

Whitepaper

# Closing the Loop

Enhancing IDMC Workflows with Email Notifications for Seamless MDM Governance

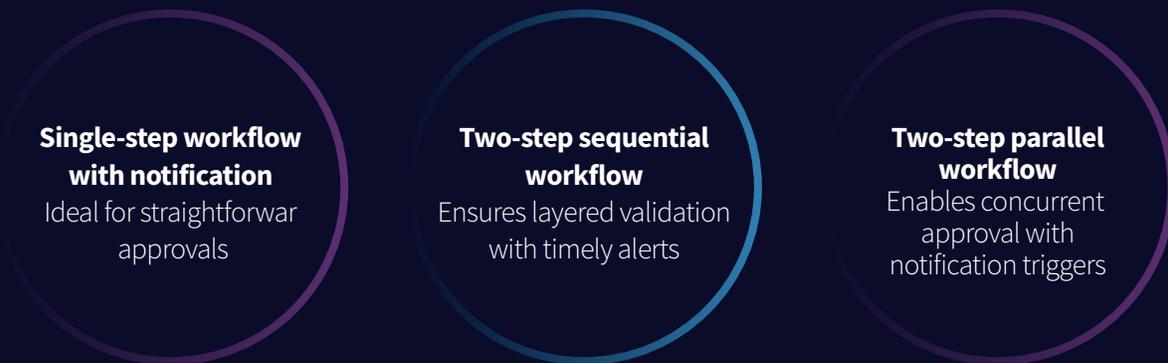


# 1. Executive summary

Master Data Management (MDM) is a strategic imperative for modern enterprises. It ensures consistency, accuracy, and governance. It empowers organizations to maintain a single source of truth, enabling better decision-making, regulatory compliance, and operational efficiency. Informatica’s Intelligent Data Management Cloud (IDMC) is a leading unified data management platform providing Software as a Service-based (SaaS) MDM, data quality, and data integration services. However, despite the robust capabilities of IDMC, a key gap persists: the absence of native email notifications within MDM workflows. This limitation leads to missed approvals, delayed actions, manual follow-ups, and ultimately, compromised data governance. The consequences are significant—ranging from business disruptions and loss of stakeholder trust to compliance violations and financial penalties.

To address this challenge, LTIMindtree has developed an Informatica Intelligent Data Management Cloud native accelerator that seamlessly integrates email-based notifications into IDMC workflows. This enhancement ensures that stakeholders are alerted at every stage—creation, assignment, approval, rejection, and remediation—thereby closing the loop on governance and accountability.

## The whitepaper introduces three customizable workflow models:

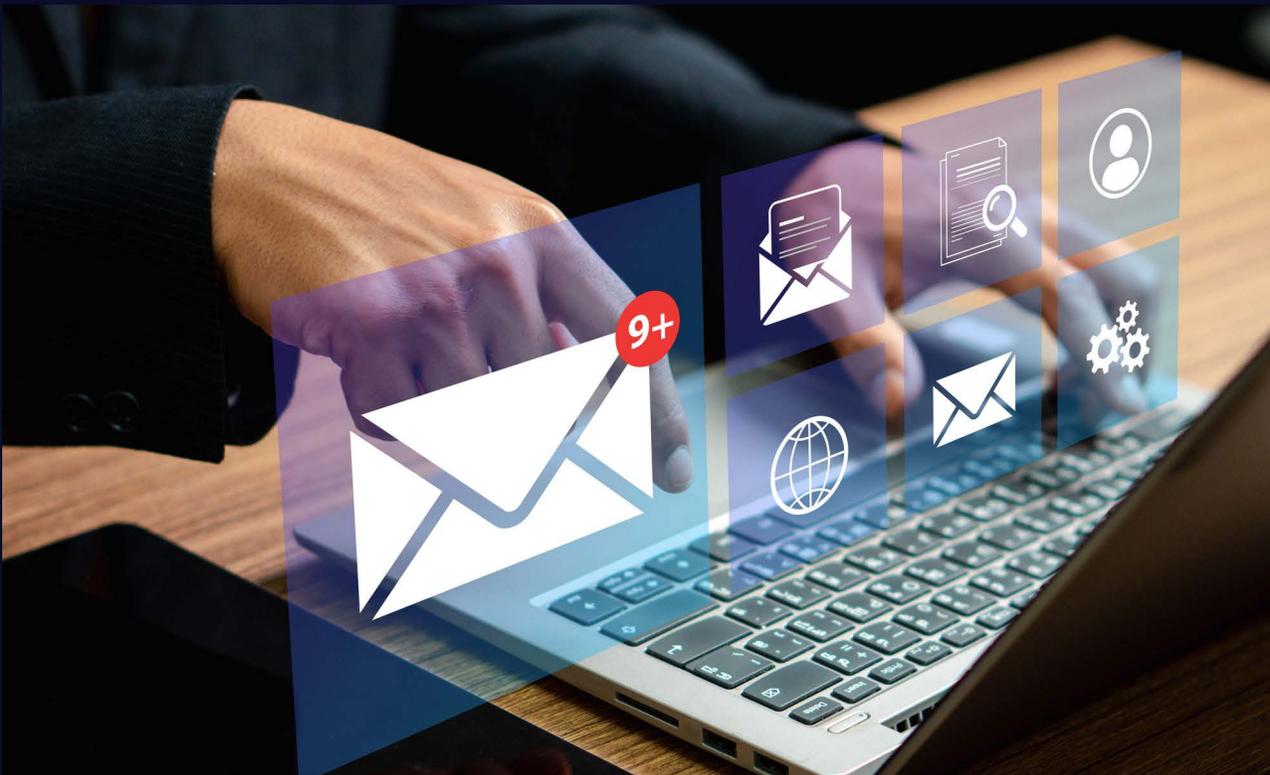


Each model is supported by detailed architecture diagrams, sample workflows, and task notification examples that demonstrate real-world applicability. The accelerator can be deployed across IDMC instances with minimal configuration. By automating notifications, enterprises can reduce manual effort, accelerate data stewardship, and enhance transparency. This solution not only improves user experience but also fortifies compliance adherence, improves efficiency, and mitigates risks associated with data breaches. Organizations using this accelerator can reap up to 50% faster approval cycles.

LTIMindtree’s IDMC-native email notification framework transforms MDM workflows into proactive, responsive, and resilient governance mechanisms. It is a vital step toward building intelligent, trustworthy data ecosystems that scale with enterprise needs.

## 2. Introduction

Master Data Management (MDM) services play a pivotal role in ensuring data consistency, accuracy, and governance across enterprise systems. IDMC services like Customer 360, Supplier 360, Product 360, and Multidomain MDM empower data stewards, developers, and testers to manage master data effectively. These services often rely on Business Process Management (BPM)-based workflows to validate data changes—such as creation, updates, or deletions—before downstream systems consume them. However, a persistent challenge in this process is the manual nature of approvals. When a record is created, the next Approver must be notified to take action. Currently, Informatica’s Intelligent Data Management Cloud (IDMC) platform lacks built-in notification capabilities for its out-of-the-box workflows, requiring users to check their workflow inboxes manually. This gap not only hampers productivity but also risks delays in critical data governance processes. Recognizing this limitation, LTIMindtree’s Insurance Practice has developed an IDMC-native accelerator that introduces email-based notifications at every stage of the workflow. This enhancement ensures that Approvers are promptly informed of pending tasks and Initiators are kept updated on workflow progress. The following whitepaper delves into the design, deployment, and benefits of this solution, offering a practical path to streamline MDM workflows and elevate user experience. This whitepaper is intended for data governance leads, MDM architects, and business process owners evaluating workflow automation in IDMC.



## 3. Key challenges addressed by email notification integration in MDM workflows



### Loss of business

Delays in customer onboarding or order fulfillment can severely impact business outcomes. For instance, when a new customer record awaits approval from a data steward, the absence of email notifications means the steward may remain unaware of the pending task. This leads to prolonged wait times, frustrated customers, and potential revenue loss. Timely alerts ensure that critical business processes are not stalled due to oversight or manual follow-ups.



### Loss of trust

Customers expect swift updates to their preferences or contact details, especially when interacting through self-service portals. Without automated notifications, data stewards may miss requests for updates, resulting in delays that erode customer confidence. The lack of visibility into pending approvals creates a perception of inefficiency and neglect, undermining the trust that customers place in the organization's data handling practices.



### Compliance adherence risks

Regulatory frameworks such as GDPR and CCPA mandate timely responses to data subject requests and strict adherence to data governance protocols. Without embedded notifications in the MDM Business Process Management (BPM) workflows, organizations risk missing critical deadlines for data correction, deletion, or consent updates. This not only increases audit exposure but also invites financial penalties and reputational damage. Proactive notifications ensure that stakeholders are alerted in time to take necessary actions that are aligned with compliance standards.



