



Bring Your Customer Data to Life with Informatica's Intelligent MDM SaaS

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Principal Solutions Architect

Data Leaders Are Delivering Business Outcomes



Hackensack
Meridian Health



Unilever



Drive
Growth
31%

Improve
CX
40%

Optimize
Supply Chains
39%

Increase
Agility
38%

Average
Basket Size
21%

Increased
Lifetime Value

through householding,
50% fewer service
calls and targeted
marketing

Personalized
Patient Experience

by sharing data across
doctors and hospitals

Reduced Supply
Disruption

with 80% faster
supplier and material
on boarding

30% Faster Credit
Approval

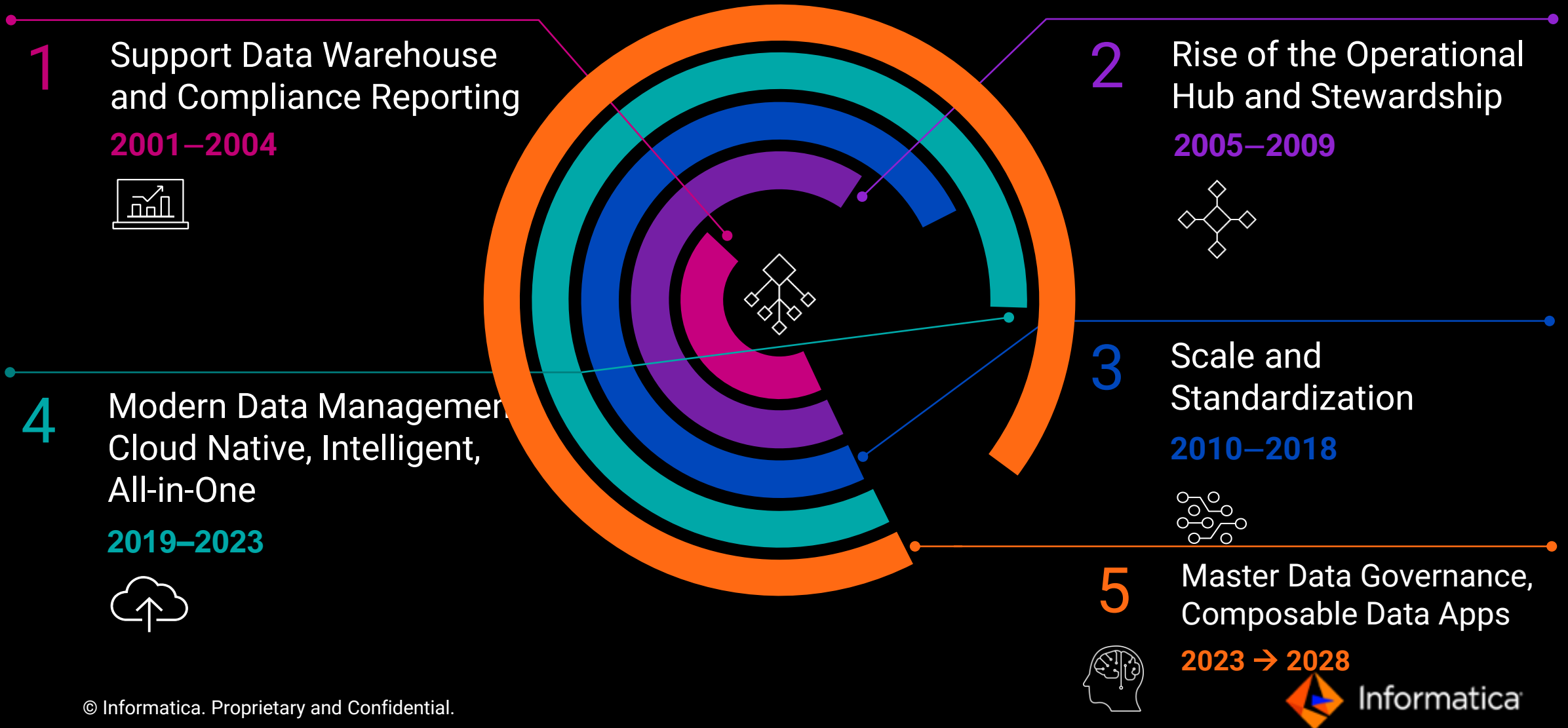
by governing, mastering,
and democratizing data
for predictive modeling

