Informatica

White Paper

Shatter the AI Glass Ceiling with Unified Data Management

Where data & AI come to LIFE

Contents

Executive Summary

The world is in a race to harness AI, especially agentic AI and generative AI, with 87% of organizations increasing investments,[1] including a significant 25% expecting substantial boosts.[2] Yet, despite this enormous financial commitment, the innovation battlefield is currently full of stalled or abandoned AI projects. A full 67% have been unable to successfully transition even half of their generative AI pilots to production.[3]

Ninety-two percent of data leaders are concerned that new pilots are proceeding without correcting problems, like data quality, uncovered by previous initiatives.[4] Regarding agentic AI, most projects are in the early stages, and "Over 40% of agentic AI projects will be canceled by the end of 2027, due to escalating costs, unclear business value or inadequate risk controls, according to Gartner®, Inc."[5]

The glass ceiling stems from data management challenges that have existed since as far back as 1995, including data diversity, fragmentation, quality, accessibility, shareability and trust. These issues are not being addressed because most organizations add a new data management tool every time a new requirement arises.

Today, most data leaders (51%) anticipate[6] needing 15 or more tools in the coming year.[7] A fragmented data management strategy has only served to perpetuate the same challenges that data integration was originally designed to address.

Unified Data Advantage

The real competitive advantage in the AI era requires a shift in strategy. Advantage comes not from fragmented data management, but from unified, intelligent data management that supports the curating of healthy data. Leaders who fail to unify their data management landscape will fall behind their competitors. This paper outlines how a single, comprehensive data management platform is not just necessary for operational efficiency; it is the critical engine that transforms raw data into significant business value, accelerates innovation cycles and reduces risk.

[1] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[2] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[3] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[4] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[5] https://www.gartner.com/en/newsroom/press-releases/2025-06-25-gartner-predicts-over-40-percent-of-agentic-ai-projects-will-be-canceled-by-end-of-2027

[6] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[7] https://www.informatica.com/lp/cdo-insights-2025_5039.html

The AI Promise and the Remaining Data Challenge

Whether you are focused on the requirements of a specific project or setting organizational technology standards to support multiple use cases, the ball is passed back to IT leaders and data teams. Almost every organization is making AI investments at a record pace, driven by the desire to improve operational efficiency and enhance customer experience. However, the road to AI readiness is full of "short-term road hazards," especially in the area of data:

The AI promise: AI promises a massive return on investment, incrementally greater than any previous technological advancement; and it is not all hype. Companies are spending or investing trillions of dollars to pursue the promise.

The AI travesty: In spite of increased investment in AI, most organizations are failing to realize the promised return on investment. Most AI projects are stalled in the early development stage with no clear path into production.

The data deficit: Because data is the fuel that feeds AI, poor or inadequate data is holding back successful implementation. The top obstacles preventing AI initiatives from moving forward are data quality, completeness and readiness, with 43% of AI leaders identifying poor data as a top chokepoint.[8] Simply put, their data is not ready for AI.

Technical debt: Another top obstacle preventing AI success is technical maturity, especially interoperability among competing data platforms. To compound the problem, most organizations have added a new data management tool every time there is a shift in the data world. This fragmented approach creates data chaos, overlapping expenses, multiple contracts, disjointed maintenance schedules and increased operational and compliance risks. Most importantly, it slows down strategic business execution and innovation cycles.

[8] https://www.informatica.com/lp/cdo-insights-2025_5039.html

Executive misalignment: Data leaders face immense pressure from the C-suite, with 80% of companies planning to increase their spending on AI this year.[9] What is the disconnect? Executives expect ROI from their AI investments faster than is realistic.

Growing demand: Along with increasing expenses comes increasing demand for data, especially with the rapid adoption of generative AI. By comparison, 67% of the workforce had access to business intelligence in 2020.[10] Today, at least 94% of the workforce is aware of AI and 80% of the most skeptical are already using it.[11]

The Bottom Line: The flow of data through the enterprise, also known as data pipelines, should be generating revenue and bottom-line profit. Instead, organizations are experiencing massive revenue leakage as their fragmented data strategies, disconnected tools and lack of data governance fail to deliver on the promise of modernization and the potential of AI.

Retail Company Quadruples Online Sales

Kmart Australia wanted to grow the business by opening digital channels with a full product catalog online and launching products faster across all channels. Their goal was to enable a small product management team to operate more efficiently. Data quality and consistency were preventing their move forward.

The company chose to streamline and centralize product information management with Informatica® MDM - Product 360, enabling them to speed product introductions to all channels and to empower teams to share accurate product information. They rapidly moved 98% of the company's product range online, representing 45,000+ SKUs.

The result?

Kmart Australia quadrupled online sales by introducing products 4× faster and moving beyond B2C into B2B. They improved product data quality while sustaining a 3× increase in the team's overall productivity.

