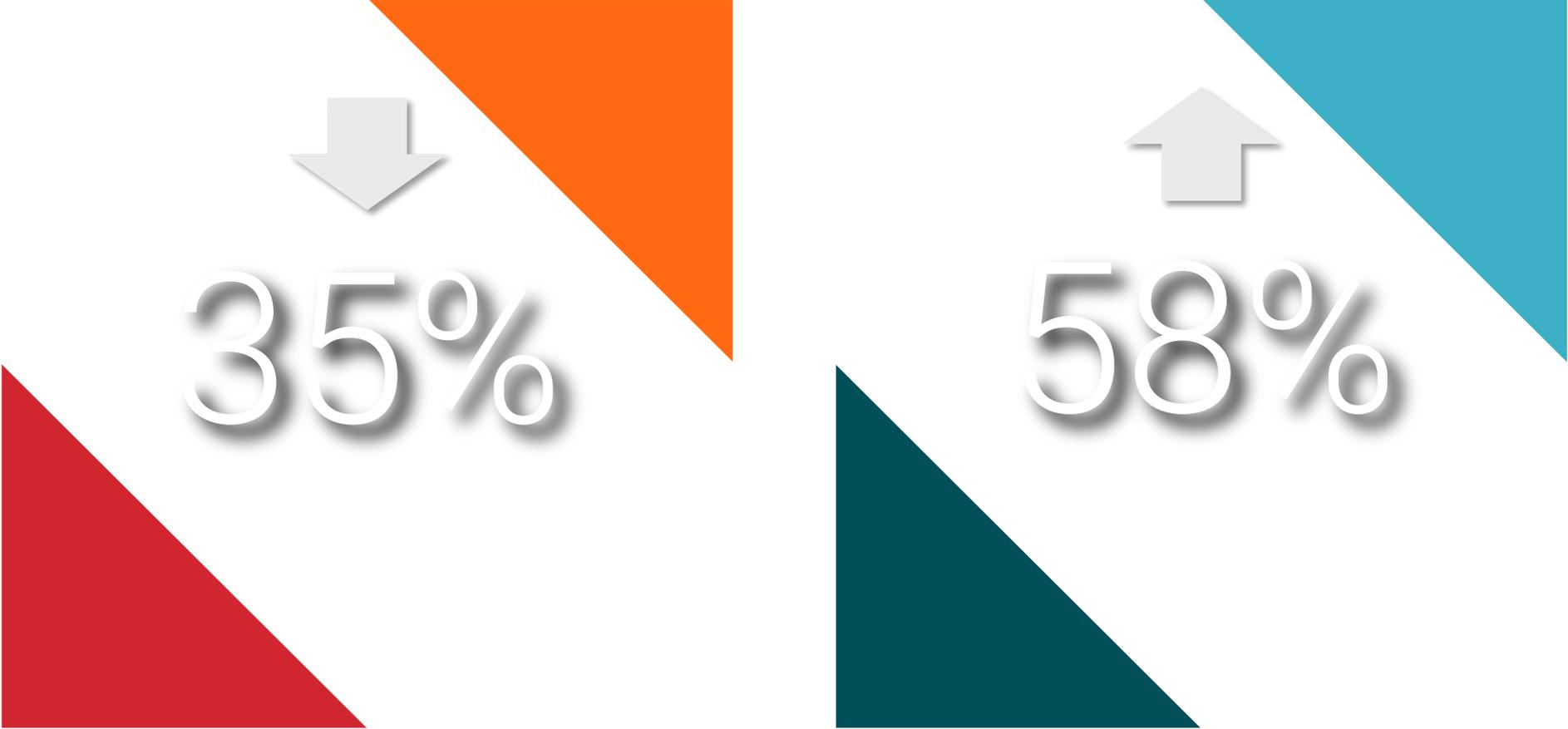# Demo: From Data and AI Chaos to Trusted Business Outcomes

Helen Kinsella

Community of Practice Leader, Data Governance

Unlocking Business Value with AI

35%

58%

McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–March 5, 2024

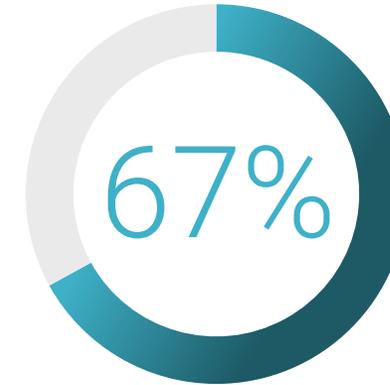© Informatica. Proprietary and Confidential.

