



Enterprise Master Data to AI Superpower:

The Informatica Advantage

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Where data
& AI come to **LIFE**



Session Abstract

Enterprise Master Data to AI Superpower: The Informatica Advantage

Master data management isn't optional anymore—AI demands flawless data quality. Explore how Informatica's cloud-native multidomain MDM platform transforms trusted data into your competitive advantage. Our Intelligent Data Management Cloud unifies integration, quality, governance and mastering in one comprehensive SaaS solution that scales with your business. The CLAIRE AI engine automates complex stewardship tasks while our intuitive interface and 360 applications deliver unprecedented time-to-value. See firsthand why industry leaders choose Informatica to turn trusted enterprise master data into their AI and business superpower.

Critical Challenges to Operationalize Agentic AI



Lack of
Trust



Privacy & Compliance
Concerns

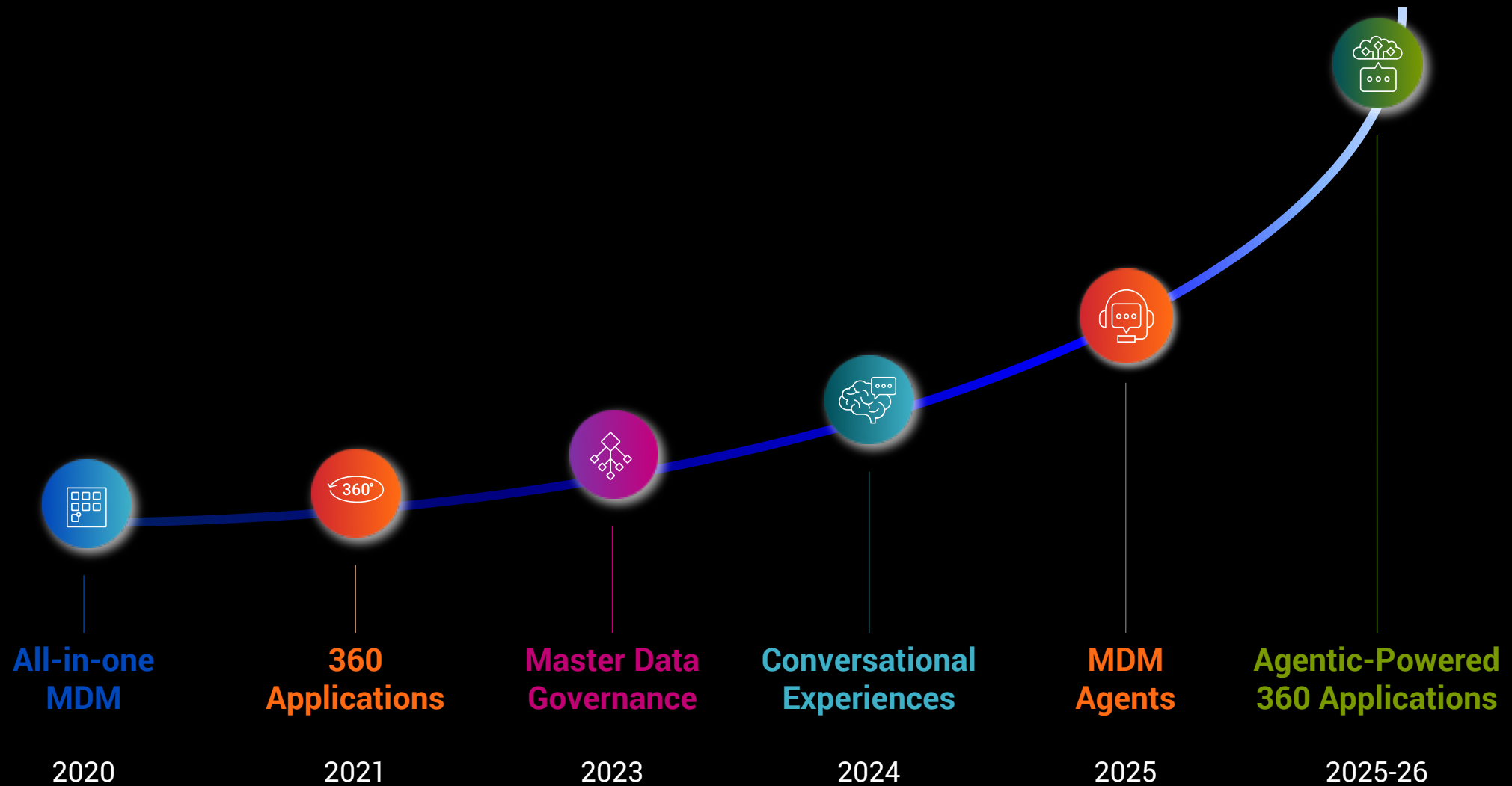


Cost of
Implementation

AI + Data = **VALUE**

AI + Master Data = **VALUE
&
TRUST**

How Informatica Shapes the Next Generation of MDM



Every Business Opportunity and AI Initiative Relies on Healthy Data



Analytics & Business Intelligence

Transform raw data into actionable insights



Application Modernization

Renovate existing apps and data/metadata



Business Process Automation

Streamline and optimize end-to-end workflows



Cloud Modernization

Enhance agility, reduce costs and improve ops efficiency



Customer Experience Optimization

Strengthen customer relationships and drive growth



Generative Artificial Intelligence

Transform business and achieve reliable outcomes



Regulatory Compliance Including ESG

Reduce data risks and maintain data integrity



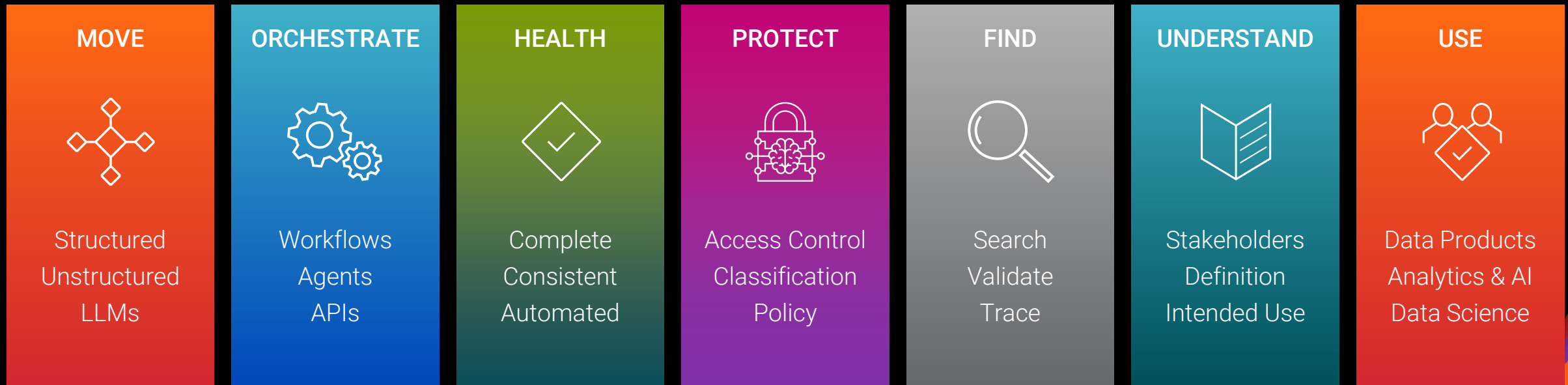
Supply Chain Optimization

Achieve operational efficiency and resiliency

