



Informatica®

from  Salesforce

Architecting for AI: Modernizing Data Integration with Informatica



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Your Speaker

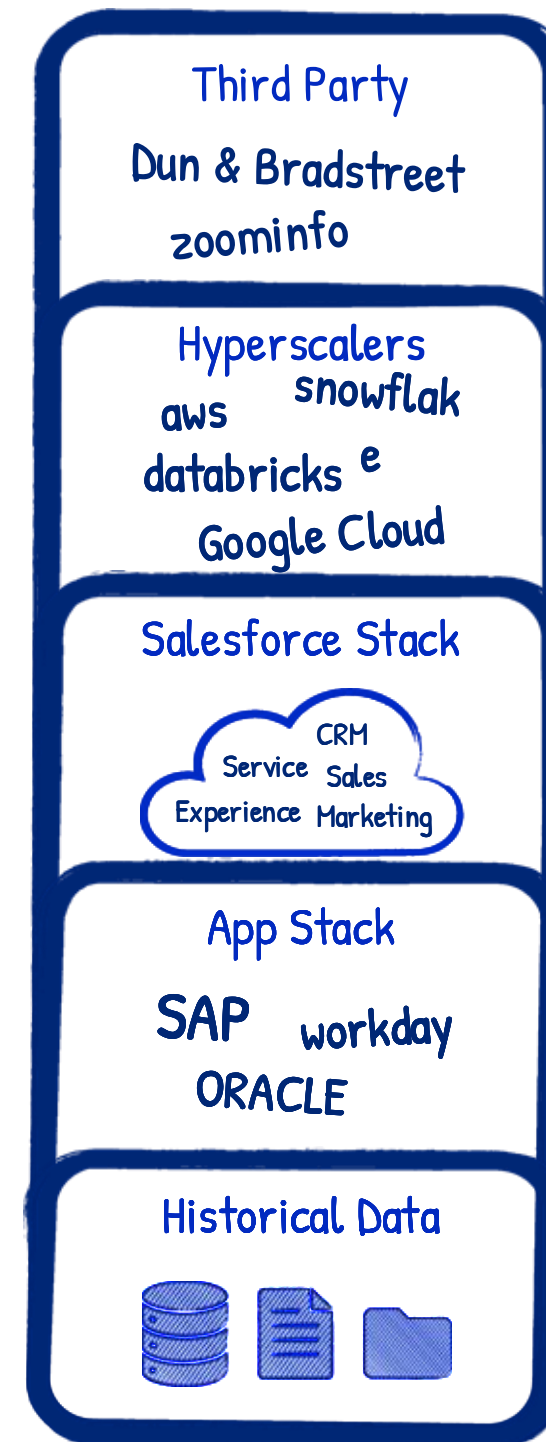
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Suneetha Perla
Principal Specialist SE

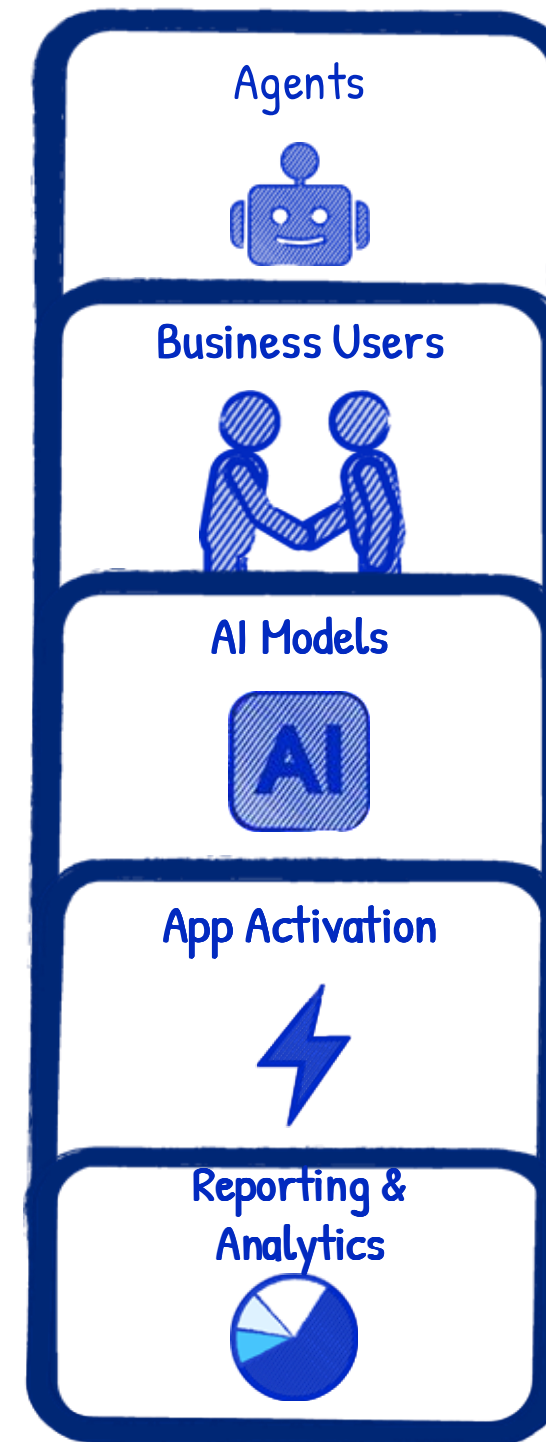
Modernizing Data

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Modernizing Data Cont.

salesforce



Modernizing Data Cont.



Third Party

Dun & Bradstreet
zoominfo

Hyperscalers

aws snowflak
databricks^e
Google Cloud

Salesforce Stack

CRM
Service Sales
Experience Marketing

App Stack

SAP workday
ORACLE

Historical Data



Activate

Decide Orchestrate Act

Trust

Validate Protect Unify

Unlock

Connect Integrate Understand

Agents



Business Users



AI Models



App Activation



Reporting & Analytics



What's preventing you from doing better with your data?

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Multiple versions of truth

Can't find what we need

Can't trust the data

Compliance Anxiety

Data silos

Takes too long to get insights

Security concerns

Can't start AI initiatives

Intelligent Data Management Cloud

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CLAIRE® • Headless • Agentic Experiences