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Projects Are Still Stalling or Abandoned

Data leaders are concerned new GenAI pilots are moving forward without addressing previously uncovered issues[1]
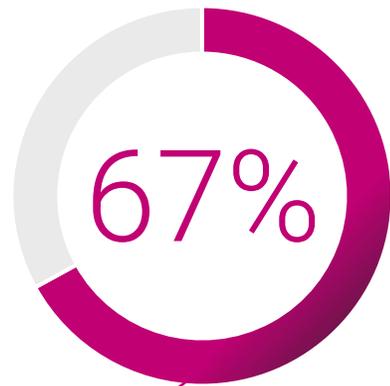
92%

67% have been unable to transition even half of their Gen AI pilots to production[2]

The Accelerating Need to Govern Data & AI Projects

2/3 of companies say 30% or fewer GenAI projects will go into production in the next 3-6 months[3]

67%

30% Of Gen AI Projects will be abandoned after proof of concept by end of 2025[4]

[1,2,3] CDO Insights 2025
[4] Gartner Press Release

Challenges Holding Back Data and AI Value

Quality, completeness and readiness of data

Data privacy and protection concerns

Data and AI fluency

Data & AI Governance

Regulatory compliance

Ensuring responsible AI

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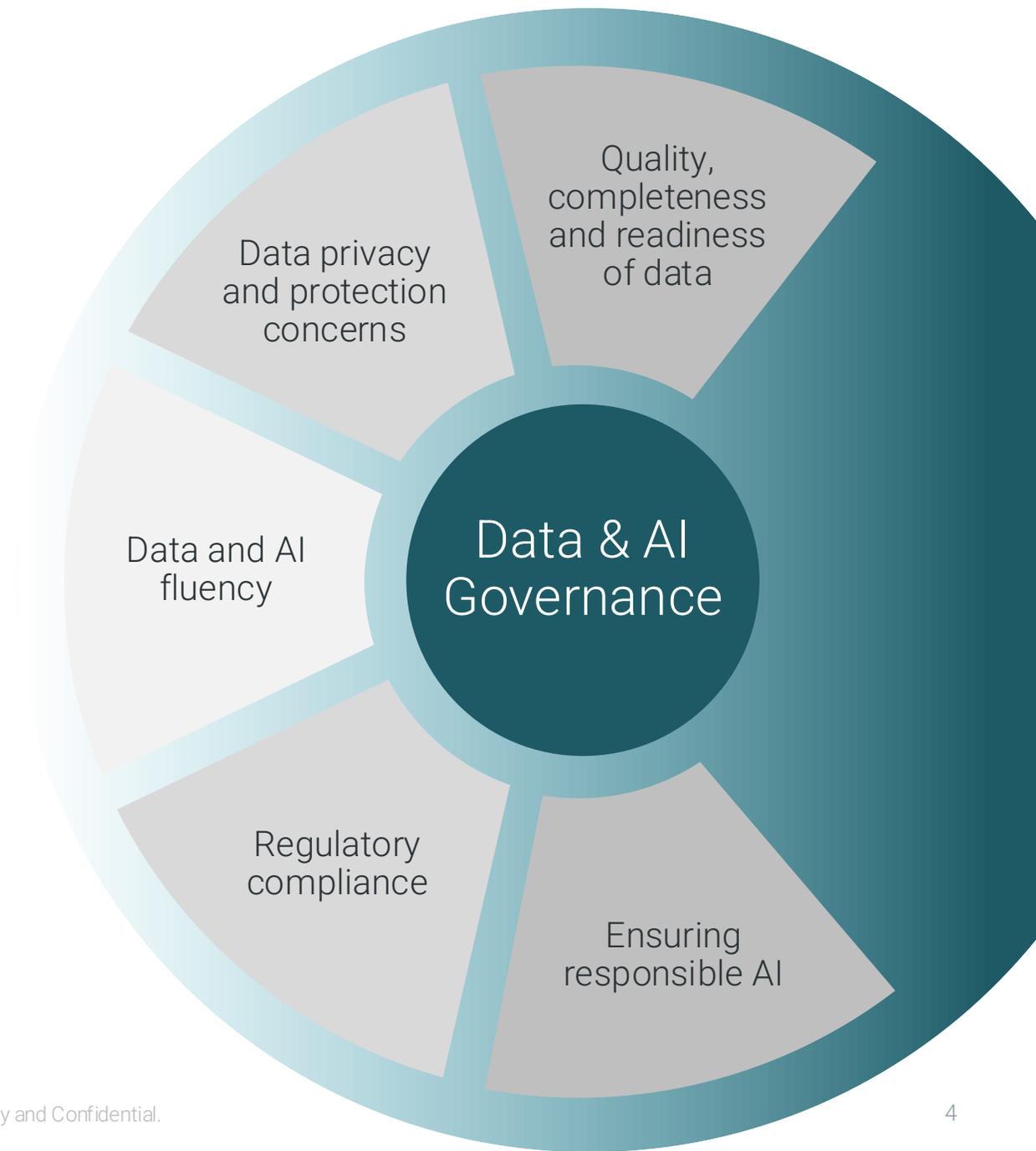
Complexity is a constant

