

# Incept Data Solutions – Informatica Sales Data Sheet

## Company Overview

- Company Name: Incept Data Solutions, Inc.
- Headquarters: 22365 Broderick Drive, Ste#230, Dulles, VA, 20166, United States
- Industry: Data Governance, Data Integration, and Data Quality
- Website: [www.inceptds.com](http://www.inceptds.com)
- Workforce: Over 50 certified Informatica consultants

## Informatica Sales Partnership

Key Focus Areas:

- Data Governance
- Data Quality
- Data Integration

Specialties:

- CDGC (Cloud Data Governance & Catalog)
- CDQ/CDI (Cloud Data Quality & Cloud Data Integration)
- CDMP (Cloud Data Marketplace)
- CDI (Cloud Data Integration)
- CloudBridge™-Driven Modernization [AXON to CDGC]

## Services & Solutions

### Data Governance & Quality Solutions

- Data Quality Scores in CDGC Scorecards  
Uses native CDGC APIs to retrieve and display Data Quality (DQ) scores.
- Database-Driven Data Quality Process  
Integrates CDQ, CDI, and external databases for configurable, parameterized DQ solutions.  
Includes an interactive dashboard for analysis & visualization.
- Data Provisioning  
A Comprehensive Solution for Data Provisioning based on CAI.

### Modernization & Migration Solutions

- Axon-to-CDGC Migration  
Uses CloudBridge™ to automate the migration, reducing errors and risks.
- PowerCenter-to-CDI Migration  
Cost-effective modernization leveraging Informatica's utility & India-based teams.
- IDQ-to-CDQ Migration  
Fast, efficient transition from Informatica Data Quality (IDQ) to Cloud Data Quality (CDQ).

## Services & Solutions

### Technology Displacement Expertise

Incept has successfully displaced competitors in favor of Informatica, including:

- Microsoft Data Fabric
- Collibra (DQ & Data Catalog)
- Atlan, Monte Carlo, BigEye, Alation
- Quest, OvalEdge, DQLabs, Ataccama
- BigID, Securiti.ai, Soda

### Key Wins With Informatica

#### Wins

1. EISAI USA
  - Established Informatica as the foundation for Data Governance, Data Quality, and Marketplace.
2. Sampo America Insurance
  - Migrated from PowerCenter to CDI/IDMC for modernization & future scalability.
3. White & Case LLP
  - Helped secure Informatica over Microsoft Azure through competitive evaluation.
4. Opella Healthcare Group
  - Assisted in transitioning from Collibra to Informatica CDGC & CDQ with low-risk migration strategies.
5. SureScript
  - Turned an initially unhappy client into winning against Atlan, Microsoft Data Fabric, and BigEye.

### References

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#### Transforming Data Governance with Informatica at Sanofi

- CDGC Deployment: Incept implemented Cloud Data Governance and Catalog (CDGC) for a major U.S. client in June 2022, creating a scalable governance framework.
- Self-Service Data Quality: Developed a self-service data quality framework showcased at the MIT CDOIQ Symposium.
- Informatica Marketplace: Completed the Informatica Marketplace implementation by February 2024, improving data exchange and collaboration.
- Conclusion: Incept was the first partner to deploy CDGC for a major U.S. client and continues to lead in data governance innovation.

## References

# Opella.

### Data Governance Strategy & Implementation for Opella

- Project Scope: Leading a data governance initiative for Winthrop Industries (France) using CDGC, CDQ, and Data Marketplace.
- Strategic Governance Approach: Aligning data governance strategy with business goals, embedding governance best practices.
- First CDGC Deployment in the Region: Established a foundational governance framework with an eight-person expert team.
- Enhancing Data Quality with CDQ: A nine-person team implemented enterprise-wide data quality improvements.
- Empowering Users with Data Marketplace: Created a centralized hub for data sharing and collaboration.
- Pioneering DQaaS: Piloted Data-Quality-as-a-Service (DQaaS) to enhance scalability and usability.
- Advanced Data Quality Scoring & Provisioning:
  - Developed a database-driven DQ scoring process integrated with CDGC Scorecards for real-time assessment.
  - Built a secure Data Provisioning Solution ensuring controlled access for business analysis.
- Conclusion: The CDGC, CDQ, and Data Marketplace integration establishes Winthrop Industries as a leader in strategic data utilization.

## REGENERON

### Successful Data Quality-as-a-Service (DQaaS) Strategy for Regeneron, Inc.

- Project Scope: Similar to the Opella case study, focusing on quality using CDQ with a complete Data Quality Strategy.
- Pioneering DQaaS: Piloted Data-Quality-as-a-Service, focusing on usability and scalability.
- Advanced Data Quality Scoring & Provisioning: Implemented a real-time data quality scoring system and secure data provisioning for controlled access in Alation.
- Conclusion: The integration of CDQ, and Alation has set Regeneron show Incept's ability to integrate Informatica with ecosystem partners and other data management technologies.

## Takeaways

- ✓ **First-to-market expertise:** Incept was the first to deploy CDGC for multiple clients.
- ✓ **Scalability & Strategy:** Implementing data governance frameworks aligned with business goals.
- ✓ **Innovation in Data Quality:** Self-service DQ, DQaaS, and Data Marketplace solutions improving accessibility and governance.
- ✓ **Enterprise-wide Impact:** Strengthening data accuracy, governance policies, and decision-making.
- ✓ **Published rate card** ([inceptds.com/informatica-sales](https://inceptds.com/informatica-sales))
- ✓ **Volume discounts & fixed-price projects** offered
- ✓ **Free Proofs of Concept (POC)** for Informatica Solutions like converting from Collibra

# Thank You

for additional information

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