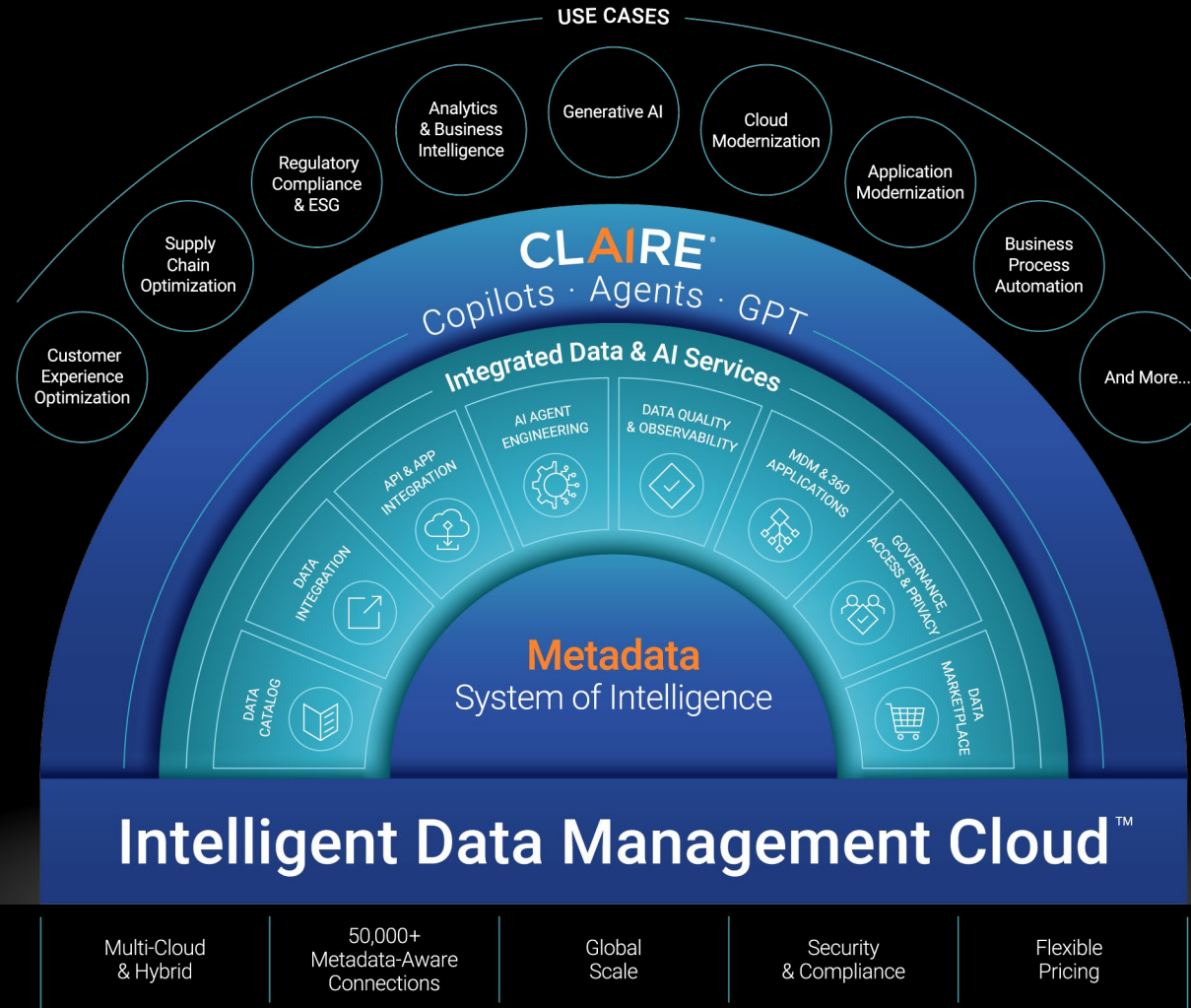
Your Data Value Chain Is Critical to Your Advantage

Every use. Every business process.

Data Value Chain



Informatica Intelligent Data Management Cloud (IDMC)



CLAIRE[®]

Copilots · Agents · GPT

ALL-IN-ONE MDM WITH MASTER DATA GOVERNANCE



Ingress



Modeling



Hierarchy
Management



Rules &
Policies



Validation &
Enrichment



Matching



Survivorship



Stewardship &
Governance



Search &
Reports



Workflows &
Task
Management



Lineage &
Observability



Privacy &
Security



Egress

Metadata System of Intelligence

Intelligent MDM & 360 Applications

CLAIRE®

Copilots · Agents · GPT

360 APPLICATIONS



Customer 360



Product 360



Supplier 360



Reference 360



Finance 360



Location 360



Material 360



Any Domain

ALL-IN-ONE MDM WITH MASTER DATA GOVERNANCE



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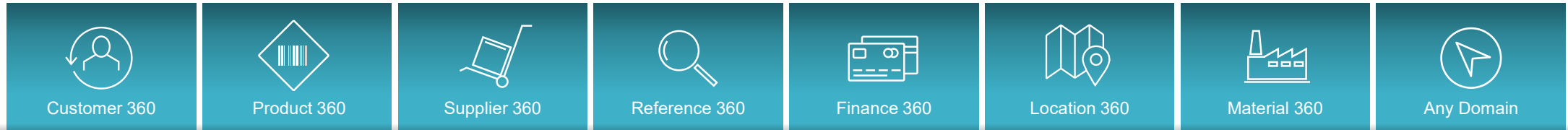
Metadata System of Intelligence

