Infographic

Al-Driven Master Data Management: Perspectives from Industry Leaders

Discover how leading enterprises — Citizens Bank and Royal Caribbean Group teamed up with Informatica to reshape customer experiences using advanced master data management (MDM) powered by artificial intelligence (AI).



Citizens Bank Elevates CX with Cloud Modernization

Anand Vijai M R

Unit CIO - Risk, Finance, Compliance & Enterprise Data Platforms Citizens Bank



to essentially modernize our technology stack and completely move off on-prem into the cloud."

"The next-gen transformation initiative for Citizens required us

"We want to kind of move away from a product-centric, a business-line-centric approach to a customer-centric approach."





as a back-office analytical reporting function, and make it a first-class citizen that directly talks to our customers."

"We decided that we'd take MDM, which was primarily running

focus on building enterprise capabilities."

"One of the key pillars of that data strategy was to



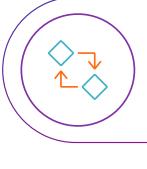


"We're already over 70% in the cloud and we hope to basically be 100% running on the cloud by end of this year."



Royal Caribbean Group Powers Competitive Edge with Al

Moaz Hassan CDO Royal Caribbean Group (RCG)

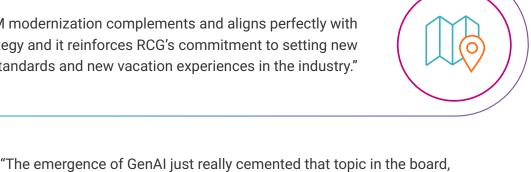


can hyper-personalize the guest experience, optimize and automate business processes across the organization."

"MDM modernization complements and aligns perfectly with the strategy and it reinforces RCG's commitment to setting new

standards and new vacation experiences in the industry."

"My role with RCG basically focuses on unifying our data and analytics governance and management so that we



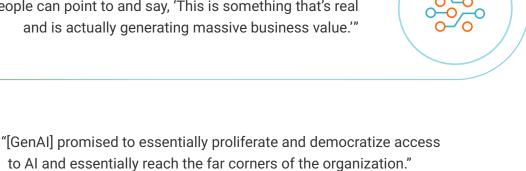


that data, AI and GenAI are actually a competitive advantage."

even in the earnings call. And now I'm hearing it the earnings call

and is actually generating massive business value."

"We really had demonstrable, measurable value from traditional Al that people can point to and say, 'This is something that's real





Master your data, transform your business.

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Source: Informatica World, Master Data Management: Your AI Secret Weapon for Success, 2025



Where data & Al come to

Informatica (NYSE: INFA), a leader in Al-powered enterprise cloud data management, helps businesses unlock the full value of their data and Al. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and $analytics\ tools-giving\ organizations\ the\ freedom\ of\ choice,\ avoiding\ vendor\ lock-in\ and\ delivering\ better\ ROI\ by\ enabling\ access\ to$

governed data, simplifying operations and scaling with confidence. Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation. Informatica. Where data and AI come to life.™

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