DATA ENGINEERING



Data Integration



Quality & Observability



Application Integration

AI & DATA GOVERNANCE



Enterprise Catalog



Data Lineage



Marketplace

MASTER DATA MANAGEMENT



Customer



Product

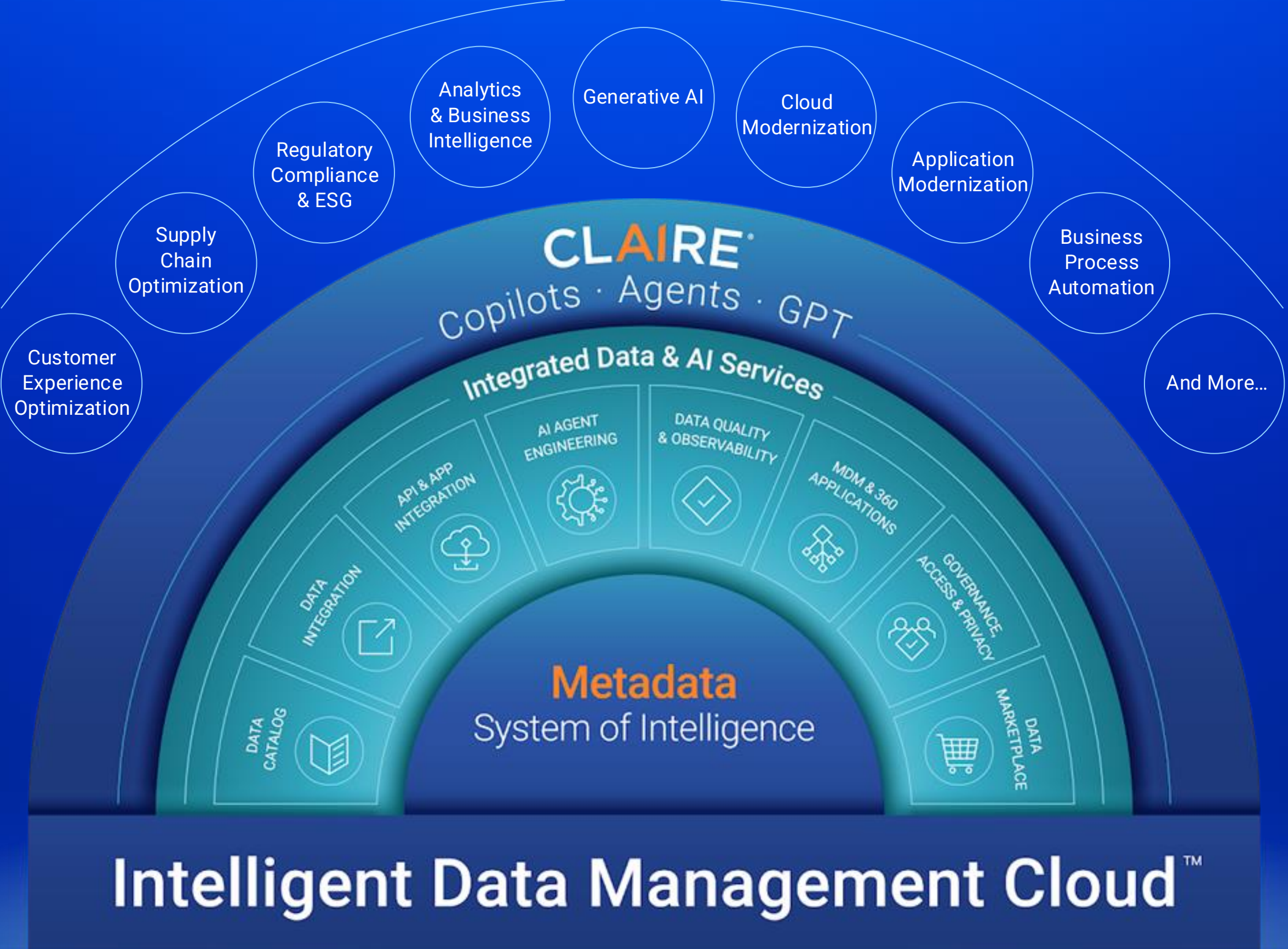


Any Domain

Unified Metadata Foundation

Multi-Cloud & Hybrid • Metadata-Aware Connections • Global Scale & Compliance • Consumption Pricing • Community

IDMC uses cases...



Multi-Cloud & Hybrid	50,000+ Metadata-Aware Connections	Global Scale	Security & Compliance	Flexible Pricing
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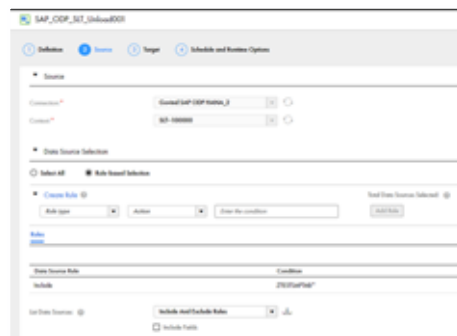
Expanded Connectivity



Informatica Data Integration Services at-a-Glance

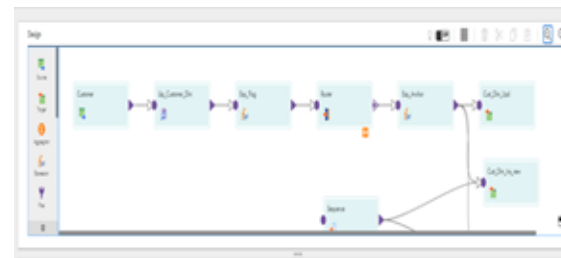


Data Ingestion & Replication



Comprehensive Ingestion & replication solution for all ingestion patterns from files, databases, applications and streaming sources

Data Integration



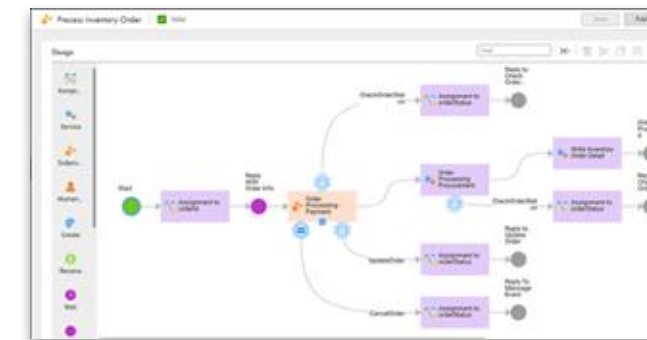
Automated, high-performance, multi-cloud data integration at scale

SQL ELT



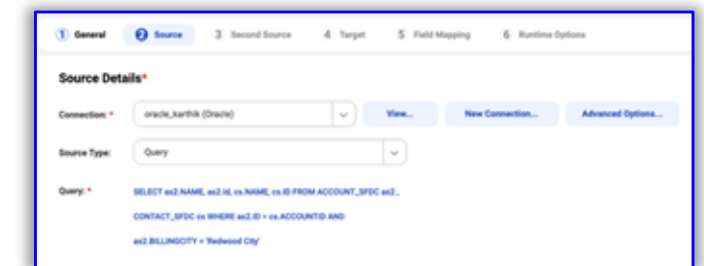
Enterprise scale ELT with optimized experience supporting multiple cloud ecosystems

Orchestration



Orchestrate business processes and automate data pipelines within IDMC platform and external tooling

Reverse ETL



No-code Wizard driven interface to sync data from data warehouse destinations to data producers such as apps and many more

ETL or ELT

Self-Managed or Serverless or Containers

On-Prem or Cloud or Hybrid

Data Integration

Templates to create design assets from scratch for standardization

Pre-defined templates for popular patterns to enable faster onboarding

Patterns for all asset types: Tasks, Mappings, & Task flows

Templates

Template List(40)

All templates

Integration templates

Warehousing templates

Industry Solutions templates

CDAM templates

Data Vault templates

Data Quality templates

Integration

Augment data with Lookup

Augment source data with additional data through a connected Lookup transformation and load it to an existing target.

Published by Informatica

Create a mappingCreate a mapping task

Data Quality

Checks if data is numeric

Checks if input data is numeric.

Published by Informatica

Create a mappingCreate a mapping task

Data Quality

Checks source data for trailing and leading spaces

Removes all leading and trailing spaces from an input string.

Published by Informatica

Create a mappingCreate a mapping task

Data Quality

Converts text to lowercase

Converts input text to lowercase characters.

Published by Informatica

Create a mappingCreate a mapping task

Data Quality

Converts text to title case

Converts case of the input text to title case. The first character of each word is in upper case, while the remaining characters are in lower cases.

Published by Informatica

Create a mappingCreate a mapping task

Data Quality

Converts text to uppercase

Changes alphabetic characters to uppercase.

Published by Informatica

Create a mappingCreate a mapping task

Informatica Data Integration

+ New...

Home

Explore

My Jobs

Profile_Customer...

Mapping3

Mapping3-Advan...