Intelligent MDM & 360 Applications

INDUSTRY APPLICATIONS & EXTENSIONS



360 APPLICATIONS



ALL-IN-ONE MDM WITH MASTER DATA GOVERNANCE



Metadata System of Intelligence

Intelligent MDM & 360 Applications

Extensions for MDM & 360 Applications

Industry 360 Apps



Customer 360 for Healthcare

Enterprise view of healthcare master data for healthcare payers and providers



Customer 360 for Life Sciences

Master healthcare professionals and healthcare organizations and their affiliations



Location 360

Manage and maintain location and site master data



Customer 360 for Insurance

Enterprise view of master data across multiple policy and claim systems



Legal Entity 360 for Banking

Identification and risk assessment of legal entities for business processes and compliance



Material 360

Centralized authoring and management of material data, bi-directional integration with SAP



Product 360 for Life Sciences

Enterprise view of medicinal products across its lifecycle for IDMP compliance and more



MDM 360 for Retail

Multidomain extension for retail with customer, product, location and supplier



Supplier 360 Extension for ESG

Identify supplier ESG Risk, drive ESG compliance and track supply chain emissions



Securities 360

New

Trusted and unified securities data for investment decisions and regulatory compliance

Integration and AI Recipes



Customer 360 Extension for Salesforce

Faster data onboarding from Salesforce. Duplicate prevention with search before create



Reference 360 Extension for SAP Finance

Centralized authoring and management of finance master data



Customer 360 Extension for SAP

Easy customer data onboarding from SAP, help achieve SAP modernization goals



Supplier 360 Extension for SAP

Easy supplier data onboarding from SAP. Help achieve SAP modernization goals



MDM Extension for Google BigQuery

Power the Google customer intelligence data platform with standard models and integration



MDM Extension for Snowflake

Power the Snowflake Data Cloud with standard models and seamless integration

New



MDM Extension for Microsoft Fabric

Power the Microsoft Fabric data platform with standard models and seamless integration



AI Recipes for Industry Use Cases

Multiple AI recipes for industry use cases for MDM

New



Announcing:

Informatica MDM SaaS on OCI
as a Preferred MDM Partner

[Read Press Release →](#)

IDMC Agents Everywhere: **Salesforce Agentforce and Informatica MDM SaaS**



Informatica®

Coming 2H 2025!

Available via the Salesforce AgentExchange

Informatica MDM SaaS will enrich AI agents built with Agentforce, supporting critical sales and service use cases across B2C and B2B environments

[Read Press Release →](#)

Level Up Your MDM Without the Hassle

Escape the upgrade treadmill, dump your technical debt
and avoid stakeholder FOMO



Informatica® MDM Modernization Program



Assess



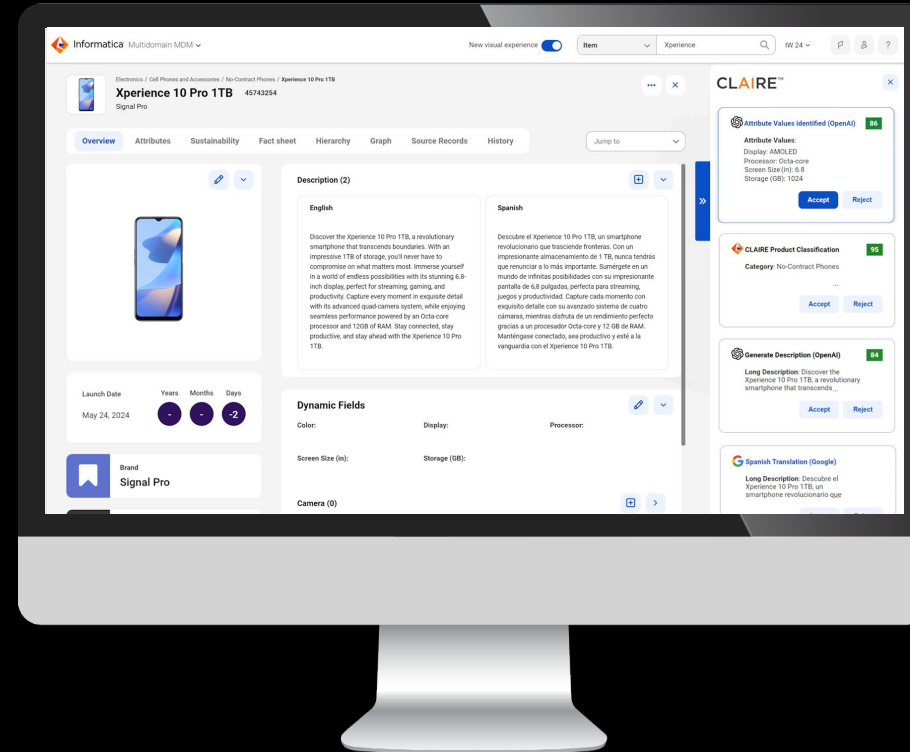
Automate



Advise

[MDM Modernization Calculator →](#)

