

Accelerate your AI Governance Journey

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Where data & AI come to 



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AI Adoption Is Growing Rapidly

Organizations using GenAI in multiple business units

Over the past 18 months

25%
18-month increase¹

Spending on GenAI

Has increased to \$644bn

76%
2025 YoY²

Most advanced GenAI initiatives

Meeting or exceeding expectations

74%
with ROI³

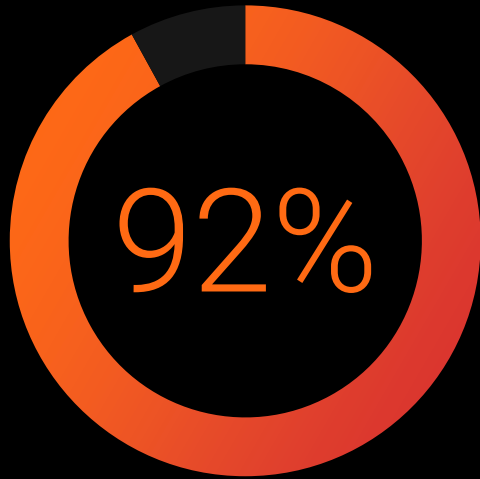


Generative AI is going to reinvent virtually every customer experience we know and enable altogether new ones about which we've only fantasized.

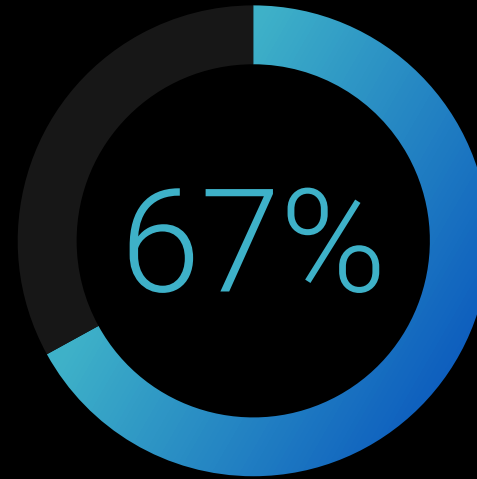
Andy Jassy, CEO

AWS, '24 Letter to Shareholders

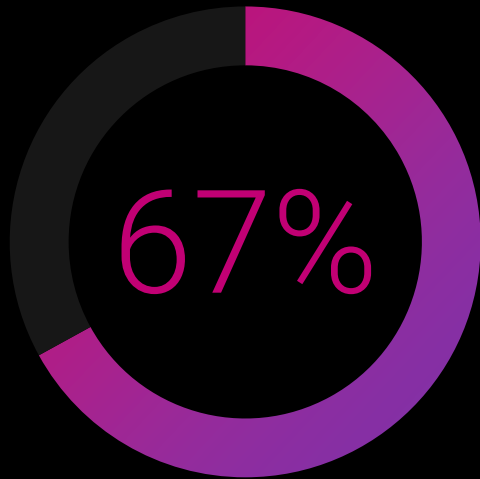
Projects Are Still Stalling or Being Abandoned



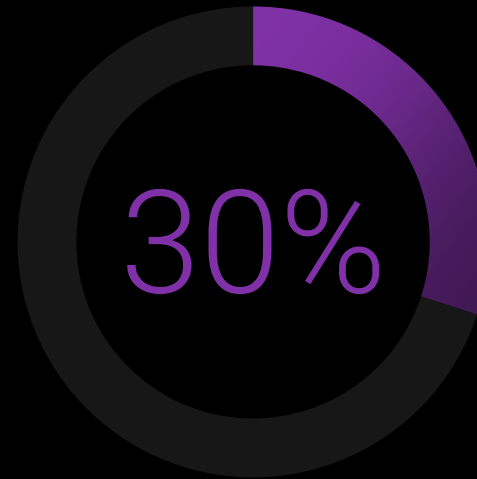
are concerned new GenAI pilots are moving forward without addressing previously uncovered problems₁



have been unable to transition even half of their GenAI pilots to production₁



of companies say 30% or fewer GenAI projects will go into production in the next 3-6 months₁



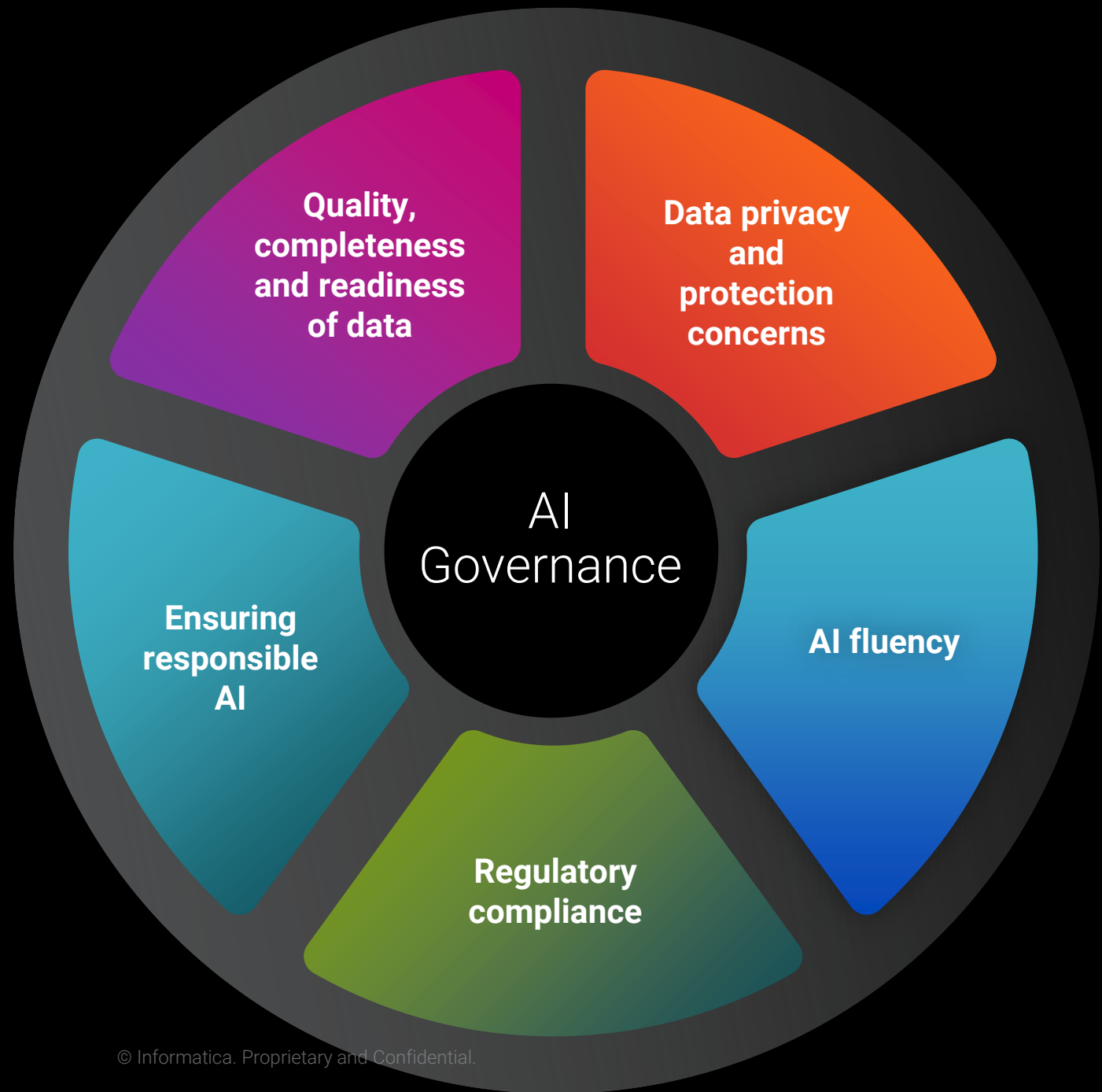
of GenAI projects will be abandoned after proof of concept by end of 2025₂

