

Drive Revenue with Data Sharing: Overcome Data Silos with Data Democratization

Data Sharing and Data Democratization

High Level Agenda

1

Importance of
Data Sharing and
Democratization

2

Challenges that
we face

3

Things to look out
for in the journey

4

See Data Sharing
in action

Today's Presenters



Rameez Ghous

Sr. Manager Technical
Marketing



Ian Stahl

Sr. Director Product
Management



Josh Erhardt

Director Product Marketing



Our Guest Speakers



Amanda Hines

Business Data Analyst



Carol Cui

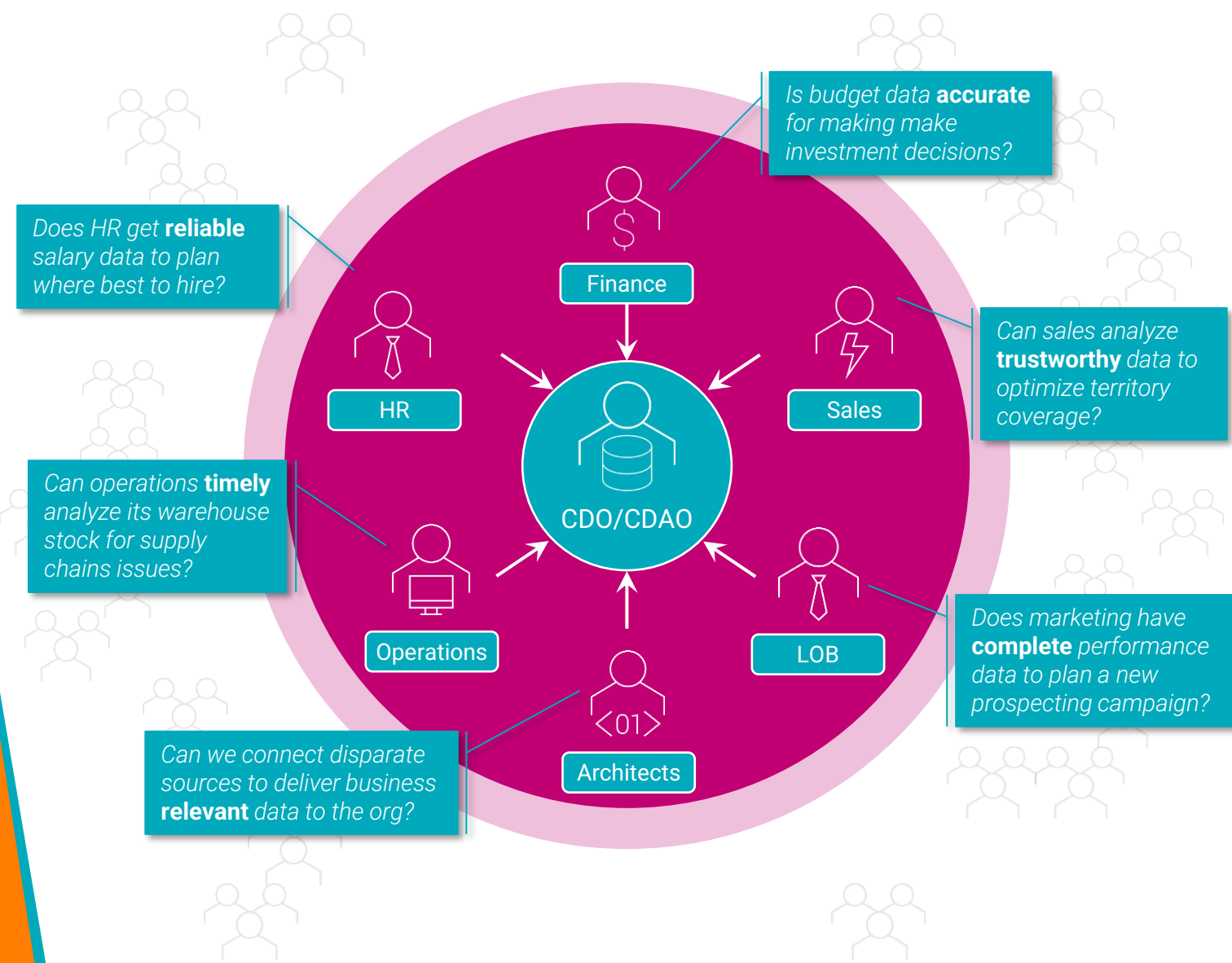
Data Scientist



Indrajit Dasgupta

Sr. Manager Data Engineering,