DEMO



Demonstration Areas

1

Scalability

2

Data Integration in any Latency

3

Enrichment & Validation Orchestration

4

Multidomain User Interface & Experience

5

Native AI Agent Engineering

6

CLAIRE GPT



1 Scalability: Architected for Scale and Uptime

> 5B

Records processed by match service

5,000

Transactions per second benchmarked

<50 ms

Low latency Read responses

<200 ms

Low latency Write responses

Architecture

- Modern, cloud-native solution supports vertical and horizontal scalability
- Microservices architecture with auto-scaling based on thresholds
- DBMS high availability provided through multiple replicas across 2 regions
- 23 PODS around the world

Search & Database

- Document Store a natural selection for MDM and 360 views
- Auto vertical tier scaling
- Horizontal scale via sharding
- Batching of transactions for fast replication
- Write majority concern with ACID compliance
- Read from secondaries to distribute workload

Processing

- Batch jobs handled by provisioning Spark jobs
- Local mode for fast processing of small batches
- Compute assigned based on data profile and type of job
- Resource Management ensures fair share of resources

Orchestration

- Containerized workload orchestration
- API gateway for managing API requests
- Manages scaling and failover through load-balancing of network traffic automatically provisioning servers as needed
- Self-heals, restarts, or replaces containers that fail

Performance and Scale

Compute

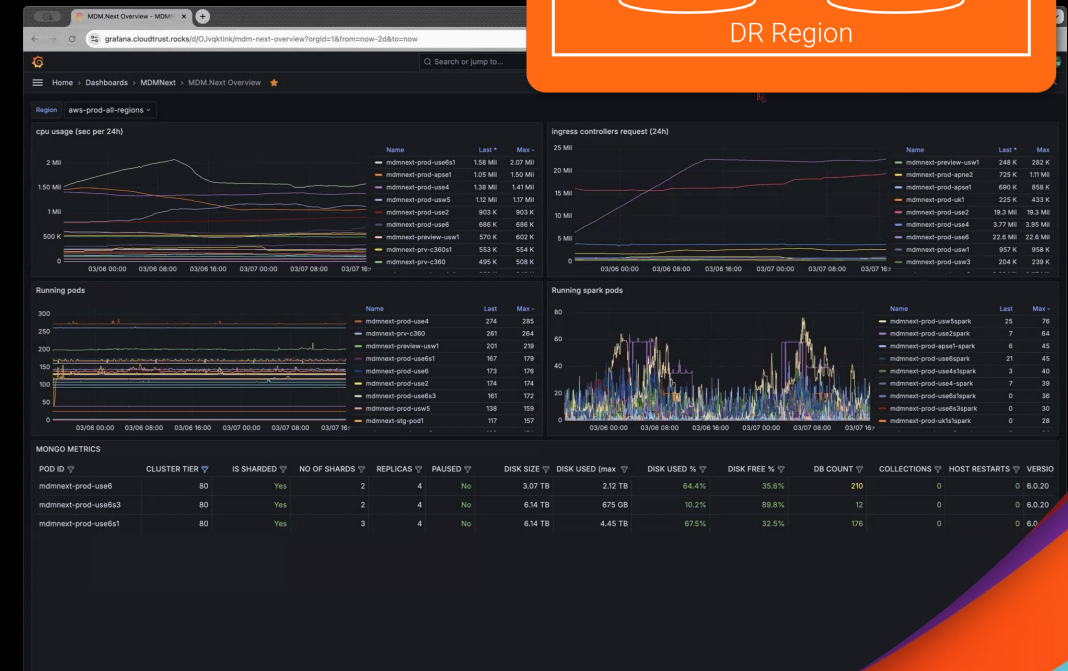
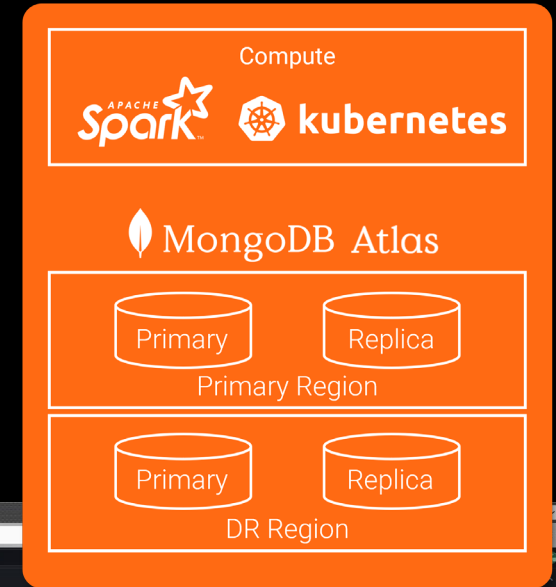
- Microservices architecture with auto-scaling based on thresholds
- Over-provisioned for spikes
- API gateway for managing API requests
- Batch jobs handled by provisioning Spark jobs
- Local mode for fast processing of small batches
- Compute assigned based on data profile and type of job
- Resource Management ensures fair share of resources

