# Data Sharing Marketplaces

## for dummies®

A Wiley Brand

- Understanding data sharing marketplaces
- Learning from data consumers
- Setting up a successful marketplace

Informatica
Special Edition

John Carucci

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## Data Sharing Marketplaces For Dummies®, Informatica Special Edition

## Publisher's Acknowledgments

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# Introduction

The data sharing marketplace experience can be broadly understood as online shopping for the data you need. You browse, choose, and order data — selecting delivery preferences and agreeing to terms at the checkout — and then sit back and wait for it to be delivered to you.

Data has always been stored and shared in some capacity, but both the ways of storing it and the ways of sharing it are changing. COVID-19 increased the demand for data to be stored in the cloud. Switching to cloud data storage may solve one problem, but for the data shopper, it doesn't solve the issue of how to find it.

The convenience of the online shopping experience in the retail world is the reason shopping habits have shifted fundamentally in recent years, and the data world needs to catch up. You may often hear it proclaimed that data is the ultimate asset, and yet (sometimes in the same breath) it's also described as hard to find and access. The old 80-20 rule still applies: the one where people spend 80 percent of their time looking for data and only 20 percent of it using it to do their jobs. Yet the experience of these people has rarely been prioritized. Data sharing marketplaces put the data consumer first, allowing data from disparate sources to be packaged for review and selection so data consumers can find and order the data they need without having to know where to look for it.

## About This Book

*Data Sharing Marketplaces For Dummies,* Informatica Special Edition, provides an overview of how data sharing works through a self-service marketplace environment. As a new concept, the data sharing marketplace raises a lot of questions regarding exactly what it offers and how users can benefit from it. And while a true understanding of this virtual market would take volumes of full-sized books, this book provides a lay of the virtual landscape to help you better understand the marketplace. Whether you're a data consumer, data owner, or provisioner of data, you gain understanding about how the marketplace can work for your needs.

# Icons Used in This Book

Every *For Dummies* book has icons pointing out pertinent information that quickly gives you what you need and lets you get on your way. This book is no different. Here's a brief description of the icons I use in this book.

**REMEMBER** The Remember icon marks a generally interesting and useful fact — something you may want to remember for later use.

**TIP** The Tip icon points out helpful suggestions and useful nuggets of information for a better way to do something or to save time or money.

**WARNING** The Warning icon highlights lurking danger. With this icon, I'm telling you to pay attention and proceed with caution.

# Beyond the Book

You discover a lot of information about data sharing and cloud data marketplace in this book, but if you want to dive deeper visit `www.informatica.com/products/data-governance/cloud-data-marketplace.html`. Here you find a better way to locate, understand, trust, and access data with Cloud Data Marketplace.

# Chapter **1**
# Seeing the Data Sharing Marketplace Big Picture

Much like timber to lumber or wisdom to an elder, the refinement of raw concepts has the potential to make them into valued commodities. That potential also applies when it comes to sharing data in large enterprises and other organizations. Data sharing marketplaces allow the flow of information to spread, creating more opportunities for insights and making daily life easier for decision-makers. Whether it's online banking, retrieving medical records, or accessing research sites, not an exchange goes by without a great deal of data being generated behind the scenes. Getting that data where and when it's needed, on demand, could make the difference in optimizing how those exchanges happen.

In this chapter, you get a basic understanding of data sharing marketplaces, discover how they benefit your organization, and then take a peek at a data sharing marketplace solution.

# Understanding a Data Sharing Marketplace

When it comes to data sharing, the term sounds rather self-explanatory; it's about sharing data. That's an indisputable truth. But there's a step before this needs to be considered. How do people know whether the data they need even exists? How do they know what's available and what can be shared with them? This is where the marketplace comes in.

**REMEMBER** Users need a marketplace to understand what's being offered. They can use this self-service experience to see what data is available, the quality of the data, where it can be delivered, and what terms they have to abide by when using it — before ever requesting access.

## Knowing all data is shared anyway

**REMEMBER** Before data sharing marketplaces, people didn't keep data to themselves; they simply shared data in different ways. Rather than coming to a centralized location to review what was available, they checked the applications they had access to, looked things up in data catalogs, or emailed colleagues asking them to share what they had. Whether in the form of weblinks, spreadsheets, or database accesses, data was shared — it was just done inefficiently, without oversight in a way that doesn't scale.

## Breaking away from convention

This conventional approach can be likened to the legacy shopping experience. You could spend hours or even days looking through every possible location, and still not find what you were looking for. Some data consumers who were more tech savvy may navigate this process better than others. These more technically aware users may go straight to a cloud data warehouse where a less technically aware user may ask around. Regardless, the experience often led to compromises:

>> **Compromise 1:** Using what you already have and hoping for the best

>> **Compromise 2:** Using something you know isn't quite right because it's easier

>> **Compromise 3:** Searching for a long time, chasing the wrong people, and spending a lot of extra effort

>> **Compromise 4:** Losing visibility of who has access to data, risking compliance issues in the process

>> **Compromise 5:** Giving up, deferring, or changing the approach when you can't find what you need

These compromises add up and can lead to painful business outcomes such as inaccurate analytics, employee retention problems, compliance fines, and entirely blocked projects. The data shopping approach avoids these issues.

## Understanding the process

**REMEMBER**

The process is simplified when *shopping* for data rather than *searching* for data:

>> **You are no longer hindered by your level of technical expertise.** Anyone who can shop online can use a data sharing marketplace as a place to find specific data.

>> **You no longer have to begin your search scrounging different locations or asking different people for the data you seek.** Data from all sorts of disparate sources is collected in one place.

>> **You are no longer tied to getting data in any one location.** You can request delivery to the location you have access to and analyze it with the tool you're comfortable with.

>> **You can simply log in and review what's on offer.** Then you can choose to check out the best available data or request something new be created for you, just like in a regular marketplace.

Marketplace kicks off the process of getting the data to you. After you've made it clear what you want and why, the appropriate stakeholders assess your request and (if reasonable) deliver the data to you in your preferred location. Easy-peasy.

# Benefitting from a Data Sharing Marketplace

In the data sharing process, a data sharing marketplace has many benefits for all parties involved:

>> **Data consumers** could access more diverse assets, allowing them to choose the best possible data for their requirements. They also waste less time looking for data and receive access to it more quickly.

>> **Data owners** have visibility into who's using their data, where they're using it, and what they're using it for. This insight allows them to focus on creating and maintaining the best data for popular purposes.

>> **Data operations teams** receive less customized requests and can create a data set just once before sharing it broadly, which streamlines their processes and reduces the cost of data delivery. This benefit also allows a data operations team to focus its efforts on optimizing the data that delivers the most value to the organization.