aws
databricks
snowflake
Azure

Informatica®
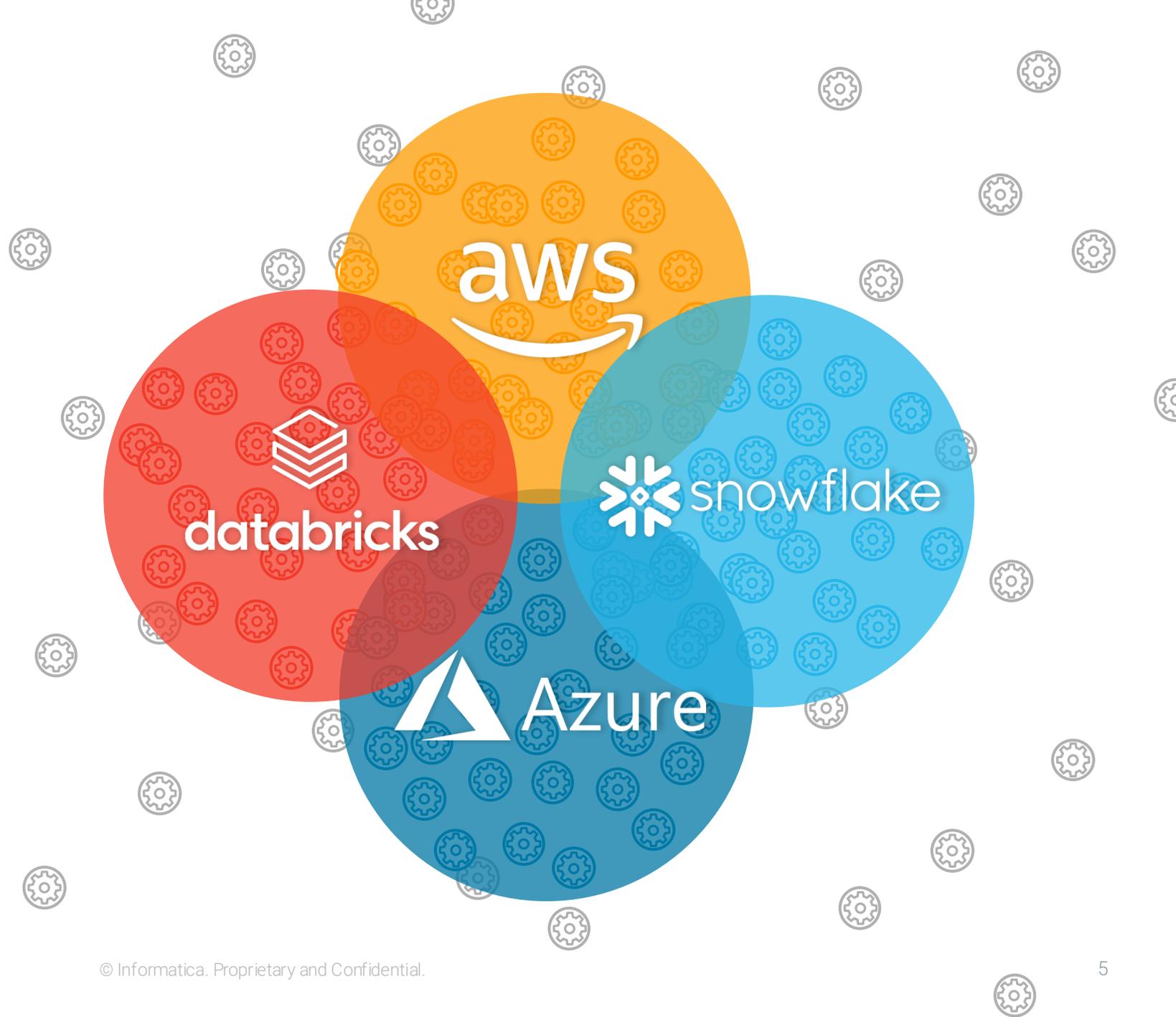
The 4-Step Playbook