Sources

1. https://www.informatica.com/lp/cdo-insights-2025_5039.html

2. <https://www.gartner.com/en/newsroom/press-releases/2024-07-29-gartner-predicts-30-percent-of-generative-ai-projects-will-be-abandoned-after-proof-of-concept-by-end-of-2025>

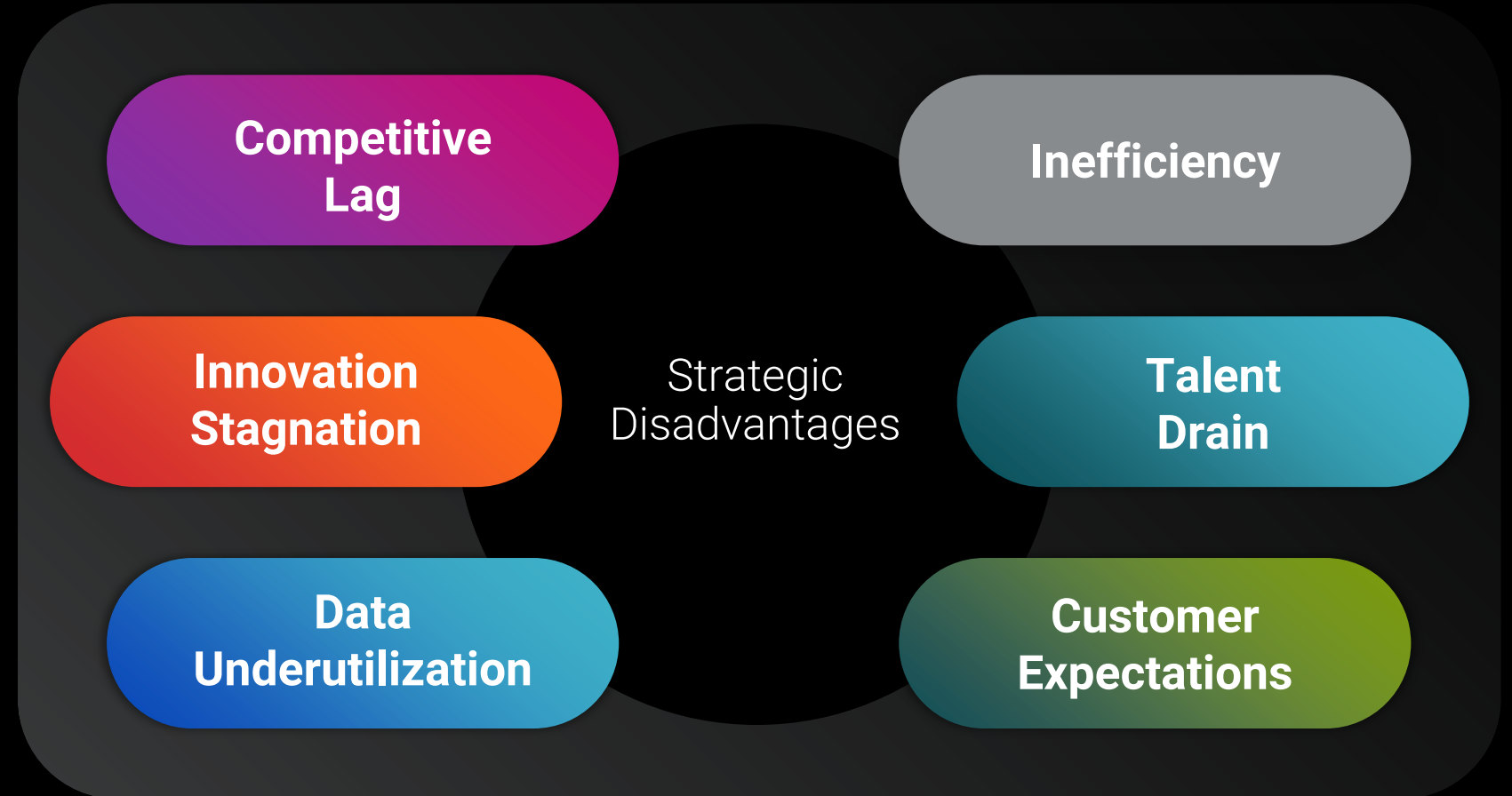
Challenges Holding Back AI Adoption



Act Now or Become Irrelevant

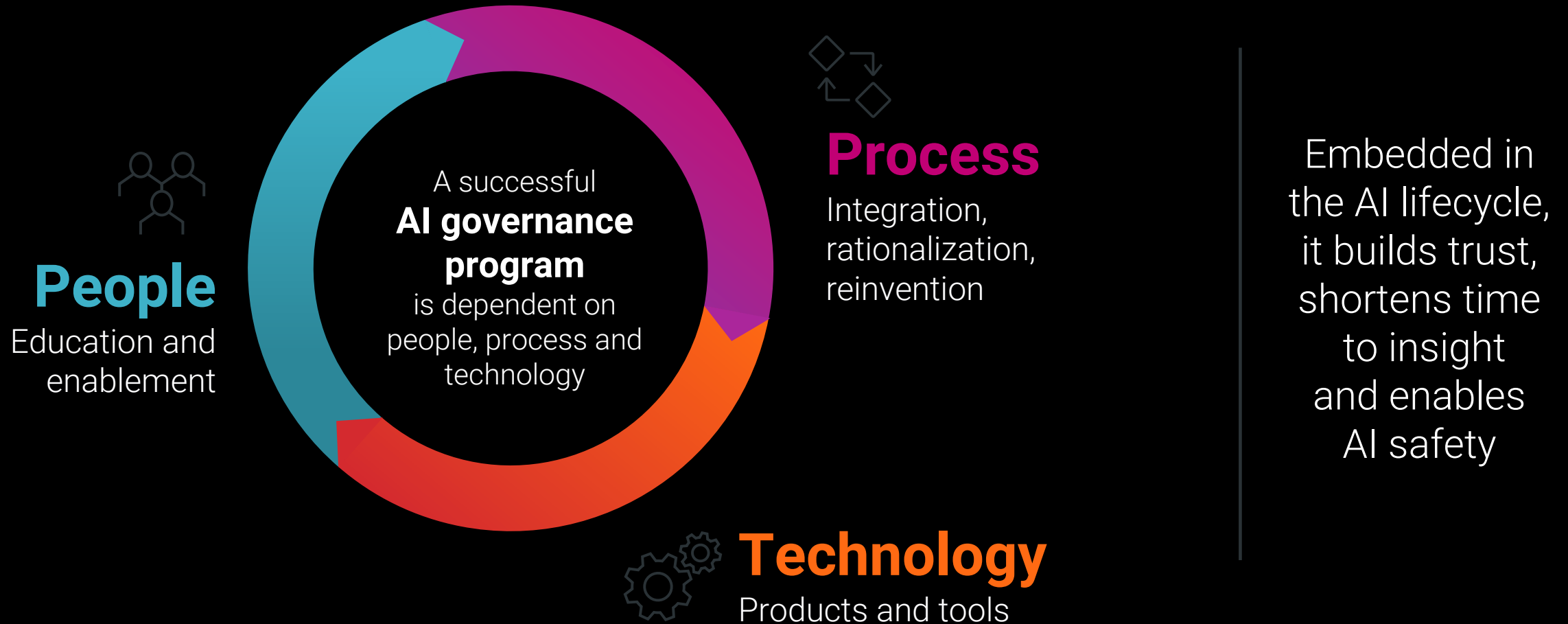


AI leaders have seen 50% greater revenue growth than the overall average – and 60% higher shareholder returns over 3 years.