[9] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[10] https://www.accenture.com/content/dam/accenture/final/a-com-migration/r3-3/pdf/pdf-118/accenture-the-human-impact-data-literacy.pdf

[11] https://www.mckinsey.com.br/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work

From Revenue Leakage to Value Creation

The Power of Informatica Intelligent Data Management Cloud

The combination of cloud and AI enables a fundamental shift in how data is managed. **The Informatica Intelligent Data Management Cloud™ (IDMC)** emerges as a single data management platform to address the challenges created by decades of point solutions. Because IDMC is unified and completely interoperable, it becomes a value creation engine that maximizes data value across the entire lifecycle, significantly reducing the "revenue leakage" inherent in fragmented data pipelines. IDMC is the industry's first and most comprehensive cloud-native, AI-powered, end-to-end data management cloud. Organizations are finally able to move beyond simply "doing old things faster" to "doing new things smarter" by transforming raw data into unparalleled business value and accelerating innovation cycles.

Central to IDMC is **CLAIRE®**, Informatica's metadata, AI and machine learning engine. CLAIRE helps distill decades of learning and synthesizes it into data management insight that is instantly available. These insights inform intelligent automation and surface context-aware business insight. Because CLAIRE contains both technical and business metadata, it enables natural language conversation for everything from data discovery to real-time instructions for people, machines, devices, applications and AI agents. In addition, because CLAIRE contains metadata from across the entire data management lifecycle, it can bring automation and intelligence to every step, creating value from inception to insight.

CLAIRE: Metadata-Powered AI

CLAIRE directly addresses the urgent need for organizations to overcome the limitations of fragmented data tools and siloed preparation processes. It acts as a connective layer across the enterprise, offering comprehensive visibility into data lineage, quality and usage. By leveraging active metadata and AI-driven automation, businesses can streamline data operations, enhance governance and accelerate innovation. This metadata-driven approach enables teams to better understand, trust and activate data for immediate value.

CLAIRE's capabilities within IDMC enable organizations to do the following:

Automate data management: AI-powered automation of formerly manual data management tasks across the entire data management landscape frees organizations to utilize their resources in more strategic ways. Along with up to 100 times better productivity compared to hand-coded solutions, these automations speed the development of end-to-end data pipelines and increase the speed at which insight is delivered.

Agent-ify data management: Rich metadata makes intelligent autonomy possible for the many AI-powered data engineering agents required to move beyond deterministic automation to probabilistic automation. AI reasoning and planning models in CLAIRE deliver a new level of productivity, data accuracy and scale. Data engineering agents significantly multiply the ability to achieve complex data management objectives with minimal human intervention.

Understand context: Contextual intelligence provides the business and technical context for data management, enabling automations like data pipeline creation, data quality rules, glossary terms, entity matching and next-best-transformation recommendations. Context increases the accuracy of both automations and recommendations at every point along a data pipeline, reducing validation times, technical debt and time spent fixing data pipeline breaks.

Interact naturally: CLAIRE allows users to use natural language for all their data management needs across complex enterprise ecosystems. Users invoke natural language to explore data, understand data, combine datasets, generate metadata and perform most data management tasks throughout the platform. Natural language makes data accessible to everyone, reducing dependence on IT, speeding up decision-making and expanding the discovery of previously hidden insight.

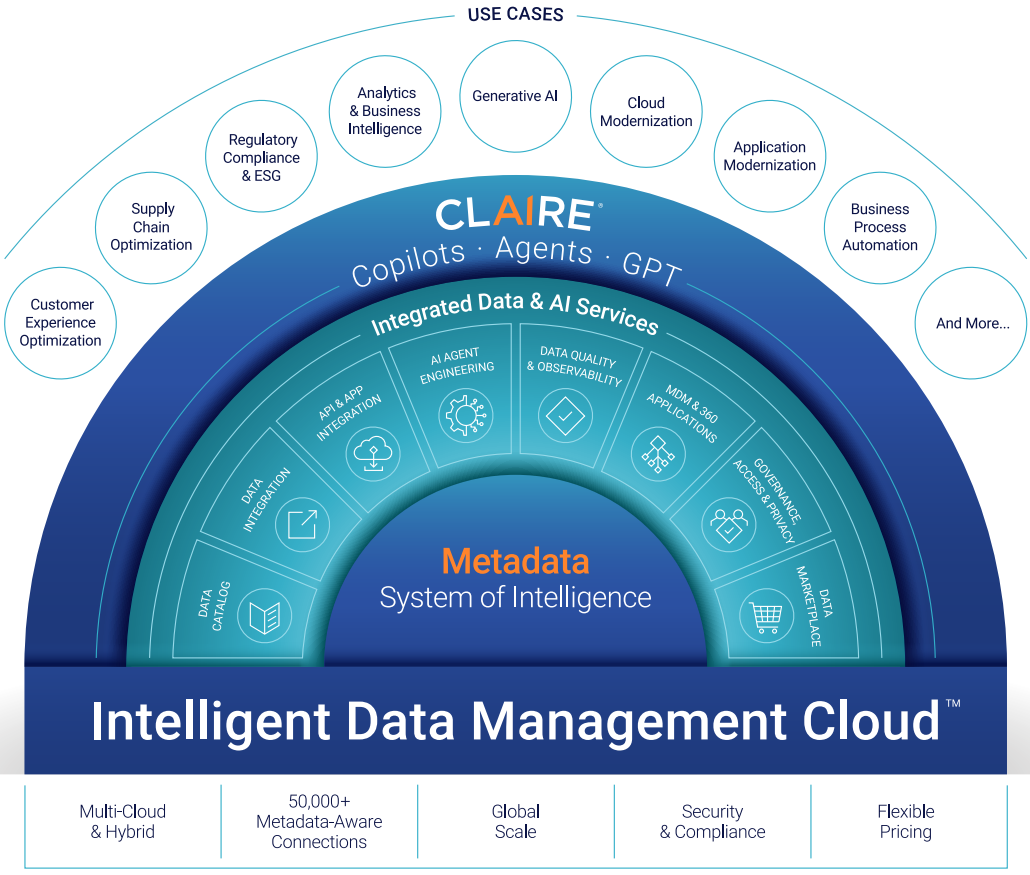
Operate efficiently: Orchestrating the entire data management and AI/ML model lifecycle turns data engineering into a strategic weapon. With built-in DataOps, MLOps and InfoSecOps, organizations focus their efforts on execution instead of building frameworks. End-to-end orchestration not only boosts productivity; it enables business and technical teams to move quickly and make cross-functional connections they would never be able to make without unified metadata. Monitoring data engineering and AI/ML model production also ensures continuous delivery of analysis, insight and intelligent business automation.

