

Informatica Cloud Data Marketplace

Deliver Data Democratization at Enterprise Scale

The Informatica® Cloud Data Marketplace (Marketplace) empowers data consumers with easy access to data and the business context to understand its relevance, even without specialist technical skills or deep data literacy. Supporting data democratization and a self-service model of data access, Marketplace provides data consumers with the context and workflow they need to find, understand, trust and access data and AI models without delay.

Marketplace is a cloud-native, intelligent, enterprise-scale, governed data marketplace. Just as a retailer makes products available in a store, CDMP enables data owners to organize data products for data consumers to browse and order where relevant to their domains and interests. Data acquired from any catalog can be inventoried in CDMP's flexible data asset registry, making data products available quickly from across the whole estate, including on-premises, cloud, hybrid and multi-cloud sources.

As part of the **Informatica Intelligent Data Management Cloud™** (IDMC), requests for data made in Marketplace can be assessed and provisioned using IDMC's 'low code, no code' capabilities. The efficient delivery of data lowers the cost and time required to convert data into reliable insights. CDMP allows data owners and operations teams to track requests for data and ensure that the data is available in the format, location and delivery method most convenient for use.

Marketplace helps enterprises realize the strategic value of their data assets, even as the volume of data continues to grow rapidly. Organizations can democratize access to data and ensure relevant and reliable data is available to the right individuals in operational and analytics teams. Marketplace delivers tools that are critical to cultivating a data-driven culture where data is used to make informed decisions and business units drive digital transformation through enterprise analytics and AI initiatives.

Key Benefits

- Drive value with rapid access to diverse data assets
- Make informed decisions on the right data to use
- Give data consumers a range of delivery options
- Operationalize AI, quickly
- Fuel your business with data intelligence

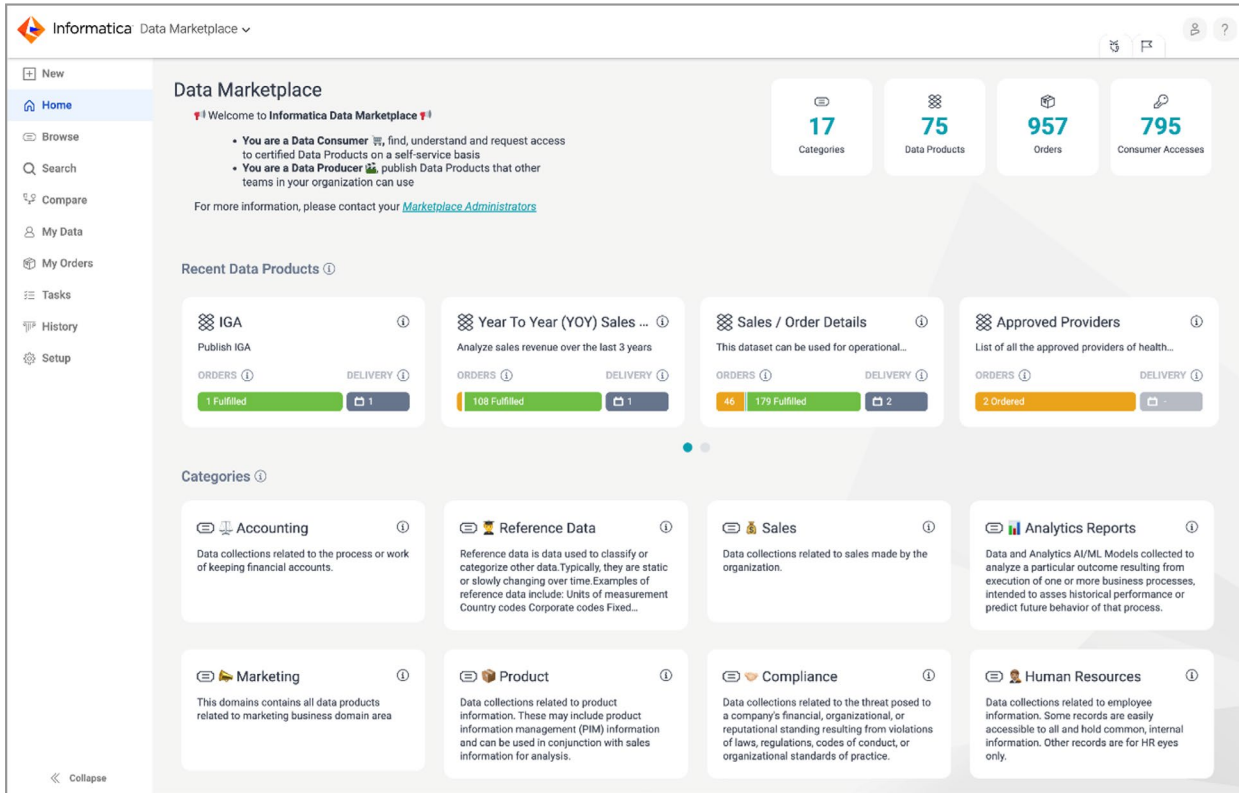


Figure 1. The Cloud Data Marketplace home page shows a custom welcome message, recently created data products and the high-level categories where products are allocated.

