Today's Speaker

David Gengenbach

Global Practice Leader
Customer Experience

As a data management veteran with over 20 years of industry experience, David Gengenbach has established himself as a highly-respected thought leader within the field.

Throughout David's distinguished career, he has held a variety of key roles both in leadership and individual contributor positions. Over the past six years, David has focused his attention on support for Informatica's Master Data Management business, leveraging his experience to shape and guide our customer's strategies in this critical area.

Most recently, David has been tasked with leading a global community of practice around master data management and customer experience.

Speaker info

- Speaker Name: David Gengenbach

- Speaker Title: Global Practice Leader: Customer Experience

- Speaker Biography: Previous page

- Speaker email: dgengenbach@informatica.com

- Session Title: Bringing AI to life with Master Data Management

- Session Abstract: next page

- Company Logo: Full Color   Full Color Reversed

- Company URL: https://www.informatica.com

Session Abstract

Effective data management is essential to capitalize on an increasingly AI-driven world. Informatica Intelligent MDM & 360 Applications offer an all-in-one approach to master data management, ensuring that your most important business data is clean, accurate, secure and easily accessible for AI, operations, analysis and critical business decisions across your teams. We'll show how Informatica's data management services powered by Informatica's AI engine CLAIRE copilot and CLAIRE GPT, help organizations address business initiatives that improve customer experience, scale digital commerce, optimize supply chains optimization, streamline finance data management and more. You'll get a closer look at how organizations of all sizes are uncovering hidden insights and identifying new opportunities for growth and innovation.

Bringing AI to life with Master Data Management

David Gengenbach

Global Practice Leader: Customer Experience

Multidomain MDM & Digital Transformation

Mobile-Powered Transformation

Cloud-Powered Transformation

eCommerce-Powered Transformation

AI-Powered Transformation

Multidomain MDM
Data quality, match, merge, survivorship, workflows

Informatica

Trusted

Secure

AI-Powered

Cloud-Native

Operationalizing GenAI Needs a Strong Master Data Foundation

Trusted

Secure

AI-Powered

Cloud-Native

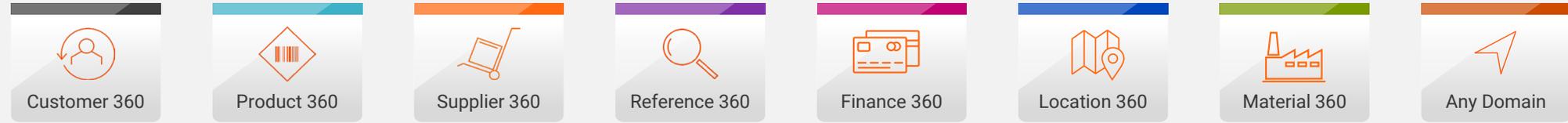# Operationalizing GenAI Needs a Strong Master Data Foundation
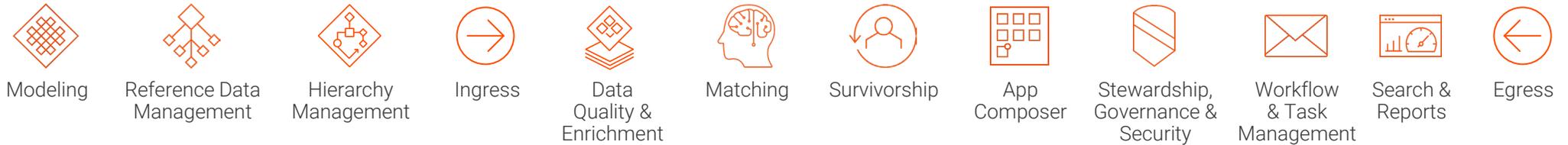
Trusted

Secure

AI-Powered

Cloud-Native

Informatica

Operationalizing GenAI Needs a Strong Master Data Foundation

Trusted

Secure

AI-Powered

Cloud-Native

Available Extensions

Informatica released extensions

Salesforce Extension for Customer 360	Real-time and batch integration for Salesforce Accounts & Contacts
Life Sciences Extension for Customer 360	Master healthcare professionals and healthcare organizations and their affiliations
SAP Extension for Customer 360	Integration of SAP Customer records with Customer 360 SaaS making S/4 HANA adoption faster
Healthcare Extension for Customer 360	Enterprise view of Healthcare Master Data
Insurance Extension for Customer 360	Enterprise view of master data across multiple policy & claim systems

