Informatica

eBook

Key Considerations to Democratize Data in a Privacy-Conscious World

Where data & AI come to LIFE™

Contents

Shared Data Could Transform Your Future

As a CDO, you face a critical challenge to democratize data while maintaining privacy and compliance. Businesses that master this balance outperform competitors by not only making better decisions but also using data appropriately to maintain customer trust and good standing with regulators.

Data democratization makes data accessible to a broader range of users to fuel data-driven decisions, power AI projects and foster a data-driven culture, regardless of technical expertise. In fact, true democratization breaks down silos and empowers business users to gain new insights without depending on IT.

As demand for data increases and an ever-growing number of privacy regulations take effect, you need capabilities that protect sensitive information — including customer and employee data — and accelerate access without compromising regulatory compliance or customer trust. The most successful CDOs integrate data security and privacy within their plans for data sharing, access and use from day one.

This guide outlines key considerations that'll help your organization prepare scalable data democratization initiatives and enable responsible use of data by all your users.

Sensitive Data Can Be Democratized

Your users need to access the trusted, useful data in their preferred tools and applications where they can fully realize its value.

Wherever they handle personally sensitive information, they need checks, balances and protections in place to ensure data is used responsibly and in line with regulations such as the General Data Protection Regulation (GDPR) in the EU and the California Consumer Privacy Act (CCPA). Ideally, automation will help them work at speed and scale.

Companies that operate in multiple jurisdictions, where diverse data protection laws apply, need the ability to move data across borders without breaching regulations. Regulated industries, such as financial services and healthcare, face additional complexity due to evolving industry standards that require agile compliance frameworks.

In the face of compliance risks like financial penalties, business interruption, reputational damage and lost revenue, many companies deliberately limit the use of their data for fear of exposing sensitive information. They risk millions in missed opportunities. However, smart data access management capabilities eliminate this trade-off, protecting sensitive information while accelerating insights.

Transform Risk into Competitive Advantage

Your organization needs more than just pipelines that get data from A to B. Modern approaches enable effective and responsible data use by embedding privacy and accountability directly into the data provisioning process.

Robust **data access management** capabilities turn privacy compliance from a burden to a business enabler. With policy-based access controls and data protection applying automatically anywhere in your ecosystem, you'll streamline approval workflows and eliminate friction from data sharing while staying in control of data.

Data democratization initiatives with data access management built in help organizations get valuable data to those who need it, at the right time without compromising on risk, compliance or customer trust.

Data Democratization Depends on Collaboration

Collaboration is essential for effective and responsible data use.

Data democratization initiatives should consider the needs of diverse stakeholders who hold roles in different parts of your organization:
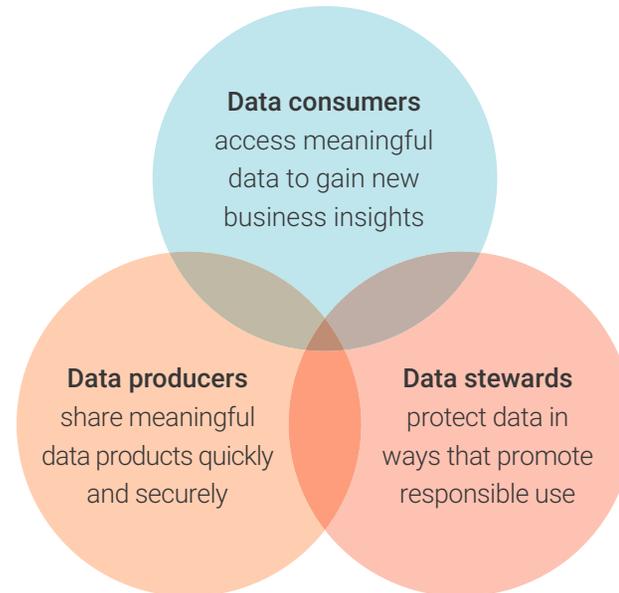
- Data consumers need frictionless access to trusted data for faster insights that drive innovation

- Data producers must share data confidently while maintaining accountability.