### Data breach and penalties

In sectors like healthcare, where MDM workflows manage sensitive patient or provider data, the absence of automated alerts can result in unauthorized access or improper data handling. For example, updates to master data without validation or approval may violate HIPAA privacy and security rules. This exposes the organization to severe civil or criminal penalties. Email notifications act as a safeguard, ensuring that every data change undergoes the necessary scrutiny before being finalized.

## 4. Solution

We have created an IDMC-native accelerator to enable email-based notification whenever workflow tasks are Created/Assigned/Approved/Rejected or Sent Back. This accelerator can be deployed at any customer's IDMC instance without requiring additional servers or components.

The email body would contain the Task Details, Entity Name, Event Type, Username, And Email Address of the user who initiated the data change, and finally, a table listing: Attribute name that got **Created/Updated/Deleted, action as Added/Updated/Deleted/Current/Previous Value.**

Once the task is Approved/Rejected, an email is triggered to the Initiator and the task-Approvers stating the username of the user who Approved/Rejected the task. If the task is the last task in the workflow, the email would state that the workflow has completed.

As of now, there are three such custom workflows available:

Single-step workflow with notification

Two-step workflow with sequential approval and notification

Two-step workflow with the first step as two parallel steps and notification

### 4.1 Pre-requisites

To deploy and operate the framework, meet the following requirements:

- Access to an IDMC instance (user credentials)
- Email account user-credentials for corporate or non-corporate users
- IDMC user credentials are to be updated in the app-connector for MDM APIs.

**Assign users read privileges via Roles/Groups on relevant business entities, IDMC users, and MDM metadata.**

- The accelerator configuration must be imported on the IDMC instance, and all assets must be in the published state post-deployment.
- Configure a business event for the entity's Create/Update/Delete operations, selecting one of the above three custom workflows as the workflow process and populating respective task details like Approvers, Labels, and Pages.

## 4.2 Architecture

The framework operates as a CAI process, comprising multiple sub-processes as shown below:

The following two images illustrate the one-step approval workflow process detailing all involved CAI components such as service step, sub-process, assignment, and decision. As a one-step approval, this workflow is significantly simpler compared to the other two workflows. Due to the overall size and intricacy of the process, the complete workflow is presented across multiple images, arranged sequentially from left to right for better readability and comprehension.

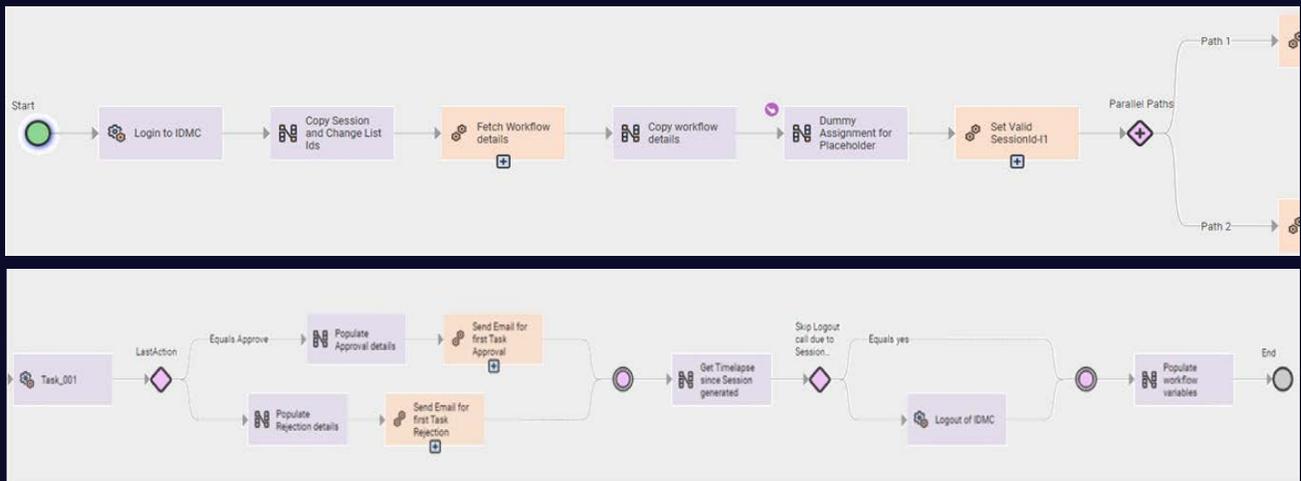


Figure 1: One-step workflow

The following four images illustrates the two-step sequential approval workflow processes, showcasing how the second level task is triggered only once the first level task is approved. The first-level Approver would have three options: Approve, Reject, or Send Back to Originator. Upon activation, the second-level Approver has four available actions: Approve, Reject, Send Back to Originator, or Send Back to Previous Step.



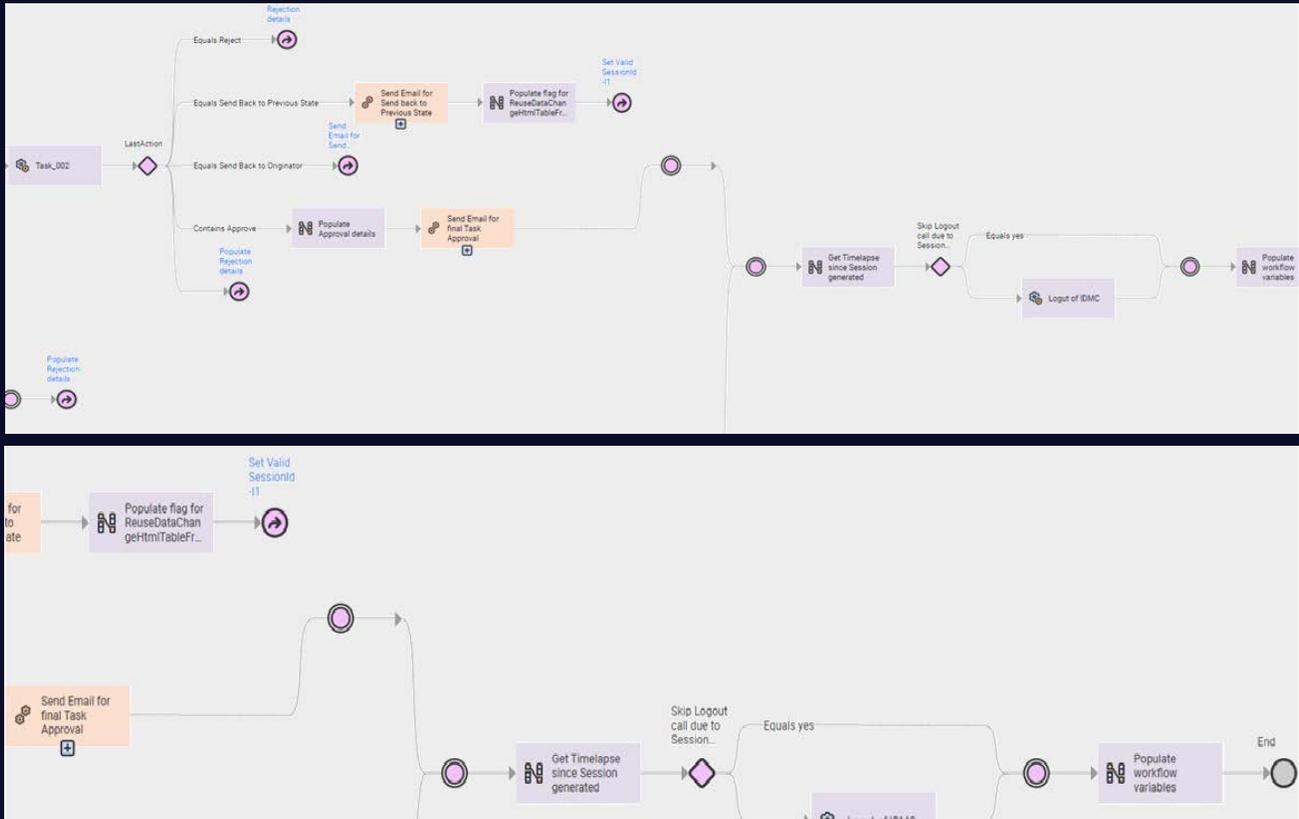
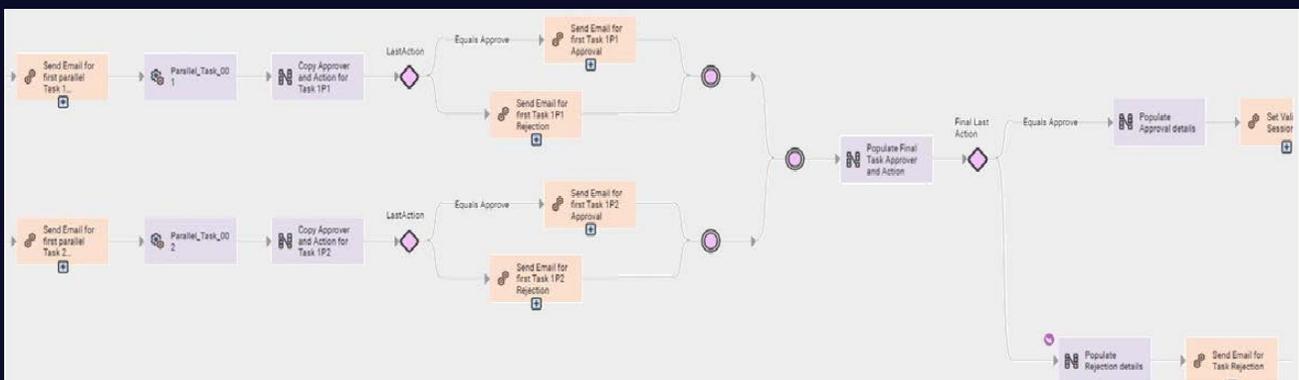


