

# Learn How to Build a Multicloud Data Governance Catalog You Can Talk To

## Ed Zou

Vice President  
Product Management  
Oracle Corporation

## Eddy Widjaja

Ecosystems Solutions Director  
Informatica

## Larry Fumagalli

Sr. Dir. Data Strategy and Architecture  
Oracle Corporation

# Agenda

**1**

## **Reinventing your Data Platform**

Modernize in OCI,  
the Oracle Cloud

**2**

## **Informatica Partnership**

Migrate and modernize  
Latest news

**3**

## **Inventing your AI Platform**

Joint blueprint for GenAI



# Reinventing Your Data Platform

- ❖ Modernize with the  
Oracle Modern Data Platform

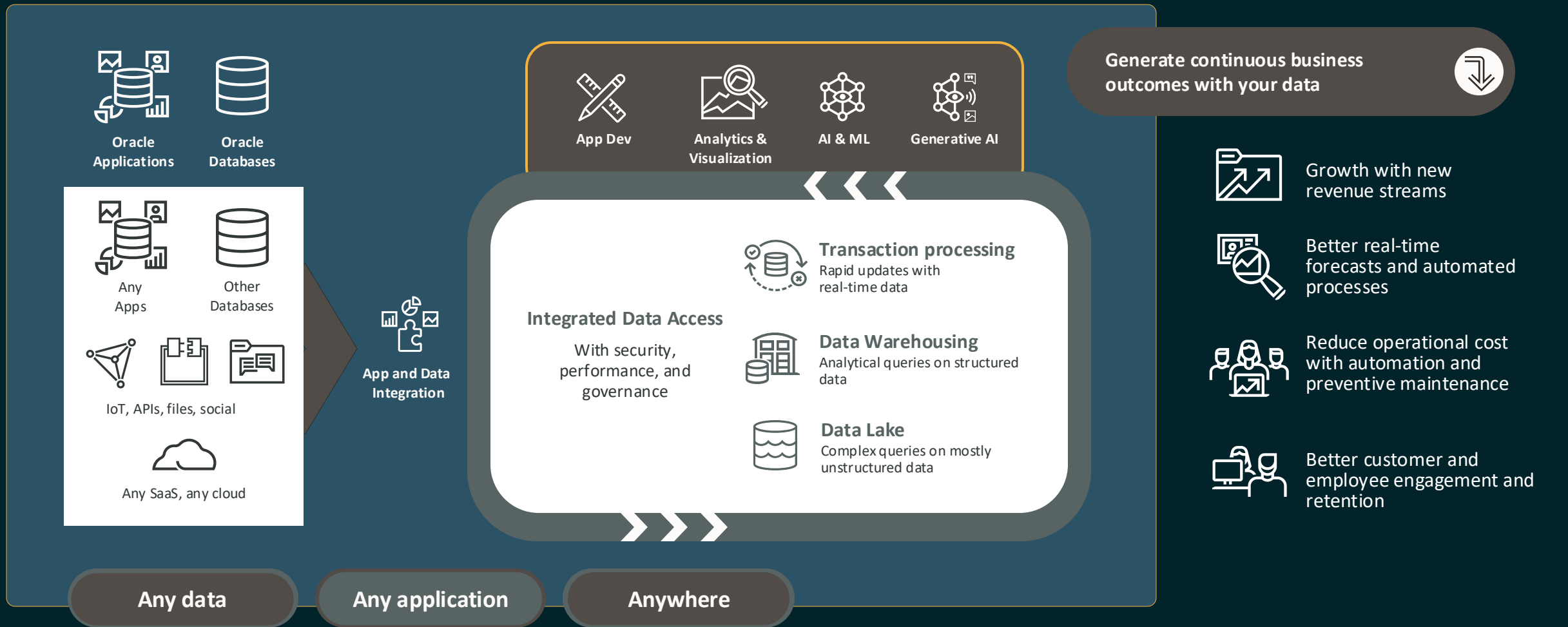
# It's time to RE-INVENT

*Innovation is moving faster than ever! (again)*

- At the core, you need trusted data
- Now, LLMs must accurately include App data
- Connectivity is expanding (open, hybrid and multi-cloud)
- AI is driving extraordinary IT investments
- New AI conversational experiences and deep learning are driving new applications and business workflows

