



How Leaders Can Empower Data Teams for the AI Era

Yomar Rosendo

Domain Expert, Data Governance, Quality and Privacy

**Where data
& AI come to** 

Everyone is ready for AI except your Data

Bad Data leads to Bad AI Outcomes: Untrustworthy and Risky Results



HOLISTIC DATA FOR AI

- AI needs vast amounts of precise data from a variety of data sources and types to train models for effective and timely decisions



RESPONSIBLE DATA FOR AI

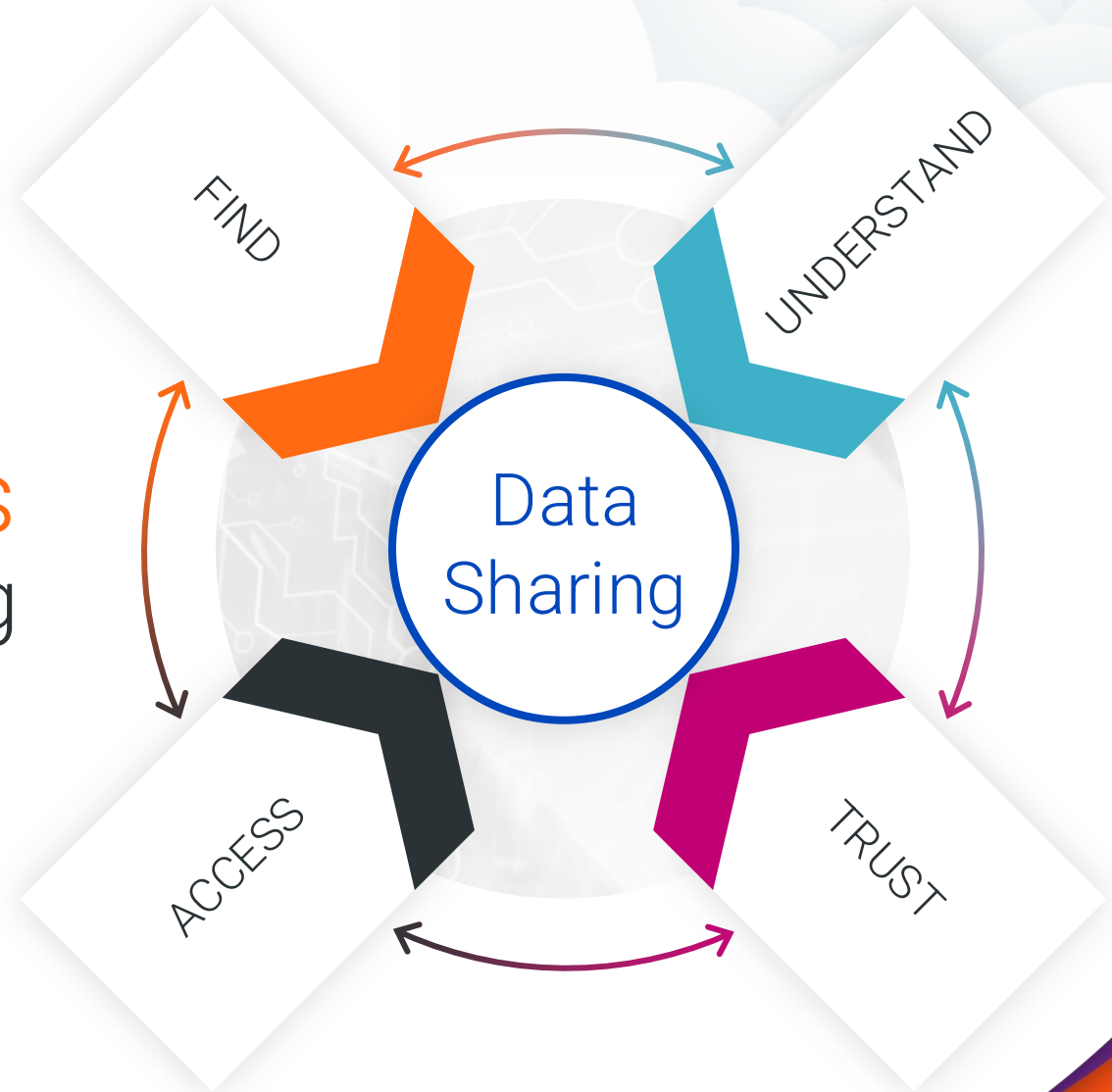
- Data must be accurate, unbiased, sourced safely and shared securely to ensure the integrity of the AI outcome.



TRANSPARENT DATA FOR AI

- Metadata, lineage, definitions, classifications and more to feed coherent and relevant data for AI.