This section covers further benefits that make life easier on both sides of the data sharing landscape.

## Presenting diverse assets

Through the marketplace, you can acquire data assets from diverse locations and tools, and it doesn't matter where it resides. On-premises, cloud, multi-cloud — it's all the same because the resulting data inventory can then be packaged into multiple collections for self-service. This gives consumers options that aren't limited by where the data resides and allows them to get the right data, in the right place.

## Enabling timely access

Gaining access to data can be a time consuming and painful process. A key advantage of a data sharing marketplace is that you're always coming to one centralized place to look for data. What's more, you can see what's already available. Even if you can't find what you want, you have a pathway to request it. As a result, consumers save a ton of time that would've otherwise been wasted looking for data in the wrong places.

A data sharing marketplace supports the provisioning process throughout. Data consumers come to review what's available and frequently choose something that has already been created. If not, they send their requests to the right person to create a variation on an existing data set or something entirely new. They can track their orders to completion, communicating with the other parties involved to ensure the data they need is delivered in the time-frame that makes sense.

## Streamlining data operations

**REMEMBER**

In addition to serving consumers and saving time, the data sharing marketplace can save your company money. Data owners (or domain owners) are often responsible for huge amounts of data. By understanding what their most popular data is, and where and how it's most often being used, data owners can make informed decisions about where to focus more of their time and resources and on which data. Data Ops teams have to deliver this data, and the more they know about where it's wanted, the more they can do the following:

>> Predict trends, understanding demand for data in their organizations

>> Get ahead of the curve, deploying precious technical resources to meet that demand

>> Streamline the delivery process, automating redundant steps and cutting out unnecessary costs at every turn

A data sharing marketplace allows data owners to cater to their consumers, putting data in the most popular destinations and ensuring it's ready for the intended usage. For instance, if most customer data is sourced from AWS S3 to be used for analytics, the best quality data can be placed here and anonymized so there are no privacy issues blocking its accessibility.

# Introducing the Informatica Cloud Data Marketplace

The Informatica Cloud Data Marketplace is a purpose-built data sharing marketplace solution that caters to data consumers of all data literacy levels. It's designed to make the process of

browsing, searching for, and locating data that you want to use as simple as possible.

A typical Cloud Data Marketplace experience goes like this:

**1.  Locate the data you need.**

You can browse data topics to see what's available, or you can search for something more specific that you need.

**2.  Complete a simple checkout process.**

This guided process gathers a few details about how you intend to use the data and where you want to access it. You also have to agree to abide by any terms of use related to the data.

**3.  Data owners review and (hopefully) approve your request.**

**4.  The ops team provisions your data to your preferred location and lets you know when your request is fulfilled.**

Throughout this process, you can expect to see the following features:

>> Browsable data categories grouping together data collections that share similar content

>> Keyword search with helpful filters that allow you to find the *right* data for your purpose in the *right* place

>> Simple representations of data collections showing what they're for, who owns them, what they contain, how they can be delivered, how they should be used, and who's using them

>> Statistics around data consumption, showing how many people have ordered and have access to different data collections

>> Data quality metrics displayed on data collections

>> Mechanisms to request new data be created — either at the collection level (for a variant) or the category level (for something entirely new)

>> Contextual guidance throughout the tool, relevant to the page you are on, who you are, and what you are doing with new features highlighted

>> Dedicated chat channels for different data assets, allowing consumers and owners to tap into and learn from the data community

# Chapter **2**

# Understanding Why Data Sharing Is Important and Valuable

**N**ot that long ago, the exchange of information used to run on tribal knowledge. Whether you were walking across the hall, asking the colleague sitting next to you, or hopping on a phone call, you could turn to a physical community. But that's no longer regularly accessible because the world has become more connected through technology. Then when you consider the change in work environment due to the COVID-19 pandemic, it's no longer possible to have those conversations around the proverbial water cooler. Yet, data decision-making is at an all-time high, so there's great value attached to a data sharing marketplace. But trust, accuracy, and timeliness have lagged. The cloud data sharing marketplace has leveled the playing field by providing self-service to reliable data.

In this chapter, you discover the value of the data sharing marketplace and how it can work for your needs.

# Allowing Consumers to Find, Understand, Trust, and Access Data

**REMEMBER**

Every organization, large and small, is scrambling as it embarks on digital transformation to drive, create, and manage products. There are very few organizations where data is shared among line of business users/data community users and isn't limited to organizations' servers. Data sharing lies at the heart of that transformation to get it out of those servers and share it. As storage costs plummet, organizations are storing more data but aren't necessarily using or sharing at the same level. The data marketplace ensures data sharing so analytics users can easily access data across the organization to facilitate data-driven decision-making, which impacts business value.

## Finding the data easily

**REMEMBER**

Providing a seamless, cloud "shopping" experience for data consumers helps ensure that anyone, regardless of technical skill level, can find and share data. That makes it necessary to eliminate obstacles that hold back organizations from realizing the full value of their data. With today's data sharing programs, organizations need to establish an automated data collaboration hub that eliminates the inaccuracy and delays of manual efforts so the data can easily be accessed.

Consider the following goals:

» End futile searches from incomplete and inaccurate sources.

» Understand the relevancy and appropriateness of the data sets intended for use.

» Quickly identify the data sets that consumers can get access to without worrying about the governance policies.

## Understanding data context

**REMEMBER**

Television programs like *Antiques Roadshow* deal with the premise of an individual finding some discarded item, having the show's host explain exactly what they have, and determining its value. That same concept applies to the data sharing marketplace where consumers not only locate the data but also can understand

information about the data so they can make their own judgments about its fitness for purpose. This includes

» Where the data was sourced and its meaning

» Who else relied on it and what it was used for

## Assuring data quality and reliability

Finding information is only half the battle. Users must be able to trust it because issues can arise when making sure that the data is, for instance, complete, accurate, and valid. When users are unable to trust the quality of the data, that brings into question the quality of their results, or even whether they should depend on it for their projects. If you allow potential data consumers to review the quality of the data upfront, you give them back that sense of trust and confidence that they can proceed. They can quickly see that the fields they depend on are well documented and align to expectations for the data, before even requesting access.

REMEMBER

Strong trusted relationships begin with reliable trustworthy data and doing some of the following:

» Making sure the least tech-savvy data consumers can understand and use the data sharing marketplace

» Being certain users can easily locate what they need

» Empowering users to discover data and have it delivered to them on request

» Being confident that the information is accurate

## Making the experience quick and easy

REMEMBER

Technology makes our personal lives easier in almost every way. For example, think about getting a prescription from your doctor. A decade ago, the request for medication was a scribbled note that you took to the pharmacist and waited for the order to be filled, or you dropped it off and had to come back later. Now that same information is electronically transmitted during your office visit, and it's usually ready by the time you pull up to the drive-thru. That flavor of quick, easy, and reliable service happens with a data sharing marketplace, too.