# Oracle Modern Data Platform

## The Power of Any



# Oracle Modern Data Platform

## We meet you where you are



Oracle Applications



Oracle Databases

Generate continuous business outcomes with your data



App Dev



Analytics & Visualization



AI & ML



Generative AI



Growth with new revenue streams



Better real-time forecasts and automated processes



Reduce operational cost with automation and preventive maintenance



Better customer and employee engagement and retention



App and Data Integration



Informatica

Governance  
...and more

### Integrated Data Access

With security, performance, and governance



#### Transaction processing

Rapid updates with real-time data



#### Data Warehousing

Analytical queries on structured data



#### Data Lake

Complex queries on mostly unstructured data

Any data

Any application

Anywhere

Open

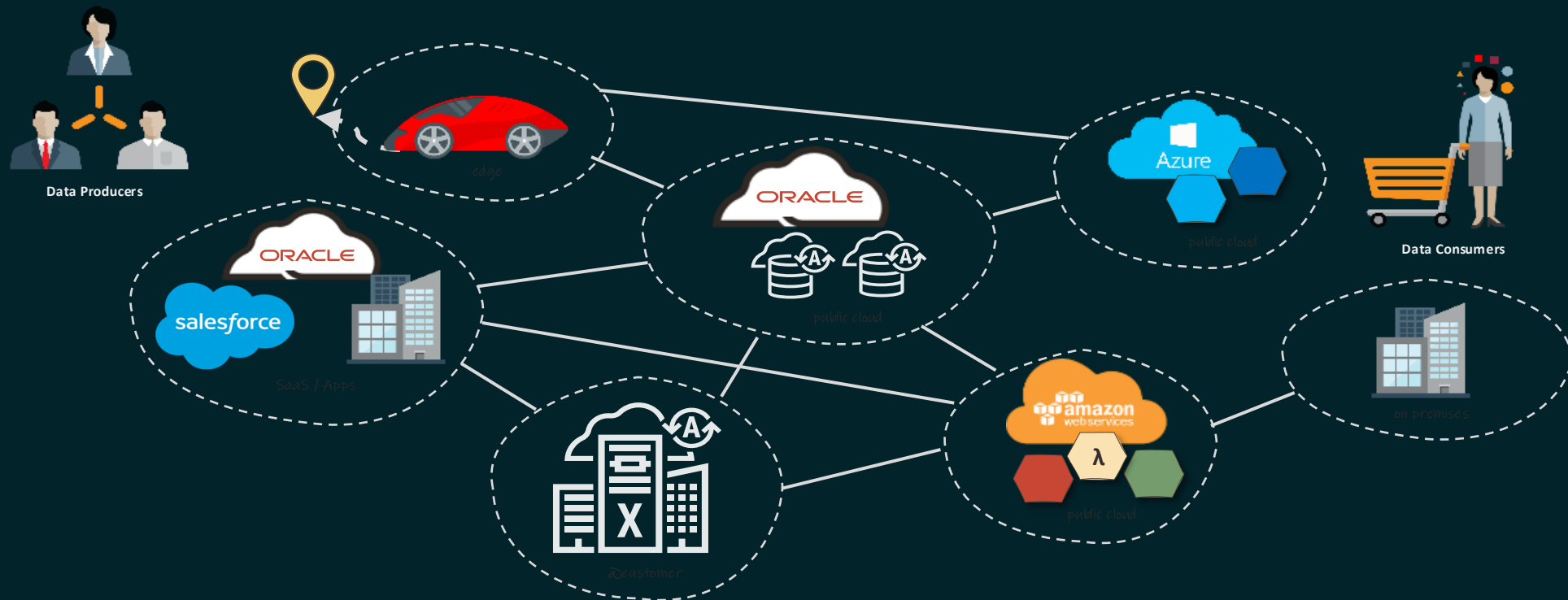


Oracle meets you where you are



# Informatica partnership provides data trust and access across the open Oracle Modern Data Platform

Enterprise metadata management enables data governance, data quality, and data marketplaces





# Oracle and Informatica partnership

Brings an industry leader to OCI and joint accountability

## Modernize your data warehouse and entire data platform

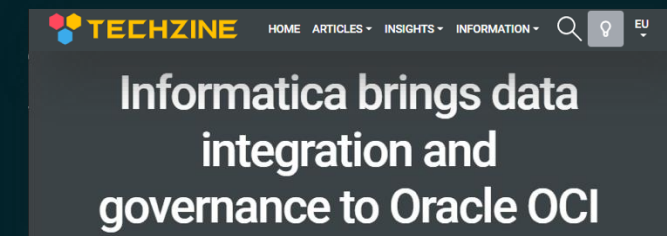
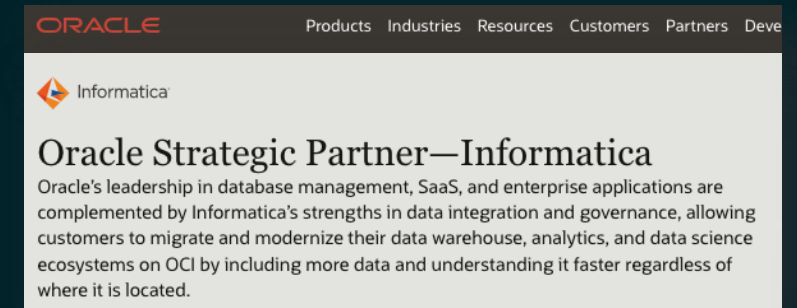
- Upgrade your capabilities and offload operational responsibilities
- Improve data governance and operate at scale within and across clouds

## Spend less and lower total cost of ownership

- OCI can run INFA workloads at 50% less cost than other cloud platforms
- Preserve existing investments and skills – minimize business disruption
- Many financial incentives to migrate workloads to OCI