Mapping3 Valid

Design

Source

Target

Access Policy

Aggregator

B2B

Cleanse

Data Masking

Source

exp_extract_service_nam

DataService

trf_output

trf_errors

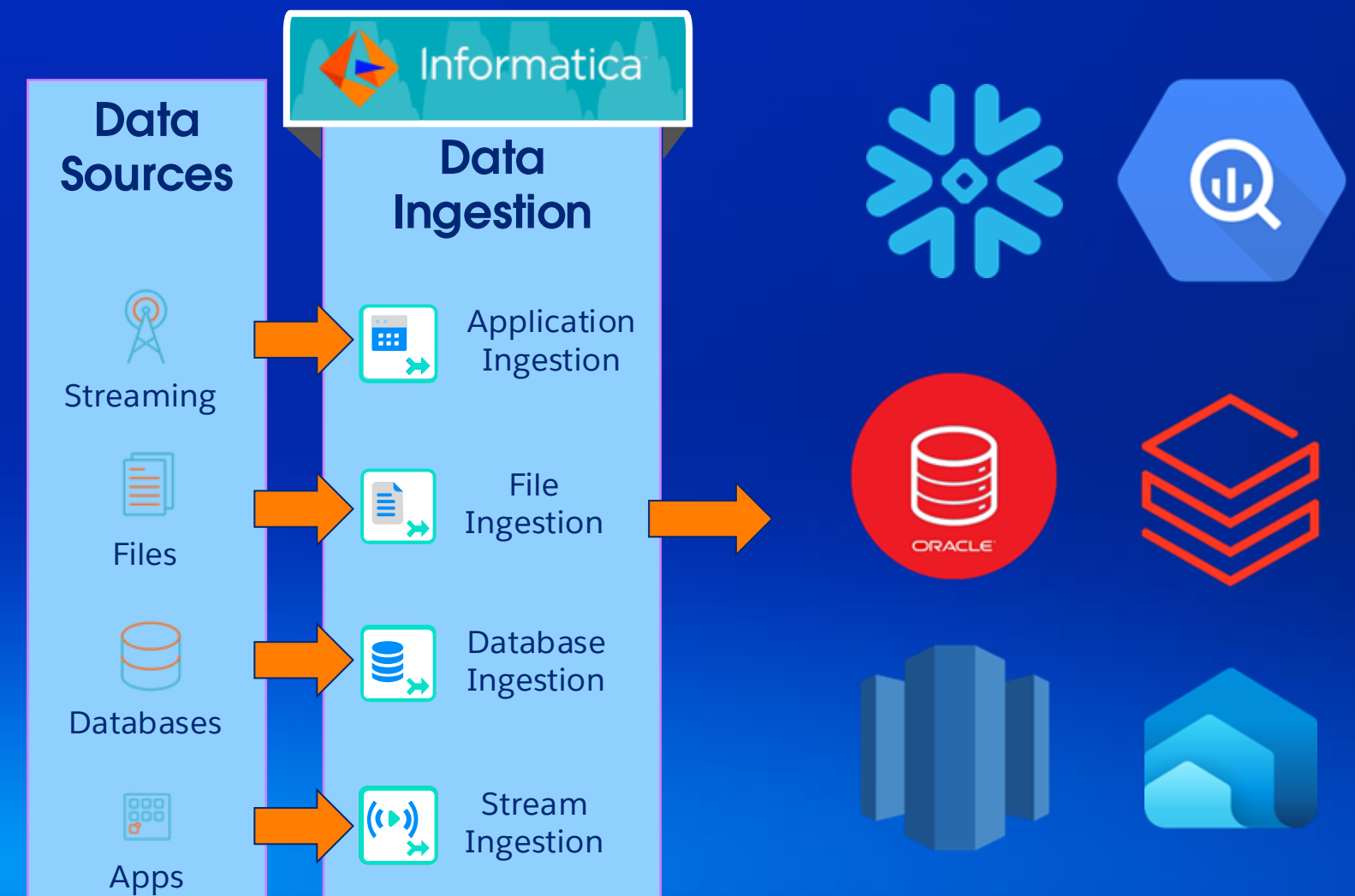
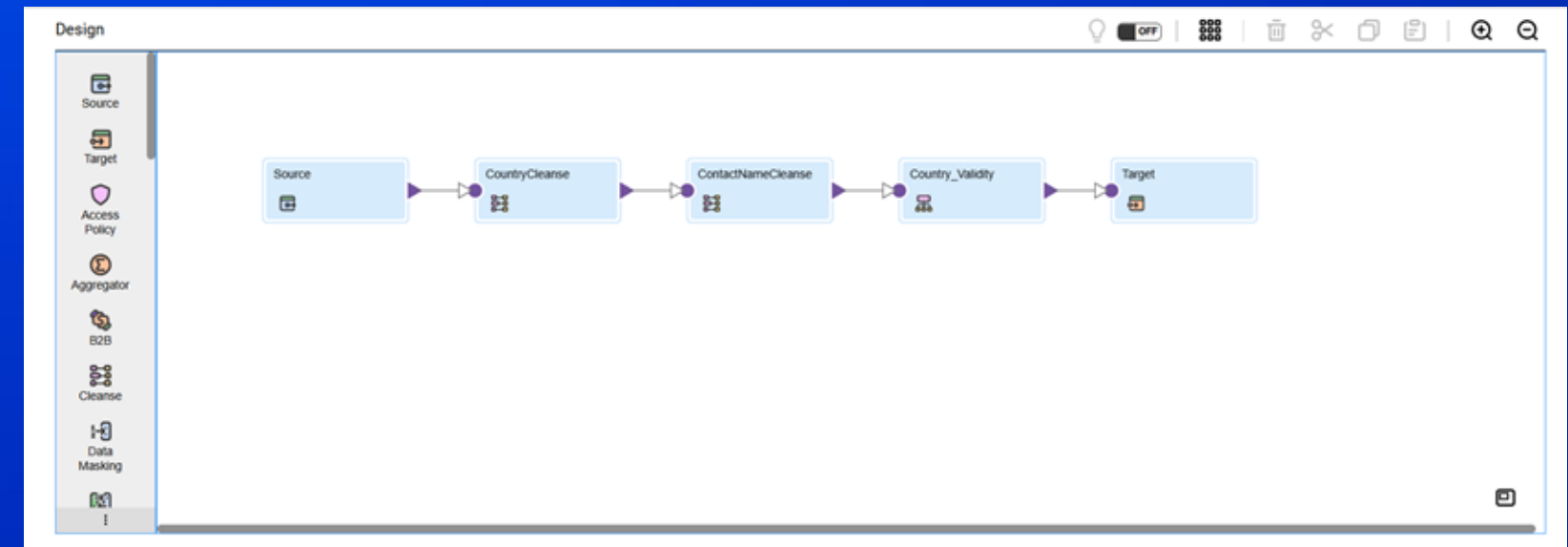
trf_errors_found

Data Integration cont.

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Move large data volumes with ETL, ELT, elastic Spark, CDC, and ingestion