Thanks to intelligent automation, consumers can self-serve and easily request the data, letting technology interpret their requests and perform the heavy lifting. With an automated data marketplace, the data can then actually be delivered to the data consumer without the need for manual intervention. The trick to automating data delivery relies on high-performance, scalable data management; orchestrated data quality; and data integration processes responding in real-time to consumers' requests. With this last step of provisioning the data, data consumers requests evolve from being a wish list for information into the reality of a scalable, repeatable process of seamlessly shipping trusted data to users.

A self-service marketplace is quick and easy to use when it's

>> **Cloud-native:** Data sharing marketplaces don't belong buried with outdated technology on-premises. They should be readily accessible and easy to get going in the cloud.

>> **Simple to get what you need:** The marketplace is designed to empower data consumers to get what they need through an easy-to-use experience for even non-technical users to discover the information they need to perform their jobs.

>> **Open:** Compatible with the rest of your data estate with open APIs for integration, an effective data sharing marketplace connects into the technology you're already using instead of forcing you to make unwelcome changes.

# Allowing Data Producers to Share Data and Understand Usage

The role of the data producer is to gather, promote, and distribute their data wares within the organization. They create data collections and dictate under what conditions those data collections should be used. In addition, they monitor how, where, when, and why the data is being used, so they may continue to improve what they provide to consumers.

The key to this process is open lines of communication. If data consumers are unhappy with the quality, compatibility, or representation of the data they've ordered, they can and should let their data producers know. This feedback loop allows improvement and growth of the data sharing marketplace.

# Giving Data Ops Visibility

The data operations (DataOps) team needs visibility into data usage. Data Ops is ultimately responsible for provisioning data to the consumers who request it. The more it knows about where people like to use different types of data, the more it can prepare and preempt requests before they even come through.

## Seeing the value of visibility

Visibility provides opportunities to preempt, streamline, automate, and optimize the patterns that are most broadly used. If data access is managed on an ad hoc, piecemeal basis (which is typically the way it organically evolves), customers lack a centralized place to understand the needs of their data consumers. The more that's understood about who they are, who they work with, and what they're doing within their own organizations that drives their need for data, the more information there is to optimize.

## Reassuring data access is governed properly

By making the marketplace the one-stop-shop for data self-service, and centralizing DataOps activity, the marketplace provides a way for DataOps teams to monitor and track the data consumption activity of their consumer base. This visibility shows what data is being requested and used from what sources, and at what delivery endpoints. This information is also based on the entire consumer base. Here, you can view the order and access activity across the marketplace and for individual data collections. Customers then use this information to assess the current state of their DataOps, which gives a broader understanding of what data is useful, for whom, and which data isn't being regularly accessed and used. They can determine which systems of delivery and what platforms or data warehouses they should be investing in and which ones may be redundant.

When you're trying to understand consumers' needs, keep in mind the following:

» When it comes to data sharing, the need for accessing information is greater than the burden of dealing with restrictions. While governance should always be advocated, it should be at the right level for the data that's needed.

>> If your team merely needs some data that's directionally corrected to make marketing assumptions, you don't need a heavy hand at governance; however, your data consumer still needs that data to do their job. Data governance can always evolve as you provide early access to data that isn't necessarily sensitive in nature. As long as compliance isn't a concern, just enough data governance will do.

## Revealing cost-saving opportunities

The efficiency of the marketplace reveals opportunities for saving money. Digital transformation changes up current expectations for better service, faster delivery, and lower cost. Businesses must transform to stay relevant, and data holds the answers.

**TIP**

For example, manufacturing and supply chain processes create a wealth of data, and that data has traditionally remained in the business process silo that created it, limiting its ability to deliver value. But with the marketplace, the ability to use data as a corporate asset helps create savings across the supply chain. The value proposition of leveraging the marketplace to enable customers' visibility into the state of their data operations allows them to automate and reduce costs.

# Chapter **3**
# Recognizing Who Does Data Sharing

The data marketplace coordinates customer orders for data to quickly get it into the right hands, or more accurately, on their screens. While the delivery mechanism is magical, there's not a genie behind the scenes. Instead, what makes it easy and accessible for the end-user takes a village — a lot of people plunking on keyboards. Otherwise, users would struggle with finding, accessing, and using relevant data for their analytics and other data-driven business processes.

In this chapter, you see the need for the data sharing marketplace and why it's important for both producers and consumers, who can find the trusted data they need.

## Understanding Existing Data Roles

**REMEMBER**

The marketplace buyer isn't necessarily the marketplace user. Instead, this ecosystem consists of operators (those who run the marketplace solution for the customer), producers (those that collect the data), and consumers (anyone in the organization that requires access to the data).

The chief data officer (CDO) and chief data and analytics officer (CDAO) boldly take data sharing to new frontiers. The CDO and CDAO have roles that go beyond compliance because they also control data delivery by overseeing data management and gov–ernance. By recognizing effective practices and processes that their teams have put in place, the CDO and CDAO help ensure that all corners of the enterprise are able to realize value with data being the core strategic asset. These leaders know that they must get the data that their teams have worked so hard to enrich into the hands of data consumers. After that, they can distribute throughout the organization for those consumers to use it and transform the business.

Other players include the following:

» **Data engineers:** These people prepare data for analytical or operational uses to help make the marketplace run. They're responsible for building data pipelines that bring together information from different source systems.

» **Data owners:** The person or entity that owns the data and makes sure it conforms to enterprise standards and policies. The data owner can perform the following tasks:

   ● Publish data collections to the data marketplace

   ● Approve or reject access requests to data collections

» **The data user:** Data users could be anyone who requires any kind of data to do their work. Some, of course, are data analysts. These analytical experts are consumers of the marketplace and can apply technology and data science skills to discover valuable insights. Users come from various departments in the organization to find data that they can use to make decisions that impact the business. Users can request access to the data and place the order from the data marketplace on a self-service basis.

# Knowing Who Runs the Informatica Cloud Data Marketplace

The marketplace is great, but it doesn't run itself. In this section, you discover who manages the Informatica Cloud Data Marketplace.

## Looking at administrators

**REMEMBER**

The *administrators* are the chief operators of the data market-place and can perform administrative tasks such as creating and updating categories for data collections, populating the data asset inventory, and even approving or rejecting access requests to data collections on behalf of the data owner (see the next section). This constituency operates and administers the marketplace solution for the customer. It creates and manages delivery options as well as its data terms of use, distinguishing them along the continuum of *accessible*, *controlled*, or *restricted* types. These terms of use can be cross-linked to policies or other documentation as appropriate.