A proven framework to operationalize trusted, scalable AI
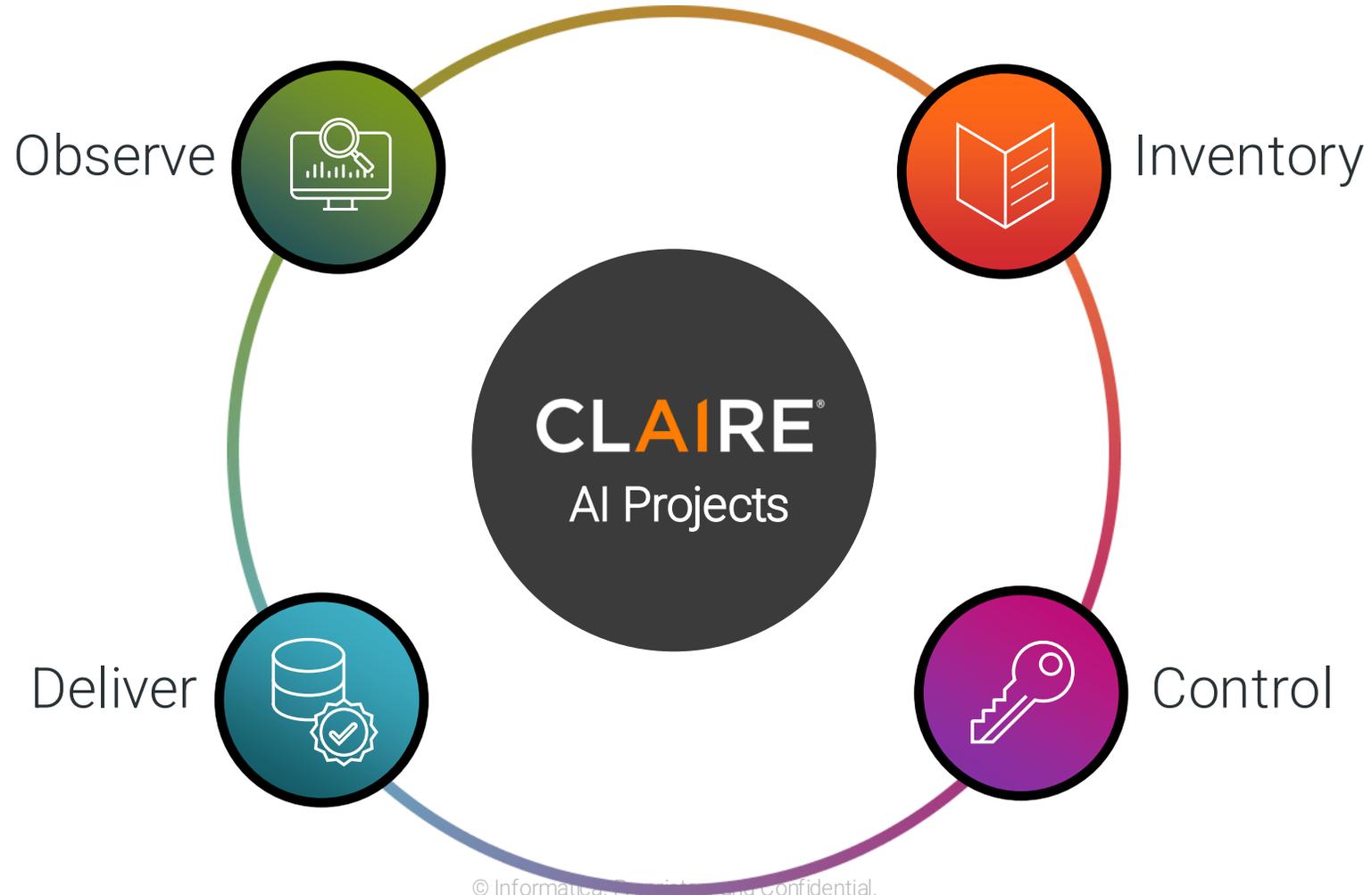
Observe