## Committed to your success

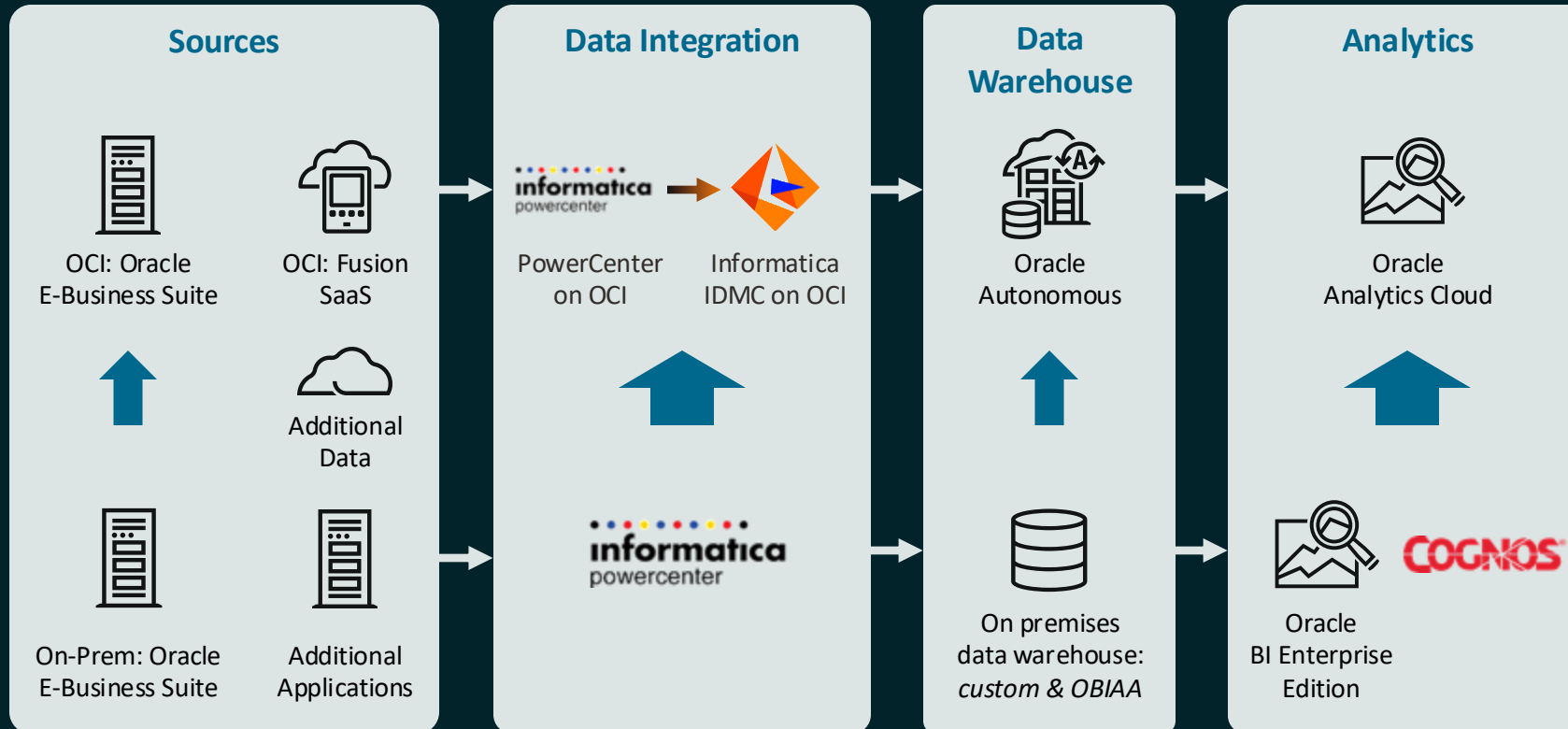
- Three partners are aligned to offer services and automated migration programs





# Worthington Steel

Exit the data center and accelerate analytics



## Business motivation

- Reduce IT administrative and infrastructure costs
- Upgrade analytics performance and reporting
- Adopt GenAI to be more competitive

## Key strategies

- Minimize migration disruption, lift and shift to start
- Centralize data in new autonomous data warehouse
- Modernize in IDMC with business priorities
- Use native OCI platform AI capabilities

## Details

- Migrate on premises OBIAA data warehouse to Autonomous
- Migrate OBIEE and Cognos dashboards to Oracle Analytics Cloud





"Oracle and Informatica are a natural pairing, and this partnership offers customers significant value. Customers are offered many incentives to migrate to the cloud and retain their existing on premises investments."

Stewart Bond, Research Director  
IDC's Data Integration and Intelligence Software Service