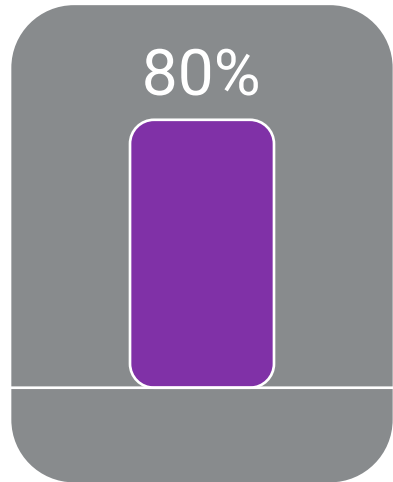
The Four Cornerstones of Successful Data Sharing



Data Availability and Complexity

Data is Everywhere, In Numerous Formats

80% of Data Analysts spend around 50% of their time cleaning & organizing data¹

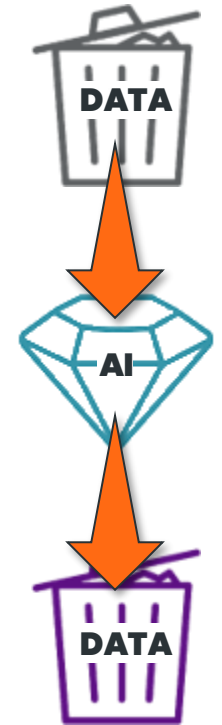


¹Source: [Zipdo: Data Management Statistics, April 2024](#)

AI Needs Data Management

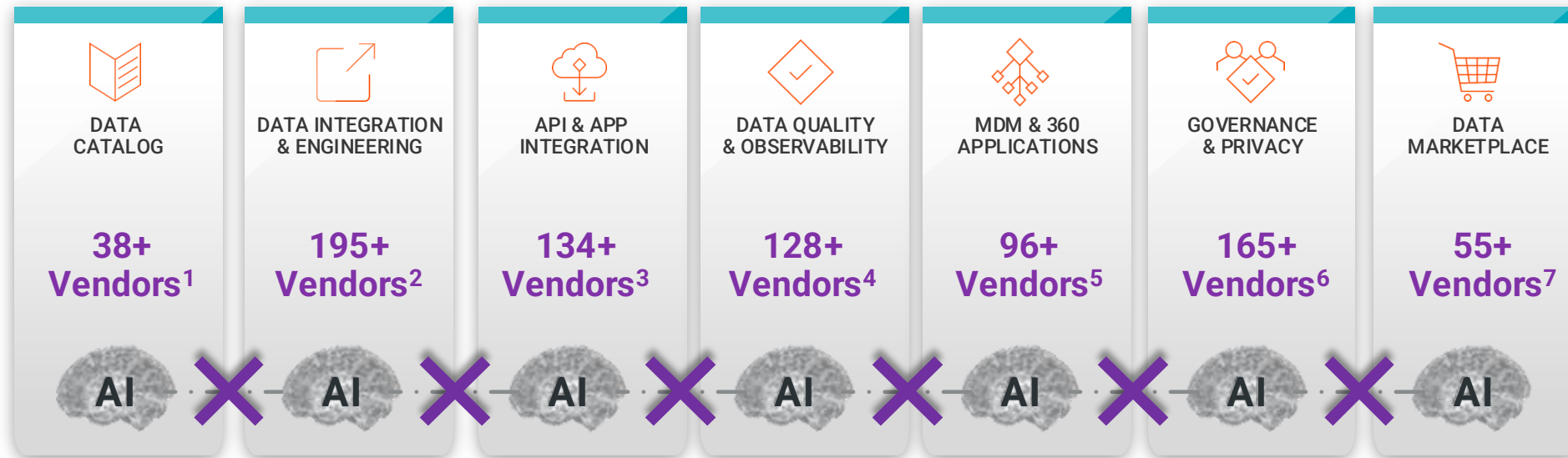
The success of AI is dependent on holistic, governed, & trusted data

- The success of AI models is dependent on the availability of **trusted** and **timely** data.
 - If data is missing, incomplete, or inaccurate, the model's behavior will be adversely affected during both training and deployment, which could lead to **incorrect** or **biased** predictions and **reduce** the **value** of the entire effort.
- AI also needs **AI-powered data management** to quickly find all the features for the model
 - Transform and prepare data to meet the needs of the AI model
 - feature scaling, standardization, etc..
 - Deduplicate data
 - Provide trusted master data about customers, partners, and services; and
 - Provide end-to-end lineage of the data
 - Including within the model and its operations.