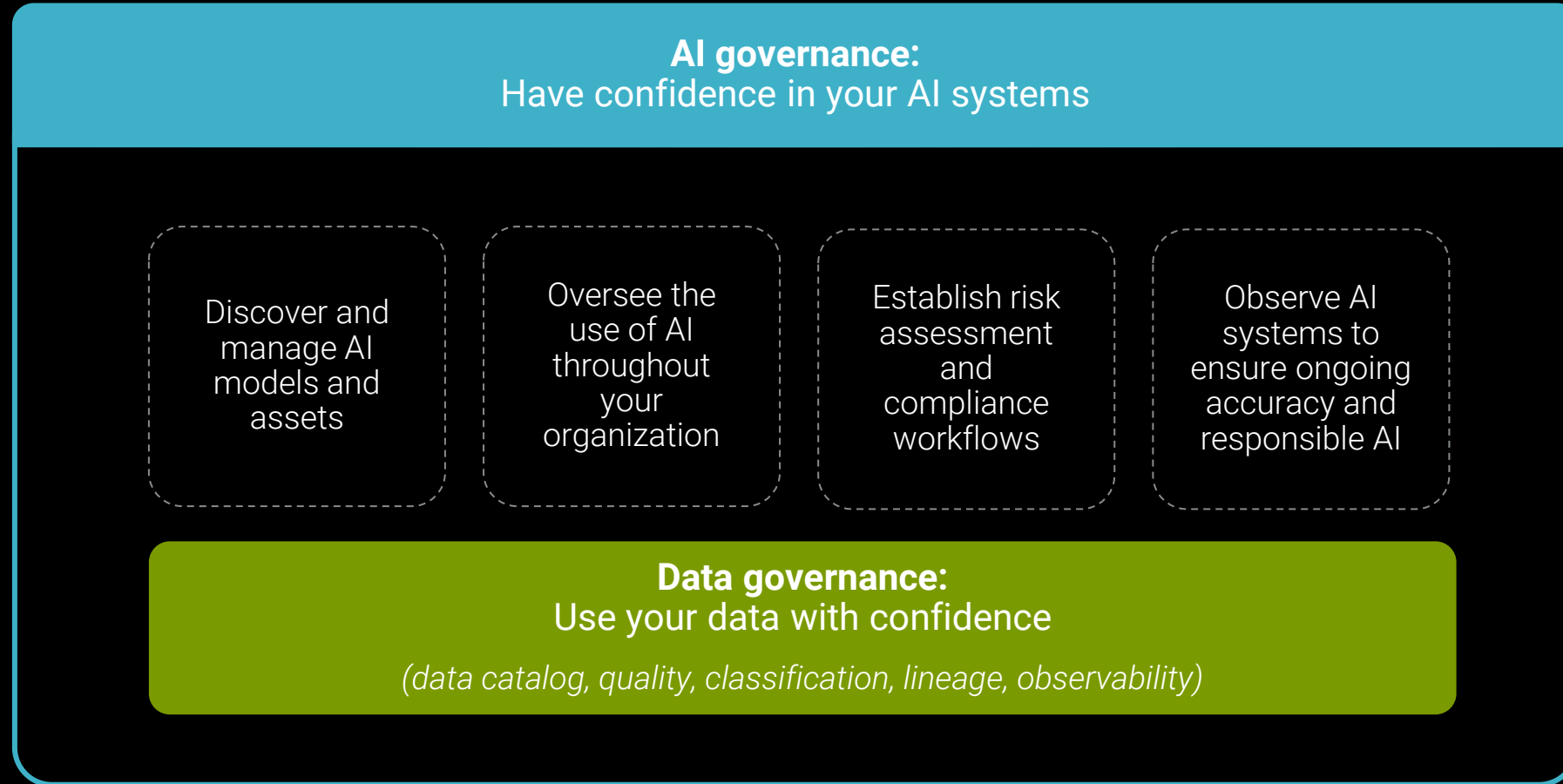


AI Governance Is a Growth Lever

AI Governance is the framework of policies, processes and systems that ensure the safe and effective development and deployment of AI technologies within an organization