Announcing General Availability

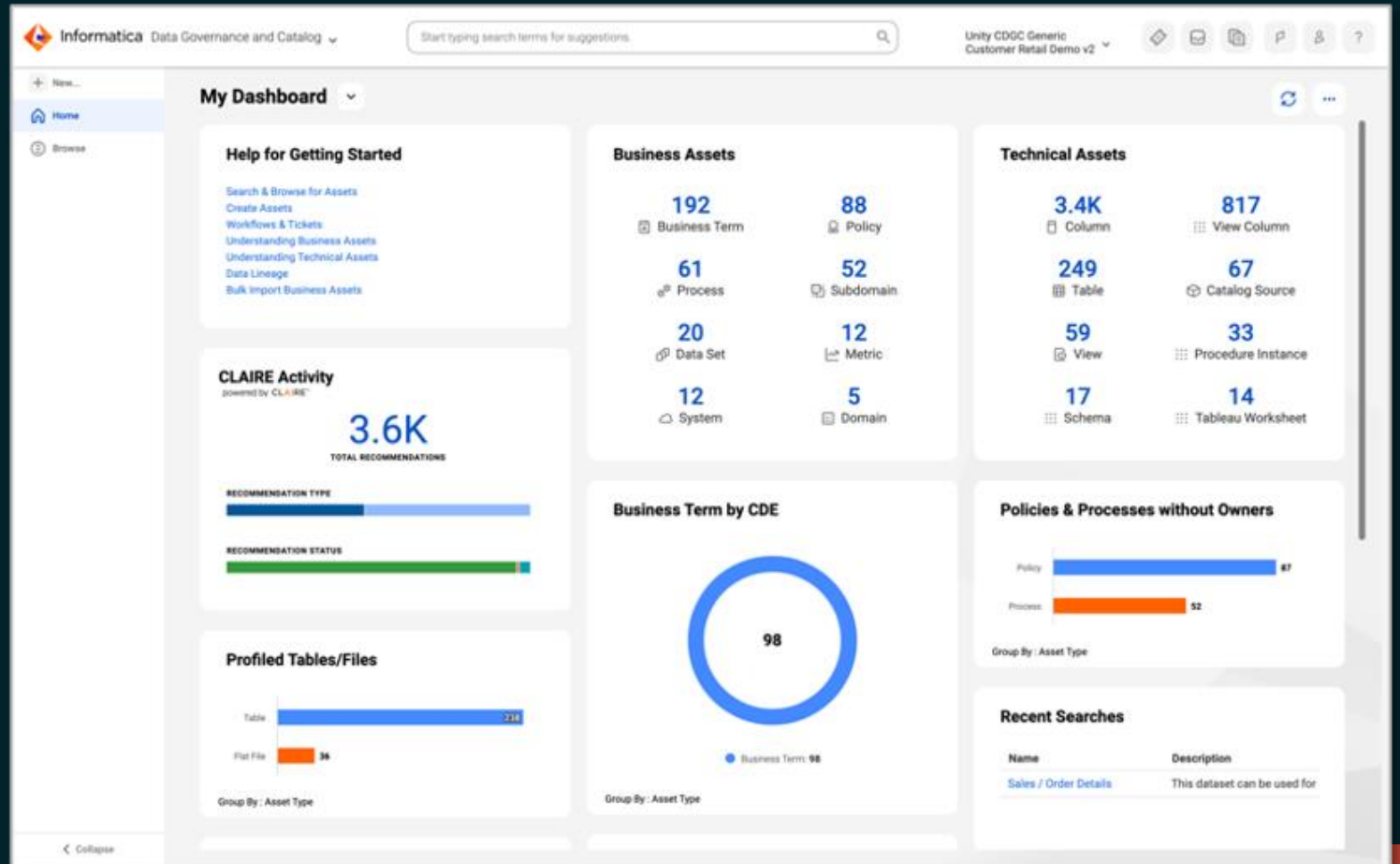
# Cloud Data Governance and Catalog

Native deployment on Oracle Cloud Infrastructure – OCI Marketplace also available



## Data Governance and Catalog Understand and Govern

- Experience unified governance and catalog capabilities
- Easily search with browsable hierarchies
- Get business and technical views of data lineage
- Govern both data and AI models
- Operate at scale with AI-powered automation and intelligence

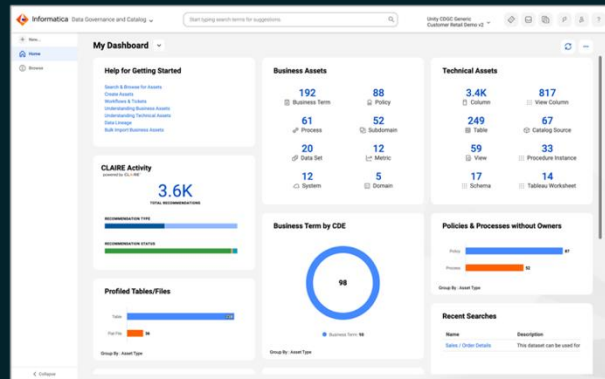


# Governance improves trust and enables access

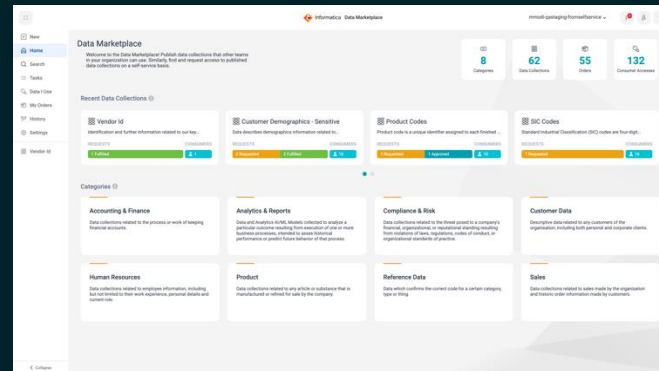
Native solutions within Intelligent Data Management Cloud (IDMC) on Oracle Cloud Infrastructure