Data Management Needs AI

Numerous Vendors & AI Across Multiple Capabilities



¹Source: [Trust Radius, Data Catalog Software, May 2023](#)

²Source: [Trust Radius, Data Integration Tools Software, May 2023](#)

³Source: [Trust Radius, API Management Tools, May 2023](#)

⁴Source: [Trust Radius, Data Quality Software, May 2023](#)

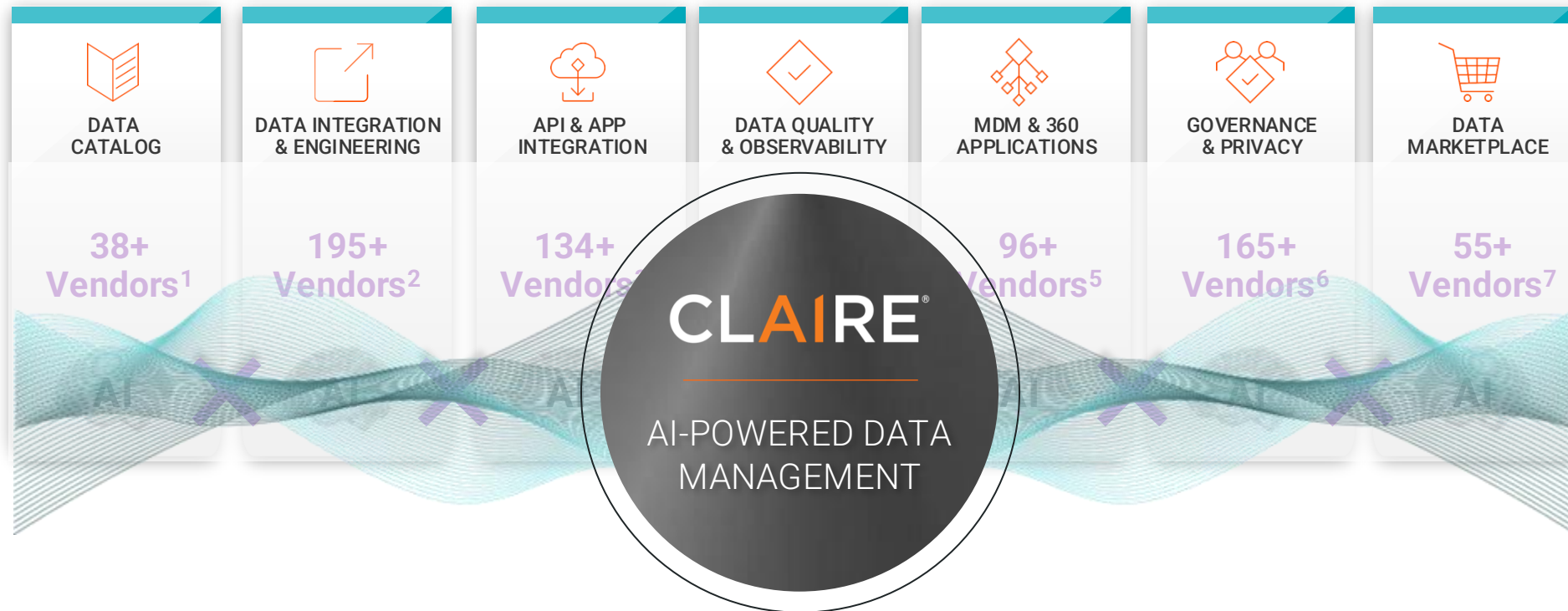
⁵Source: [Trust Radius, Master Data Management \(MDM\) Tools, May 2023](#)

⁶Source: [Trust Radius, Data Governance Software, May 2023](#)

⁷Source: [Trust Radius, Data Collaboration Tools, May 2023](#)

Informatica CLAIRE® Shares AI

One AI Solution Across the Data-Management Services



¹Source: [Trust Radius, Data Catalog Software, May 2023](#)

²Source: [Trust Radius, Data Integration Tools Software, May 2023](#)

³Source: [Trust Radius, API Management Tools, May 2023](#)

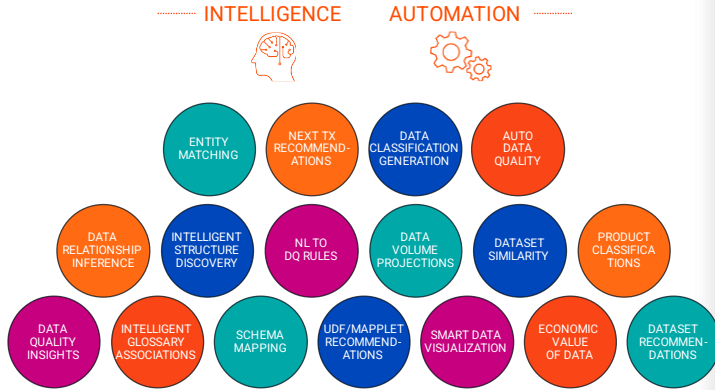
⁴Source: [Trust Radius, Data Quality Software, May 2023](#)