Precise Up- and
Cross-Selling

with 25% less returns
for online orders



Major Phases in the History of MDM



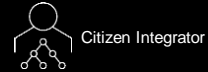
DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

Intelligent Data Management Cloud™

DISCOVER &
UNDERSTAND



DATA
CATALOG

ACCESS &
INTEGRATE



DATA INTEGRATION &
ENGINEERING

CONNECT &
AUTOMATE



API & APP
INTEGRATION

CLEANSE &
TRUST



DATA QUALITY &
OBSERVABILITY

MASTER &
RELATE



MDM & 360
APPLICATIONS

GOVERN &
PROTECT



GOVERNANCE &
PRIVACY

SHARE &
DEMOCRATIZE



DATA
MARKETPLACE

CLAIRE®

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

DATA SOURCES



SaaS Apps
Sources

+



Mainframe



Applications



Databases

On-premises
Sources

+



IoT



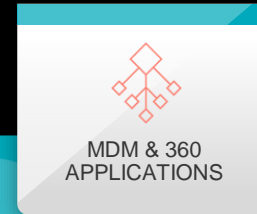
Machine Data



Logs

Real-time /
Streaming
Sources

Informatica Intelligent MDM



Multidomain MDM SaaS

ALL-IN-ONE CAPABILITIES



DISCOVERY,
PROFILING,
CATALOG



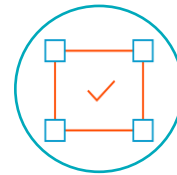
MODEL MASTER
& REFERENCE
DATA



HIERARCHIES
& GRAPH
RELATIONSHIPS



DATA &
APPLICATION
INTEGRATION,
APIs, SYNDICATION



CLEANSING,
ENRICHMENT,
MATCH
& MERGE



TASK
MANAGEMENT
& WORKFLOW



STEWARDSHIP,
GOVERNANCE,
& SECURITY



DASHBOARDS,
REPORTING,
MARKETPLACE

Shared Capabilities: Intelligent Data Management Cloud

CLAIRE

AI-Powered Metadata Intelligence & Automation

DATA
INTEGRATION

DATA
QUALITY

API & APP
INTEGRATION

DATA
CATALOG

Cloud Platform
Services

Identity
Service

Session
Service

Federated
Repository
Service

Secrets
Management

Configuration
Management

Connectivity

Connect to All Systems Containing or Needed Master Data

CLAIRE[®]-Powered Intelligence

Intelligent MDM SaaS

Every Domain of Master Data

ALL-IN-ONE CAPABILITIES

CLAIRE[®]

AI-Powered Metadata Intelligence & Automation



Identity Matching



Product Matching



Schema Mapping



Rule Recommendation



Dataset Recommendations



Data Anomaly Detection



Data Set Similarity



Glossary Association



Entity Extraction



Data Domain Inference

DATA INTEGRATION

DATA QUALITY

API & APP INTEGRATION

DATA CATALOG

Cloud Platform Services

Identity Service

Session Service

Federated Repository Service

Secrets Management

Configuration Management

Connectivity

Connect to All Systems Containing or Needed Master Data

Pre-Built 360 Applications & Extensions

Intelligent MDM SaaS

Extensible Preconfigured Domain and Industry Content with Custom Domain Capabilities



Customer 360



Reference 360



Finance 360



Supplier 360



Product 360



Industry & Integration Extensions



Any Domain

ALL-IN-ONE CAPABILITIES

CLAIRE[®]