Figure 2: Two-step workflow

The following five images illustrate the two-step approval workflow, where the first level consists of two parallel, mandatory approvals. The second-level task is initiated only after both first-level approvals are successfully completed. At the first level, Approvers are limited to two actions: Approve or Reject. The second-level Approver, however, has four available options: Approve, Reject, Send Back to Originator, or Send Back to Level 1.



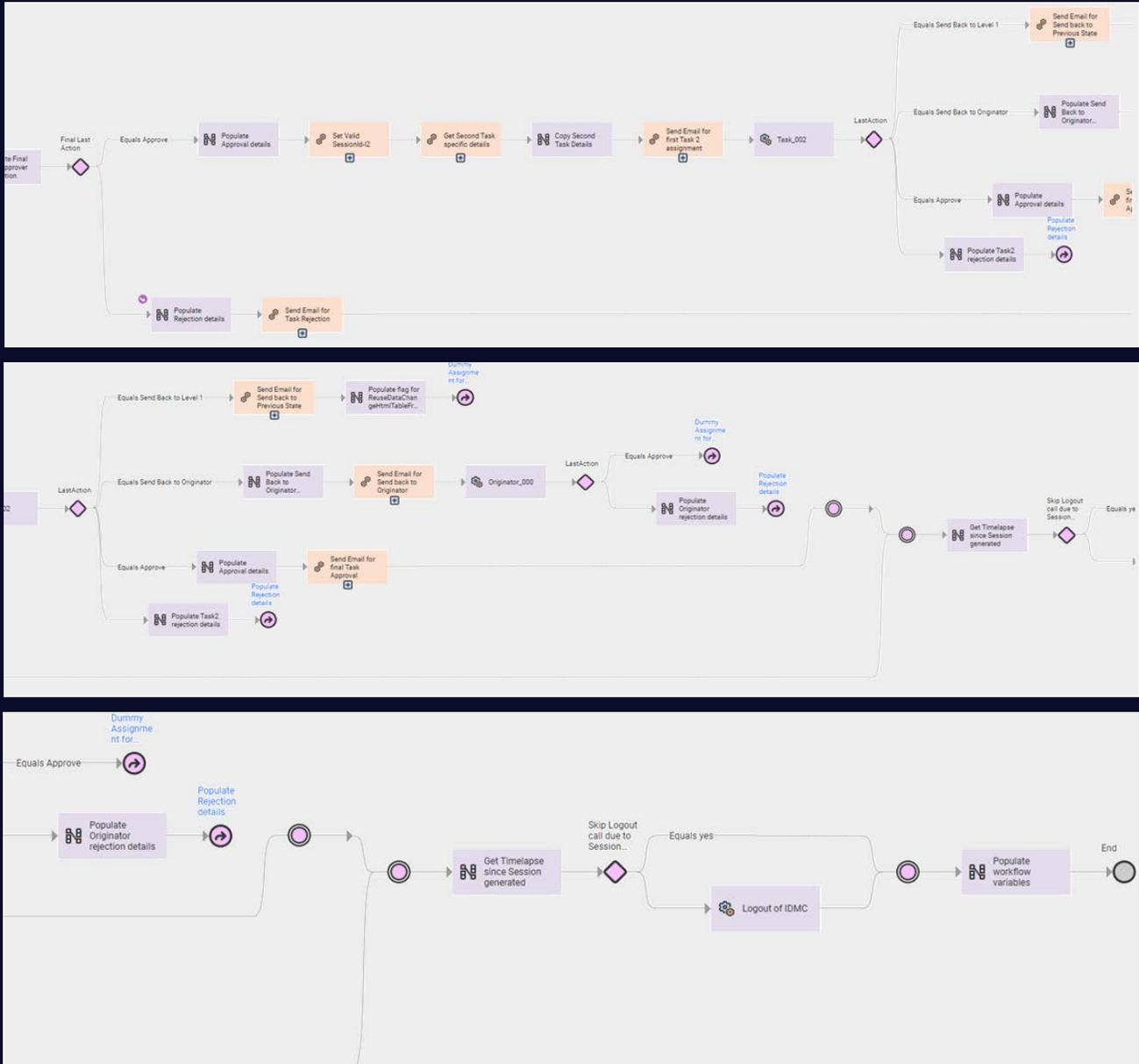


Figure 3: Two-step workflow with parallel approval

Depending on which workflow you want to use, the main process would be **“prcOneStepWorkflowWithEmailNotification”** OR **“prcTwoStepWorkflowWithEmailNotification”** OR **“prcTwoStepWorkflowWithEmailNotificationAndFirstLevelAs2ParallelSteps,”** which will be invoked when the respective business event occurs.

Our solution's process is as follows:

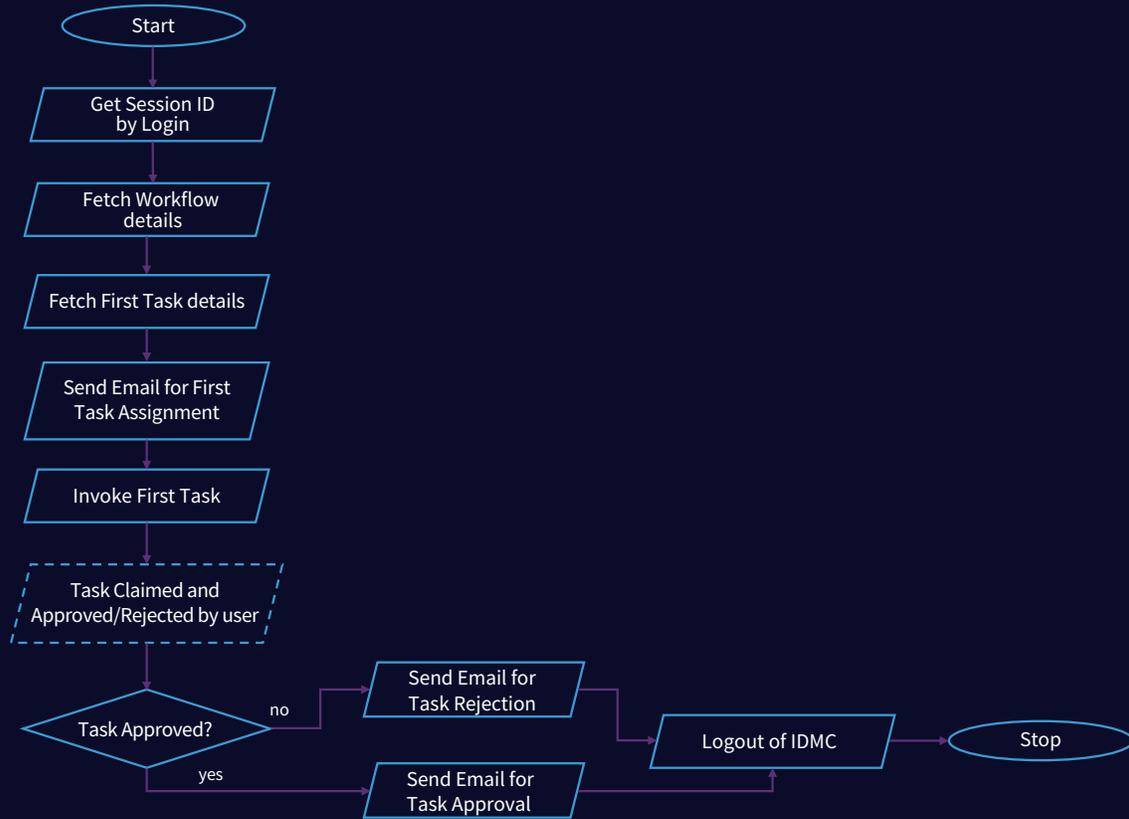


Figure 4: Logical flow for one-step workflow

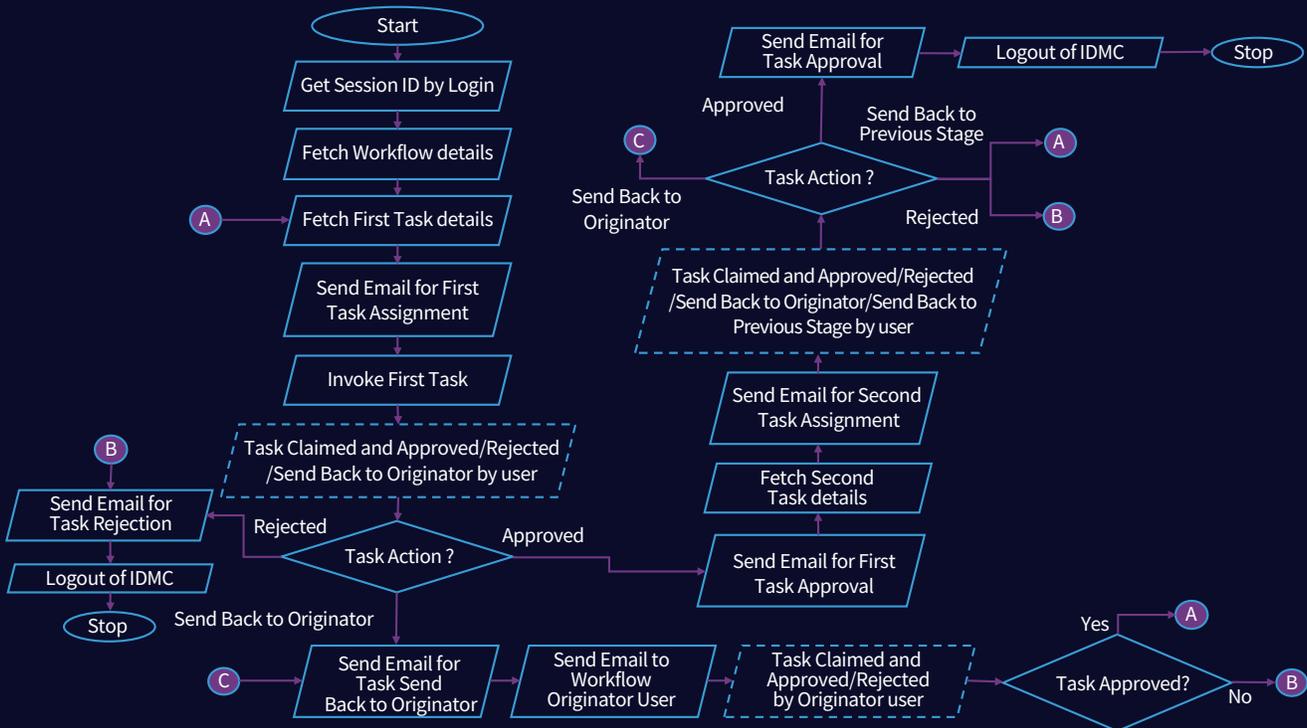


Figure 5: Logical flow for two-step workflow

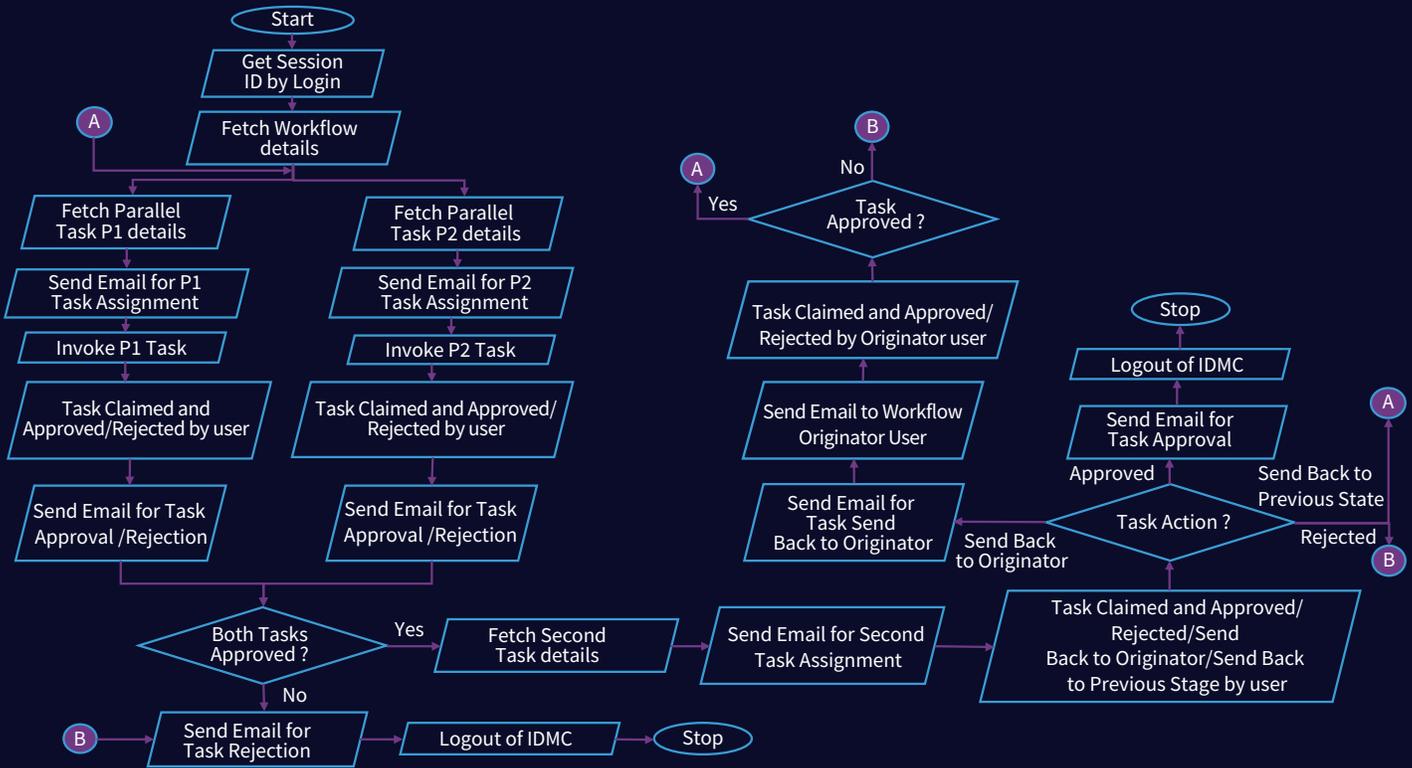


Figure 6: Logical flow for two-step parallel workflow

It invokes three sub-processes, namely:

### prcGetWorkflowDetails

Used to fetch workflow-associated details like the workflow triggered for which business entity, its metadata, business entity record ID, business event ID, event-action, invoker user details, all the possible task names, and their Approver roles.

### prcGetSpecificTaskDetails

Used to fetch task details for the specific task that is about to be invoked. Task details like Task Label/Approver user-emails, changed attributes, and their respective action (Add/Update/Delete) are in an HTML table format.

### prcSendEmailsForTask

Used to send email notifications to either workflow invoker/Initiator, or task Approvers, or both, whenever a task is Assigned/Approved/Rejected/ Sent Back to Originator/Sent Back to previous state.

The following two images showcase all the essential assets required to deploy and operationalize this accelerator. These include the main process, sub-processes, service components, and application connectors.

Assets (7)

Name	Type	Location	Description
acMDMTaskApis	App Connection	ZAjay\OneStep-CustomWorkflow	V2.0 - App Connector used for various MDM task associated APIs.
prcGetWorkflowDetails	Process	ZAjay\OneStep-CustomWorkflow	Process to fetch workflow details associated to the BE record which underwent changes.
prcSendEmailsForTask	Process	ZAjay\OneStep-CustomWorkflow	Process to send emails with specific body and subject.
acForMail	App Connection	ZAjay\OneStep-CustomWorkflow	V1.0 - App Connector used for sending gmail based emails.
prcOneStepWorkflowWithEmailNotification	Process	ZAjay\OneStep-CustomWorkflow	Process to send email to potential task owners for workflow life cycle and task progress.
scMDMTaskApis	Service Conne...	ZAjay\OneStep-CustomWorkflow	V2.0 - Service Connector used for various MDM task associated APIs.
prcGetSpecificTaskDetails	Process	ZAjay\OneStep-CustomWorkflow	Process to fetch task details associated to the BE record which underwent changes for a particular workflow instance.