## Dealing with data owners

*Data owners* manage the data collection inventory. These users are responsible for creating and curating data collections that consumers may want to order. They also have the authority to release data to consumers for a specific purpose — approving or rejecting orders as they come in.

## Sorting category owners

*Category owners* curate and manage the data experience within their respective categories. A *category* is a grouping of several data collections that are related (generally by topic or owning department). Having direct ownership of categories allows customers to delegate operations at the category level as category owners can respond to requests for new data collections within their domain.

## Explaining the technical owner

**REMEMBER**

The *technical owner* is the user who has the power to deliver the data collection. This person is responsible for delivering all assets within a data collection to a data consumer. They facilitate data delivery to the consumer after the request has been approved and manage access to the systems where data is provisioned to the consumer base. They may also manage the source systems, which allow them to move the data to wherever it's needed.

# Shifting to a Data Sharing Model

**TIP**

An operationalized data sharing program shifts the data sharing model from a one-to-one, bespoke process to one that's automated and scalable across the organization and to one that leverages the organization's cloud infrastructure to deliver continually, even when there are changes in size or volume of data requested. Shifting to this model creates an environment where you easily see who has what data, where, and who needs it. Build a data sharing program that removes barriers and puts data in the hands of your innovators.

## Administering data sharing

Having good, competent administration becomes more important as the data sharing marketplace gains in popularity and the demand for your high-value data grows. You may already have people in place with the requisite skillsets and knowledge to perform this administrative function because they're already doing it within their own systems, platforms, and applications for their departments and teams.

After identifying the administrators in your organization, introduce them to the data marketplace paradigm and help familiarize them with how their current IT and data management practices map into it. Plenty of people have hit the ground running with their data marketplace and augmented with additional training down the road. These admins already sitting in your organization, as well as your data operations team, you just need to orient them to transfer what they know to the marketplace configuration. This often includes categories, usage terms, usage context, and delivery methods.

**REMEMBER**

Administrators act as the gatekeepers to the data sharing platform and set the rules for how data producers and consumers collaborate on it to manage day-to-day data access. To that end, they should read into the following marketplace capabilities, over which they have control and responsibility:

» Managing access to the marketplace

» Distributing producer, consumer, and delivery roles

» Managing the base inventory of packageable data

- » Defining the terms and conditions for data sharing
- » Outlining the classes of recognized data usage
- » Configuring and managing data delivery
- » Customizing the look-and-feel of your marketplace

## Empowering category owners

Making a domain owner a category owner offers advantages. The category owner can curate the collections within their specific category, acting as another port of call when a data owner is unavailable or unable to complete a request. When the data owner publishes a data collection, they do so under the proper category to make it easy to locate via the browse or search experience, but if there is a category owner in place, they're also freeing up another stakeholder to support the consumer community.

## Expanding the role of technical owners

**REMEMBER**

Data operations teams play a vital role in gathering, organizing, maintaining, and provisioning data. This last step of getting the data to consumers has traditionally been the cause of many concerns because these people aren't the same people who could or should be deciding what data is suitable for what person in what circumstances. With data owners in place in a data sharing marketplace, data operations can act in their appropriate role of technical owners, meaning they don't decide who should get access to data. Once this decision has been made, they're responsible for delivering it to them.

When the data consumer wants access to a database, the technical owner might be a database administrator who can grant secure access to the database. If so, they set up database access as an optional delivery target. Alternatively, they may be able to route the data into other end points for consumption and therefore may set up delivery targets that relate to that experience — for example, getting access to data in a reporting tool like Tableau.

When data is ordered, it's approved by one of the data collection owners before being fulfilled by the technical owner. This fulfillment step includes the selection of a delivery target, indicating how access is ultimately granted to the consumer. The technical owner takes the consumer's preference into consideration and accommodates it, if possible, but they may have good reason for only provisioning their data to certain predetermined locations.

Goals in this area include the following:

» Delivering trusted data while decreasing response time so end-users can perform data-driven decision-making on-demand

» Optimizing the efficiency of your data engineering work by reusing data delivery across multiple requests, replacing bespoke processes with standardized, automated ones

» Using a data sharing marketplace that utilizes integrated data management automation to scale data delivery across the enterprise with trusted information used for value creation

## Looking at the data user

**REMEMBER**

Broadly speaking, the *data user* refers to a wide spectrum of individuals within an organization who need access to data for any purpose. They may collect, aggregate, or curate data in a variety of ways while abiding by their organization's data policies. This work may even lead them to become data owners in the future because the results of their labor could be valuable to others. If analysts use raw data to create a report, they're data users when consuming the raw data and data owners when sharing the report more broadly. As a result, data users can be administrators, consumers, data owners, and technical owners, yet in their capacity as data users, they're limited to performing only the following tasks:

» Find and request access to data collections.

» Request the creation of new data collections where gaps are apparent.

» Collaborate with fellow consumers and other stakeholders alike.

» Make business decisions using data that's shared with them.

# Chapter **4**

# Getting Started with a Data Sharing Marketplace

D
ata sharing marketplaces attract and retain consumers thanks to the simplicity and ease of the experience. All those data users who've been chasing their tails trying to get the data they need in the timeframe they need it must be convinced that your marketplace is the best possible way to do that.

So, before you launch, there's a bit of groundwork to be done to ensure that the experience is as smooth as it can be for your data consumers. It is paramount that when people come looking for data, they see what's already available and have a pleasurable time browsing and shopping, too.

## Setting up the Marketplace Experience

Setting up a marketplace means making some key decisions about how you're going to operationalize it. Along with the surface questions of what it should look and feel like and how you should

introduce the concept to your consumers, think about how and under what circumstances you deliver data to those who order it.

## Seeing the look and feel

Appearances matter, and giving people a familiar and consistent view of your marketplace can help it feel much more accessible. You don't need to reinvent the wheel here, however. Instead, consider the applications your consumers are already using, the color scheme of the organization itself, and what will feel natural to the employees using it.

**REMEMBER**

Consider how data sharing is usually referred to within your company. If people refer to data hubs, data marts, or data exchanges rather than data marketplaces, align your terminology appropriately — there will be enough cultural change required without creating battles for yourself! Take the time to compose an explanatory welcome message explaining how the data marketplace can help them and directing them to where they can get additional guidance. The more you can do to make people self-sufficient, the less work will follow.

## Contemplating configuration

In order to get your marketplace up and running, you need to make key decisions about how it's going to run. Think about how people are going to use data, whether there are any limits on how they should use it, and where it's going to be delivered to them. This section breaks this down.