Analytics and Governance

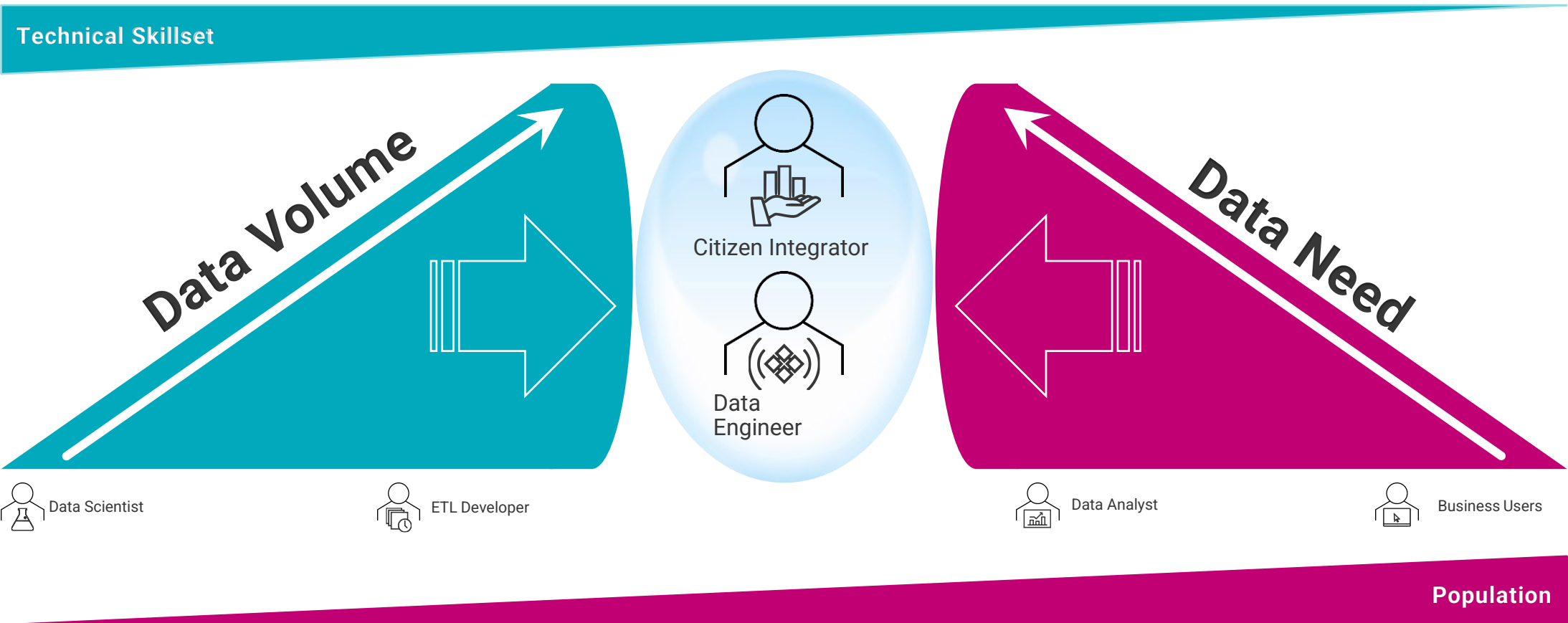




Need to empower the organization to achieve data-driven outcomes

Data Demand & Volume Are Growing

Data Engineers & Citizen Integrators Need AI & ML to Answer the Demand



Audience Poll #1








HORNE's Case Study


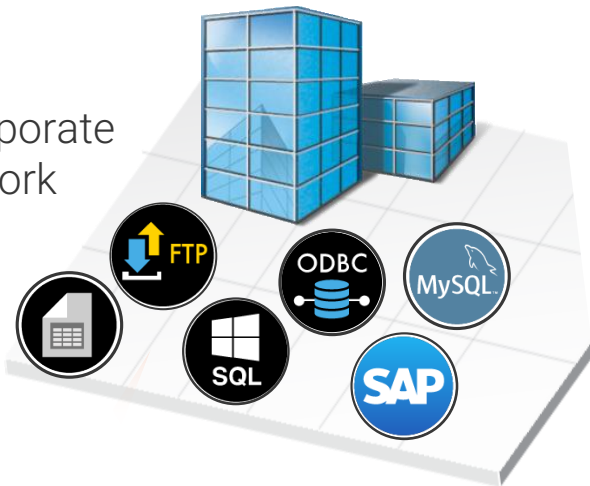
Placeholder customer slide/s

Is the Data You Need Getting Lost in the Clouds?

Where is the data you need and how do you get access to it?

-  Numerous network folders
-  Innumerable files
-  Incalculable eMails
-  Duplicate databases
-  Various legacy reports

Your Corporate Network



Who can tell me if the data exists?