Assets (8)

Name	Type	Location	Description
scMDMTaskApis	Service Connector	ZAjay\TwoStep-Sequential-CustomWorkflow	V2.0 - Service Connector used for various MDM task associated APIs.
prcTwoStepWorkflowWithEmailNotification	Process	ZAjay\TwoStep-Sequential-CustomWorkflow	Process to send email to potential task owners for workflow life cycle and task progress for a two-step sequential workflow.
prcGetSpecificTaskDetails	Process	ZAjay\TwoStep-Sequential-CustomWorkflow	
acMDMTaskApis	App Connection	ZAjay\TwoStep-Sequential-CustomWorkflow	V2.0 - App Connector used for various MDM task associated APIs.
acForMail	App Connection	ZAjay\TwoStep-Sequential-CustomWorkflow	
prcSendEmailsForTask	Process	ZAjay\TwoStep-Sequential-CustomWorkflow	
prcSetValidSessionId	Process	ZAjay\TwoStep-Sequential-CustomWorkflow	
prcGetWorkflowDetails	Process	ZAjay\TwoStep-Sequential-CustomWorkflow	

Figure 7: Dependency list

# 5. Sample workflows and task notification success stories

## 5.1. UseCase\_1: When a new record is created/added

The image below displays the email notification sent to the workflow Initiator upon the creation of a new record in MDM. In this instance, a parallel Level 1 task was assigned to an Approver role within the finance team.

Approval request for Create Person- Parallel\_Task\_001( Finance Approval) - Ajay 2step Record-1 (Person)

From: dummyid765@gmail.com  
To: Ajay Subodh Shukla

**Caution - This email is from an external source.** Please do not click on links or attachments if sender is unknown or from known person but the content is unusual. Never share your user ID or password under any circumstances.

**A task Parallel\_Task\_001( Finance Approval) - Ajay 2step Record-1 (Person) has been created for approver's review, initiated by you [poc\_user\_4] due to new record CREATION for Person with following attributes:**

Attribute	Operation	Value
First Name	Added	Ajay
Full Name	Added	Ajay 2step Record-1
Gender.Code	Added	M
Gender.Name	Added	Male
Last Name	Added	Record-1
Middle Name	Added	2step
DummyprefixName.Code	Added	Ajay 2step Record-1

Figure 8: Email for parallel task 1 to workflow Initiator on initiation of Workflow

The image below shows the email sent to the workflow Initiator when a new MDM record is created and parallel Level 1 tasks are assigned to the Approver role in the marketing team.

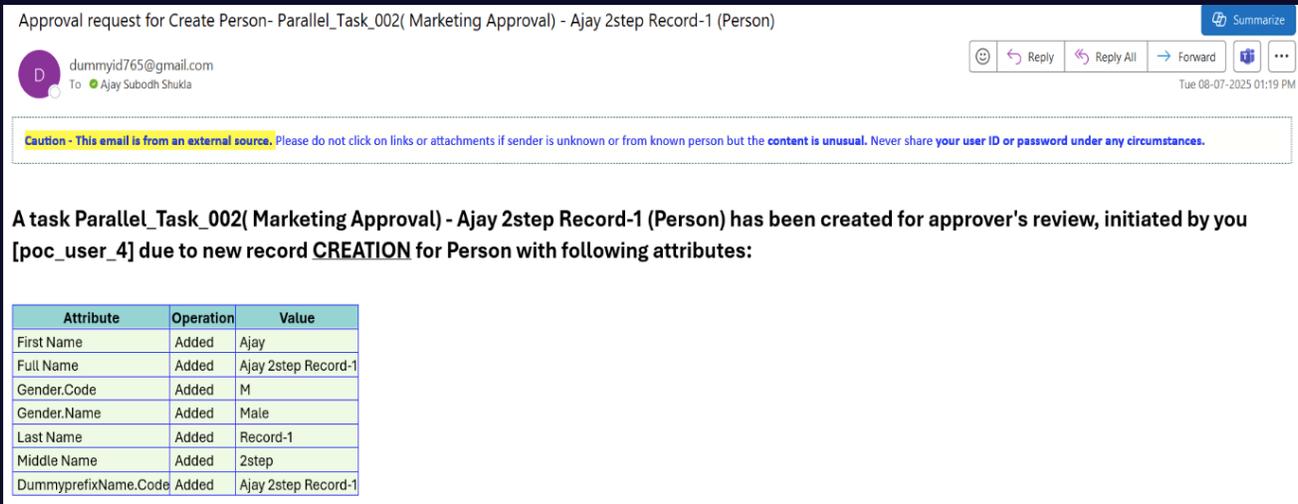


Figure 9: Email for parallel task 2 to workflow Initiator on initiation of workflow

The image below depicts the email that was sent to the users who are Approvers for parallel level 1 task 1, i.e., finance role-based users, when the task is assigned to them. Workflow Initiator is marked in cc.

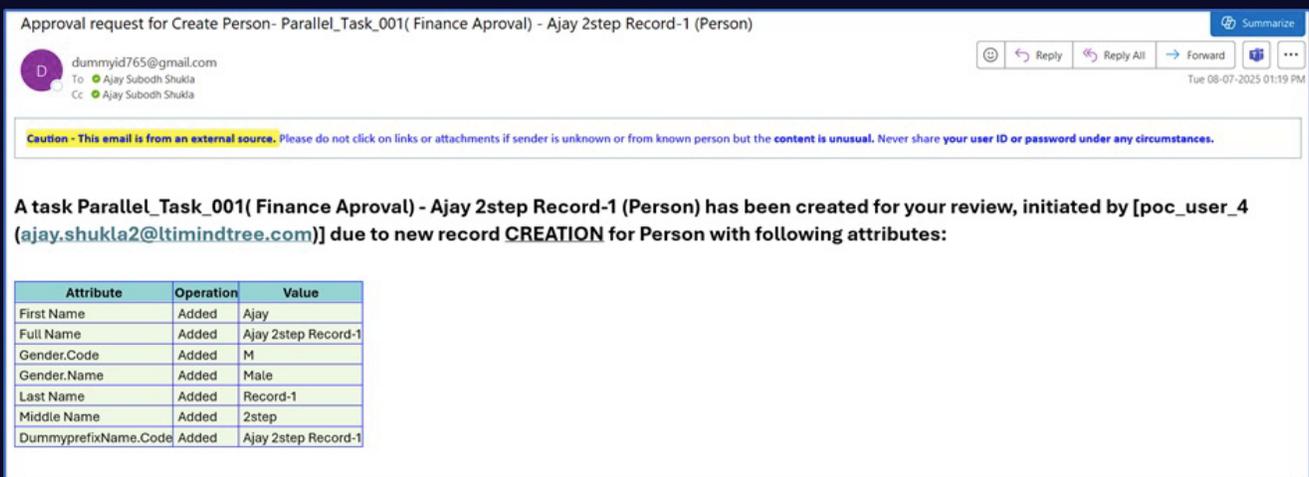


Figure 10: Email to parallel task 1 Approvers on task assignment

The image below depicts the email that was sent to the second set of Approvers for parallel level 1 task 2, i.e., marketing role-based users, when the task was assigned to them. The workflow Initiator is marked in CC (Carbon Copy on email).

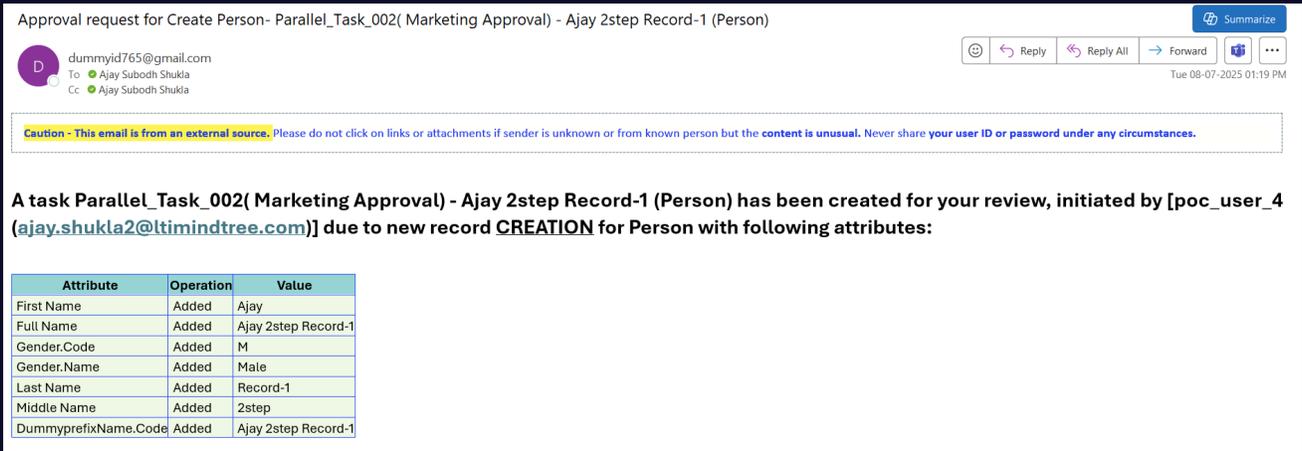


Figure 11: Email to parallel task 2 Approvers on task assignment

The below image depicts the email that was sent to the users who are Approvers for parallel level 1 task 1, i.e., finance role-based users, when the task is approved by any of them. It mentions the name and email of the user who approved the task. The workflow Initiator is marked in CC.