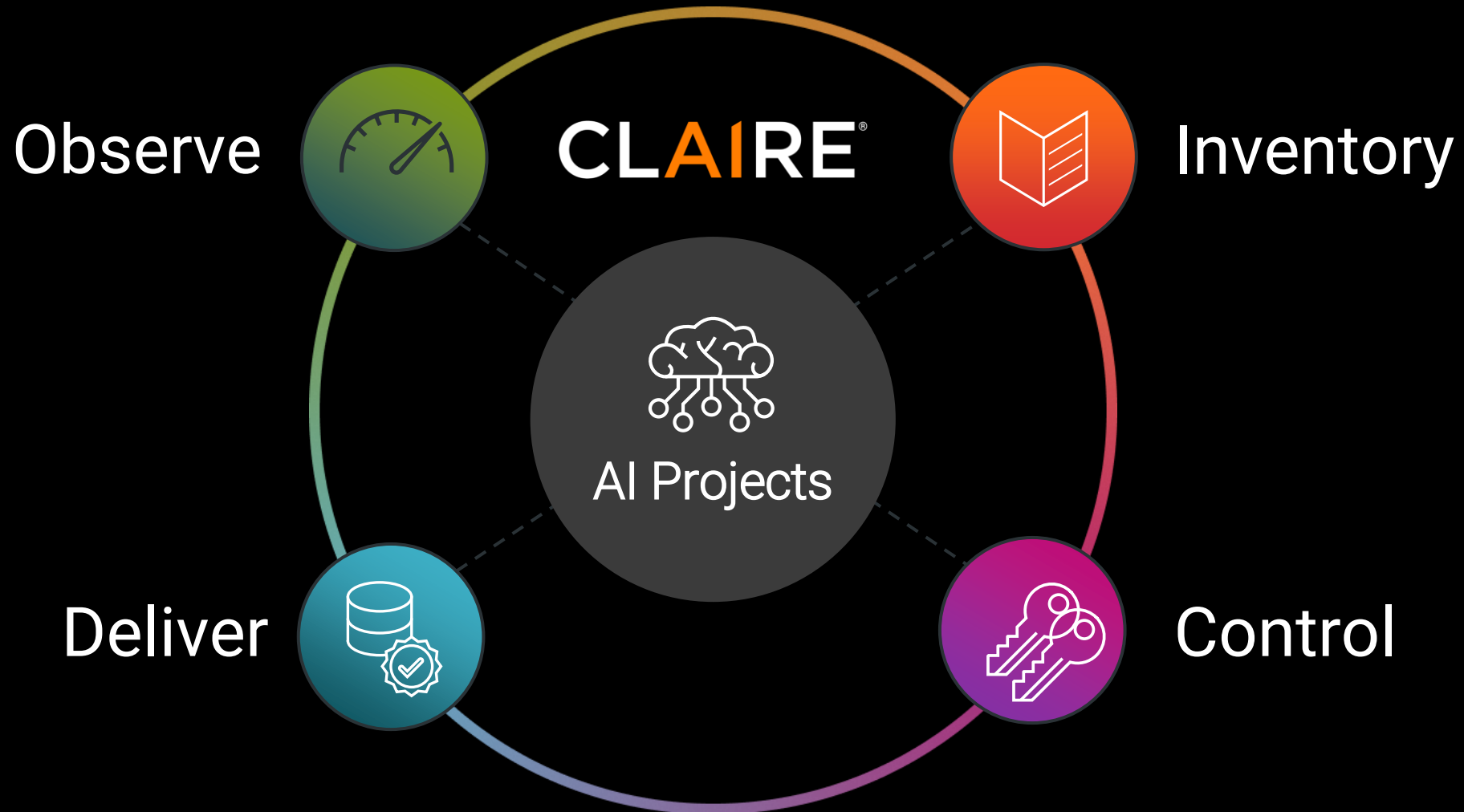


AI Governance builds on the solid foundation of data governance



AI Governance Made Simple

Build confidence in your AI initiatives with trust to accelerate ROI



Governance of the AI Lifecycle

STEVE

AI Governance Steward



Ensure responsible and compliant use of AI throughout the project lifecycle

Risk assessment

Data governance

Compliance checking

Approval

Oversight

Auditing



AMY

AI Product Manager

Develop a GenAI agent to create brand-focused content for social media

Define use case

Discover data and AI model

Develop and test AI system

Deploy and monitor

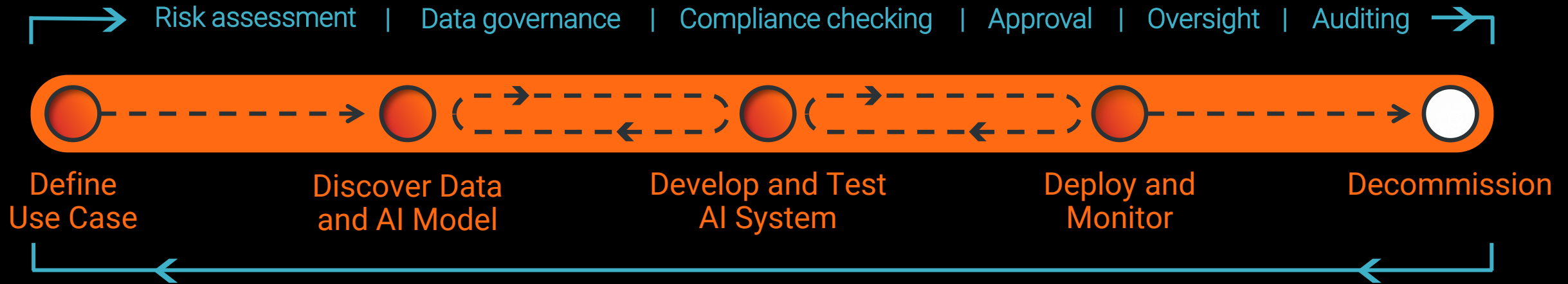
Decommission

Governance of the AI Lifecycle