- Data stewards enforce policies that enable innovation while ensuring the legal and ethical use of data.

When these stakeholders collaborate efficiently, your organization can derive the full value of its data assets.

Modern data governance capabilities address the complexity, friction and risk that have proliferated as technology and regulations evolve. Automated, collaborative processes and policy enforcement scale governance without adding overhead.

Following three broad principles will help drive effective and responsible data use across your organization:

- Data consumers should be able to find, understand, trust and access data without friction or delay.

- Data producers should be able to curate and publish new data products easily with streamlined processes to share data.

- Data stewards should be able to define, enforce and maintain policies with minimal effort so that data is available without compromising compliance.

Data consumers access meaningful data to gain new business insights

Data producers share meaningful data products quickly and securely

Data stewards protect data in ways that promote responsible use

Data Democratization Depends on Collaboration (continued)

Data Consumers

Data consumers, from business analysts to specialist data scientists, access data to provide insights that drive innovation and better decisions. They want to find useful data in a matter of moments, choosing from an inventory that might hold hundreds of assets.

You should reduce the time it takes data consumers to access the data they need and empower them with approved and protected data that's ready for safe and compliant use without losing its usefulness.

Data Producers

Data producers are the individuals in lines of business or operations teams who are responsible for systems that collect, store and share data. They want to accelerate data-driven initiatives by sharing meaningful data products that data consumers trust to be both useful and safe to use. They often feel under pressure to share data more often or more broadly.

You should empower data producers to share data that maximizes utility with transparent data quality and minimizes risks with clear terms of use that are easy to enforce. They need a solution that can manage the challenges of scale.

Data Stewards

Data stewards are responsible for policies and rules that govern data use across their organization. They support business operations by promoting and enabling responsible data use. Stewards want to ensure their organization uses data within the bounds of regulations and customer expectations, and they play a critical role by defining policies and reviewing requests to use or share data.

You should empower data stewards to implement company policies across multiple systems and keep them up to date as circumstances change. This way, they can ensure valuable data is consistently available without compromising compliance.

10 Considerations to Prepare for Responsible Data Democratization

Ask your team these questions to explore whether you're ready to democratize your data in today's privacy-conscious world.

(1) ### Can you make data-driven decisions quickly?

Timely access to data is critical to gaining accurate insights that drive competitive data initiatives. Technology makes it easy to move data between sources and applications, but complex, ad hoc or manual approval processes still delay access to data in many organizations. Applying consistent access controls and data protection accelerates access to data and insights.

Many organizations have adopted a **data marketplace** to support streamlined, repeatable and scalable access to data. A marketplace with built-in data access management capabilities will allow you to automate the steps to approve data access and apply policy-based controls as data moves from source to user.

(2) ### Can you provide data access to more and more users?

Businesses want to give their business users access to data, distributing the work to discover valuable insights beyond specialists like data scientists. Legacy governance measures often blocked data access for business users, but democratizing data responsibly means controlling what's accessed without disrupting the ability to find new insights.

With access controls based on user attributes, data access management ensures everyone get a view of data that's appropriate to their role and sensitive data can be accessed safely. If you can enforce who views what data, when, where and for what purpose, you're able to provide data access to a broad range of users.

10 Considerations to Prepare for Responsible Data Democratization (continued)

3 **Can you realize value from more data than ever before?**

Data fuels analytics and innovation, so businesses want to make as much data available to analyze as possible. In many organizations, however, legacy governance mandates leave useful data untapped and inaccessible in restricted sources or siloed away from most users. Data access management policies deployed in data integration workloads or pushed down to data platforms and analytics tools will transform sensitive data into safe data, unlocking more data sources to exploit in more use cases.