Data Governance  
and Catalog  
Understand and Govern



Data  
Marketplace  
Share and Democratize

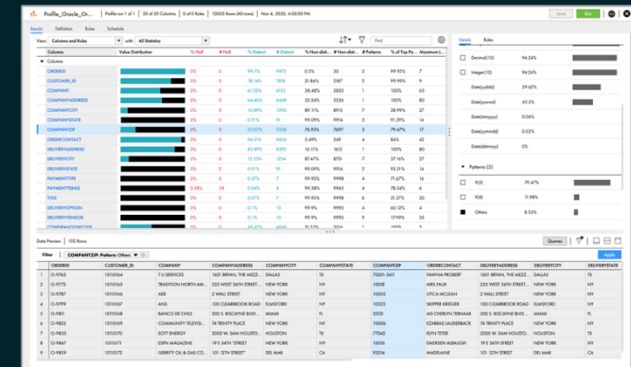


preferred targets

- Track fulfillment with full visibility



Data Quality and  
Observability  
Cleanse and Trust



- Integrated data quality scorecards for trust-based governance



Announcing General Availability

# Oracle GoldenGate scanner for CDGC

Industry-leader for fault tolerant data replication and data integration

**ORACLE**  
GoldenGate

- Production data sources
- Operational data stores
- Data warehouses
- Oracle databases
- Non-Oracle databases
- Big data databases, data stores
- Message stores (Kafka)
- Connections to all cloud providers
- Connections to 100s of app and data services



Announcing General Availability

# PowerCenter Cloud Edition on OCI

Simplify and minimize risk for on premises to IDMC migrations



- 100% of PowerCenter assets
- Migration speed improvements
- Prioritize highest value and lowest TCO

# Demonstration

[Click here for demonstration](#)

## Informatica (IDMC) running in the Oracle Cloud

- ❖ Setup
- ❖ Multicloud governance with GoldenGate



# Where to begin...

## Oracle LiveLab to install Informatica IDMC agent

The screenshot shows the Oracle LiveLabs interface for the workshop "Transform Data with Informatica Data Integration > Introduction". The page includes a search bar, navigation tabs for "Introduction", "About this Workshop", "Learn More", and "Acknowledgements", and a list of lab steps: "Get Started", "Lab 1: Verify Setup", "Lab 2: Load Data into ADW Instance", "Lab 3: Run Scripts", and "Need Help?". The main content area is titled "Introduction" and contains the following text:

**About this Workshop**  
Oracle and Informatica have formed a business and technical partnership. In this LiveLab we want to introduce you to one of Informatica's pillar services (Data Integration) and demonstrate how you can easily get up and running in the Oracle Cloud Infrastructure.

Estimated Workshop Time: -- 60 minutes

**Objectives**  
In this workshop, you will learn how to:

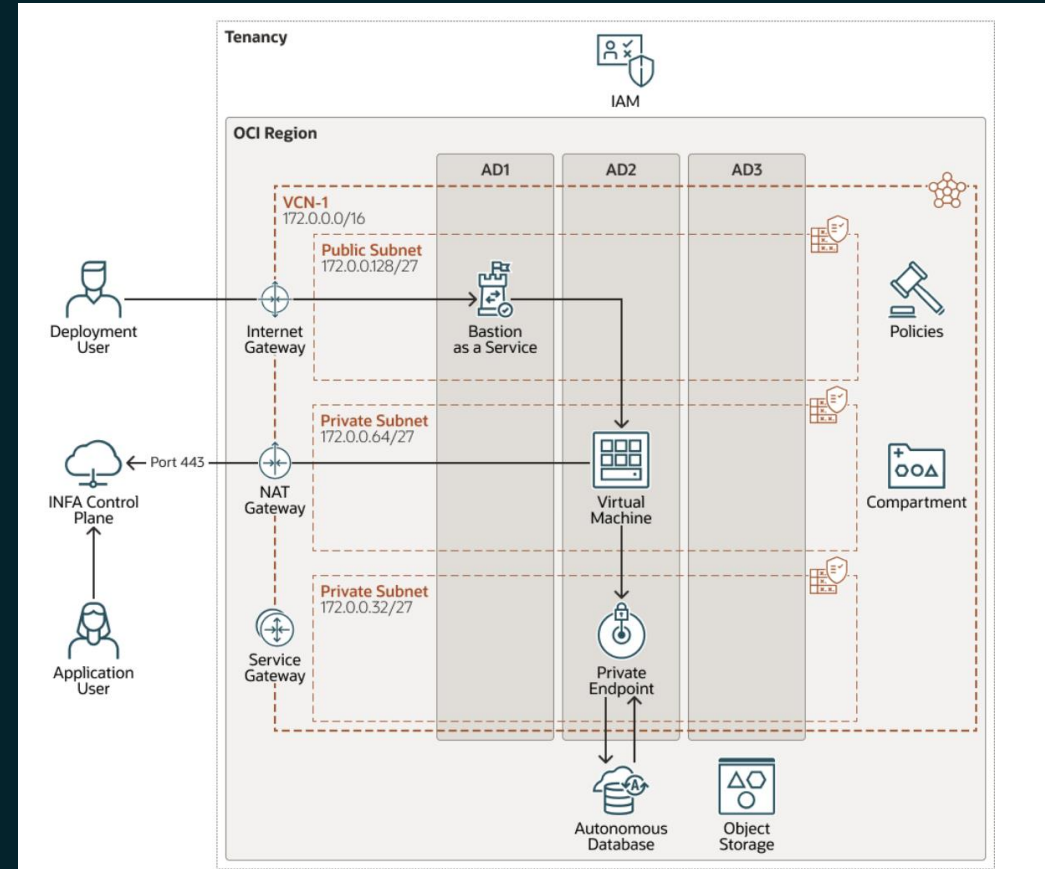
- Install and Configure an Informatica Secure Agent.
- Setup the necessary environment to allow a user to build an Informatica mapping that will allow for the transformation of data using an ADB instance.
- Load data from an Oracle Object Storage bucket into a ADB.
- Transform data by combining data from a number of tables and columns in ADB into a format needed for analytics using Informatica Data Integration.