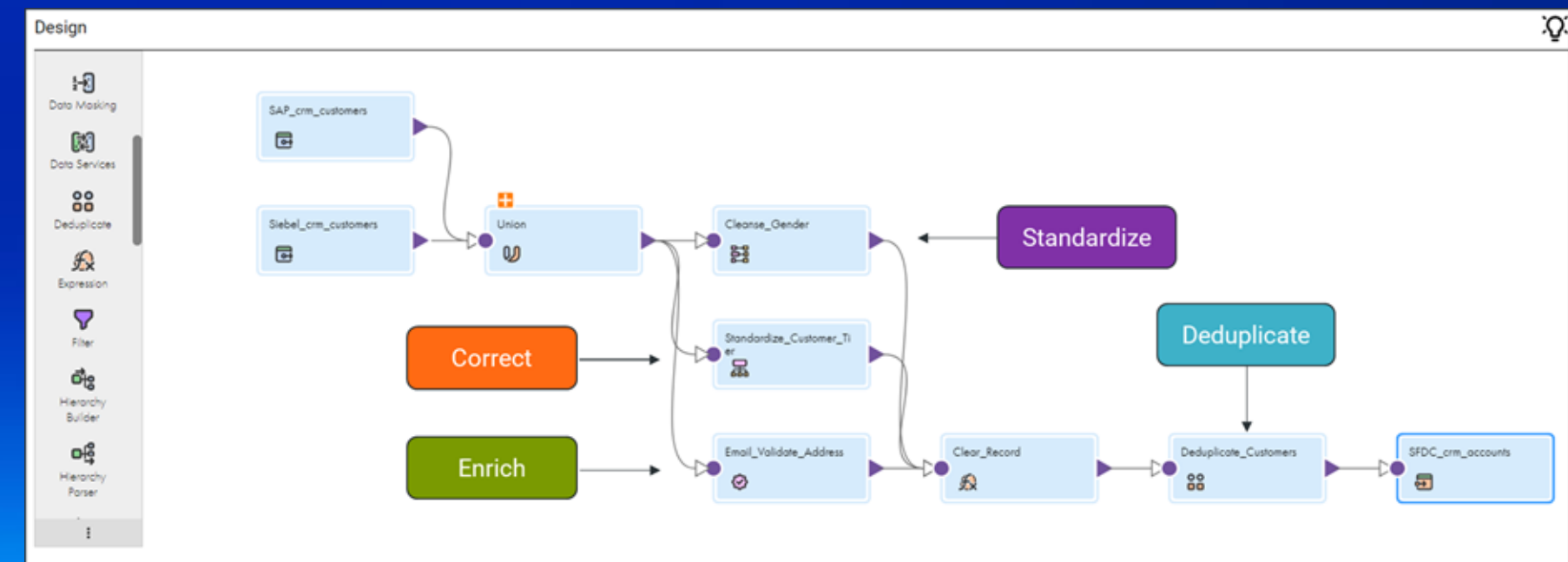
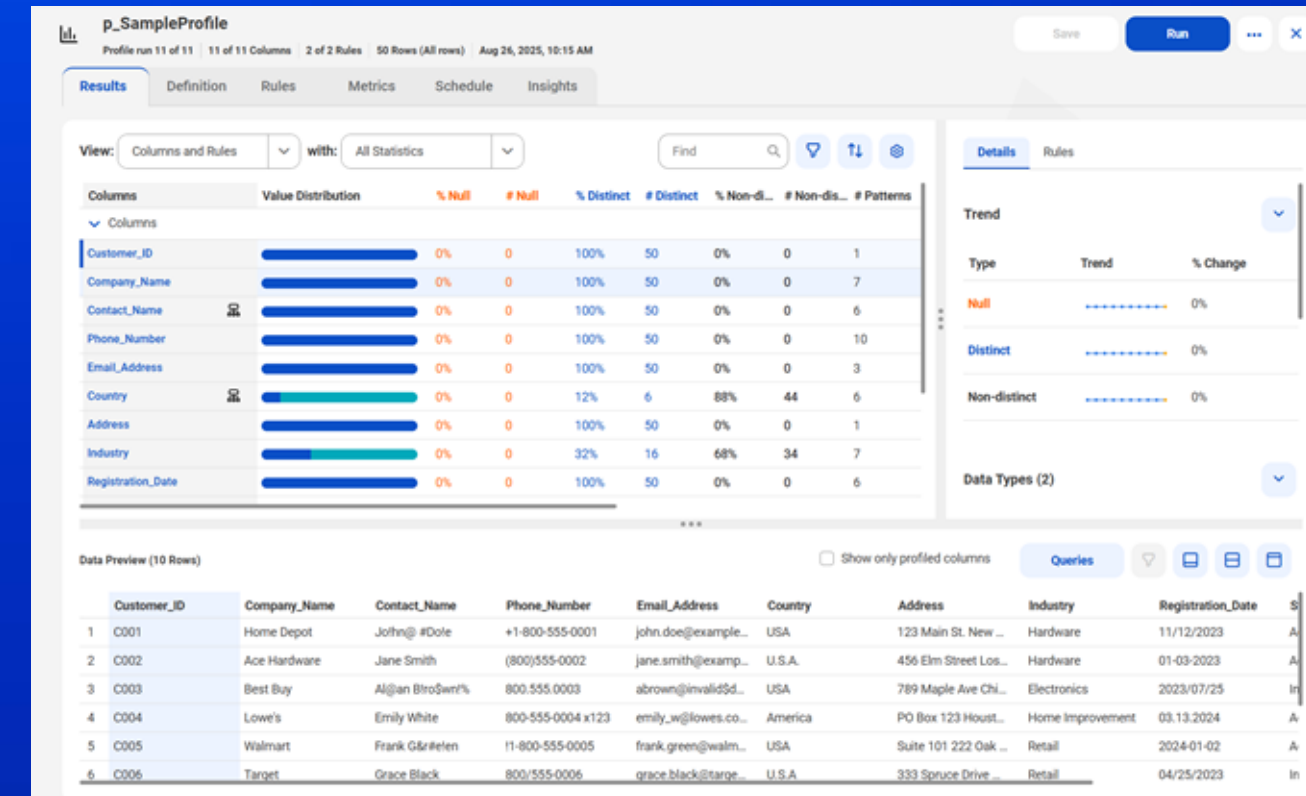
- Includes hundreds of out-of-the-box advanced data integration transformations and mappings
- No-code UI utilizing metadata and simple drag-and-drop configuration
- Supports any structure, format, volume requirements