Inventory

CLAIRE®

AI Projects

Deliver

Control

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AI Governance Made Simple

Complete visibility and trustworthy lineage for all your data and AI

Inventory   Control   Deliver   Observe

- Classify structured and unstructured data accurately and thoroughly
- Discover AI and data assets organization-wide
- Track data lineage and model provenance

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AI Governance Made Simple

Complete visibility and trustworthy lineage for all your data and AI

Inventory

Control

Deliver

Observe

- Manage compliance and risk workflows
- Enforce access policies for sensitive data
- Customize approval chains with stakeholders

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AI Governance Made Simple

Complete visibility and trustworthy lineage for all your data and AI

Inventory

Control

Deliver

Observe

- Ensure high-quality, relevant, and safe data
- Apply data privacy and masking controls
- Provide secure, trusted data delivery

AI Governance Made Simple

Complete visibility and trustworthy lineage for all your data and AI

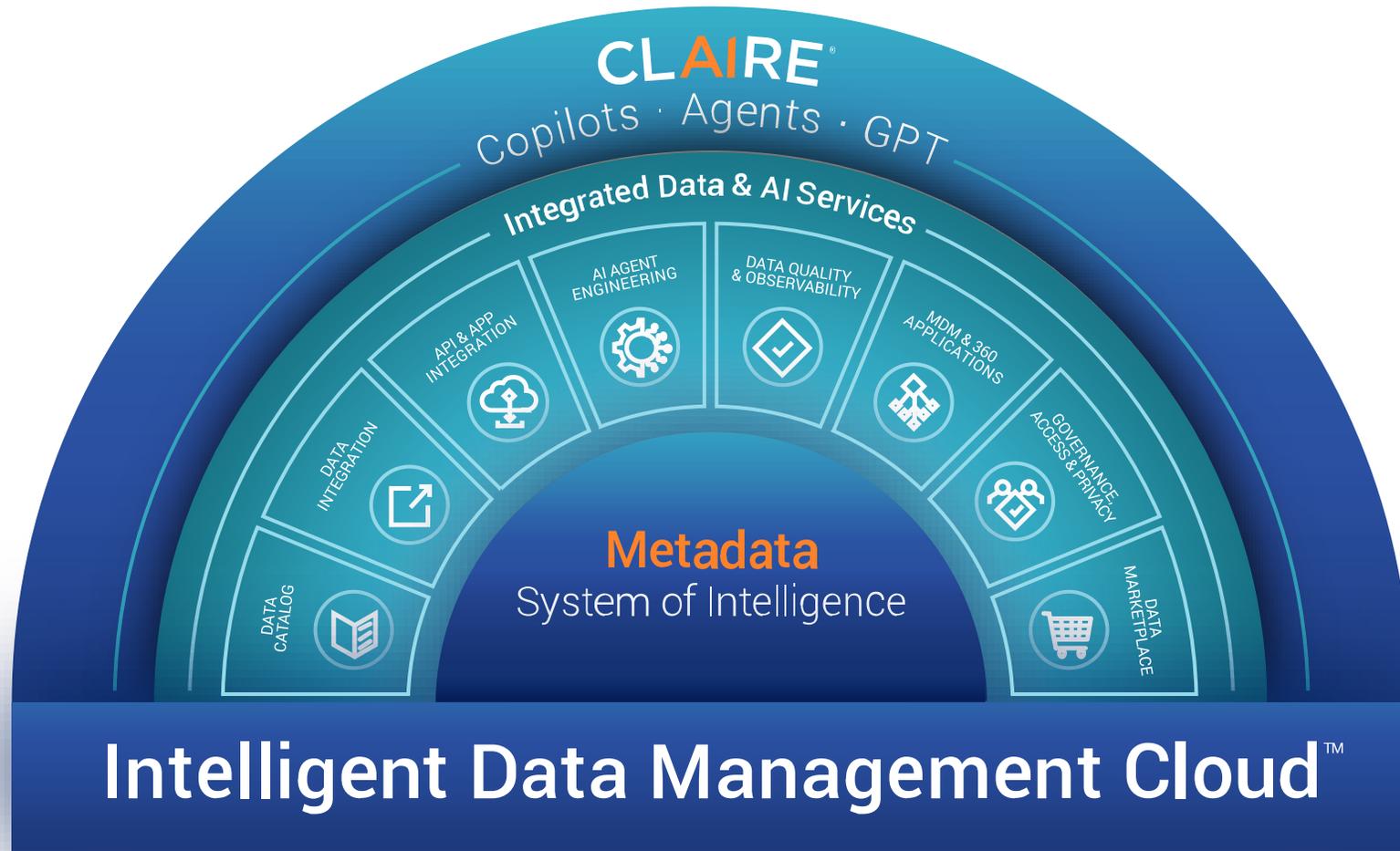Inventory   Control   Deliver   Observe

- Continuously monitor AI system inputs and outputs
- Detect anomalies and data/model drift
- Maintain audit trails and governance dashboards

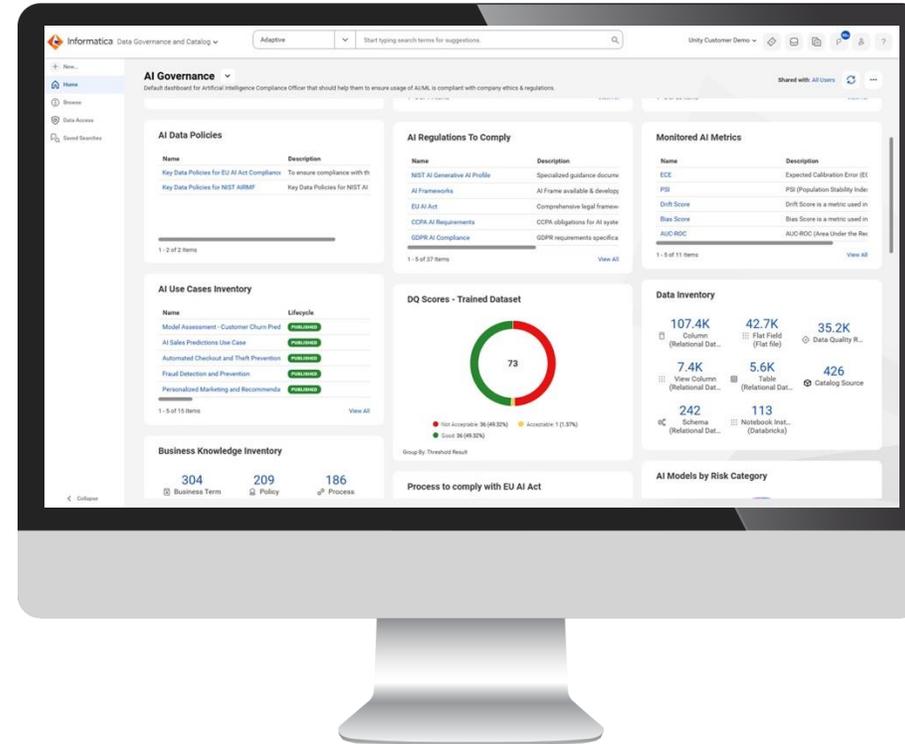Informatica

One Platform for Data and AI Governance

DEMO

Thank You

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Where data & AI come to LIFE™

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