**Prerequisites**  
This lab assumes you have:

- An Oracle account
- An Informatica Account
- A basic understanding of the Oracle Cloud and the use of data management tools
- Created an Oracle Autonomous Database instance
- Completed the Autonomous Database 15 Minute Quick Start LiveLab

Buttons for "Expand All Tasks", "Learn More", and "Acknowledgements" are visible at the bottom of the content area.

## Reference architecture for IDMC agent on Oracle Cloud Infrastructure



LiveLab  
workshop



Github  
download





# Inventing Your AI Platform

❖ Joint Blueprint for GenAI

ORACLE



Informatica

SaaS Apps

AI Services

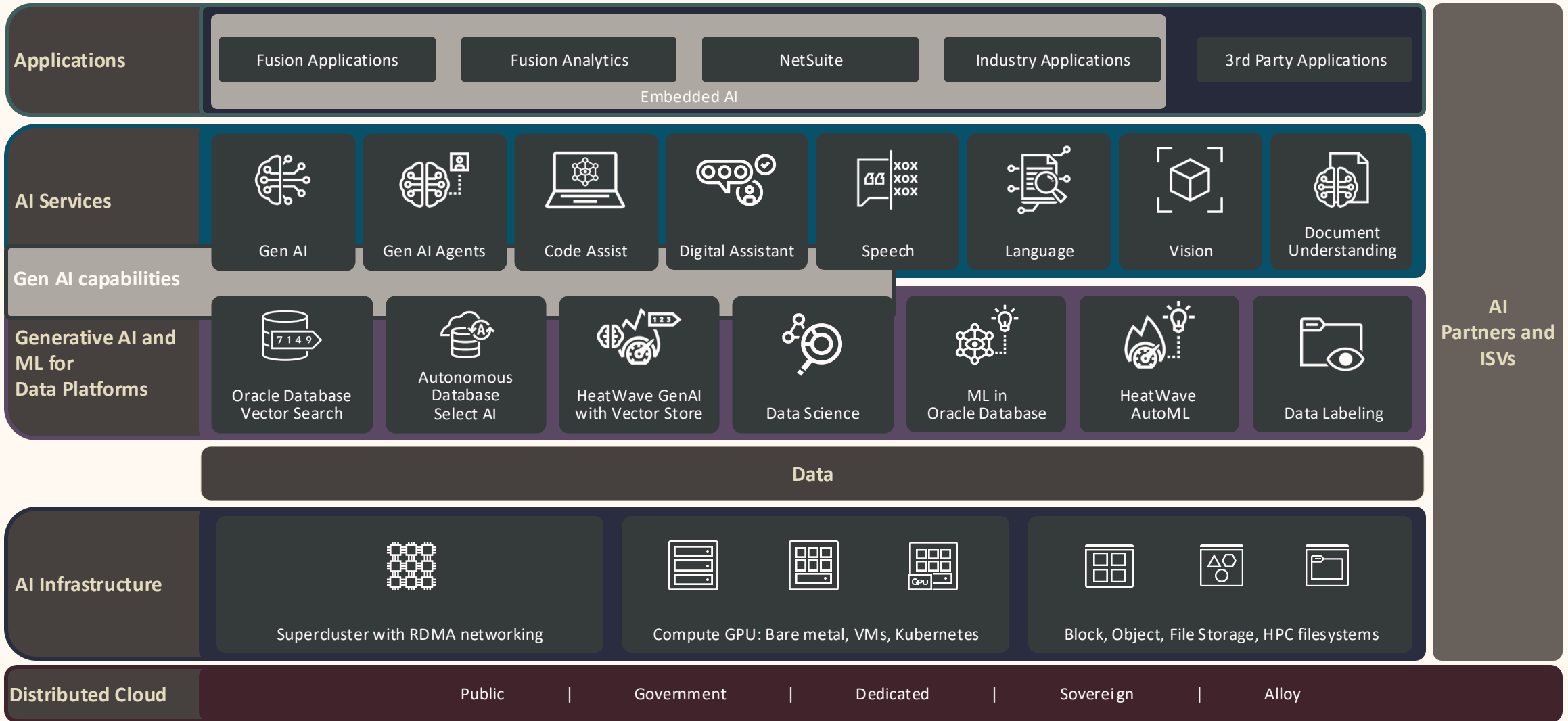
Data

Infrastructure

Partners

Oracle brings AI to  
**every layer** of your  
enterprise portfolio

# The Oracle AI stack



# Generative AI use cases across business functions



## Customer Operations

**Automated customer service** based on customer's product suite, experience and language

**Real-time AI call scripts** based on conversation history and caller context

**Post call agent feedback** on call performance, ways to optimize future calls



## Marketing

**Content generation** for ecommerce (product descriptions), B2B (articles optimized for SEO) in brand voice

**Mass personalization** of search, outreach, customer nurture based on buyer profile and usage history

**Synthesis, clustering of unstructured customer data** to identify new trends and personas



## Sales

**Custom sales outreach** based on interaction history, prospect profile to free up sales rep time

**Virtual sales