STEVE

AI Governance Steward

Ensure responsible and compliant use of AI throughout the project lifecycle

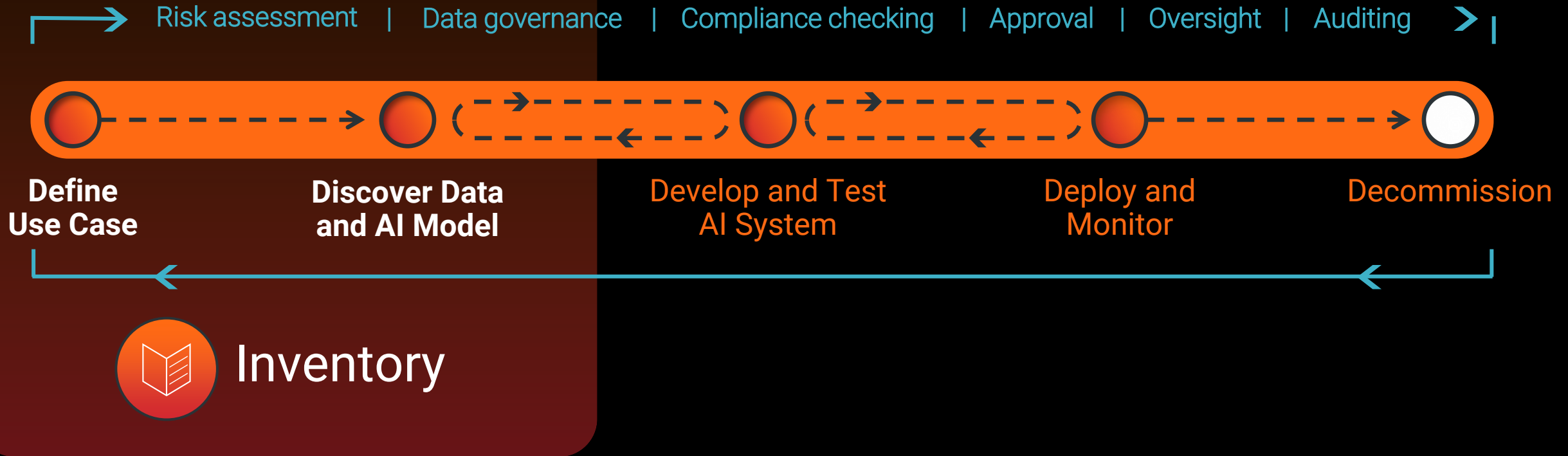


AMY

AI Product Manager

Develop a GenAI agent to create brand-focused content for social media

Governance of the AI Lifecycle

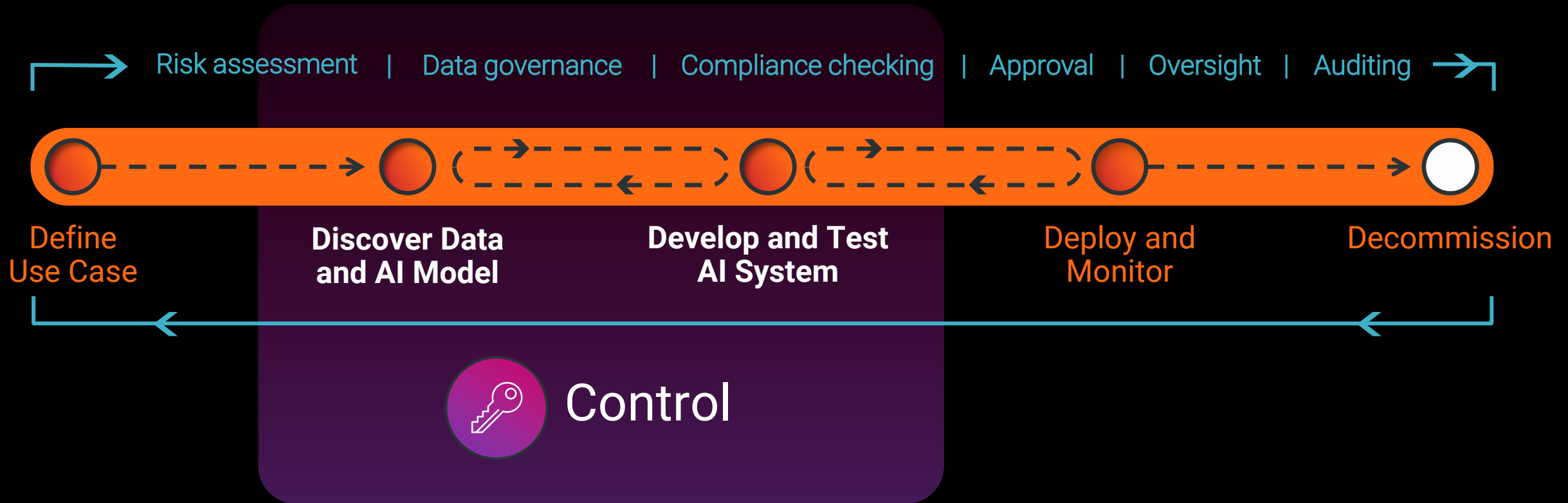


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AI Product Manager

STEVE
AI Governance Steward



Governance of the AI Lifecycle

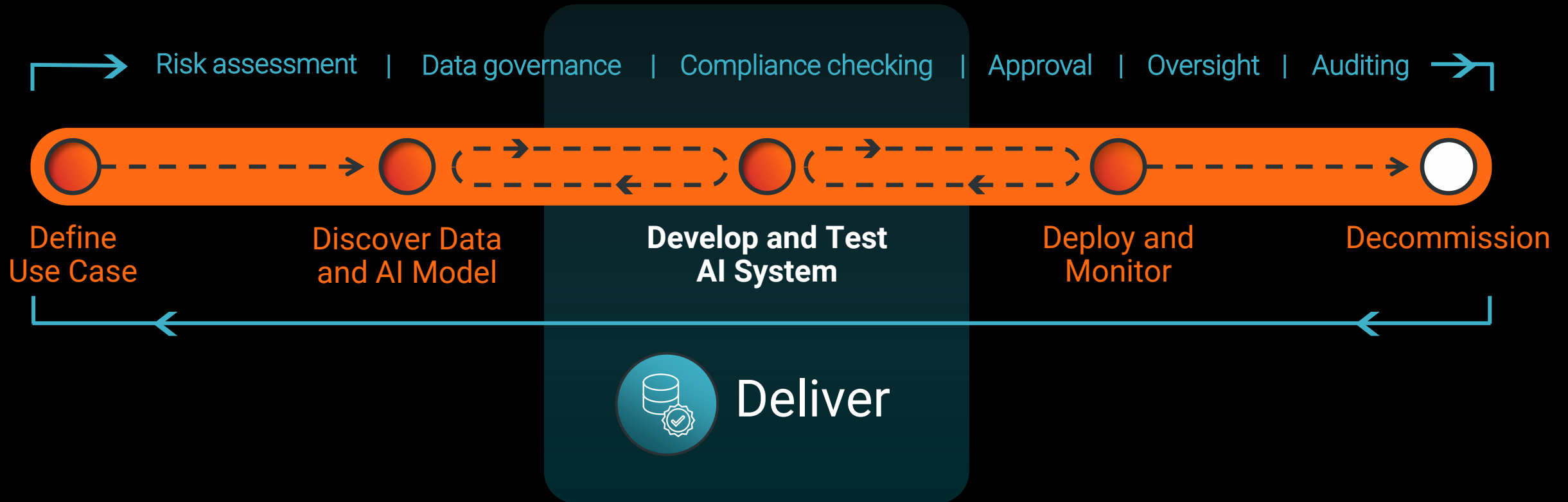


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Governance of the AI Lifecycle

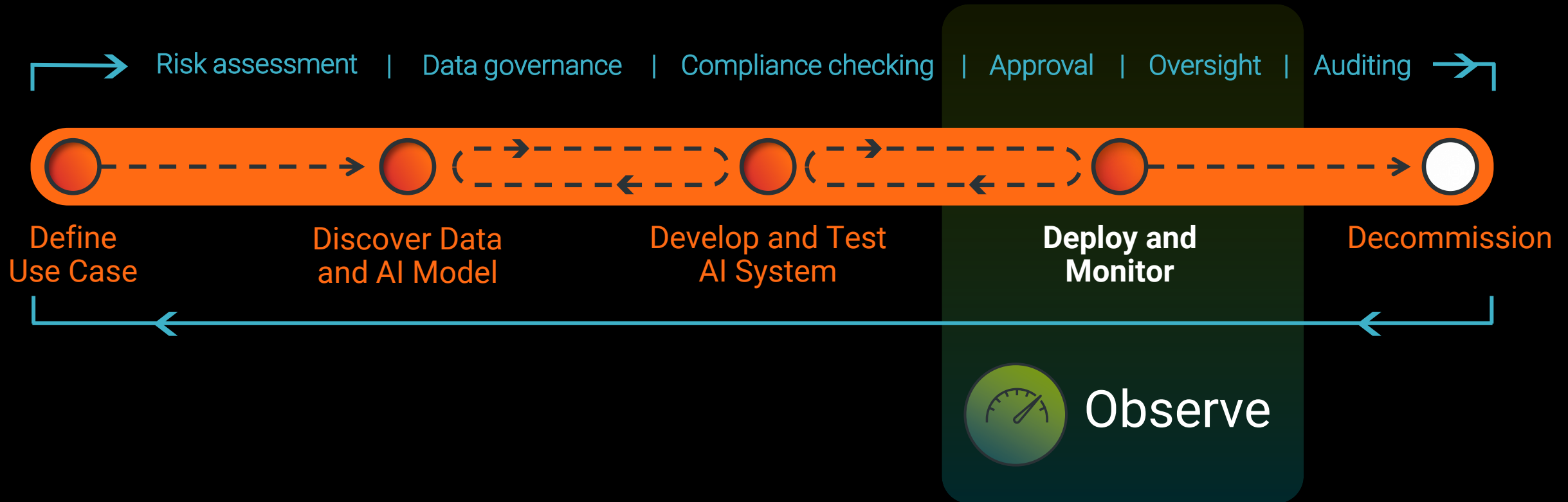


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Governance of the AI Lifecycle