### How are people going to use data?

If you have an idea of broad data needs within your company, you should be able to define some possible usage contexts for consumers. Think about why people will come into the marketplace looking for data in the first place. Some possible reasons could be

» Analytics
» Marketing
» Customer outreach
» Internal operations
» Regulatory reporting

## How are people allowed to use data?

After you have an idea of how people may use the data (see the preceding section), your next thought may be whether that is compliant with company or even regulatory policies. For example, if you're thinking of sharing Personally Identifiable Information (PII) on your marketplace, this may come with certain constraints. And if you expect most people to be using data for analytics, these constraints may conflict with their intended purpose.

So how do you overcome this? You create the building blocks that guide data owners in the right direction. If you choose to create terms of use that indicate that data has controlled access because of its PII content or content that should only be seen by the HR department, this is a reasonable step. But if you want to ensure that data owners also publish accessible versions of these data sets, you can create terms of use that convey that data is anonymized or has analytics consent confirmed.

## Where are people going to access the data?

There's almost an endless number of tools in which you can access, manipulate, and play with data, and many of them may be in use in your organization today. Rather than trying to change peoples' habits overnight to steer them toward any one tool, support as many as possible because people may find themselves going outside of the marketplace to request data in their favorite tool. Set up delivery methods for all that you're aware of, including (but not limited to) the following:

» Snowflake

» AWS S3

» Databricks

» MS Azure Synapse

» GCP Cloud

» Tableau

» Power BI

# Creating Foundational Content

After you set up the operational side of things, a couple more tasks need to be done before expanding usership from administrators to data producers in general. Giving the marketplace a bit of core structure and content helps them enormously once they come to join the action.

## Crafting categories

As in any shopping experience, products are best found when logically grouped into categories. Decide what groups are going to be in your marketplace. For example, in a bookstore, you can group by topic or target age group. In a clothing store, you can categorize by the part of the body on which the clothes will be worn.

In a data marketplace, subject matter, type of data, or departmental domains are good examples of categories. Some common categories across industries are

>> Accounting

>> Compliance

>> Customer

>> HR

>> Product

>> Reference data

>> Industry reports

>> Sales

No right or wrong way exists to how you categorize your data. Align to existing patterns and domains within the organization to build on a familiar experience.

## Data assets

Before you ask your data owners to package up data for delivery, make sure you have some base content. How far you go with this is entirely up to you. Maybe you have just completed a Master Data Management (MDM) project and have quality data well

organized and ready to share. Maybe you're looking to see what demand is like first and want to understand what people request rather than create too much data up front, but some base content is advised to get the ball rolling.

Getting data into the marketplace can happen in a few ways. If you have a data governance or cataloging solution in place, you may have done a lot of the prep work already. What did you scan or catalog for these projects and why? Is there overlap with the data that needs sharing in your organization? Use APIs, bulk import files, or direct GUI creation to build out the data assets you need in your marketplace.

# Packaging and Promoting Data

Stores must make their products look appealing to potential consumers. An empty shop window isn't going to entice anyone. The same is true for your data sharing marketplace. Make sure you dress the mannequins — the building blocks are all there, but the data producing community needs to join the party and get their pipelines ready. This section tells you how.

## Package

For any package, the fundamental question is "What's in it?" so a data owner's primary job is to make that clear in both its name and description. Some packages are simple, containing only one asset, and others are a combination of compatible data assets. Owners are responsible for ensuring that the data they group together can be combined (has overlapping IDs) and co-located (is available in or can be delivered to the same delivery location).

## Promote

After the packaging checks have been done, owners can choose to go a step further and promote their data collections where possible. For instance, if they have made an effort to anonymize the data so their consumers don't need to worry about privacy regulations, they should highlight this in the terms of use.

They can even choose to certify that the data is suitable for a particular purpose such as analytics, so people know it was designed with this usage in mind. Finally, if the data collection predates the marketplace and in fact already has people using it, this is a great time for owners to advertise that. After all, who likes being the guinea pig? If 100 people are already using the data successfully, that's a great way to encourage further use. Uploading existing consumers also brings color and life to the marketplace; people will immediately see that there is action and progress to be made here as well as being directed toward the perfect community for any of their queries.

Chapter **5**

# Launching the Data Sharing Marketplace

You only get one chance to make a first impression. Make that impression as good as possible. This doesn't mean waiting until you have all the possible data anyone could want access to. It also doesn't mean having your foundational content perfectly defined with no room to grow or evolve over time. What it *does* mean? Inviting the majority of your consumers into an attractive, intuitive, enjoyable experience.

Your data owners and admins should already be using the marketplace. They should be comfortable with their roles and ready to support data users in getting the data they need. The launch is for the masses — the 90+ percent of marketplace users who are there to get access to data. Before opening it up to them, you want to be sure that you are ready. This chapter helps get you there.

# Ready for Launch

**REMEMBER**

Getting ready for launch includes many activities (see Chapter 4 for more details). You want to create the best possible experience for new consumers, and they are drawn to the self-service marketplace for the following reasons:

» **A seamless experience:** One place where they can find, understand, and trust the data that's already available or request that additional data be created for them

» **A responsive data team:** A dedicated group of people who respond to their requests in a timely manner, directing them to what they need

» **Easy access to the best available data:** An operationalized system for the delivery of the data they need to the location where they need it

## Appearances matter

When was the last time you walked into an empty shop? Or worse still, a shop that didn't even have products in the window? Appearances matter and are a big part of an initial experience. To make sure that your marketplace is looking good, consider the following:

» Is everything in place to draw consumers in?

» Is there evidence of activity and use in the data marketplace store front?

» Are appealing data assets available and easy to understand?

» Do you have clear instructions on how the self-service tool can help?

If you answered no to any of these questions, you have more work to be done before opening.

## Getting your team in place

**REMEMBER**

While your first impression may come largely from appearances and ease of use, you won't keep consumers long if you don't deliver on what they actually need — the right data in the right place at the right time.

Start with making sure you have separate launches for owners and for consumers. By the time your data consumers are coming in, everyone who has a role in approving or delivering data to them should be well versed in how the marketplace works and poised to respond to questions, comments, orders, and requests.

Ensure your team is hypervigilant in those first few months of the marketplace launch. During that time, people will decide whether it's worth abandoning their unofficial data shopping routes for a consistent experience — only by making your marketplace easier and more efficient than the alternative will you change the culture for good.

## Operationally ready

**REMEMBER**

Being operationally ready to deliver data means taking the final step and connecting specific data collections to their means of delivery. The technical owners of individual data collections will be responsible for this task. Make sure that your data marketplace sits on a robust, flexible, and responsive cloud data management platform.