⁵Source: [Trust Radius, Master Data Management \(MDM\) Tools, May 2023](#)

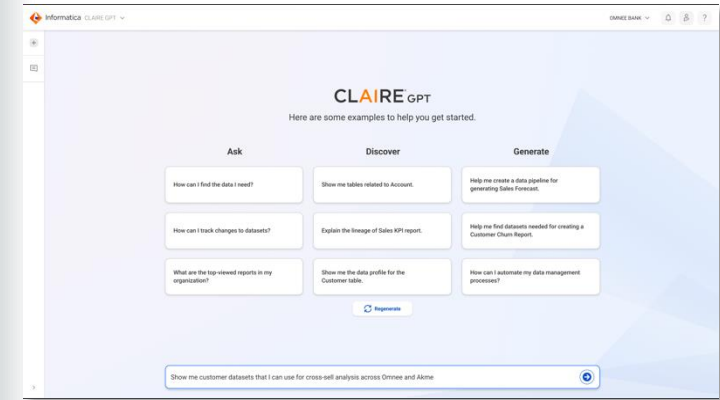
⁶Source: [Trust Radius, Data Governance Software, May 2023](#)

⁷Source: [Trust Radius, Data Collaboration Tools, May 2023](#)

CLAIRE: AI-powered Data Management



DATA MANAGEMENT AUTOMATION



GENERATIVE AI-POWERED DATA MANAGEMENT

49 Petabytes of Active Metadata
Organization, Industry, Data Domains, Applications

What is CLAIRE[®]?

Bringing Data & AI to Life Through AI-Powered Data Management

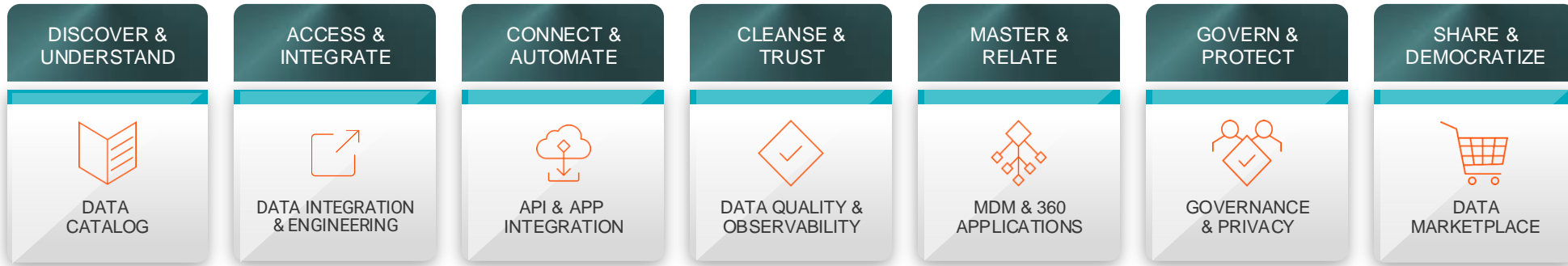


Informatica Intelligent Data Management Cloud

DATA CONSUMERS



Intelligent Data Management Cloud™



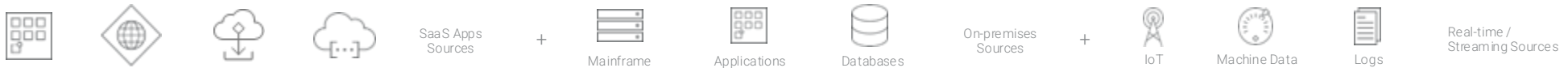
CLAIRE

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

DATA SOURCES



Where to Start?

Preparing for GenAI for the best possible outcomes



Assess AI-Readiness

- Gather research and evidence that showcase what good data readiness looks like for GenAI.
- Then compare standards to the current state of the organization's data.



Identify Key AI-Stakeholders

- Establish a committee to discuss steps for success.
- Develop a collaborative action plan, with clear outcomes and timelines.
- Tie the action plan to the company's business objectives.



Pilot to Scale

- Start small with a handful of the use cases.
- Collect feedback and wins from committee on what worked and what did not work.
- Scale gradually as the team confirms repeatable success.

Everybody's Ready for AI Except their Data

Customers Demand AI-Power like CLAIRE

- CLAIRE® augments data management to help customers excel beyond human capacity
- Informatica **Intelligent Data Management Cloud™** (IDMC) provides holistic, governed, trusted, and democratized data required for customers to succeed with their own AI solutions.



Where data & AI come to