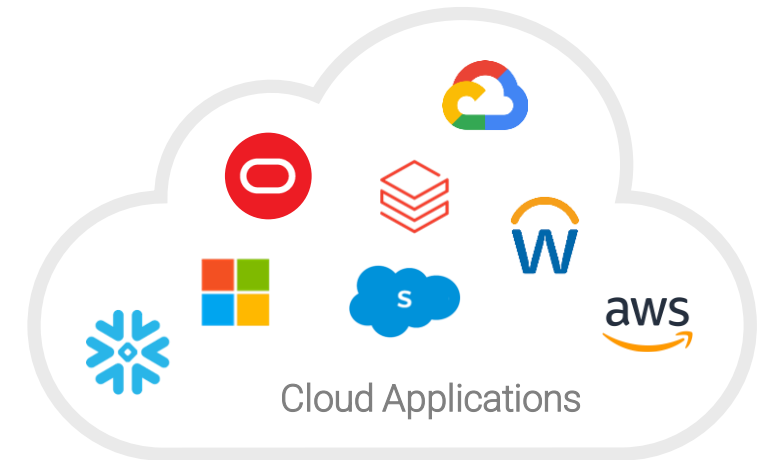
What data do I have access to?




Where is the data located?

When is the data updated?

Why is data different from...?

How can I get access?



-  Thousands of reports
-  Hundreds of data warehouses
-  Countless files
-  Too many services
-  Various skillsets required

Challenges faced by HORNE's

Placeholder customer slide/s

Audience Poll #2



How did Data Marketplace help HORNE

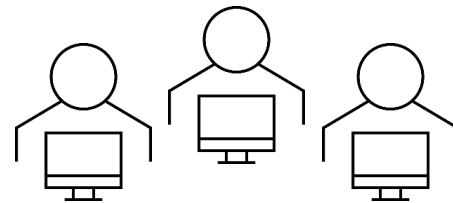
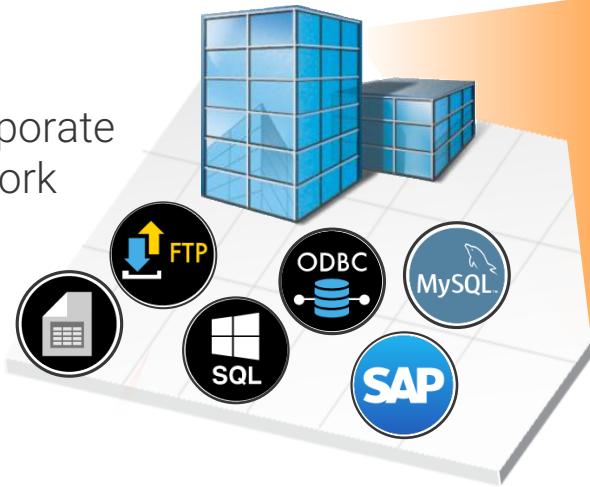
Placeholder customer slide/s

Data Consumers Need a “1 Stop Shop”

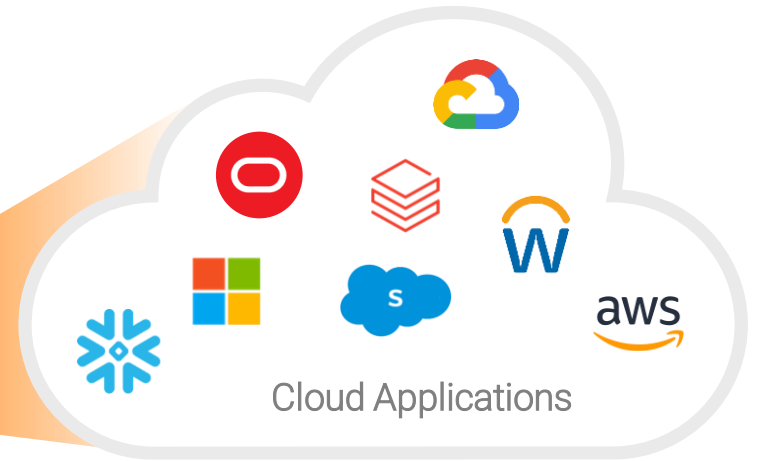
A centralized place for all their data and data access needs

- Numerous network folders
- Innumerable files
- Incalculable eMails
- Duplicate databases
- Various legacy reports

Your Corporate Network



Data Consumers



Cloud Applications

- Thousands of reports
- Hundreds of data warehouses
- Countless files
- Too many services
- Various skillsets required

What is next for HORNE

Placeholder customer slide/s

Think of Your Data as an Asset

The Data Marketplace lets you merchandise your data assets to the masses!



DEMO

Watch Data Sharing come to life



Audience Poll #3



Q&A



Call to Action

https://attend.informatica.com/iw2023/agb/go/agendabuilder.promo/?l=5000&locale=en_US&sid=25932



Thank you

Contact information