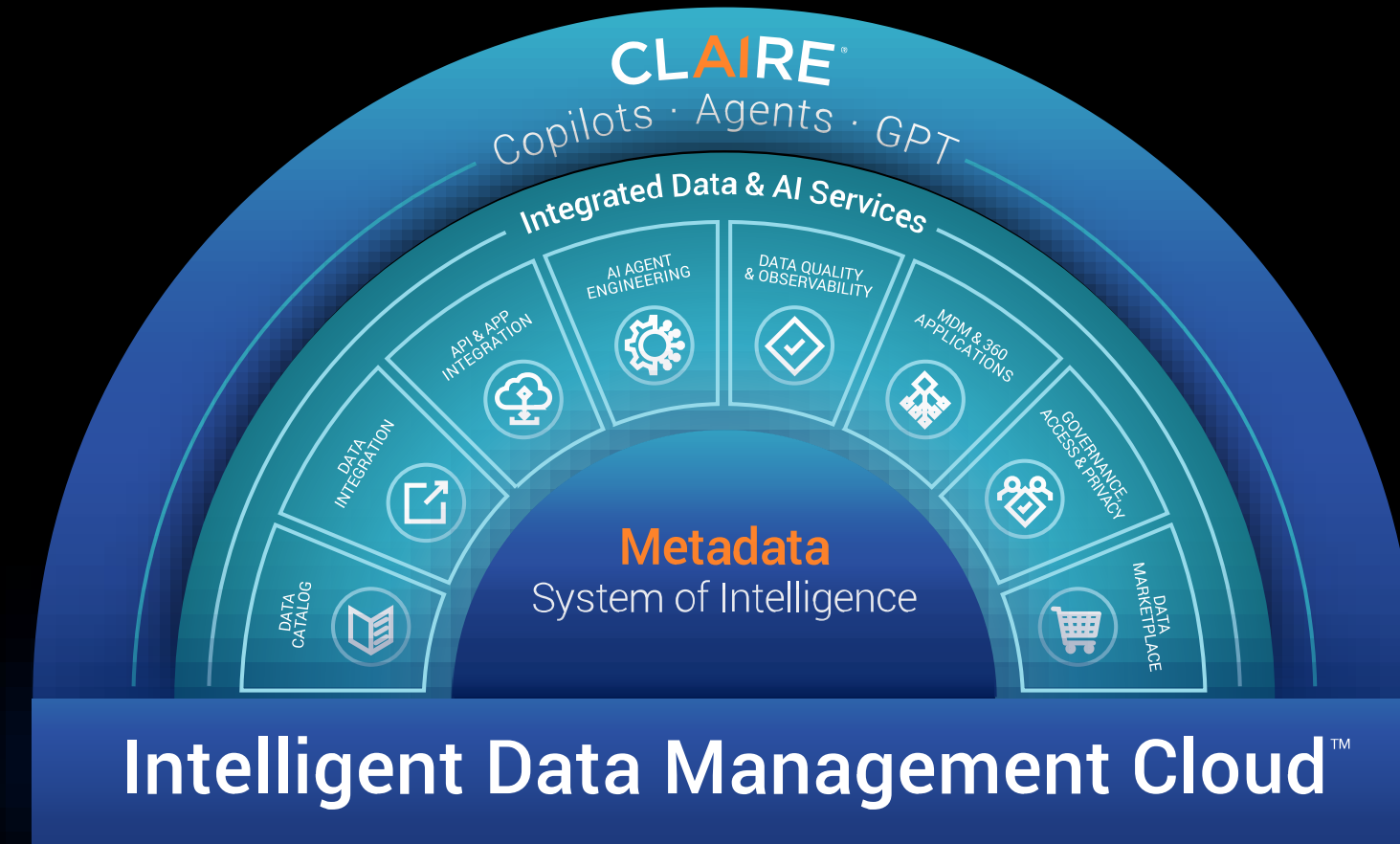


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AI Governance Steward



One Platform for Data and AI Governance



Inventory



Control



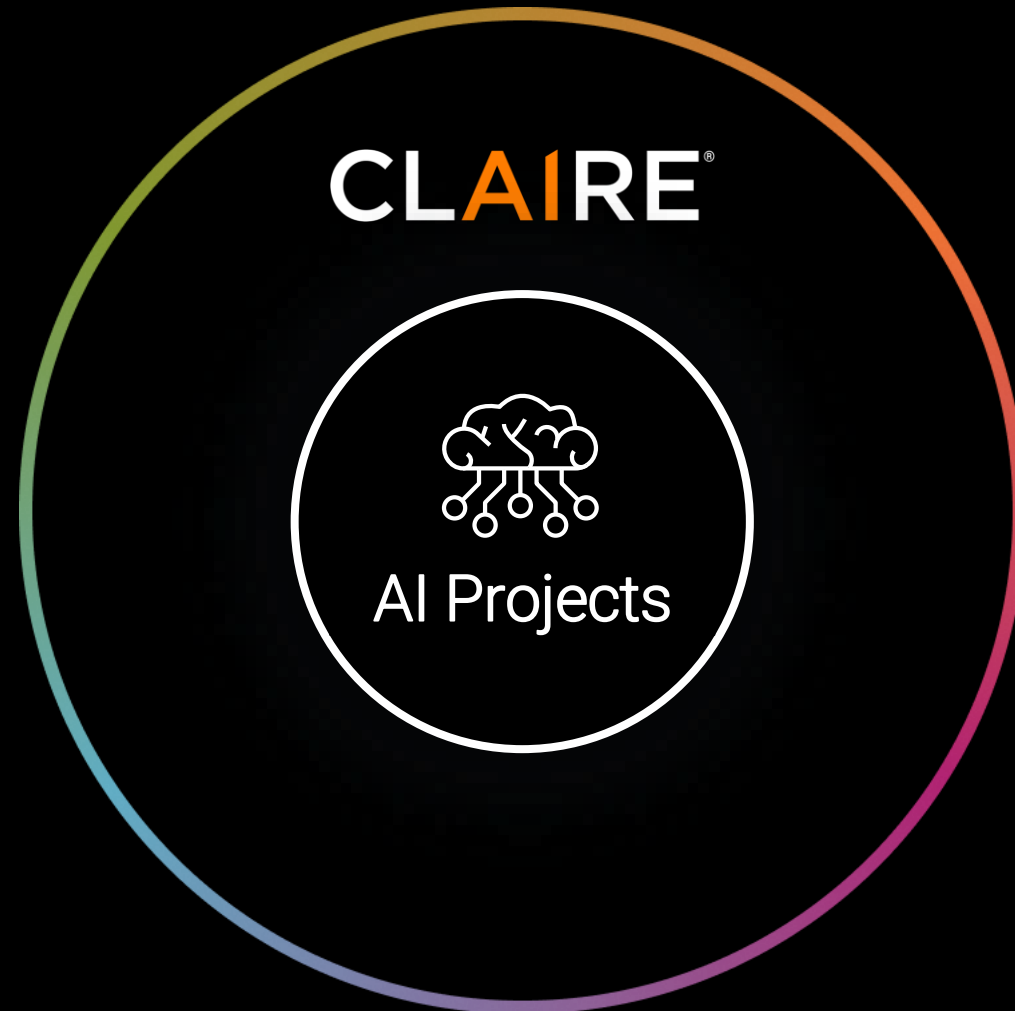
Deliver



Observe

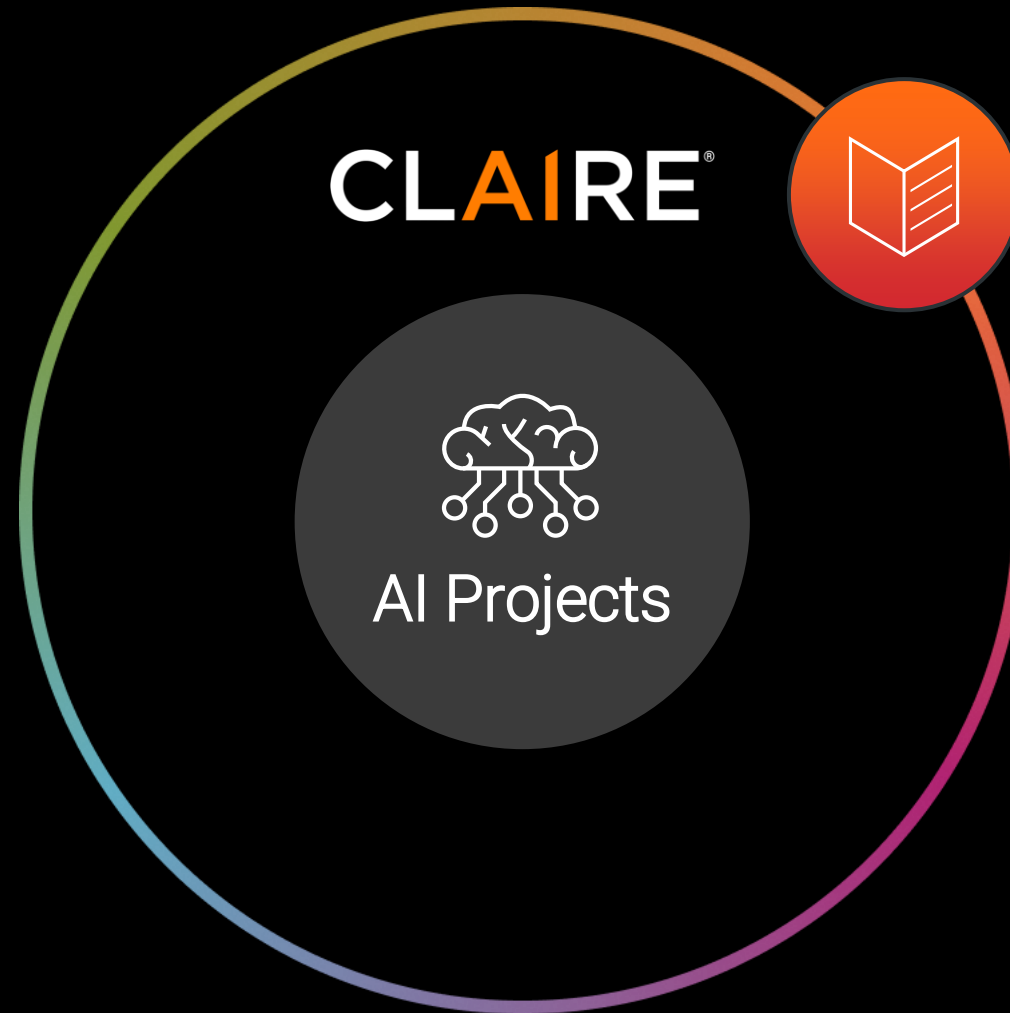
AI Governance Made Simple

Future investment



AI Governance Made Simple

Build confidence in your AI initiatives with trust to accelerate ROI

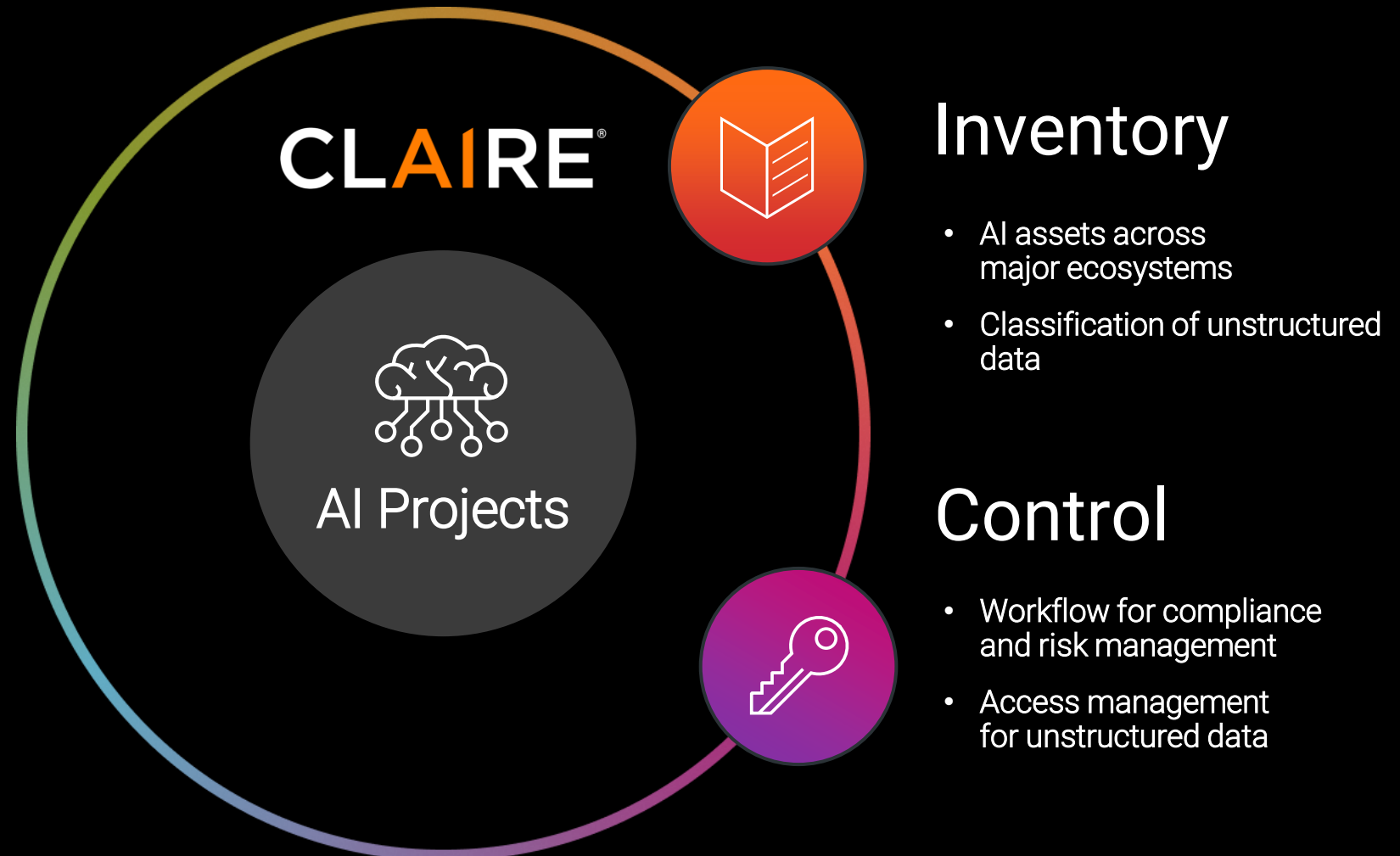


Inventory

- AI assets across major ecosystems
- Classification of unstructured data