Data

- Document Store a natural selection for MDM and 360 views
- Auto vertical tier scaling
- Horizontal scale via sharding
- Batching of transactions for fast replication
- Write majority concern
- Read from secondaries when possible

Geography

- 23 Pods Globally



2 Data Integration

File Import

Role: Data Steward
Wizard-driven
CLAIRE Entity Identification
CLAIRE Smart Field Mapping with confidence indicators

CLAIRE[®]

Real-Time

Role: Developer
Interact with MDM SaaS via REST APIs
APIs: Search, CRUD, Restore, Source Record, Relationship, Merge, Unmerge, Search Match, Job Instance, Export & Import, Anonymization
Publish Events



Batch

Role: ETL Developer, Data Analyst
Batch: Drag & Drop Workflow
Pre-built connectors
Cloud-Native
User-Friendly



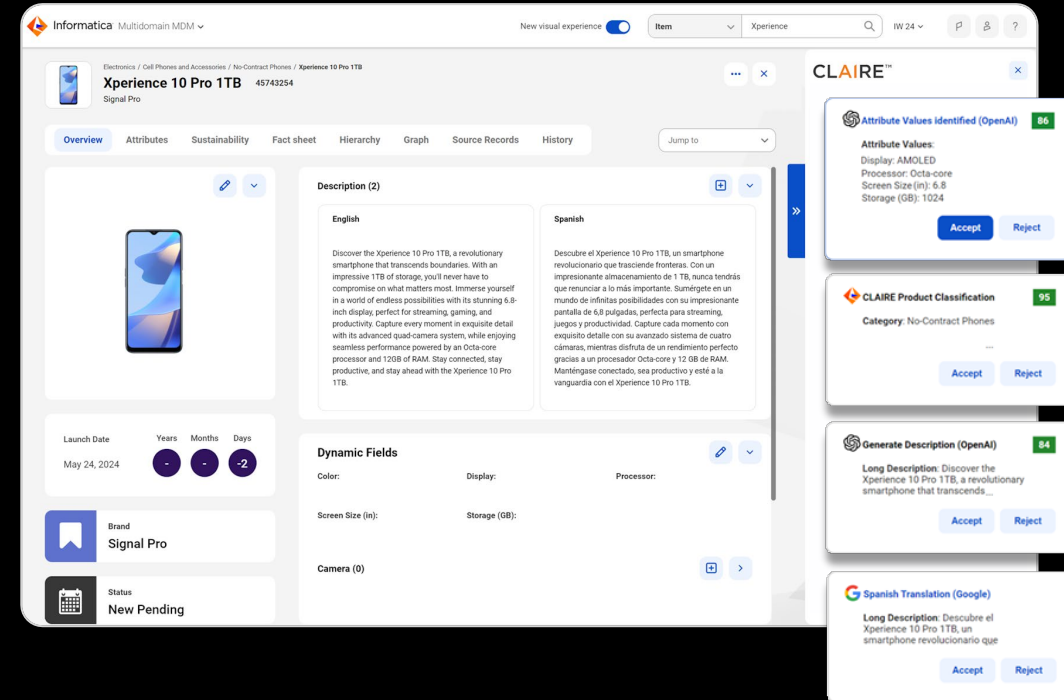
AI/ML

Role: ETL Developer, Data Analyst
AI-Powered Mapping
Improved Accuracy
Significantly reduce build time & accelerate project timelines
Supports large-scale data environments

