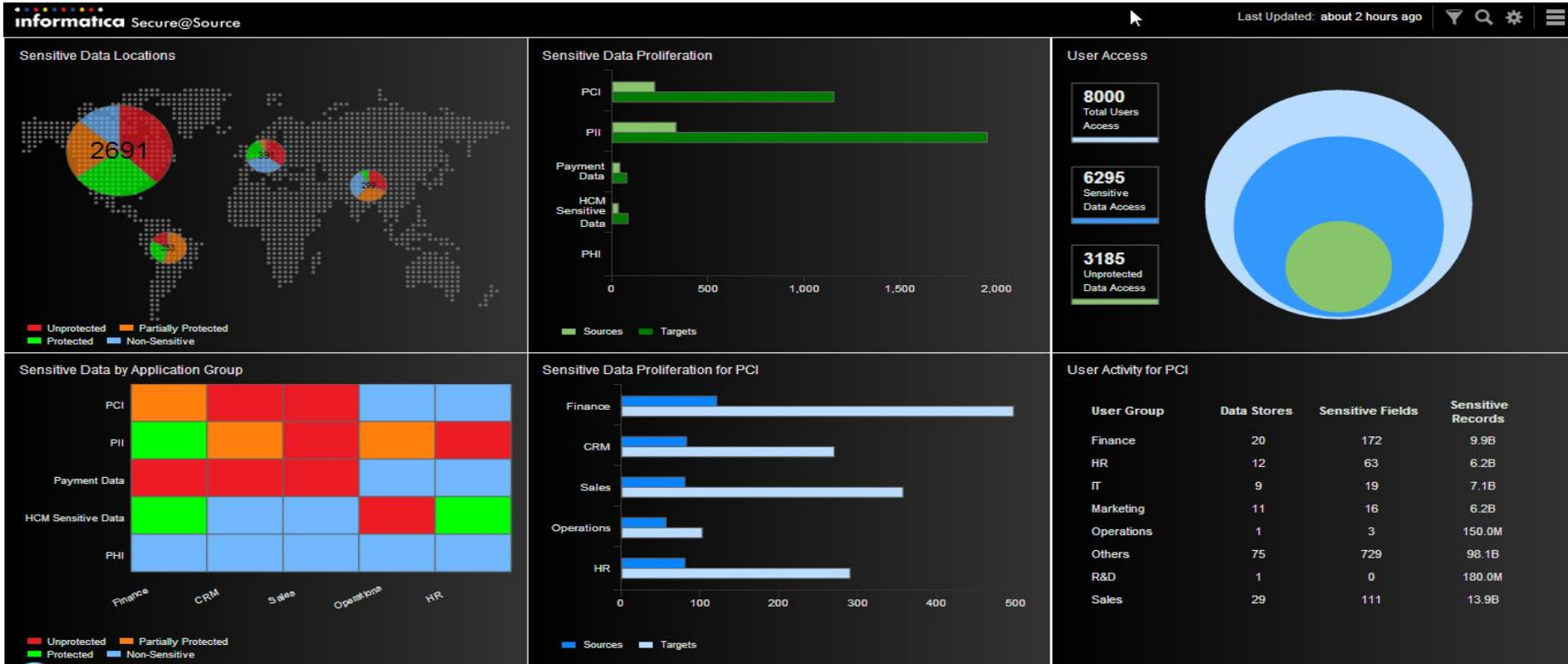
Financial Hierarchy Management



Total Customer Relationship



Secure@Source

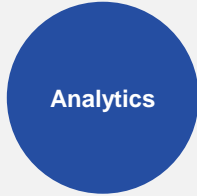


○ Vision

OWN IT!

Intelligent Data Platform

Power the Data-Ready Enterprise



Data-Fueled Applications

Data Intelligence

Data Infrastructure

Data Feed

Data Integration

Data Quality, Mastering

Data Security

Vibe™ Virtual Data Machine **vibe™**

Data Persistence

Intelligent Data Lake Portal – Vision: One-Stop Shop for Data

Inactive Customers | Type: Table | Size: 75 GB | Refreshed: 10/12/14 8:22am

Overview

Source: EDW
Type: Oracle
Classification: Finance-Radar-Peoplesoft
Business Domain: Accounting_GL
Owner: Admin
Sensitive Fields: 95% masked
Description: Information about previously enrolled customers

Data Quality

Line chart showing data quality percentage from 10/2 to 10/13, ending at 95%.

Columns (52)

Name	Values	Domains	Terms
CustomerID	100%	Customer ID PCI	
FName	10% 70% 20%	First Name PCI, PII	Given Name
LName	40% 25% 35%	Last Name PCI, PII	Family Name
Street	100%		Street Address
City	10% 70% 20%		
State	40% 25% 30%		Region
Zip	10% 70% 20%		Postal Code
Email	40% 25% 30%	Email PII	Email
Active	10% 70% 20%		Active Status
Phone	40% 25% 30%	Phone PII	
PhoneTyp	40% 25% 30%		Device Type
Etc	100%		

Rankings

Trust Ranking: ★★★★★
My Ranking: ★★★★★

Recommended By

- Aya Akinawa
- Bobby Blankenship
- Deepa Kumar

Related Information

Network diagram showing relationships between data entities.

OWN IT!