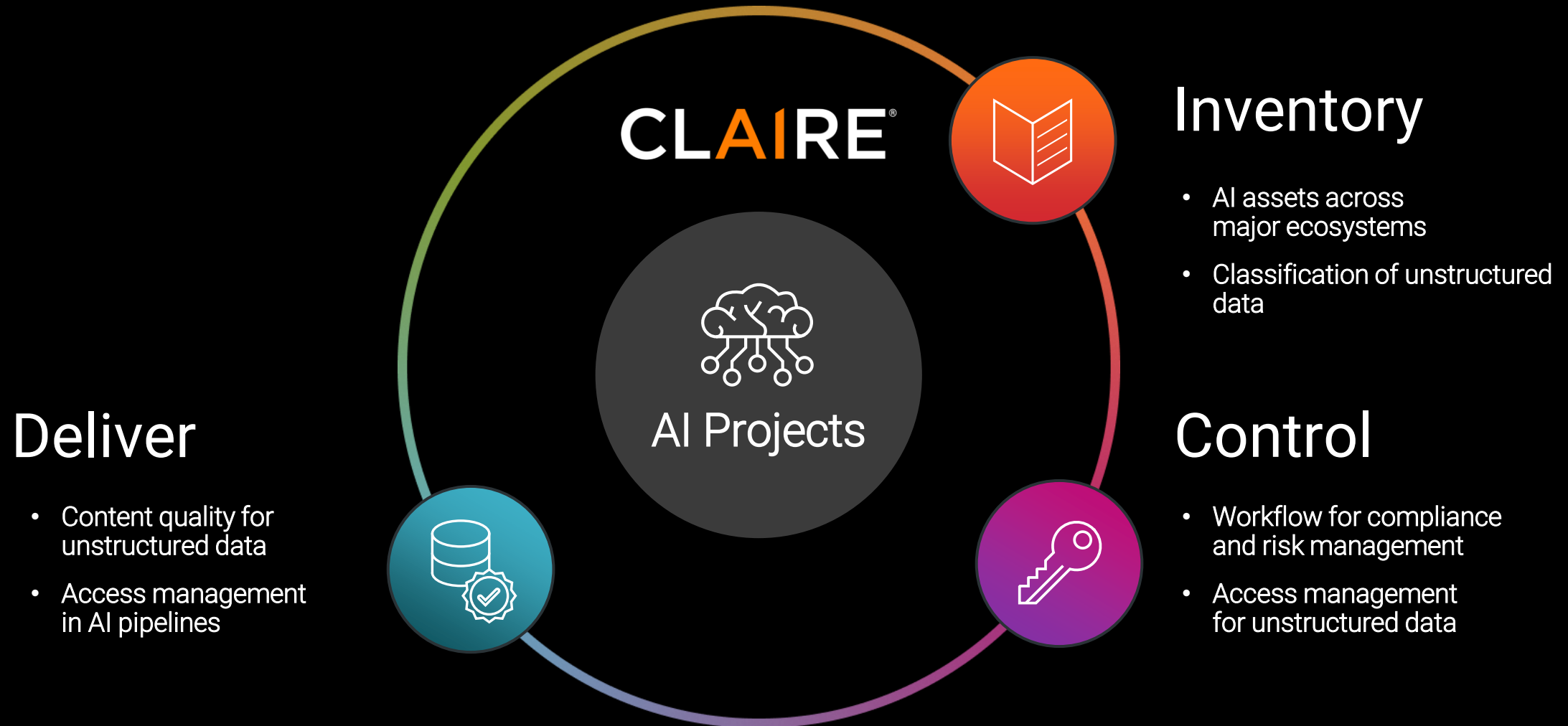
AI Governance Made Simple

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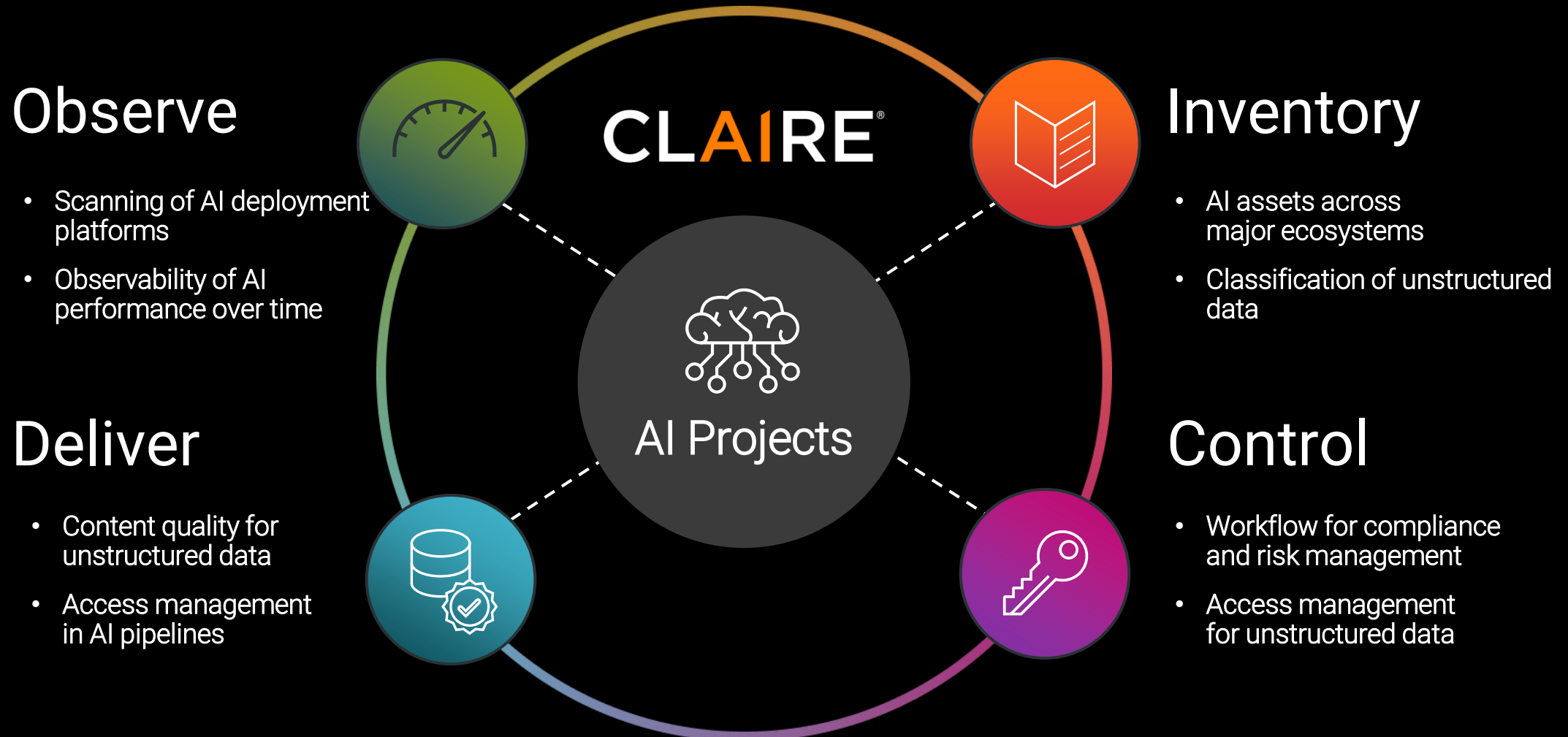
AI Governance Made Simple

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AI Governance Made Simple

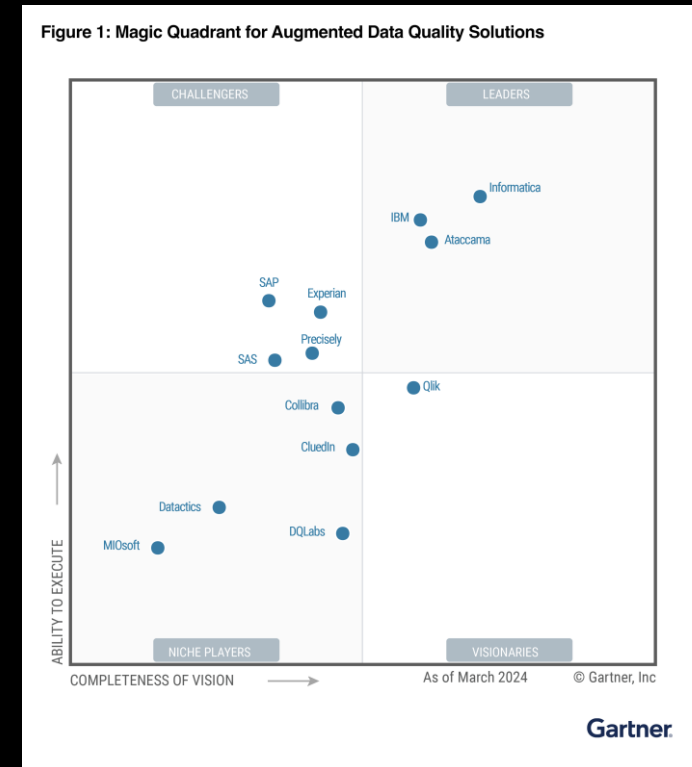
Build confidence in your AI initiatives with trust to accelerate ROI



Gartner® Recognizes Informatica

2025 Magic Quadrant™ for Data and Analytics Governance Platforms

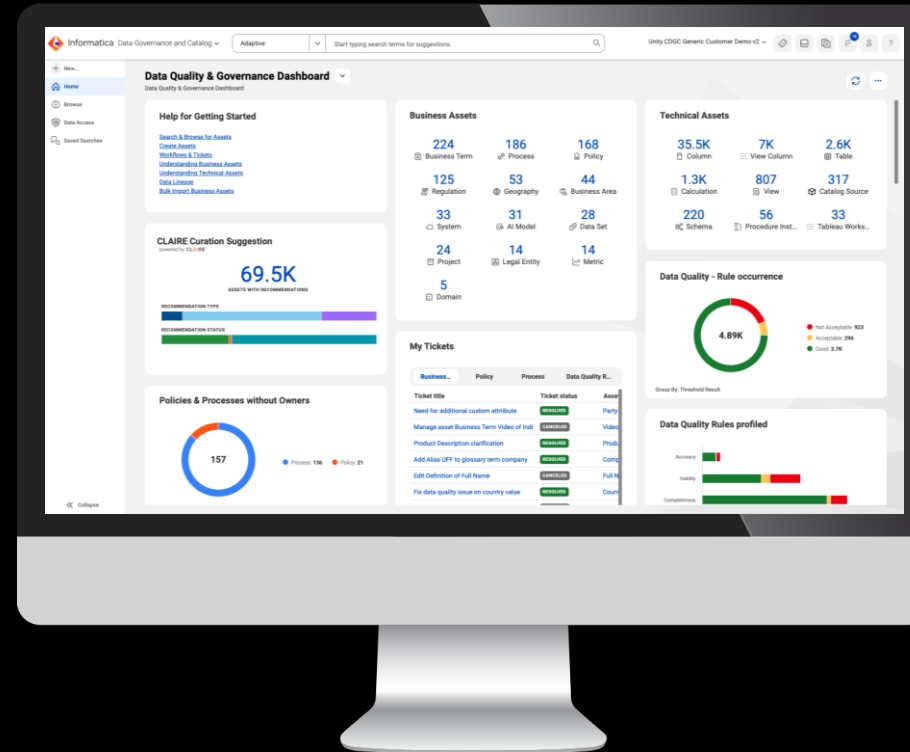
2024 Magic Quadrant™ for Augmented Data Quality Solutions



Gartner, Magic Quadrant for Data and Analytics Governance Platforms, Guido De Simoni, Anurag Raj, Melody Chien, Stephen Kennedy, 7 January 2025; Gartner, Magic Quadrant for Augmented Data Quality Solutions, Melody Chien, et al., 6 March 2024; GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and MAGIC QUADRANT is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Informatica.

DEMO

AI Governance



Where data
& AI come to



Accelerate AI Adoption

**Ensure AI is developed and
utilized reliably, responsibly and
with trustworthiness**