SAP Finance Extensions for Reference 360	Centralized authoring and management of Finance Master Data
Legal Entity Master for Financial Services	Identification, risk assessment of entities to support business processes and compliance
New **ESG Extension for Supplier 360**	Identify supplier with high ESG Risk, drive ESG compliance and track supplier emission for scope 3
New **Material Master Extension**	Centralized authoring and management of material data
New **Location Master Extension**	Centralized authoring and management of location data

Informatica

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2024 Innovation Themes

Productivity at the speed of CLAIRE®

Master Data Governance

Modern Experiences

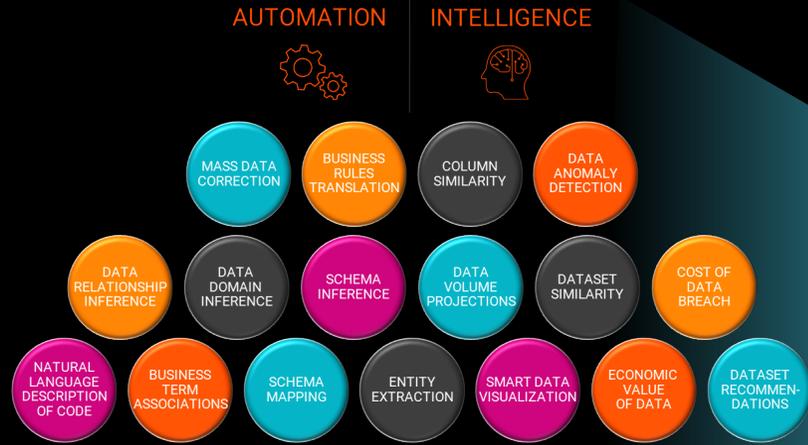**Evolution of Core Capabilities**

Industry Solutions & Modernization

CLAIRE®: AI-Powered Data Management

Let CL**AI**RE be your AI copilot

IN PRODUCT AI-POWERED METADATA INTELLIGENCE AND AUTOMATION

AUTOMATION   INTELLIGENCE

- MASS DATA CORRECTION
- BUSINESS RULES TRANSLATION
- COLUMN SIMILARITY
- DATA ANOMALY DETECTION
- DATA RELATIONSHIP INFERENCE
- DATA DOMAIN INFERENCE
- SCHEMA INFERENCE
- DATA VOLUME PROJECTIONS
- DATASET SIMILARITY
- COST OF DATA BREACH
- NATURAL LANGUAGE DESCRIPTION OF CODE
- BUSINESS TERM ASSOCIATIONS
- SCHEMA MAPPING
- ENTITY EXTRACTION
- SMART DATA VISUALIZATION
- ECONOMIC VALUE OF DATA
- DATASET RECOMMENDATIONS

CLAIRE GPT

NATURAL LANGUAGE INTERFACE TO DATA

COMING SOON

CLAI**RE** GPT
Here are some examples to help you get started.

Ask	Discover	Generate
How can I find the data I need?	Show me tables related to Account.	Help me create a data pipeline for generating Sales Forecast.
How can I track changes to datasets?	Explain the lineage of Sales KPI report.	Help me find datasets needed for creating a Customer Churn Report.
What are the top-viewed reports in my organization?	Show me the data profile for the Customer table.	How can I automate my data management processes?

Regenerate

Show me customer datasets that I can use for cross-sell analysis across Omnee and Akme