## INFORMATICA INTELLIGENT DATA MANAGEMENT CLOUD

Having your data marketplace on a data management platform is important. Informatica Intelligent Data Management Cloud (IDMC) is recognized as the market-leading data management platform, and you can count on it to handle any data delivery job your technical owners need, regardless of the complexity or variation of your organization's data estate. Cloud, hybrid-cloud, multi-cloud. You name it. And as you need to grow your data engineering function to meet increasing data demand from your marketplace, IDMC has the integration capabilities and the certified data operations people to make it happen.

With IDMC, a large percentage (80 – 90 percent in many cases) of the operations you need to deliver data to your customers' doorsteps can be automated, so they happen without human intervention. This allows your data engineers to focus on more complex and high-value data problems. Meaning that, sitting on top of IDMC, your marketplace is set up to scale to meet growing data demand today and well into the future.

# Socializing the Marketplace

**REMEMBER**

Back in the mid-century, self-service automats were the rage. These restaurants showed meals and desserts behind a glass door. The customer dropped in a few coins, opened the glass door, and took their food. That same idea, albeit on a virtual level, defines the notion of the self-service marketplace. When customers can easily locate the data they need and understand the usage requirements, safety, quality, or whatever else, they're ultimately able to help themselves. So, after you have your data looking delicious, your team ready to serve, and the mechanics in place to keep it all moving, it's time to spread the word.

## Getting the word out

When it comes to changing people's habits, you can face an uphill battle. People have been accessing data via informal routes for a long time, and they may need some convincing. So, when you communicate the existence of the marketplace to the consumers you're looking to attract, it's worth addressing their potential concerns up front.

**WARNING**

Some of the challenges you may face include

- » **Disbelief that the data they need will be there:** People may not think that the marketplace will cater to their needs, assuming that it's only suitable for certain types of data consumers.

- » **Reluctance to spend time learning a new approach:** Even if they can find the data, they may be resistant to the idea of having to learn a new process, protective of their limited time.

- » **Mistrust that this method will be as consistent/efficient:** By avoiding formal requesting routes, people may believe they're avoiding bureaucracy and delays.

Despite these challenges, make sure that consumers know that they have nothing to fear because

- » **The marketplace caters to all consumers.** Make your messaging explicit on this point. The data marketplace isn't for one department or one type of data user (for example,

data scientists); it's for everyone. If consumers don't see the data they need immediately, this will be swiftly addressed.

» **Training isn't required; the experience is intuitive.** Ensure data consumers know that they aren't expected to go on a training course or bury themselves in documentation to understand the marketplace experience. Everything they need is embedded within the tool, from contextual guidance to the data sharing community they will come to depend on.

» **Compliance won't come at the cost of efficiency.** Thanks to centralization, reuse, and optimization of resources, the marketplace reduces the amount of time it takes to receive access to data. Approvals may be required, but these will be tracked, completed in a timely manner, and quickly acted on.

## Embedding contextual assistance

*Intuitive* is a word often used to describe product experiences, even when they're anything but. So how can you ensure that the marketplace experience is just that and really doesn't require consumers to be trained in order to use it? The key is to put everything at their fingertips. Gone are the days of burying advice in release notes and 100-page documents. A modern tool should have everything you need to know embedded within it.

**REMEMBER**

Contextual assistance helps you find the advice you need at the point where you need it. It doesn't redirect you somewhere else; instead, it takes into consideration the context:

» What you are looking at (hovering over a specific item indicates that you would like more information about it)

» Who you are (data consumers may require different advice to data owners)

» What stage the marketplace is at (is the marketplace empty or populated?)

» What you are doing (guidance should consider the task at hand whether it's reviewing, editing, approving, and so on)

# Maximizing the Value of the Community

**REMEMBER**

Beyond the in-tool assistance on how to use the marketplace, another powerful resource at your disposal is the knowledge of the community. By launching with a set of responsive owners, you're halfway there. The new users will have a place to go with their questions, and soon you can begin to foster the data user community itself.

## Responsive owners

**REMEMBER**

Two of the major historical issues with data sharing are transparency and speed. By putting your owners in the same self-service experience as the data users and clearly exposing who has responsibility for what, you're creating a transparent experience. Speed of delivery should also be improved thanks to optimizing delivery options, but when there are delays, it's key to ensure that communication is open and honest. If you've trained your owners to be responsive, communicative, and open with their potential data users, you can build valuable trust.

## Engage consumers

Your owners set the standard for the rest of the community. As they upload existing data, they can begin to share the responsibility for answering questions about the data. After all, not all questions are best answered by a data owner. Sure, they can answer whether special approvals are needed for access or how long it may take to be delivered, but the data consumers could share a wealth of experience of what using the data for different purposes was actually like.

Consider the following:

» Adding pre-existing consumers to the accessible data to kickstart the data community

» Redirecting questions that could be better answered by a data consumer to help create informal lines of communication

» Encouraging those using data for the same purpose to draw on one another's experience to engage them further

» Learning from the feedback provided and incorporating it into data/operational improvements to build trust with data users

# Chapter **6**

# Gaining Insights from the Data Sharing Marketplace

One of the major advantages you gain by using a data sharing marketplace is the centralization and oversight of the data access requests that are raised. For the first time, you can truly have visibility into who's using what data for what purpose and in what location. This gold mine of information is waiting to be tapped.

This chapter focuses on what you should be learning from this wealth of information and how you can then improve and optimize based on the insights you gain. After you've done this, you may decide to go even further and consider opening additional marketplaces to share data with other entities.

# Learning from Consumer Interactions

You may want to consider many questions in order to understand more about the needs and wants of your data community. The answers to these questions help enable your organization to act more efficiently in response. Some example questions include the following:

» Which data assets are most popular?

» Which data sets are commonly used together?

» What are they mostly being used for?

» Where is data most frequently used?

» How quickly does data need to be delivered?

These questions help lead you to different insights related to data, usage, location, and timing, which you explore in this section.

## Data insights

Gaining insights into the data itself is a surefire way of keeping ahead of your consumers' needs and making sure you have a lot of satisfied users. Two important steps you want to take include the following:

1. **Review which data assets are most popular with data owners who are building collections.**

   The marketplace shows you where assets are being reused again and again. These instances are your most valuable assets and provide major insights into what people want.

2. **Consider what's driving the data assets popularity.**

   Consider this step after you've focused in on your most popular assets (see Step 1), noting not only what they are individually but also how they're combined in collections. Ask yourself these questions:

   ● Are these overwhelmingly focused on a particular subject matter?

   ● Do these assets have high data quality scores?

- Do these assets have detailed descriptions of each data element?
- Have these assets been used in collections certified for analytics and marked as readily accessible?