Key Features

User-Friendly Data Shopping Experience

Marketplace provides a simple data shopping user experience. Business and technical users alike can see what data is available for their needs. They can browse by category, filter by parameters, including certified use and delivery method, and compare options before ordering the data product that best suits their needs.

One Location for Universal Access to Data and Analytics

Marketplace supports universal access to data with exceptional flexibility, unrestricted by data source. Data can be published whether the underlying data store is an S3 bucket, Tableau dashboard, Oracle database or one of many other systems. Multiple domains can inventory their data in Marketplace and share it with other business groups appropriately.

Data Governance and Quality Context

There is room for a great deal of context around the data that is represented in Marketplace. If customers are using Cloud Data Governance and Catalog (CDGC) and have profiling information and governed definitions related to data, these will be displayed, along with technical information for provisioning. If customers are implementing Cloud Data Quality as well, the scorecard from CDGC can be used to report on all data quality: dimensions, completeness, validity, timeliness and more.

Oversight of Usage

Visibility into how data operations facilitate every order can boost confidence and predictability of the outcome. Marketplace tracks and displays metrics related to the number of orders, intended use for data, data delivery location and timing around delivery. These build trust for data consumers that they will get the right data in a timely manner and provide powerful insights for data owners related to how their data is being used.

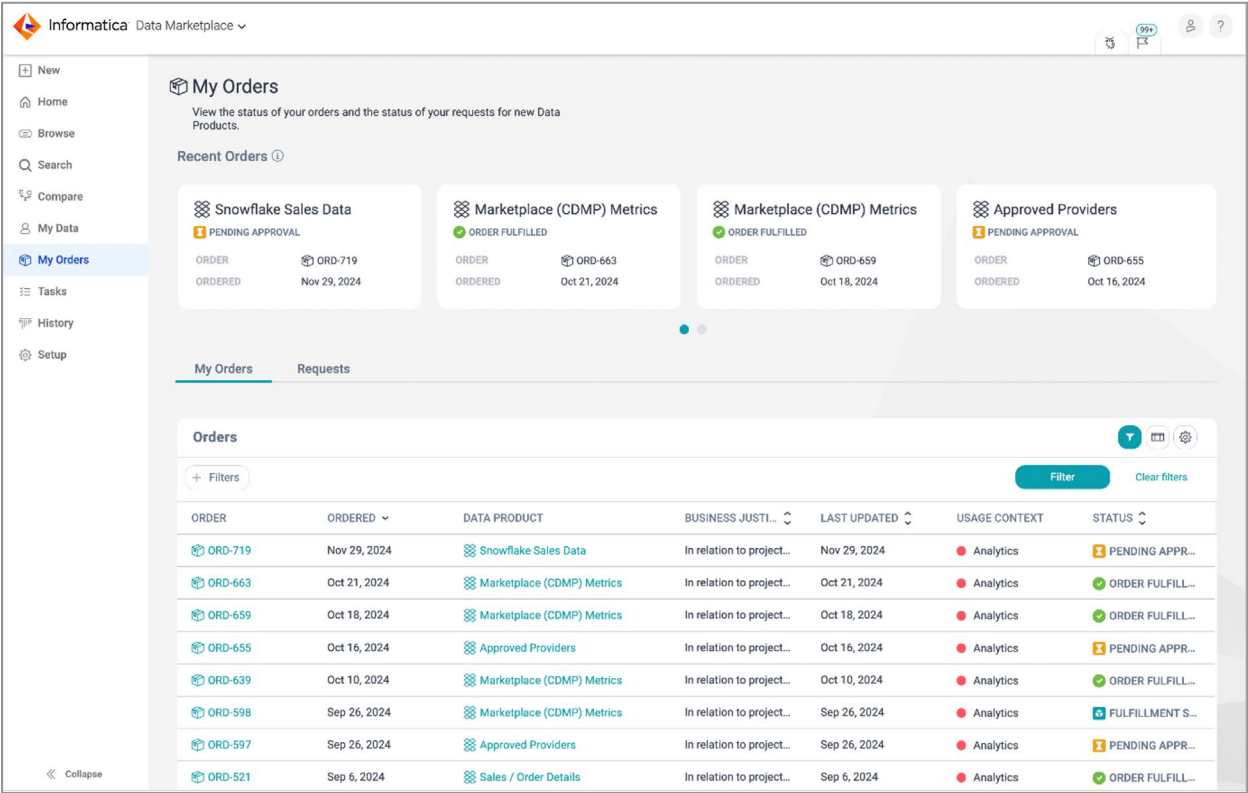


Figure 2. The “My Orders” page allows data consumers to track the orders they have made and review which requests have been approved, fulfilled, completed or rejected.

Automated Data Delivery and Provisioning

Data consumers can use Marketplace to request how they want the data delivered. They can request their preferred delivery method or even a new option if their preference is not listed. Data owners and data engineers can define default delivery options in advance, and data can be provisioned automatically in processes orchestrated by IDMC.