4 **Can your data stewards protect data without slowing access?**

Data stewards want to align data protection with approved business use, regulations and compliance frameworks, such as data sovereignty. Conditional policies — defining which controls should be enforced under which conditions — act as the contract between those who own data, those who protect data and those who use it at the end of the day. If you give your data stewards an intuitive policy management experience, they will accelerate access to data that drives innovation. A data access management solution that applies policies automatically will allow you to provide safe access to data at speed and scale.

10 Considerations to Prepare for Responsible Data Democratization (continued)

5 **Can your data producers share data with confidence it's safe to use?**

Data producers need to assign descriptions and terms of use that make it easy for data stewards to define relevant policies and data consumers to find and understand available data. **Data cataloging**, data access management and a data marketplace should work together with seamless hand-offs so that data producers can curate and share protected data assets with the transparency that promotes frequent and responsible use.

6 **Can your data consumers access data when they need it?**

Data consumers need access to the right data at the right time, but they often struggle to locate relevant and approved data. Self-service access to data will enable data consumers to order data products for their favored applications, but complex processes extend the time it takes to access data in many organizations. A data marketplace with built-in data access management capabilities will allow you to enforce policies without interrupting the flow of data to users.

7 **Can you protect data without diluting its value to the business?**

You want to give users data with the highest possible analytical utility so that they can realize frequent and accurate insights. Legacy privacy solutions often dilute data's business value by applying data protections in ways that disrupt accurate analysis and obscure insights. You'll need data access management capabilities that enable you to tune data resolution for each analysis using a wide range of data protection techniques in any combination.

8 **Can you complete every project responsibly?**

Organizations get the best outcomes when they address data privacy risks in the context of projects and business goals. Individual projects need controls that fit their unique circumstances. Data access management leverages metadata to drive controls that balance the highest standard of data utility and privacy for each initiative. Conditional logic and contextual metadata, organized in rules and policies, allow governance teams to scale data access and protection across projects, teams and lines of business.

10 Considerations to Prepare for Responsible Data Democratization (continued)

9 **Can you enforce policies across your ecosystem?**

Many organizations support a range of analytics activities, from reporting and visualizations with BI tools to predictive modeling with machine learning algorithms. If your data consumers analyze data in diverse platforms and environments, you need to protect the sensitive data you share to each of these technologies. Data access management capabilities should distribute to multiple targets such that a single policy can be applied in high-volume data pipelines or pushed down into data platforms and tools like Snowflake, Databricks and Power BI.

10 **Can you adapt to change easily?**

You need to keep pace with new regulations. What you do today might not always comply with every regulation that applies to your business. Equally, your organization's risk appetite may change, requiring changes to your processes. Maintaining data democratization over time will require data access management policies you can easily adapt for changing conditions without having to rebuild from scratch.

Why Informatica

How did you score? Do you need to improve your capabilities to democratize data responsibly?

Informatica's intelligent and automated data governance capabilities equip organizations to design collaborative workflows and embed privacy controls in their data operations, enabling effective and responsible data use for every user.

Informatica's Cloud Data Access Management, a service of Intelligent Data Management Cloud (IDMC), leverages Informatica's intelligent discovery, classification and cataloging capabilities to apply access controls and data protection appropriately in any given context. Intuitive policy authoring helps users align data access management with approved business use, risk tolerance and regulatory frameworks.

IDMC's **Cloud Data Marketplace** solution empowers data consumers with easy access to data and the business context to understand its relevance without specialist technical skills or deep data literacy. Marketplace users experience streamlined approval processes and automated data access management in the process of ordering data.

As the only enterprise **data management** platform, the **Informatica Intelligent Data Management Cloud** is uniquely positioned to achieve scale and avoid the friction of a multi-party solution.

Get ready for analytics and AI by delivering trusted data to those who need it, when they need it.

Additional Resources

6 Powerful Ways
Data Sharing Can
Transform Your
Business

How to Fuel
Data-Driven
Decision Making
in 4 Easy Steps

Cloud
Data Access
Management

Cloud Data
Marketplace

READ EBOOK

READ EBOOK

READ DATASHEET

READ DATASHEET

About Us

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.™**

Where data & AI come to LIFE™

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