Cloud Data Quality

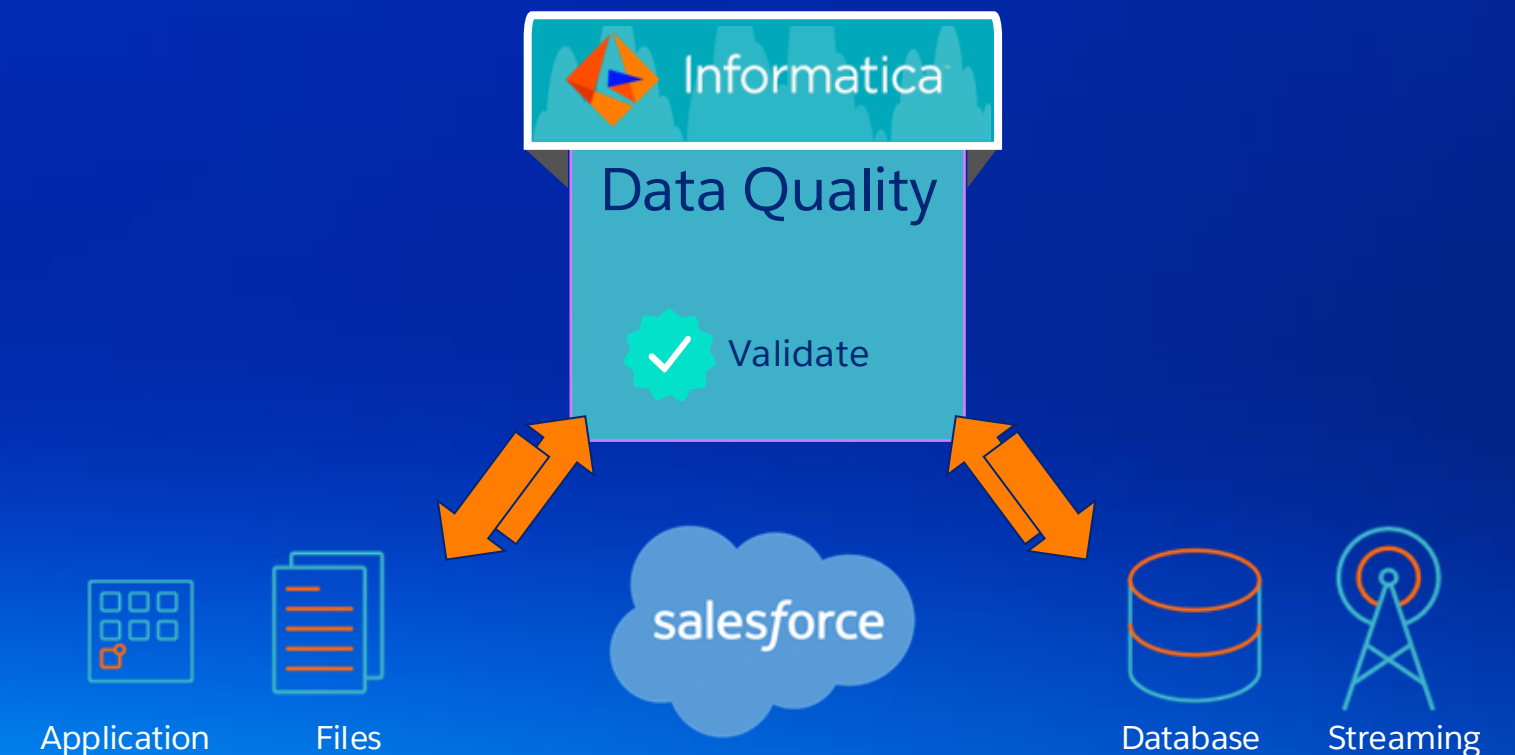
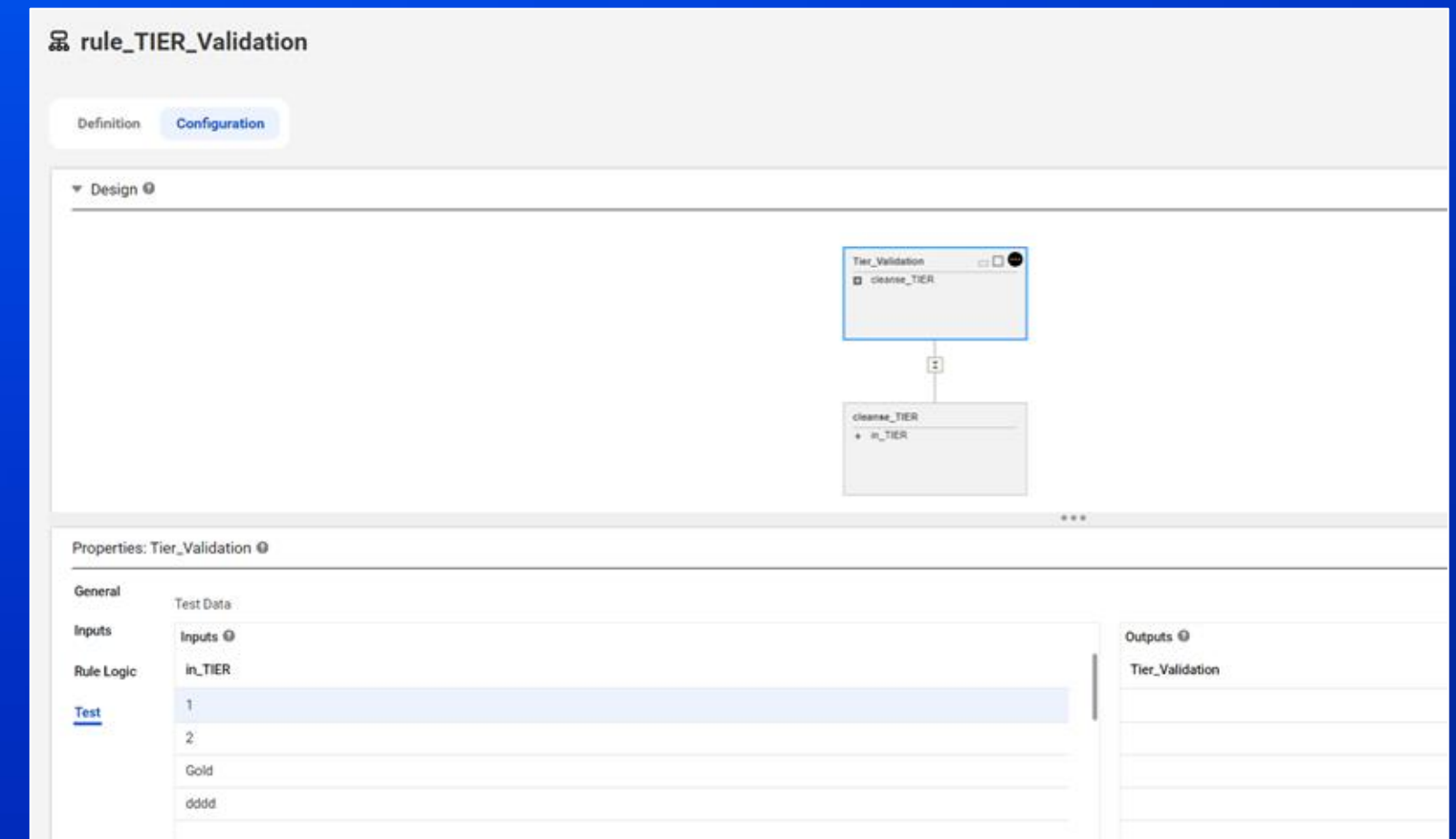
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- Self-service data quality to quickly identify and resolve data anomalies
- No code what-if scenarios to test assumptions about the data
- State-of-the-art deduplication and consolidation of records
- Verify and enrich contact data for over 240+ localities
- Fully integrated data quality scorecards with governance assets to provide rich visibility into data quality with business context



Cloud Data Quality Benefits

- Accelerate implementation and lower costs of your cloud initiatives by reducing project cycles
- Empower the people who know the data best to resolve data quality problems themselves
- Increase adoption of SaaS applications and empower business to lead data quality initiatives
- Ensure trusted insights from cloud data warehouse initiatives and enable IT to focus on strategic projects