reps** that guide prospects through offerings through to a sale

**Custom sales pitch generation** for new customers based on existing content



## Product Development

**Analysis, cleaning, and labeling** large volumes of data, such as user feedback, market trends, surveys

**Coding and API auto-completion** to speed up development,, refactoring, and systems integration

**Testing automation** through creation of synthetic data, and compilation of log data



## Strategy and Finance

**Synthesis of unstructured data** from earnings calls, analyst reports and other sources

**Automation of complex, context heavy processes** like expensing, AR

**At scale monitoring** of competitors, customers, across public, private sources

# Requirements for Enterprise-Grade Generative AI Apps

Create an AI foundation governed by enterprise data context and rich metadata intelligence



Grounded

- ✓ Models hallucinate
- ✓ Fine-tuning is hard to manage and ensure consistent quality



Contextualized

- ✓ Models don't understand your enterprise terminology and semantics
- ✓ Ensure prompts are enriched with your business context
- ✓ Rich summarizations applicable to your business



High Quality

- ✓ Curated and consistent
- ✓ Not all data is created equal
- ✓ Responses need to be accurate



Easy to  
Develop and Deploy

- ✓ Develop and deploy without lots of hand-coding
- ✓ Rapidly adopt new & evolving Generative AI capabilities

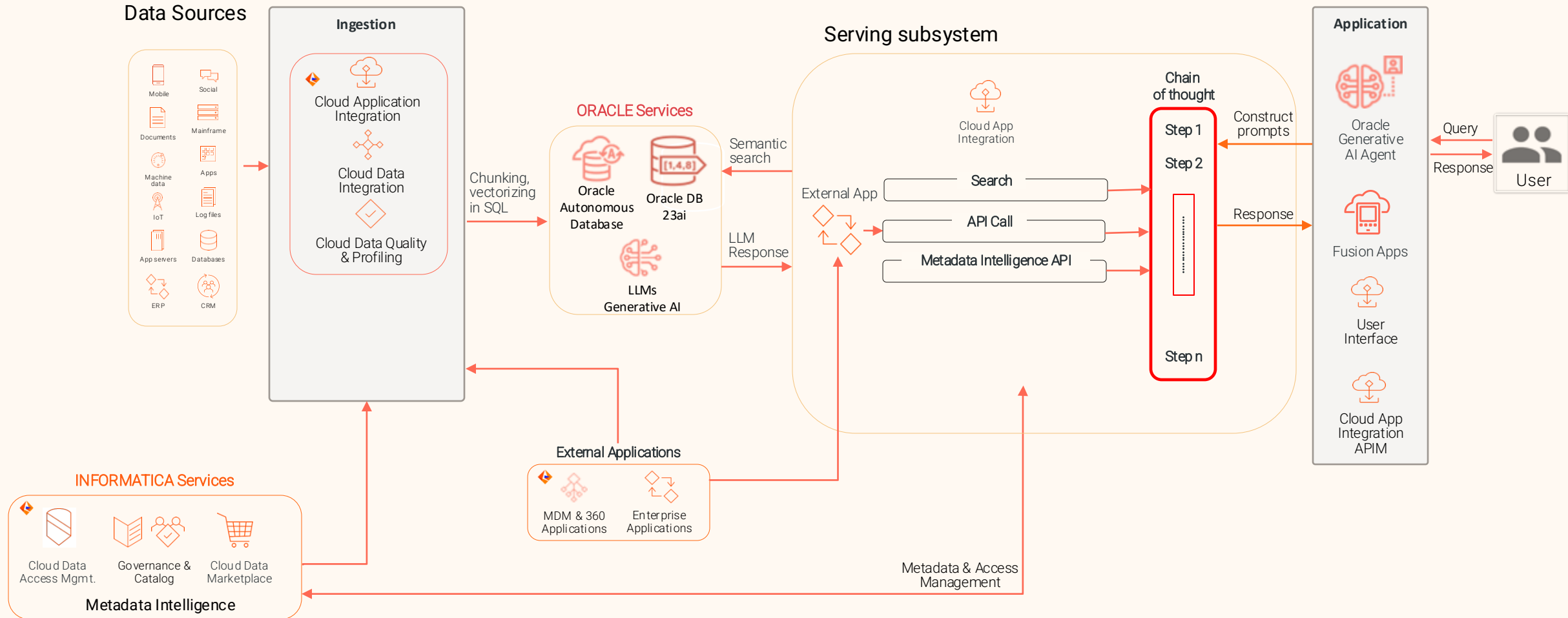


Governed & Secure

- ✓ Transparent and traceable
- ✓ Enforce data access policies
- ✓ Cost and usage control