Enforce Data Access Management Policies Automatically

When used in conjunction with Cloud Data Access Management (CDAM), Marketplace allows different users to order the same data product and access a version based on the policies that apply to their user group, intent and other factors for approved use. Users get an appropriate version of data based on their role and permissions, all without the need for manual intervention or delay.

Merchandise AI and Machine Learning Models

Data science projects that leverage AI models trained on historical data help businesses accelerate solutions to their most pressing challenges. Marketplace allows organizations to make AI models available for self-service consumption, alongside the associated datasets. Users can provision AI and machine learning models for many test, validation and production runtimes.

The screenshot shows the Informatica Data Marketplace interface. The main header displays the product name 'Sales Forecast Prediction AI Models' along with its rating (5 stars), status (PUBLISHED), creation date (Jul 12, 2023), and last update date (Dec 10, 2023). Below the header, there are tabs for Summary, Data Assets, Delivery, Terms of Use, Consumers, Approve, Fulfill, and Withdraw. The 'Data Assets' tab is selected, showing a table of data assets. The table has columns for NAME, DESCRIPTION, and DATA QUALITY. The assets listed are 'Sales Forecast Prediction', 'ARIMA', and 'PROPHET'. Below the table, there is a section for 'Data Elements of Sales Forecast Prediction' which lists various data elements with their descriptions, business names, and statuses (all are ENABLED). The elements include SalesTerritoryRegion, SalesTerritoryCountry, SalesTerritoryCountry (with description 'The country used to make up an address'), SalesAmount, OrderDate, OrderDate (with description 'The date a transaction was completed'), gender_uppercase, EnglishProductName, and EnglishProductCategoryName.

NAME	DESCRIPTION	DATA QUALITY
Sales Forecast Prediction	We used Databricks Auto AI/ML engine to identify the best predicti...	-
ARIMA	ARIMA is an acronym for "autoregressive integrated moving averag...	-
PROPHET	Prophet is an additive regression model with a piecewise linear or L...	-

NAME	DESCRIPTION	BUSINESS NAME	STATUS	DATA ASSET
SalesTerritoryRegion	-	-	ENABLED	Sales Forecast Prediction
SalesTerritoryCountry	-	-	ENABLED	Sales Forecast Prediction
SalesTerritoryCountry	The country used to make up an address	Country	ENABLED	Sales Forecast Prediction
SalesAmount	Sales amount refers to the number of a ...	Sales Amount	ENABLED	Sales Forecast Prediction
OrderDate	-	-	ENABLED	Sales Forecast Prediction
OrderDate	The date a transaction was completed - ...	Transaction Date	ENABLED	Sales Forecast Prediction
gender_uppercase	-	-	ENABLED	Sales Forecast Prediction
EnglishProductName	-	-	ENABLED	Sales Forecast Prediction
EnglishProductCategoryName	-	-	ENABLED	Sales Forecast Prediction

Figure 3. The data assets tab provides details for the data assets within the data collection. In this example, you can see the details of an AI model, its training datasets and tables from different descriptive sources.

Embedded Chat and Support Eliminating the Need for Formal Training

A community of engaged users can discuss and rate data using Marketplace's native chat functions. When paired with in-built guidance, users rarely need to escalate questions to owners or administrators. A dynamic guide explains the concepts in play on any given screen, and tooltips provide context about specific objects throughout the interface.

Key Benefits

Drive Value With Rapid Access to Diverse Data Assets

Businesses need access to high-quality, trusted, privacy-compliant and relevant data to gain a competitive advantage through greater efficiency and responsiveness. Marketplace minimizes the need for IT and other technical support to search for data, ensuring rapid access to data for new initiatives and analysis. It can serve as the main platform for data analysts to request access to data sets or AI models for any new initiative.

Make Informed Decisions on the Right Data to Use

Marketplace helps organizations deliver a customized self-service model, tailored to the skill level of business users and other data consumers. It provides visibility on all available data products and keeps users informed of updates. Information like technical specifications and peer ratings help users make informed decisions about requesting and sourcing data assets. Stakeholders also get insights into orders placed and the data consumers making those requests.

Give Data Consumers a Range of Delivery Options

The multiple delivery modes supported by Marketplace empower data consumers to work in their preferred data platforms and analytics tools. With delivery modes corresponding to a range of operational access points, organizations can facilitate the delivery of data to meet data consumers' needs automatically and at scale.

Operationalize AI, Quickly

Marketplace allows users to reuse high-value data products and AI models in new business contexts without duplicating effort. The ability to package and promote available AI models along with the associated data pipelines to potential consumers enables data science and data engineering teams to easily discover and assess each other's work.

Fuel Your Business With Data Intelligence

Organizations with Marketplace can find, understand, trust and access the data and AI models they need at the right time. They can base all their decisions on a solid foundation of trusted data and insights, with teams in every location able to access the information they need.

Where data & AI come to



Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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