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
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
Operationalizing GenAI Needs a Strong Master Data Foundation

- Trusted
- Secure
- AI-Powered
- Cloud-Native
Operationalizing GenAI Needs a Strong Master Data Foundation

Trusted

Secure

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Intelligent MDM & 360 Applications

Extensible Preconfigured Domain, Industry and Integration Content with Custom Domain Capabilities

All-in-One MDM Services


CLAIRED

Connectivity

10K+ METADATA-AWARE CONNECTORS

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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

- **ESG Extension for Supplier 360**
  - Identify supplier with high ESG Risk, drive ESG compliance and track supplier emission for scope 3

- **Material Master Extension**
  - Centralized authoring and management of material data

- **Location Master Extension**
  - Centralized authoring and management of location data
2024 Innovation Themes

Productivity at the speed of CLAIRE®

Master Data Governance

Modern Experiences

Evolution of Core Capabilities

Industry Solutions & Modernization
Let **CLAIRE** be your AI copilot

**IN PRODUCT AI-POWERED METADATA INTELLIGENCE AND AUTOMATION**

**AUTOMATION**
- Data Management
  - 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

<table>
<thead>
<tr>
<th>INTELLIGENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTELLIGENT GLOSSARY</td>
</tr>
<tr>
<td>SMART DOMAINS</td>
</tr>
<tr>
<td>COLUMN SIMILARITY</td>
</tr>
<tr>
<td>ENTITY MATCHING</td>
</tr>
<tr>
<td>SCHEMA MATCHING</td>
</tr>
<tr>
<td>DATA QUALITY INSIGHTS</td>
</tr>
<tr>
<td>JOIN RECOMMENDATIONS</td>
</tr>
<tr>
<td>NEXT TX RECOMMENDATIONS</td>
</tr>
<tr>
<td>DATASET RECOMMENDATIONS</td>
</tr>
</tbody>
</table>

**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

**COMING SOON**

**CLAIRE GPT**

**NATURAL LANGUAGE INTERFACE TO DATA**

- NL TO ETL/ELT
- NL TO DQ
- NL TO GOVERNANCE
- NL-BASED DISCOVERY
- NL-BASED TESTING AND DOCUMENTATION
- AUTOMATED FINOPS
- OPEN, POLYGLOT
DEMO
Where data & AI come to LIFE