# Informatica and Oracle's Generative AI Architecture Blueprint





# Blueprint offers real-time LLM and governance

Create an AI foundation governed by enterprise data context and rich metadata intelligence



Grounded

- ✓ Reduces hallucinations by using enterprise data stores for real-time RAG



Contextualized

- ✓ Enterprise data catalog contains business and technology language
- ✓ Enterprise and semantic data captured in a high performance vector store
- ✓ LLM experience always within business context



High Quality

- ✓ Data quality policies ensure consistency and accuracy



Easy to  
Develop and Deploy

- ✓ Prebuilt services allow for rapid implementation and testing.
- ✓ Accessible to any low-code environment, such as Oracle APEX



Governed & Secure

- ✓ Query fine tuning is transparent for refinement
- ✓ Controls for data access, and cost transparency



# Demonstration

## Informatica and Oracle GenAI Blueprint

- ❖ LLM data discovery using a chatbot
- ❖ Access to high quality data
- ❖ LLM experience governed by RAG

# Generative AI with IDMC and Oracle ADB 23ai

## Use case: order fulfillment analyst to determine a delivery date to customer

- Use Gen AI to power a natural language conversational interface
- Oracle Autonomous Database 23ai as RAG database and Gen AI capabilities
- Data sources from MDM Product 360 and Supplier 360 data - trusted, high-quality data
- Cloud Application Integration (CAI) as low-code/no-code process orchestration; operates as APIs between chatbot UI and backend IDMC services
  - Prompt engineering
  - Database integration
  - CDGC - for additional context e.g. data quality score, business glossaries, terms-of-use/policy
  - CDAM - policy-based access control

# Generative AI with IDMC and Oracle ADB 23ai

The screenshot displays the ACME, INC Order Management interface. On the left is a navigation sidebar with options: Order Management, AI Order Assistant (with a warning icon), Create Order, Archive, Customers, Products, Reports, and Calendar. The main area is titled 'Order Management' and features an 'AI Order Assistant' section with a 'Llama 3' model selector and a large empty text area for interaction. Below this is a 'Use Context' toggle and a text input field with the placeholder 'Ask me anything...'. To the right, an 'Orders' section includes a search bar and a list of orders categorized into 'Recent Orders' and 'Older Orders'. Each order card shows the order ID, customer name, status, order date, estimated delivery date, address, and total amount.

Order ID	Customer	Status	Order Date	Est. Delivery	Address	Total
#14595	Cortez IT Services, S.A. de C.V	needs review	2024/08/14	TBD	Gral Ferreria NO. 2250 Baja, Tijuana 22040 MX	\$13,399.99
#14594	Dynamac Systems, Inc	fulfillment	2024/08/10	2024/08/19	1200 Front Street Denver, CO 80210 US	\$6,410.87
#14593	Trendline	shipped	2024/08/06	2024/08/16	64101 Timberline Drive Irvine, CA 90210 US	\$880.10
#14590	FRB	closed	2024/07/02	2024/07/12	64 Paxton Ridge Dr Washington, DC 20001	\$12,800.00
#14590	AllSmith Industries	closed	2024/07/02	2024/07/12	64101 Timberline Drive Irvine, CA 90210	

# Resources

- Gen AI demonstration based on architecture blueprint



<https://video.informatica.com/detail/video/6361738071112>

- Innovate faster with Claire Generative AI Copilot - Alpha program



<https://now.informatica.com/claire-genai-ipass-registration-page.html>

# Deploy faster with Recipe

The screenshot shows the Informatica Application Integration user interface. At the top, the Informatica logo and 'Application Integration' are on the left, and 'Event - Oracle CloudWorld' with user profile and help icons are on the right. A left-hand navigation menu includes options like 'New...', 'Home', 'Explore', 'Recipes', 'My Processes', 'My Import/Export...', 'Configure Guides', and 'Natural Language...'. The main content area displays the details for a recipe titled 'Recipe - Natural Language Interaction with Oracle SelectAI'. A 'Use' button is visible in the top right of the recipe card. Below the title, the 'Recipe Details' section lists the following information:

<b>Name:</b>	Natural Language Interaction with Oracle SelectAI
<b>Description:</b>	Use the Natural Language Interaction with Oracle Select AI recipe to query Oracle Autonomous Database 23ai using the Select AI natural language interface.
<b>Access Type:</b>	Public
<b>Permissions:</b>	Copy
<b>Details:</b>	<a href="#">How to use this recipe</a>
<b>Publisher:</b>	Informatica
<b>Published On:</b>	Sep 11, 2024, 2:17 AM
<b>Version:</b>	1.0.0

At the bottom left of the recipe card, there is a '< Collapse' button.

# Getting Started

## Reinvent your Data and AI platform

- ❖ Migrate and modernize
- ❖ Accelerate your AI strategy
- ❖ Trust data with governance



## Learn more

- Visit Informatica @ OCW website
- Chat with Oracle or Informatica

## Get hands on

- Use the GenAI Blueprint
- Try an Oracle Cloud LiveLab
- Get started in the OCI Marketplace

# Next Steps



ORACLE  
DatabaseWorld  
at CloudWorld

Thank you!