CL**AI**RE

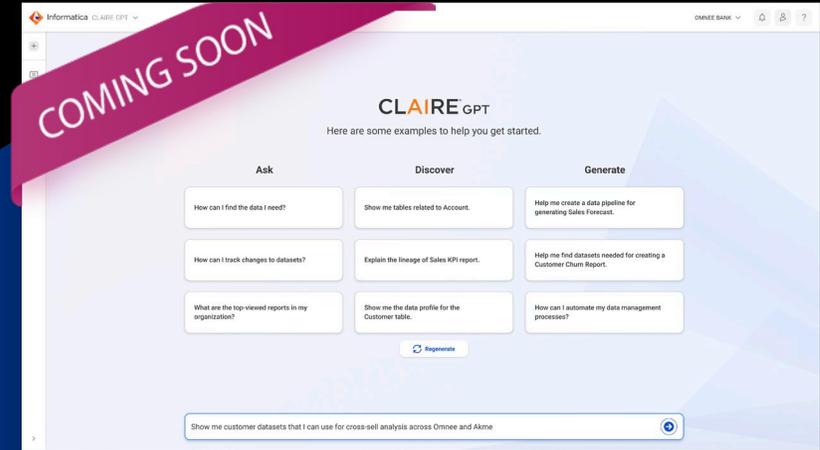### UNIFIED METADATA INTELLIGENCE

Data Management Automation

Activated Metadata to provide automated data management capabilities

Reduced manual effort and improved operational efficiency across data management tasks

Proactive recommendations and alerts for potential issues

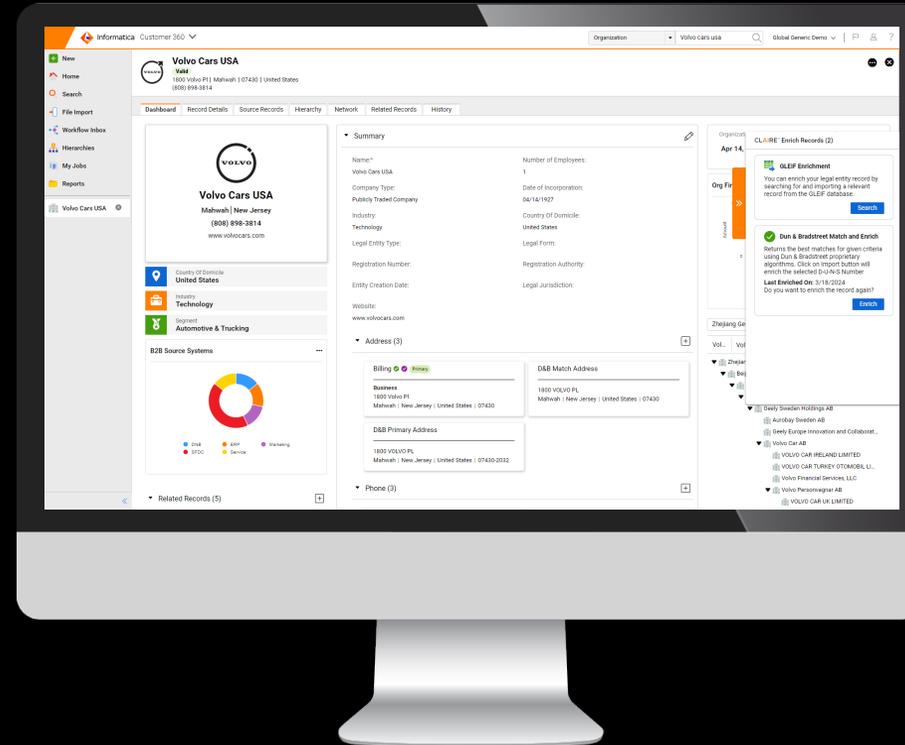| INTELLIGENT GLOSSARY	SMART DOMAINS	COLUMN SIMILARITY
ENTITY MATCHING	SCHEMA MATCHING	DATA QUALITY INSIGHTS
JOIN RECOMMENDATIONS	NEXT TX RECOMMENDATIONS	DATASET RECOMMENDATIONS

Generative AI-powered Data Management

Enhance productivity of experienced data management professionals with fully automated workflows	Democratize data and data management by enabling non-technical users to create specifications and perform basic data management tasks on their own	Reduce data management costs

NL TO ETL/ELT	NL TO DQ	NL TO PREP	NL TO GOVERNANCE
NL-BASED DISCOVERY	NL-BASED EXPLORATION	NL-BASED TESTING AND DOCUMENTATION	AUTOMATED FINOPS
CROSS PRODUCT EXP.	AI COPILOT	IN-CONTEXT DATA INTELLIGENCE	OPEN, POLYGLOT

DEMO

Q&A

https://www.informatica.com/contact-us.html

Where data & AI come to
LIFE

Informatica