AI-Powered Metadata Intelligence & Automation

DATA INTEGRATION

DATA QUALITY

API & APP INTEGRATION

DATA CATALOG

Cloud Platform Services

Identity Service

Session Service

Federated Repository Service

Secrets Management

Configuration Management

Connectivity

Connect to All Systems Containing or Needed Master Data

300+ Connectors, 50,000+ Metadata-Aware Connections

Ecosystem connectivity



Cloud Analytics/ DWL



SaaS Apps & Systems



Relational & NoSQL DB



Messaging Systems

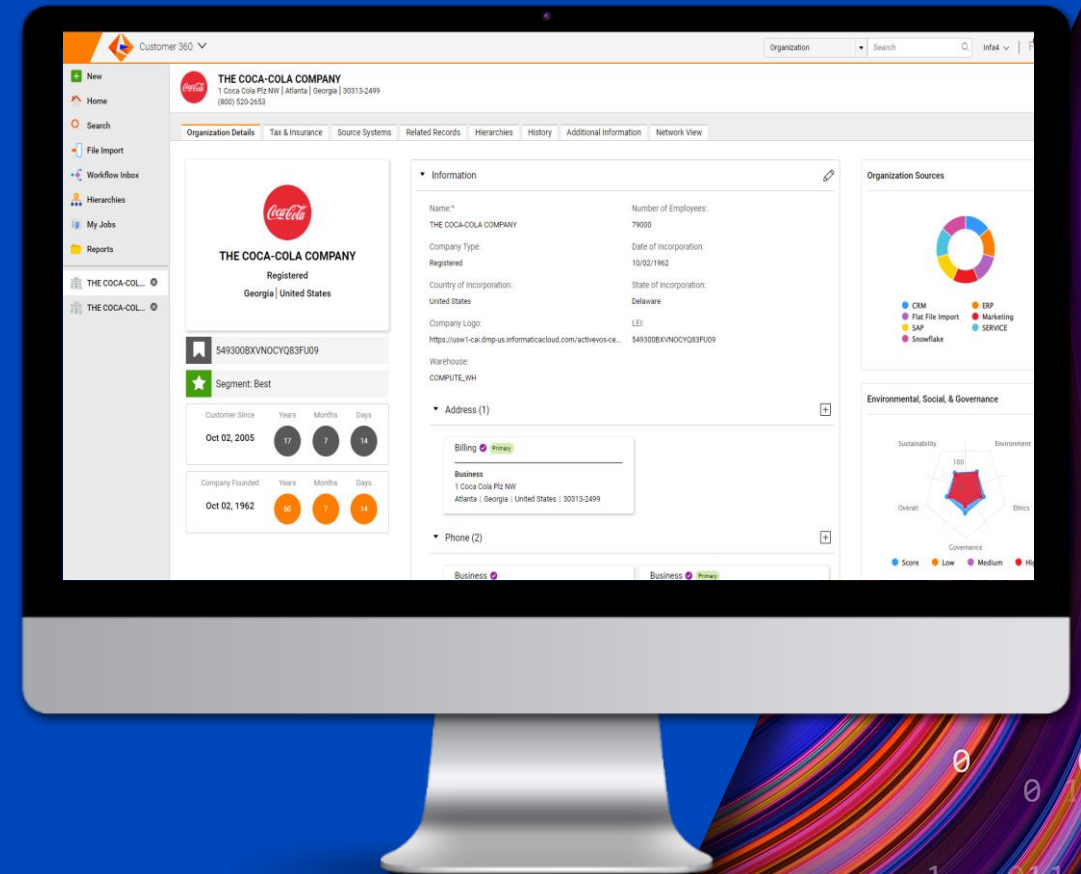


On-Prem Apps & REST



DEMO

Bring Your Customer Data to
Life with Intelligent MDM



Informatica Intelligent MDM & 360 Applications

Delivers value in weeks not months

Drive
Rapid Value



Accelerate
results with AI-
powered all-in-
one capabilities

Maximize
ROI



Deliver business
outcomes
with modern
business apps

Enhance
Efficiency



Boost
productivity with
no-code UX

Democratize
Master Data



Expand data
consumers with
self-service
MDM

Get Started
Quickly



Start small
and scale with
consumption-
based pricing

Where data comes to

Thank you

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[LinkedIn Community](#)