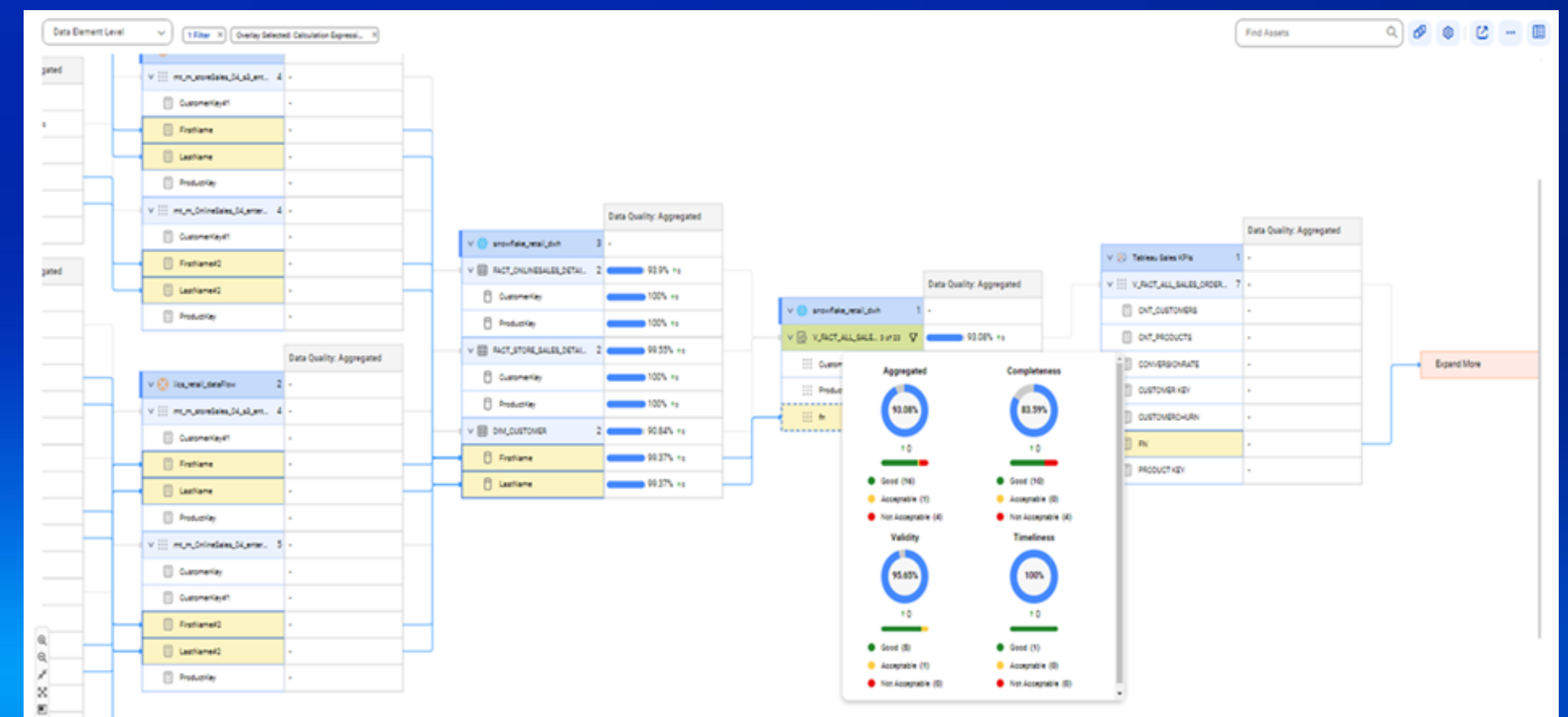
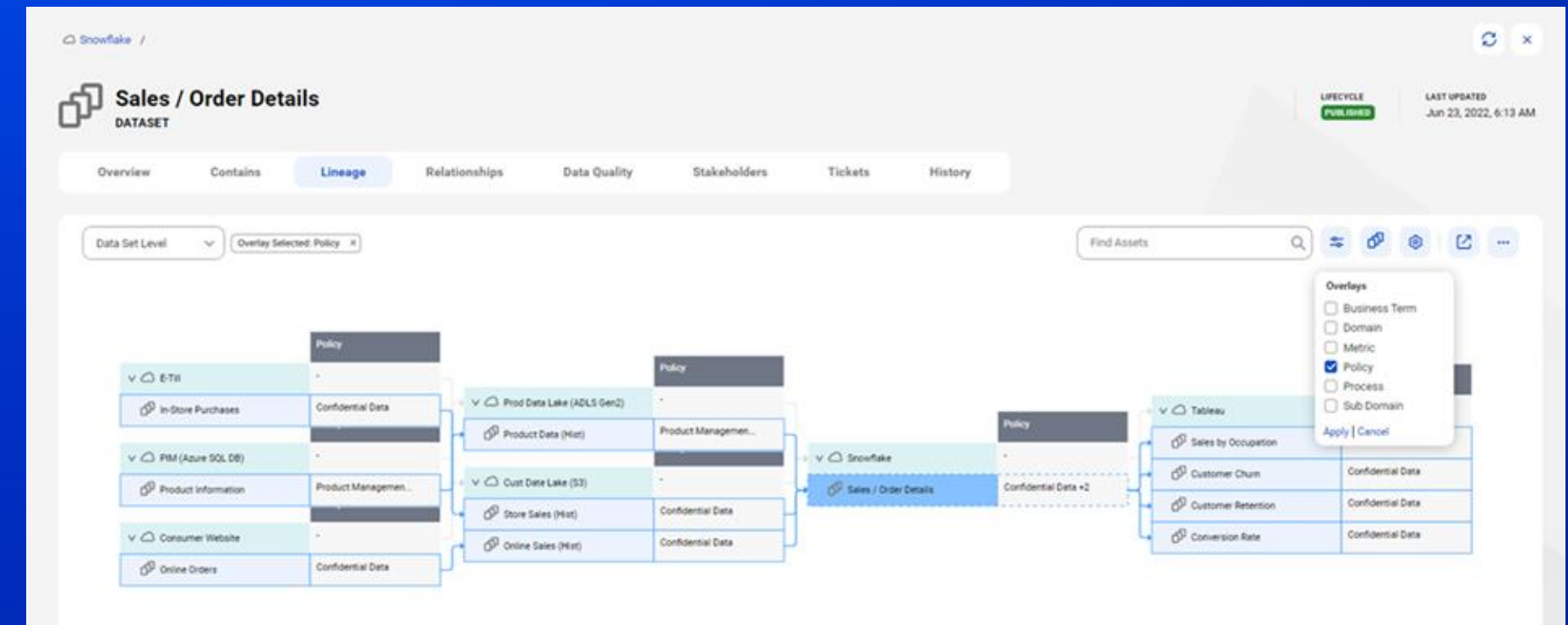


Data Catalog

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Key Capabilities:

- Automated collection & Discovery of technical metadata
- Comprehensive Data Lineage with overlays (Quality, Policies, etc)
- Integrated Business Glossary & Data Stewardship - Technical and Business User Friendly
- Automated Data Quality & Observability
- Collaborative platform captures tribal knowledge
- Enterprise Wide Lineage - true End to End view



Data Governance

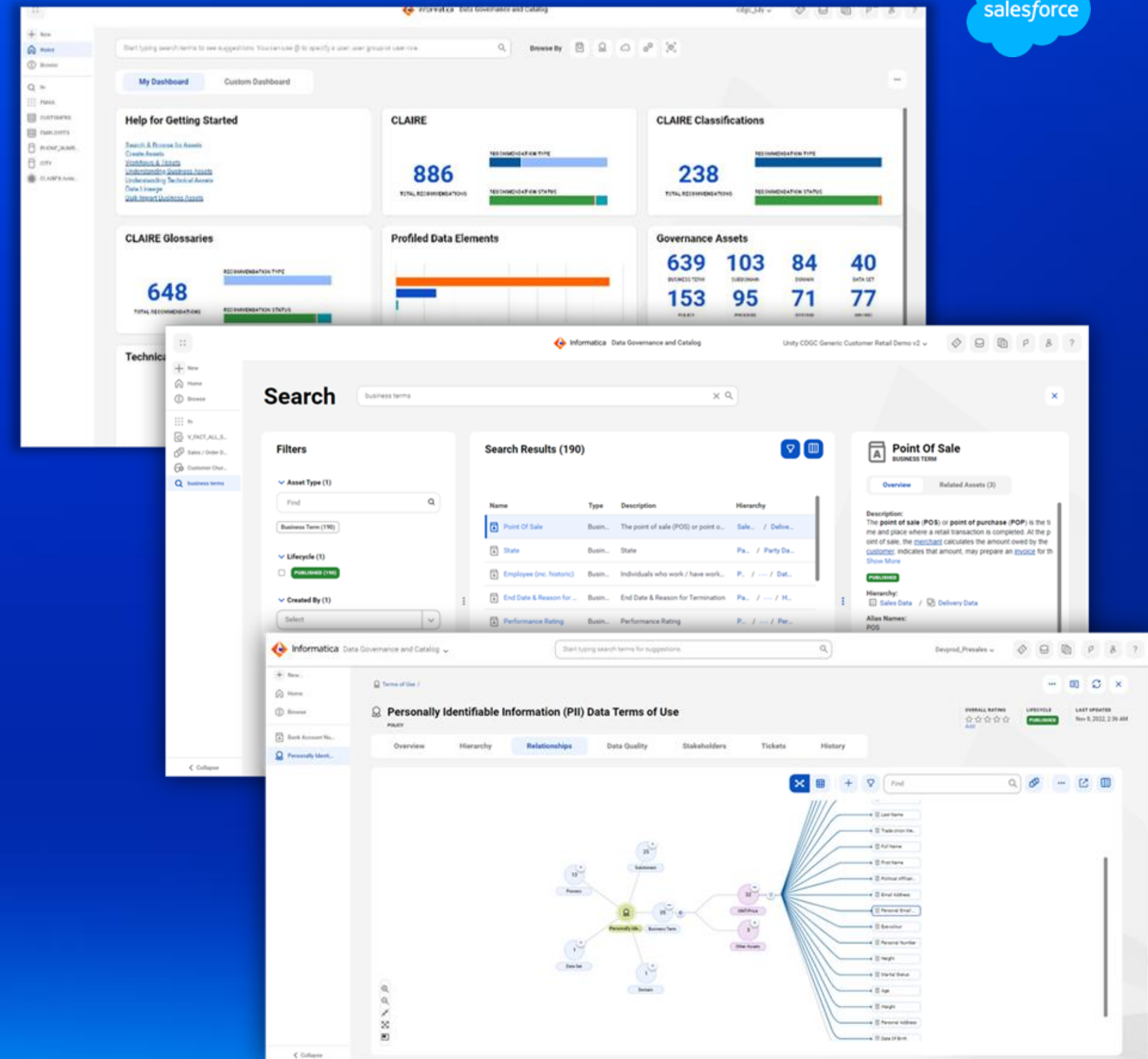
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Key Capabilities:

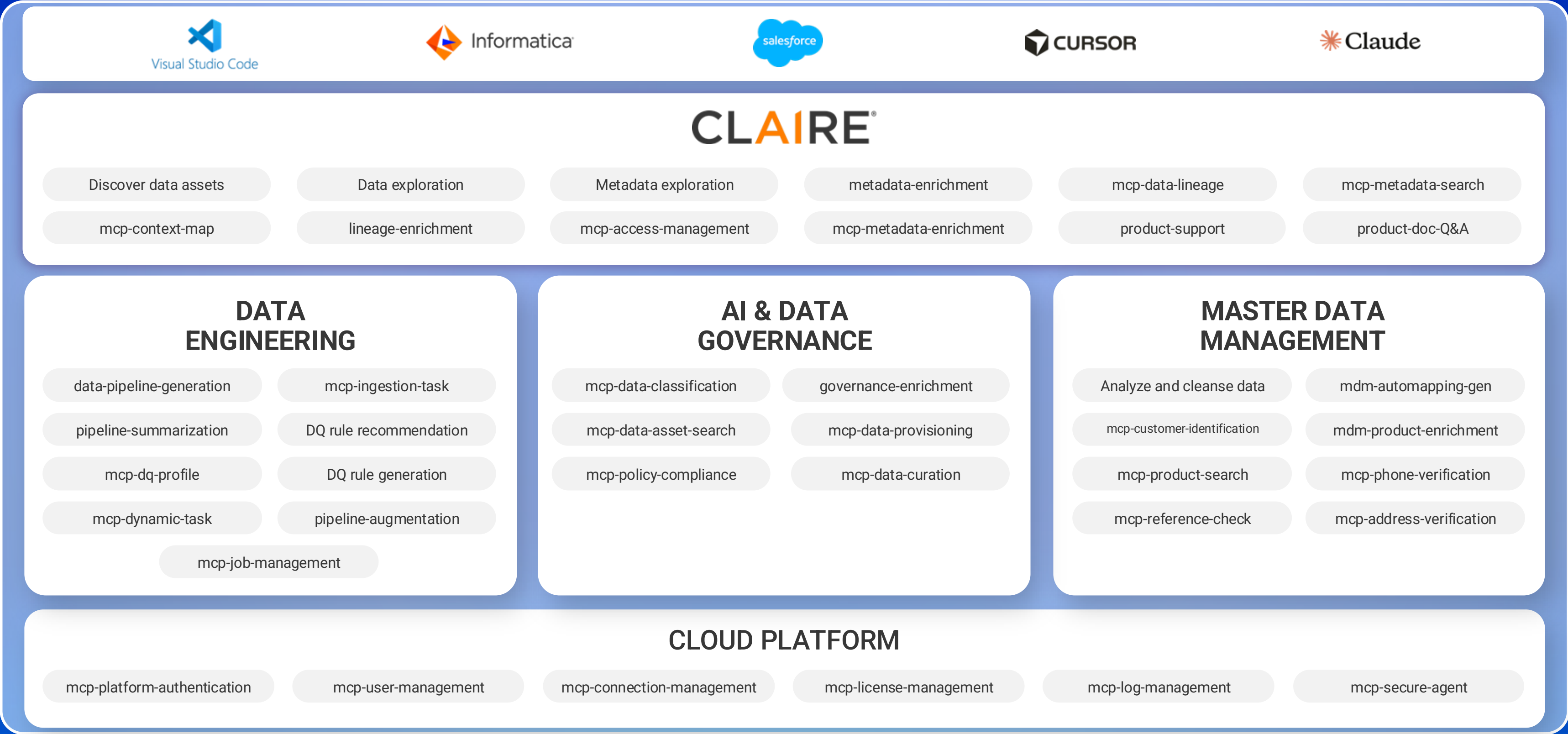
- Assign stakeholders for all data assets
- Automated Workflow to facilitate change management and assure consensus
- Policy Management
- Dashboards - Custom and out of the box to track tasks and surface issues and measure progress

Differentiators:

- Fully Integrated Platform, not a point solution
- Common place for collaboration across teams
- Leverage Claire AI to reduce manual efforts
- Gartner MQ Leader for Data & Analytics Governance