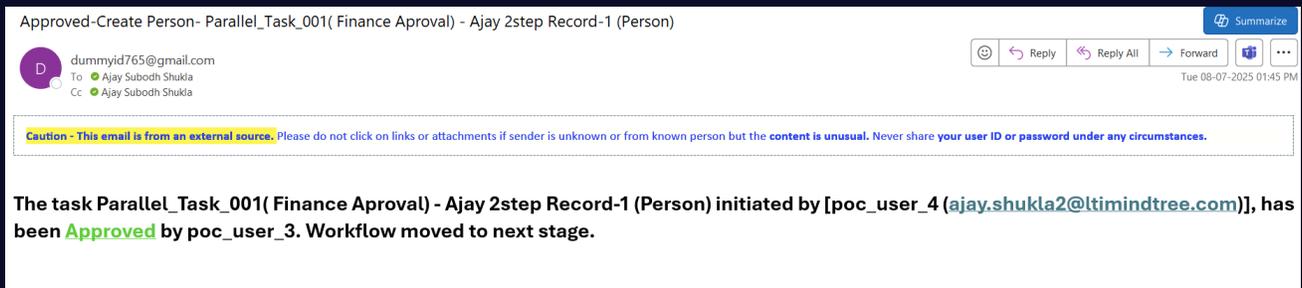


Figure 12: Email to parallel task 1 Approvers after task 1 approval

The image below depicts the email that was sent to the users who are Approvers for parallel level 1 task 2, i.e., marketing role-based users, when the task is approved by any of them. It mentions the name of the user who approved the task. The workflow Initiator is marked in CC.

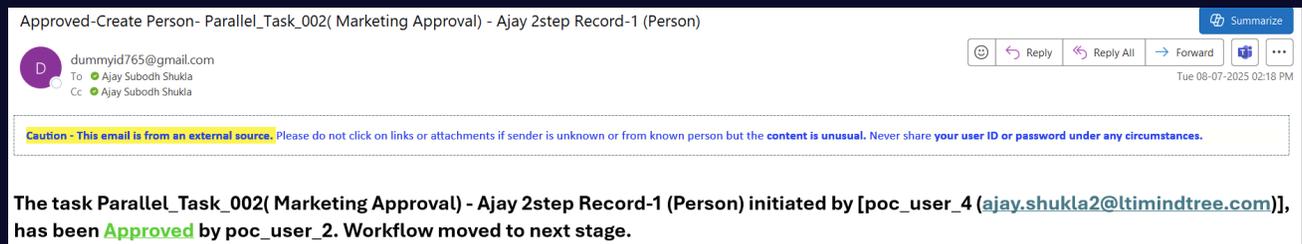


Figure 13: Email to parallel task 2 Approvers after task 2 approval

The below image depicts the email that was sent to the workflow Initiator when the task was assigned to the task 2 Approvers, i.e., final approval. It also depicts the changes in the record performed in the previous state so that the Initiator can differentiate between what was created and what has changed since the record traversed the approval journey.

Approval request for Create Person- Task\_002( Final Approval) - Ajay 2step Record-1 (Person)

From: dummyid765@gmail.com  
To: Ajay Subodh Shukla

Social Media[40e4095b125f4923819c1b3885488c83]_ID	Added	40e4095b125f4923819c1b3885488c83
Social Media[40e4095b125f4923819c1b3885488c83].Social Media Type.Code	Added	Facebook
Social Media[40e4095b125f4923819c1b3885488c83].Social Media Type.Name	Added	Facebook
Social Media[40e4095b125f4923819c1b3885488c83].Social Media Handle	Added	IamAj
First Name	Added	Ajay
Full Name	Added	Ajay 2step Record-1
Gender.Code	Added	M
Gender.Name	Added	Male
Last Name	Added	Record-1
Middle Name	Added	2step
DummyprefixName.Code	Added	Ajay 2step Record-1

Initial changes in master record:

Attribute	Operation	Value
First Name	Added	Ajay
Full Name	Added	Ajay 2step Record-1
Gender.Code	Added	M
Gender.Name	Added	Male
Last Name	Added	Record-1
Middle Name	Added	2step
DummyprefixName.Code	Added	Ajay 2step Record-1

Figure 14: Email to workflow Initiator on assignment of final approval task

The following two images depict the email that was sent to the users who are Approvers for task 2, i.e., final approval role-based users, when the task was assigned to them. The workflow Initiator is marked in CC. The email also depicts the changes in the record performed in the previous state so that the final Approvers can differentiate between what has been created and what has changed since the record traversed the approval journey.

Approval request for Create Person- Task\_002( Final Approval) - Ajay 2step Record-1 (Person)

From: dummyid765@gmail.com  
To: Ajay Subodh Shukla  
Cc: Ajay Subodh Shukla

**Caution - This email is from an external source. Please do not click on links or attachments if sender is unknown or from known person but the content is unusual. Never share your user ID or password under any circumstances.**

**A task Task\_002( Final Approval) - Ajay 2step Record-1 (Person) has been created for your review, initiated by [poc\_user\_4 (ajay.shukla2@ltimindtree.com)] due to new record CREATION for Person with following attributes:**

Changes in master record since last approval:

Attribute	Operation	Value
Social Media[40e4095b125f4923819c1b3885488c83]_ID	Added	40e4095b125f4923819c1b3885488c83
Social Media[40e4095b125f4923819c1b3885488c83].Social Media Type.Code	Added	Facebook
Social Media[40e4095b125f4923819c1b3885488c83].Social Media Type.Name	Added	Facebook
Social Media[40e4095b125f4923819c1b3885488c83].Social Media Handle	Added	IamAj
First Name	Added	Ajay
Full Name	Added	Ajay 2step Record-1
Gender.Code	Added	M
Gender.Name	Added	Male
Last Name	Added	Record-1
Middle Name	Added	2step
DummyprefixName.Code	Added	Ajay 2step Record-1



Figure 15: Email to final task Approvers on assignment of final approval task

The image below depicts the email that was sent to the users who are Approvers for task 2, i.e., final approval role-based users, when one of them sent the task back to its previous state. The email also specifies the username of the user who sent back the record. The Workflow Initiator is marked in CC.

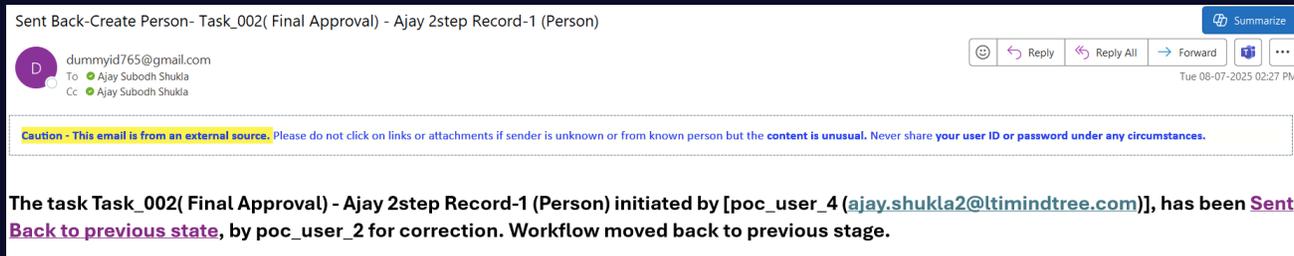


Figure 16: Email to final approval task Approvers on workflow being sent back to previous state

The below images depict the summary of emails when the task is reassigned to the two parallel level one tasks and subsequently when the task is approved and the workflow moves to the next level, i.e., the final task.