There will be patterns to discover, and uncovering them helps you create and curate more of what people want and need, filling in any remaining gaps in your data inventory.

## Usage insights

Usage is a key focal point of the marketplace because it dictates much about what's required from data. If the intention is to present the data as a report in a board meeting, a business intelligence (BI) reporting tool such as Tableau or Microsoft Power BI may be the best delivery location for it. If the intention is to use the data for analytics, you need to either avoid personally identifiable information (PII) data entirely or ensure that it has been checked or treated so you don't face any compliance issues.

The marketplace gathers information for intended usage on every order and request that's submitted, and this is where you can gain the insights you need. Review the metrics and make judgments. Are the majority of your users in the marketplace for analytics or is there more of a mix? Do the usage contexts people specify on their orders align with the uses certified by the data owners or is there a disconnect along the way? When something is popular for a use that hadn't been anticipated is that an issue, or should you consider certifying it for that use because it's clearly working well? Usage insights give you a lot to learn!

## Location insights

Considering where your data is most likely to be used is another key area that allows you to improve your data operations processes. Do the marketplace orders show a clear bias to a particular technology or a few different ones? Is there a stand-out winner in terms of where people like to use the data they're requesting, or is it more mixed?

Beyond these questions, it's also helpful to compare if your expectations as a company have been met. If you have a cloud-first strategy, but people are still requesting access to data

on-premises, your strategy may not have resonated far enough. If you're trying to phase out a particular reporting tool in favor of another, make sure that's reflected in the delivery targets being set up on collections.

## Timing insights

**REMEMBER**

A fourth area of insight is timing. Keep an eye on how smoothly and efficiently your processes are running. Consumers can easily be put off by delays in data delivery so make sure to dig into any bottlenecks early. Monitor insights such as

>> Which data collections take the longest to be delivered

>> The reasons for delays and what can be done to expedite them

>> Providing frequent communication with consumers when delays are unavoidable and if that engagement helps maintain the popularity of the collections

# Optimizing Based on Insights

The insights that you learn from consumer interactions (see the previous section "Learning from Consumer Interactions" for more information) have to be acted on. To improve on the data marketplace experience, check out the actions you can take in this section.

## Data optimization

What you learn related to data and how it's being used can be taken into account when creating new data for the marketplace. If your insights tell you that customer data is very popular but only when anonymized, you could go so far as instructing data ops to create an anonymized version of every customer data set they publish. If the thing holding your data collections back from consistent use is poor descriptions and missing metadata, you can make this a focal point for the data owners instead.

**TIP**

Usage insights are helpful because they allow you to optimize the data for purposes. If it is clear that 80 percent of your consumers are using data for meetings and accessing high-level reports, your investment should be focused on providing the materials they need. If the data that you had earmarked for marketing is being used for regulatory reporting, you may want to double check its quality for this external, critical purpose!

## Delivery optimization

**REMEMBER**

Considering the insights related to where data is located and how quickly it's delivered, you can make decisions to optimize data delivery. For instance, if you're trying to move away from Oracle into Snowflake but find that requests are focusing on legacy technology, perhaps you need to invest in enterprise training. If people are being put off by the wait for certain types of data, how can you speed up the delivery? Could you enrich the data marketplace with some public assets that could be immediately available and cover users when time is the most important constraint?

## Expanding the data community

A further way of optimizing data sharing practices is to take the knowledge you have from your internal community and consider whether you could benefit from creating additional marketplace communities. For example, you could set up a marketplace instance shared with a specific partner who you frequently need to share data with. Your partner community may have some different needs compared to your internal community and responding to trends, preferences, and patterns in their access requests should also inform how you improve and optimize this instance of the marketplace.

# Chapter **7**

# Ten Benefits of Choosing Informatica for Data Sharing

Some things in life are based on a gut feeling, you know, like buying crypto or having a premonition on a set of lottery numbers. Other things are a bit more of a sure thing, and that includes the benefits of a data sharing marketplace. And because just about every company processes gobs of data these days, it's necessary to work with an effective data sharing solution. Despite your level of familiarity, as your organization collects and stores data at a high rate, choosing a data sharing marketplace service, such as the Informatica Cloud Data Marketplace from Informatica, benefits you in many ways.

## Connect Data Sharing with Automated Data Delivery

Around the world, organizations are embarking on their continuous digital transformation journey. Yet, in order to reach their full potential, they need to get trusted data into the right hands at the

right time to compete in today's competitive landscape. That's where Informatica comes in.

Informatica Cloud Data Marketplace acts as the storefront to a comprehensive data management platform, the Intelligent Data Management Cloud (IDMC). Because Cloud Data Marketplace is available as a service in IDMC, you already have access to the tooling and infrastructure necessary to automate data delivery on demand and get the data into the hands of data consumers when and where it's needed. Cloud Data Marketplace is an open, cloud-native solution that deploys on top of your existing data landscape, instantly making that landscape more accessible to less technical or variable data-literacy users.

## Enable Seamless Crowdsourcing

**REMEMBER**

*Crowdsourcing* is the practice of gathering information through the services of numerous individuals. It takes the pressure off small, centralized teams, and that's what happens on Cloud Data Marketplace, too, when users collectively share data and information.

The ease of use can encourage data users to become data owners because they can publish their reports and data back to the marketplace to share. Beyond this, all consumers contribute to the ongoing improvement of the marketplace experience simply by collaborating with other consumers and data owners and submitting their likes and dislikes about the data they receive and the experiences they have.

## Foster a Data Economy with Your Own Data Marketplace

**REMEMBER**

While other vendors offer a marketplace, those data marketplaces belong to the vendor. But the Cloud Data Marketplace is *your* data marketplace. It carries your brand, your look and feel, and your content to your consumers. You foster a data economy in your organization — it's yours from the start, so you're not participating in someone else's data economy.

# Democratize Data and AI Models

Cloud Data Marketplace scales data sharing rapidly and cost-effectively by combining the governed workflow with an intelligent, integrated, order-management framework that includes self-service automation. It's like Amazon, only for your data assets. A data marketplace provides an end-to-end experience for intelligently and automatically enabling data consumers to shop, discover, and understand the context of data.

Informatica doesn't limit itself to delivering data alone; it also supports the sharing of AI models, packaging the ML algorithms that power AI with the relevant data needed to train and tune them. Repeated use of these packages by multiple data science teams not only leads to consistent and explainable AI behavior but also makes the models more powerful over time.

In this context of democratizing, reusability is a huge boon to the data science practice because each data scientist doesn't need to go out and create a new model each time. They stand up a new project. And just like they shop for data, they can shop for a model — a convenient packaging of compatible data and algorithms put together in a collection with helpful context for how to use it to perform important classification or prediction functions. Informatica offers a holistic solution for not only governing AI models but also for democratizing those same models to fuel automation.