CLAIRE[®]

3 Enrichment & Validation Orchestration

Assure completeness and quality of records through **CLAIRE-powered enrichments** and external services including generative AI-driven recommendations



4

Multidomain User Interface & Experience

Modern UI

Brighter, sleeker visual business UI designed for simplicity & clarity

Easy-to-use, click-to-configure

Best-of-breed capabilities for every domain



Personalize

Apps Composer to customize role-based page layouts

Fully customizable based upon users & roles



Key Innovations Delivered



CLAIRE® GPT

- CLAIRE GPT integration with MDM for metadata and data exploration



Modelling

- Dynamic fields for relationship-driven modeling
- Enable clean-up of custom metadata assets
- Configure prefixes and length for business IDs
- Use offset for numeric business IDs to help modernize
- UI enhancements for entity icons



Matching

- Match analysis & explainability
- Match external data and import
- NULL matching
- Distinct source systems
- Perf: Parallel execution, incremental load
- Ability to terminate match jobs
- View and export the match pairs of a master record
- Use nested fields of field groups up to the sixth level
- Ability to toggle ready-for-matching flag via API
- Setting maximum # of candidates for each record



Ingress

- Enhanced record lifecycle management supporting soft delete of records
- Import more data with increased file size limits in IFI
- Enhanced lightweight rules for NULL value validation
- Address verification real-time configuration enhancements, overwrite source record



Enrichment & Access Management

- Real-time validations using validation and enrichment framework
- Integration with cloud digital asset management solutions
- Improved drag-and-drop behavior for dynamic fields



Reference Data Management

- Use basic or advanced rules for code values
- Internal ID for Reference 360 assets
- Reference 360 WCAG 2.1 and 2.2 accessibility
- External search API to search code value
- Cut and paste UI feature for hierarchies
- Trigger workflows for API imports
- Approval workflows for multi-domain hierarchy
- External API for code creation and updates
- VX refresh for Reference 360
- Export additional metadata attributes
- Enable business ID configuration to generate a unique sequence in a code list



Survivorship

- Survivorship based on evaluated field using decay/minimum/maximum value
- Allow nested field group for deduplication
- UX enhancements for survivorship
- Recalculation of best version of truth of records



Stewardship, Governance & Security

- Data governance and scanner for Reference 360
- Media asset for entity fields for improved user engagement
- Share dashboards in business UI
- A new rich visual experience with accessibility
- RBAC support for field groups & nested field groups
- Enhanced security for match report downloads enclosing PII data
- Authorization of tasks based on data access rules
- Revamped history with merge, unmerge, relationship, hierarchy and soft-delete events
- Azure private link
- Enhanced pre-import validations during SDLC



Workflow & Task Mgmt

- Manual merges streamlining
- Task management usability improvements
- Additional date filtering options in task inbox
- System and record update events to trigger workflows



Search & Reports

- Search on deleted records
- Category filtering of search results
- Search and report on NULL values
- Multi-language search



Egress

- Real-time event publishing
- Match pair export for matched data analysis
- Performance enhancements for hierarchies
- Master & source records linkages – XREF links
- Egress of soft deleted records
- FEP egress of dynamic fields



Modernization

- Public API for related entities
- Use offset for business IDs to move existing on-premises records to MDM SaaS
- API for partner integration: Seamless integration with partner tools, enhancing collaboration & automation
- Containerized tools: Simplifies distribution, reducing setup time and staying fresh
- Graphical interface: Wizard-like steps to streamline modernization & boost productivity