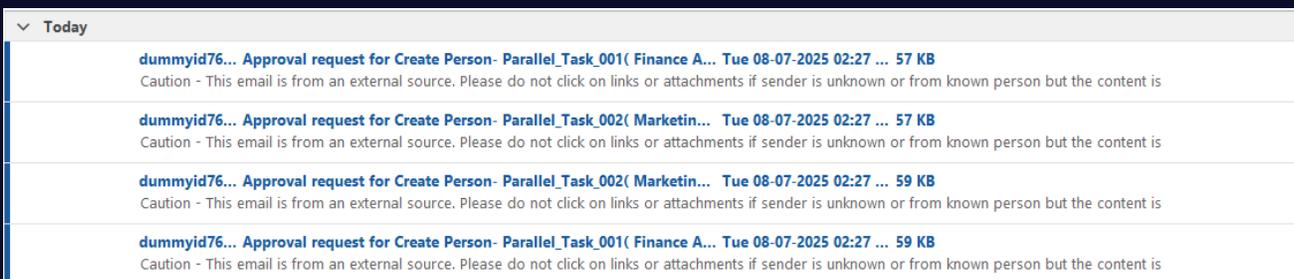


Figure 17: Emails triggered for re-assignment of parallel tasks 1 and



Figure 18: Emails triggered post data enrichment and approval of parallel tasks 1 and 2

The image below depicts the email that was sent to the workflow Initiator when the task is approved by one of the level two Approvers. It also specifies the username of the user, who approved the task.

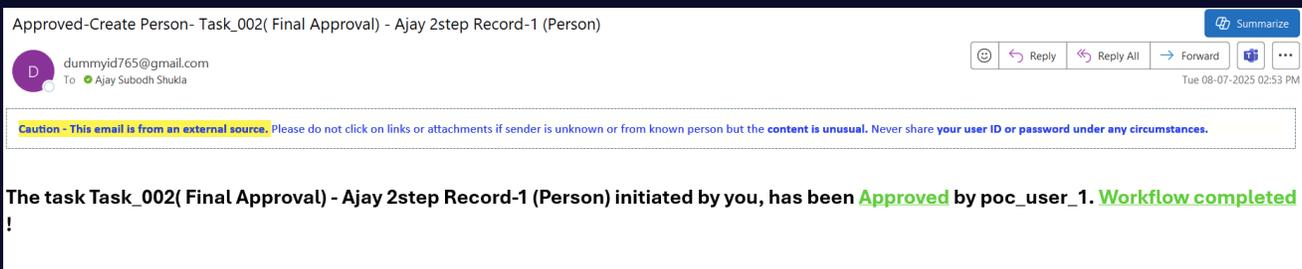


Figure 19: Email to workflow Initiator on final approval task approval (workflow completion)

The below image shows the email that was sent to the users who are Approvers for task 2, i.e., final approval role-based users, when the task is approved by one of them. It also specifies the username of the user who approved the task. The workflow Initiator is marked in cc.

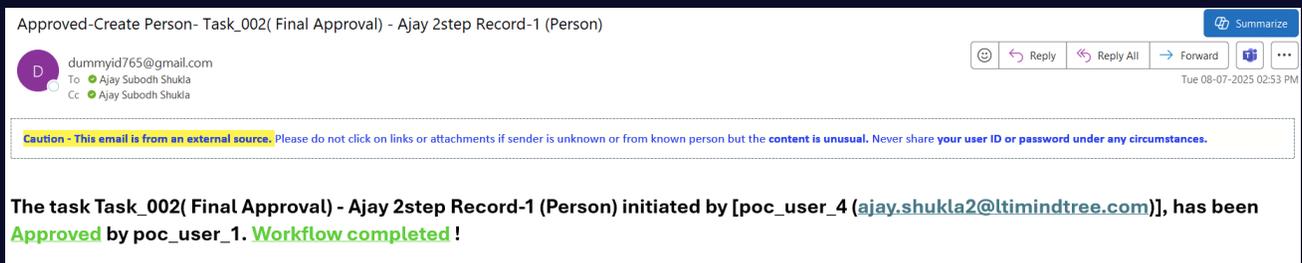


Figure 20: Email sent to Approvers of final approval task on approval of final approval task (workflow completion)

## 5.2 Use case: When a new record is updated/modified

The image below depicts the email that was sent to the users who are approve of parallel level 1 task 1, i.e., finance role-based users, when the task was assigned to them. The workflow Initiator is marked in cc. For fields that were modified, the email displays the old value and new values in light yellow, whereas for fields that were deleted, they are highlighted in light red.

Approval request for Update Person- Parallel\_Task\_001( Finance Approval) - Ajay Record-2 (Person)

Summary

From: dummyid765@gmail.com  
 To: Ajay Subodh Shukla  
 Cc: Ajay Subodh Shukla

Caution - This email is from an external source. Please do not click on links or attachments if sender is unknown or from known person but the content is unusual. Never share your user ID or password under any circumstances.

A task Parallel\_Task\_001( Finance Approval) - Ajay Record-2 (Person) has been created for your review, initiated by [poc\_user\_4 (ajay.shukla2@ltimindtree.com)] due to record UPDATE for Person with following data changes:

Attribute	Operation	Previous Value	New Value
Address[86c24693c8ad40b388487e211a25a096]_ID	Deleted	86c24693c8ad40b388487e211a25a096	
Address[86c24693c8ad40b388487e211a25a096].Address Line 1	Deleted	123 Marine Drive	
Address[86c24693c8ad40b388487e211a25a096].Address Line 2	Deleted	Airindia-building	
PostalAddress[86c24693c8ad40b388487e211a25a096].addressType.Code	Deleted	Billing	
Address[86c24693c8ad40b388487e211a25a096].Address Type.Name	Deleted	Billing	
Address[86c24693c8ad40b388487e211a25a096].Country.Code	Deleted	IN	
Address[86c24693c8ad40b388487e211a25a096].Country.Name	Deleted	India	
PostalAddress[86c24693c8ad40b388487e211a25a096].defaultIndicator	Deleted	true	
Address[86c24693c8ad40b388487e211a25a096].Postal Code	Deleted	400001	
Address[86c24693c8ad40b388487e211a25a096].Usage Type.Code	Deleted	Business	
Address[86c24693c8ad40b388487e211a25a096].Usage Type.Name	Deleted	Business	
Suffix Name.Code	Deleted	i	
Suffix Name.Name	Deleted	i	
Gender.Code	Added		M
Gender.Name	Added		Male
Middle Name	Added		2step
Full Name	Updated	Ajay Record-2	Ajay 2step Record-2
DummyprefixName.Code	Updated	Ajay Record-2	Ajay 2step Record-2

Figure 21: Email to parallel task 1 Approvers on Task Assignment

The image below depicts the email that was sent to the users who are Approvers for parallel level 2 task 1, i.e., marketing role-based users, when the task was assigned to them. The workflow Initiator is marked in CC. For fields that were modified, the email displays the old and new values in light yellow, whereas for fields that were deleted, they are highlighted in light red.

Approval request for Update Person- Parallel\_Task\_002( Marketing Approval) - Ajay Record-2 (Person)

Summary

From: dummyid765@gmail.com  
 To: Ajay Subodh Shukla  
 Cc: Ajay Subodh Shukla

Caution - This email is from an external source. Please do not click on links or attachments if sender is unknown or from known person but the content is unusual. Never share your user ID or password under any circumstances.

A task Parallel\_Task\_002( Marketing Approval) - Ajay Record-2 (Person) has been created for your review, initiated by [poc\_user\_4 (ajay.shukla2@ltimindtree.com)] due to record UPDATE for Person with following data changes:

Attribute	Operation	Previous Value	New Value
Address[86c24693c8ad40b388487e211a25a096]_ID	Deleted	86c24693c8ad40b388487e211a25a096	
Address[86c24693c8ad40b388487e211a25a096].Address Line 1	Deleted	123 Marine Drive	
Address[86c24693c8ad40b388487e211a25a096].Address Line 2	Deleted	Airindia-building	
PostalAddress[86c24693c8ad40b388487e211a25a096].addressType.Code	Deleted	Billing	
Address[86c24693c8ad40b388487e211a25a096].Address Type.Name	Deleted	Billing	
Address[86c24693c8ad40b388487e211a25a096].Country.Code	Deleted	IN	
Address[86c24693c8ad40b388487e211a25a096].Country.Name	Deleted	India	
PostalAddress[86c24693c8ad40b388487e211a25a096].defaultIndicator	Deleted	true	
Address[86c24693c8ad40b388487e211a25a096].Postal Code	Deleted	400001	
Address[86c24693c8ad40b388487e211a25a096].Usage Type.Code	Deleted	Business	
Address[86c24693c8ad40b388487e211a25a096].Usage Type.Name	Deleted	Business	
Suffix Name.Code	Deleted	i	
Suffix Name.Name	Deleted	i	
Gender.Code	Added		M
Gender.Name	Added		Male
Middle Name	Added		2step
Full Name	Updated	Ajay Record-2	Ajay 2step Record-2
DummyprefixName.Code	Updated	Ajay Record-2	Ajay 2step Record-2

Figure 22: Email to parallel task 2 Approvers on Task Assignment

The images below depict the summary of emails sent to the users who are Approvers of parallel level 1 task 1, i.e., finance role-based users, when the task is approved by any one of them.