# Let the Machine Do the Work

Cloud-scale AI-powered Real-time Engine (CLAIRE) can help users, including technical, operational, business, and particularly self-service users, by applying the power of AI to solve big data challenges. CLAIRE is Informatica's solution to help you boost productivity. Informatica has built AI-powered intelligence and automation to accelerate time to value. CLAIRE automates data management processes such as ingestion and streaming, integration, enrichment, data preparation, data quality assessment, enforcement and monitoring, data classification, and sensitive data discovery. These processes can help support the population and promotion of trusted, high-quality data marketplace content.

# See Just Enough Data Governance

Instead of letting strict policies and controls gate timely and relevant data sharing across your organization, Cloud Data Marketplace allows a less restrictive and more practical approach for dealing with the organization's sensitive and private data assets. The methodology behind "just enough data governance" makes sure that you're compliant — and prevents anyone from getting into trouble — without being so burdensome that it quashes innovation.

You can maximize just enough data governance in the following ways:

» **Catalog your data.** Every data governance initiative, big or small, depends on visibility into data. Data stewards need to see where it resides, where it's coming from, how it's used, and who uses it. This can be done with Informatica's platform and catalog tools in Cloud Data Marketplace.

» **Enable collaboration.** Data sharing is a team sport, and collaboration is increasingly important as you scale it. Get business users involved and empower people on the frontline to share their views on the data available, in order to iterate and improve.

» **Align your people.** No matter how big your data governance program becomes, it must retain its agility. If you can't adapt quickly, you'll lose momentum, and your initiative may deliver diminishing returns. Focusing on just enough data governance for data sharing allows you to retain speed and flexibility.

# Use Cross Platform Insight

Monitoring consumer habits helps you understand their needs and adapt to their behaviors. For example, restaurants may track menu items to streamline their kitchen offerings, or airlines may track which flight times undersell, and then they make adjustments. The same applies to trends across the platform.

By tracking local trends in Cloud Data Marketplace and larger ones across other services in the IDMC platform, you can ensure that the best data is readily available, quickly accessible, and even delivered automatically where required. You can also adjust where necessary as trends change. Information from the platform services could include items such as data quality information, data asset ratings, data classification, typical usage characteristics, and how and where data is prepared and provisioned for actual use.

## Deal with Change

**REMEMBER**

By enabling seamless collaboration and fostering a data community across geographic and, in some cases, organizational boundaries, Cloud Data Marketplace provides organizations with the resiliency needed to deal with sudden, unexpected changes. The most recent example is the COVID-19 pandemic and how it abruptly changed the data sharing landscape.

Informal data sharing networks were disrupted as organizations shifted overnight to remote working. Many digital transformation efforts were stalled. In addition, data-driven decision-making to support business priorities such as customer experience and supply chain management became even more important. By allowing for trustworthy data sharing across geographic locations, Cloud Data Marketplace primes organizations for agile data-driven decisions even amid such unprecedented change.

## Share Data across a Multi-Cloud Environment

A true multi-cloud environment should provide a way to seamlessly manage, share, and collaborate with data sitting across a number of different on-premises or Cloud PaaS platforms. Because Cloud Data Marketplace is a service on IDMC, it can leverage other Informatica Intelligent Cloud services (IICS) like cloud application integration (CAI) to enable data sharing across multiple cloud platforms without any complexity and risk. This allows customers to escape vendor lock-in on specific cloud platforms and enable data provisioning from any cloud or on-premises sources to various customer specified delivery endpoints.

**TIP** As the industry's first end-to-end data management platform, Intelligent Data Management Cloud (IDMC) compliments the customers' data marketplace requirements, providing an end-to-end experience for all their data needs. See Chapter 5 for more info.

# Stay in Touch with the Customer Base

**TIP** Staying in touch with your customer base helps build a bond. Focusing on customers sets the culture and values of an organization and can be highly beneficial. With a strong customer-focused culture, Informatica puts customers first in all aspects of business. The company offers a culture of customer centricity and a constant connection with customers. Putting customers first happens in three ways:

» **Innovation:** Informatica has been recognized repeatedly for new technology and the ability to provide great solutions to its clients. By tracking industry trends, Informatica can find what customers need most and proactively create resources to help their businesses thrive. For some examples, visit `www.informatica.com/about-us/company-information/awards-and-recognition.html`.

» **Feedback:** Strong customer relationships aren't just one-sided. They include feedback and regular communication with customers. Informatica listens to and seeks out feedback from its customers and uses that information to improve its products.

» **Personalized relationships:** At Informatica, customers are real clients with real, unique needs. A one-size-fits-all approach simply doesn't work. Instead, Informatica employees — at all levels — are encouraged to build real relationships with their customers so they can understand their goals and meet their needs in individualized ways.

**TIP** You can also check out Informatica's customer success stories by visiting `www.informatica.com/about-us/customers/customer-success-stories.html`.

# Data Can Make the Difference

In today's competitive markets, the difference between success and failure — or relevance and irrelevance — can be data. The right data needs to get into the hands of those who need it. It has to happen fast, and it can't cost too much to do it. What enterprises need today is a self-service data marketplace that can ensure that data owners and data producers are able to easily share their data assets while data consumers can transparently understand and access them. After all, data should be treated as a valuable resource from which new products and services can be brought to market.

Powered by an easy-to-use, business-friendly shopping experience, Informatica Cloud Data Marketplace empowers data consumers to find the data that they need, understand its meaning, trust it and access it all through a cloud-native service. Data and analytics leaders will garner insights about data usage, track performance and gain deeper intelligence about the data and how it's consumed.

For more information on Informatica's Cloud Data Marketplace and other data sharing solutions, please visit **informatica.com/products/data-governance/cloud-data-marketplace.html**

# Develop trust and create opportunity

If data is the ultimate asset, why are we spending 80 percent of our time looking for data and only 20 percent using data? Data sharing marketplaces offer a better way. A data sharing marketplace lets you package your data so data consumers can find it, trust it, order it, and put that data to work. Whether you're a data consumer, a data owner, or a provisioner of data, this book can help you learn more about how the marketplace can work for you.

## Inside…

- Understand the data sharing marketplace
- Seeing the value of the data sharing marketplace
- Packaging data for consumption
- Launching a successful data sharing marketplace

## Informatica

**John Carucci,** an entertainment TV producer with the Associated Press Television, is the author of several *For Dummies* books, including *Adobe Premiere Pro CC For Dummies.* He also authors books on photography and moviemaking. In the early 2000s, he was a Contributing Editor to *Popular Photography* magazine.

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