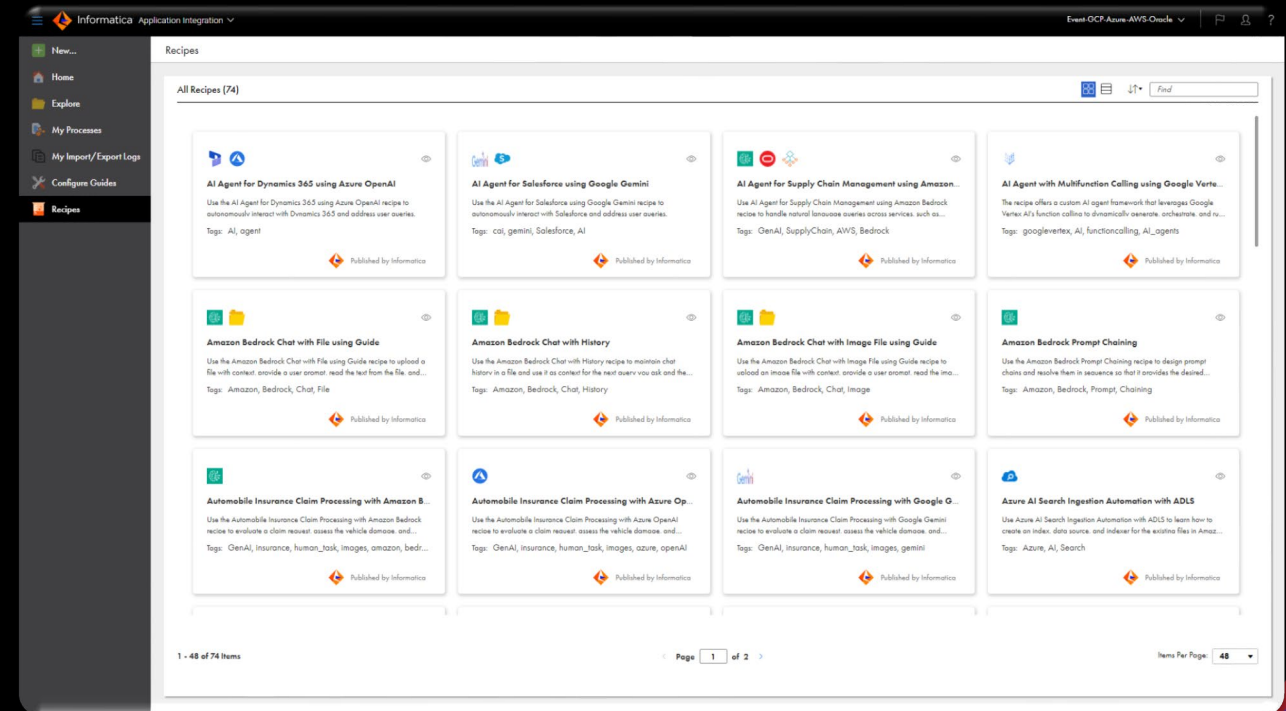


Accelerators

- MDM extension for Snowflake
- MDM extension for Microsoft Fabric
- Securities master
- Product 360 for Life Sciences - Manage medicinal products and comply with regulations
- MDM extension for Google BigQuery - Power analytics and GenAI applications with master data
- MDM 360 for Retail - Multidomain extension for Retail & CPG
- Major enhancements – Healthcare for Customer 360, Material 360, Reference 360 for SAP Finance

5 Native AI Agent Engineering

Recipes and AI Agents to elevate data stewardship productivity through innovative, next-generation user experiences



6

CLAIRE GPT

Natural language data and metadata exploration using **CLAIRE GPT and MDM** for democratized access and understanding by business users

Informatica CLAIRE GPT

Can Claire GPT work with MDM

show all the business entities managed in customer360 saas

The table below provides an overview of business entities managed in customer360 SaaS, including assets like Business Unit / Division, Australian Business Number, and Business ID.

Name	Description	Created On	Created By
1 Organization Business Entity	MDM SaaS/Customer 360	2024-06-11 15:40:08.858000	claire_pm_p1
2 Person Business Entity	MDM SaaS/Customer 360	2024-06-11 15:40:08.858000	claire_pm_p1
3 Business Unit / Division	Business Unit / Division	19-03-2025 13:20:07 UTC	CLAIRE PM
4 Australian Business Number	This data element classificati...	13-05-2024 10:42:06 UTC	CLAIRE PM

Informatica CLAIRE GPT

Can Claire GPT work with MDM

The organizations with more than 200,000 employees include 'CVS Health', 'PepsiCo', 'Costco Wholesale', 'McDonald's', and 'Citigroup'. For instance:

- CVS Health has 300,000 employees and is located in Woonsocket, Rhode Island.
- PepsiCo has 267,000 employees and is located in Purchase, New York.
- Costco Wholesale has 214,000 employees and is located in Issaquah, Washington.
- McDonald's has 210,000 employees and is located in Oak Brook, Illinois.
- Citigroup has 204,000 employees and is located in New York City, New York.

More data is available and can be viewed in the bar chart below:

Privacy guidelines prevent us from storing sample data, but you can download the data for your reference.

Organizations with More Than 200,000 Employees

THANK YOU

Q&A

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