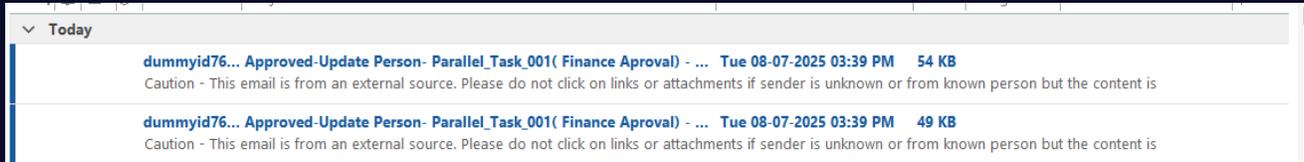


Figure 23: Email to workflow Initiator and Approvers on approval of parallel task 1

The below image depicts the email that was sent to the users who are Approvers for level 2 task 1, i.e., finance role-based users, when one of them rejected the task. It also specifies the username of the user who rejected the record. The Workflow Initiator is marked in cc.



Figure 24: Email to parallel task 2 Approvers on rejection of parallel task 2

The below image depicts the email that was sent to the users who are Approvers for level 2 task 1, i.e., finance role-based users, when the workflow is completed due to rejection. The workflow Initiator is marked in CC.

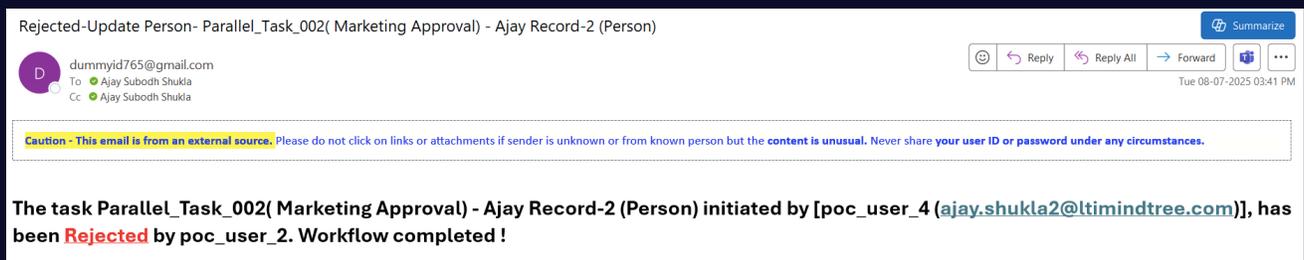


Figure 25: Email to parallel task 2 Approvers on rejection of workflow

### 5.3 UseCase\_3: When a new record is deleted/removed (One-step approval custom workflow)

The image below depicts the email that was sent to the users who are Approvers for task 1, i.e., finance role-based users, when the task is assigned to them for record deletion. Workflow Initiator is marked in CC.

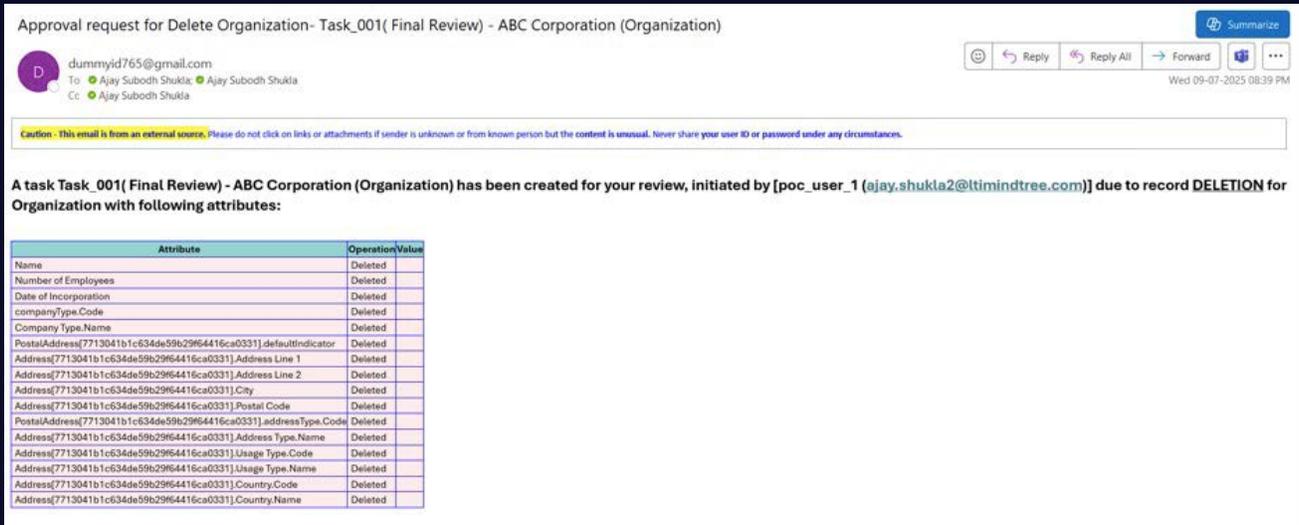


Figure 26: Email to task Approvers for Final Approval on task assignment

The image below depicts the email that was sent to the Initiator when the task was approved by any of the users who were Approvers of the final task and the workflow was completed.

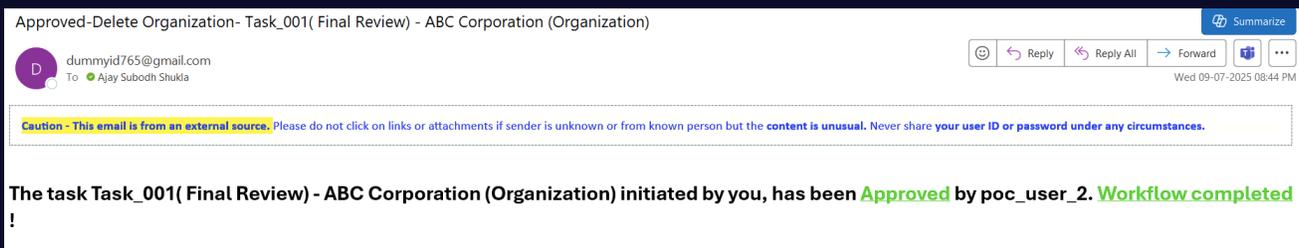


Figure 27: Email to workflow Initiator on Final Approval task's approval (workflow completion) | Source: LTIM IDMC instance

The image below depicts the email that was sent to the Final task Approver roles when the task is approved by any of the users from that role and the workflow is completed. The workflow Initiator is marked in CC.

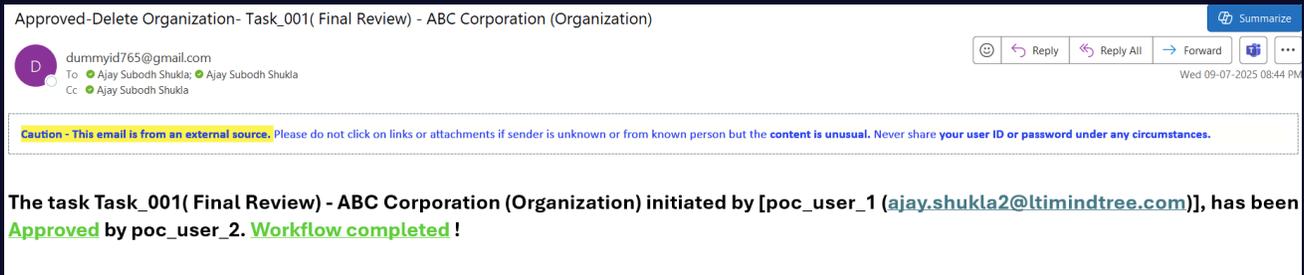


Figure 28: Email to Approvers of Final Approval task on its approval (workflow completion) | Source: LTIM IDMC instance

## 6. Conclusion

The IDMC Email Notification-based Workflow Framework developed by LTIMindtree presents a transformative solution for enhancing Master Data Management (MDM) governance. By embedding email notifications at critical stages of the workflow, the framework ensures timely stakeholder engagement, improved task visibility, and streamlined approvals—eliminating manual follow-ups and reducing operational delays. This native integration with IDMC not only simplifies deployment but also delivers immediate value by improving user experience, boosting productivity, and reinforcing data stewardship. With configurable options supporting single-step, sequential, and parallel approval workflows, the framework addresses key challenges such as business disruption, trust erosion, compliance risks, and data security vulnerabilities. Its modular architecture and scalable design make it a strategic addition to any enterprise’s data management toolkit, enabling organizations to achieve greater transparency, traceability, and governance maturity. Similar capabilities can be added to mobile-based SMS notifications in the future. This enhancement would further strengthen real-time responsiveness and accessibility, paving the way for more agile and inclusive data governance. For more information, write to us at [info@ltimindtree.com](mailto:info@ltimindtree.com).

## Citation

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