Informatica Platform - Headless

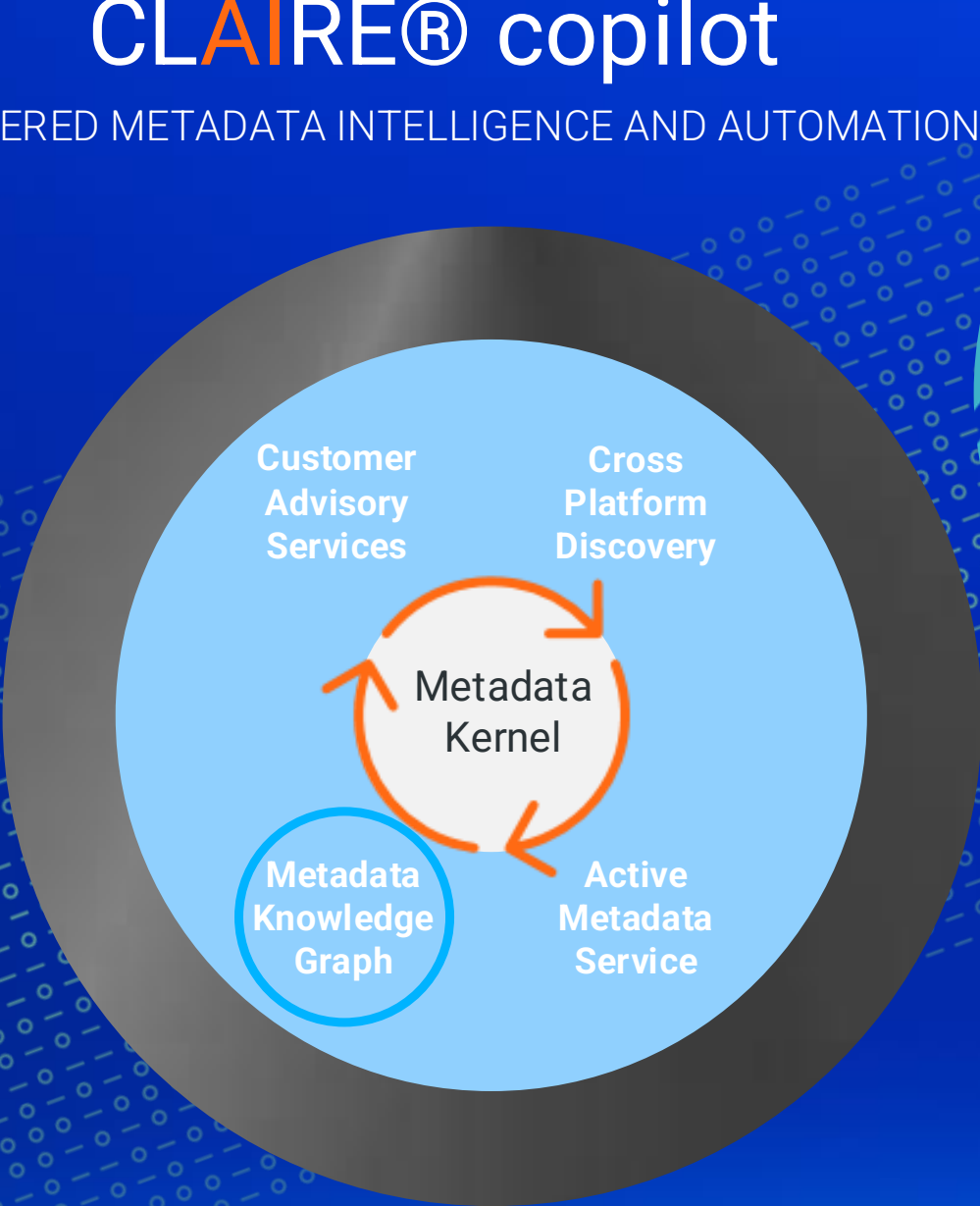


CLAIRE®: AI-Powered Data Management



CLAIRE® copilot

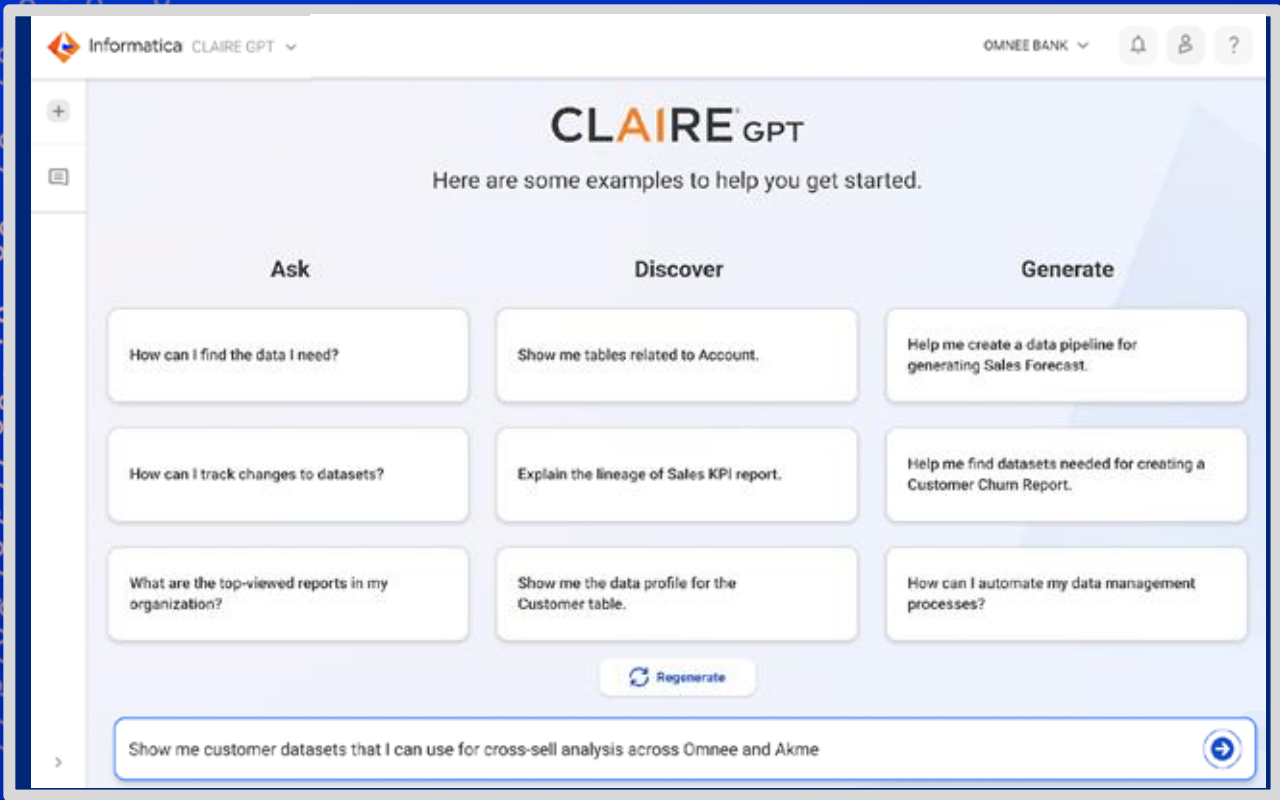
AI-POWERED METADATA INTELLIGENCE AND AUTOMATION



Data Management Automation

CLAIRE® GPT

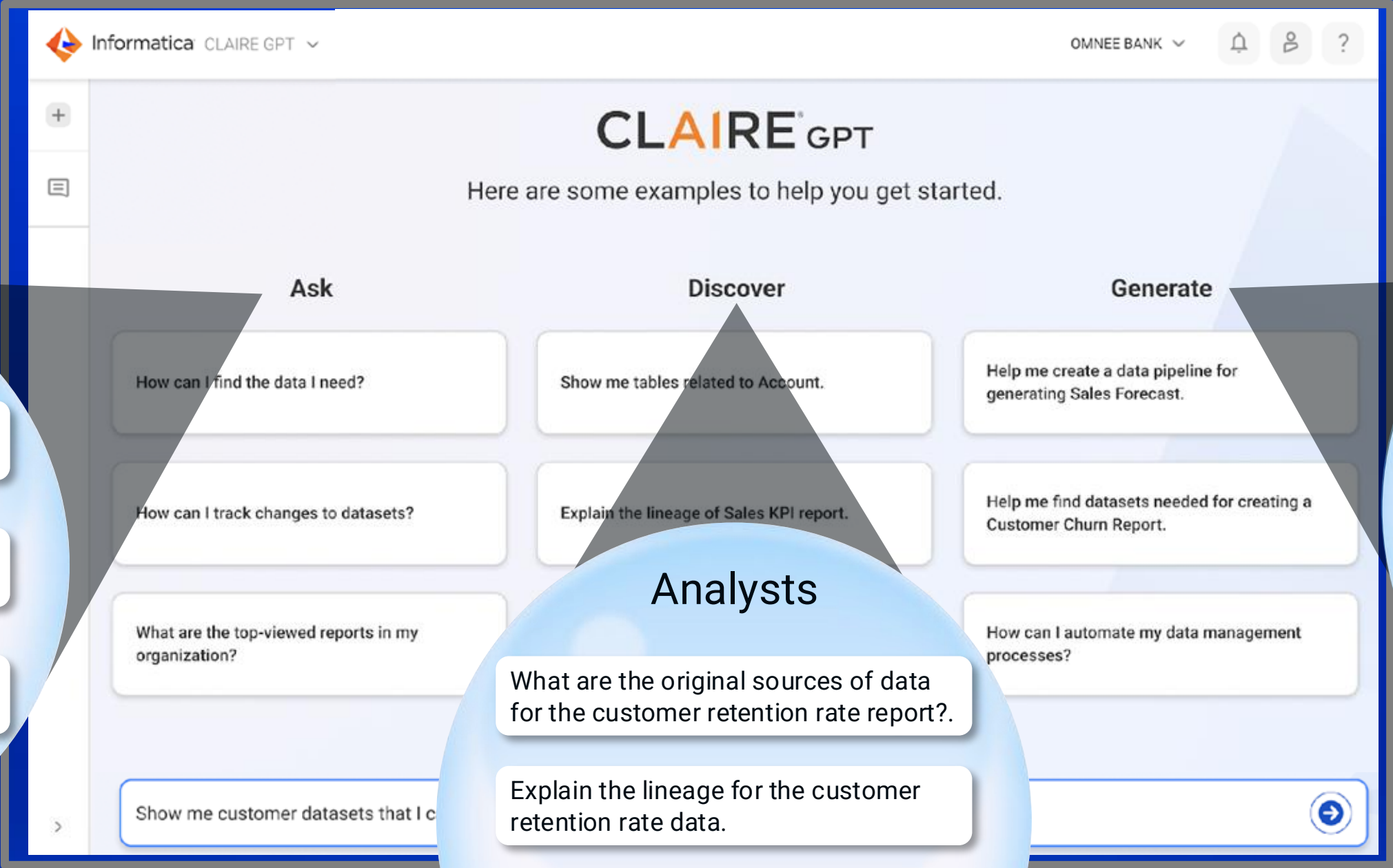
NATURAL LANGUAGE INTERFACE TO DATA



Generative AI-powered Data Management

CLAIRE[®] GPT Possibilities

Simplifying Data Management for All Users



Business Users

- Who are our most valuable customers in terms of spending over the last year?
- What products or services do customers frequently buy together?
- What are the trends in customer retention rate over the last 4 quarters?

Analysts

- What are the original sources of data for the customer retention rate report?.
- Explain the lineage for the customer retention rate data.
- Are there any anomalies or outliers in the customer retention rate data that need to be investigated?

Data Engineers

- Where can I find the datasets I need to calculate Customer Acquisition Cost (CAC)?
- Are all the datasets I need to calculate CAC connected and accessible?.
- Create a pipeline that calculates CAC for different marketing channels.

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Thank
you