Compound value creation: CLAIRE serves as more than the system of record (the central, trusted authority) for all metadata across the enterprise; it has become the "system of intelligence"; the active, intelligent application of metadata to drive business impact. A unified foundation of metadata becomes the glue that holds together all diverse data management, analytical and AI engineering functions, creating value at every point along the pipeline. For example, combining functions such as master data management and application integration enables the active use of metadata to guide new business models through interoperability.

Informatica Intelligent Data Management Cloud

Each component within IDMC can also be considered its own value creation engine, addressing specific data management challenges.

End-to-end integrated data lifecycle management: IDMC offers capabilities spanning data quality, observability, discovery, governance, privacy, access, cataloging, sharing, orchestration, ingestion, integration and master data management (MDM). This comprehensive suite overcomes the complexity and fragmentation of the modern data engineering landscape.



Data Quality and Observability includes AI-enabled tools to profile, cleanse, standardize, enrich, consolidate and monitor data from any source to ensure its accuracy, consistency and reliability. Understand the health of your data, make better-informed business decisions and reduce operational costs. When decision-makers trust data, it speeds decision-making and ensures the precise use of AI applications.

Governance, Access and Privacy provide a complete, end-to-end safety net for the protection and stewardship of valuable data assets. With AI-driven automations, scalability and seamless integration with existing systems, governance is no longer relegated to top companies. It is within the reach of every organization.

Data Integration is designed to access and integrate data at scale using elastic and serverless computing. It supports all data patterns, including structured, unstructured, streaming, batch, ETL, ELT, data engineering, and hybrid and multi-cloud integration. This functionality automates the building and orchestration of data pipelines, enabling organizations to gain up to 100 times productivity when compared to hand coding, resulting in significantly faster time to value and increased competitiveness.

Quality Data Fuels Massive Savings

Genesis Energy transitioned its data environment to IDMC in under 12 months, incorporating the platform's **Cloud Data Quality** and **Cloud Data Governance and Catalog** modules. By year's end, Genesis had not only established new data management capabilities but also achieved significant advancements in compliance and privacy practices.

For example, inaccuracies in customer data — such as incorrect postal addresses and pricing information — had previously slowed down operational and compliance workflows.

Using Informatica Data Quality scorecards and exception reports, the Genesis customer operations team was able to save thousands of dollars in monthly operating costs and reduce pricing compliance risk.

API and Application Integration work together to connect your applications with built-in API management, automating end-to-end business processes and workflows. These capabilities are fundamental for simplifying and streamlining business operations, customer experience and product innovation.

AI Agent Automations provide agentic automation within IDMC, laying a foundation for the orchestration of the massive number of AI agents being developed based on powerful data pipelines that originate within IDMC. CLAIRE agents within IDMC are a suite of autonomous digital assistants designed to augment enterprise data management. They utilize reasoning and planning models to move beyond the automation of repetitive tasks to the automation of complex data operations, including data quality, data discovery, data lineage, data ingestion, ELT, modernization, product experience and data exploration.

AI Agent Engineering is designed to support both generative AI and agentic AI deployment, as well as the orchestration of these two areas of technology as they continue to mature. AI agent engineering enables organizations to build, connect, manage and govern multi-agent environments, with support for protocols such as MCP for model-level and language-level connectivity, as well as agent-to-agent protocols like A2A. It is essential that these forward-looking technologies interoperate with existing data, analytics, applications and APIs. Agent engineering augments IDMC's support of MLOps and DataOps, giving organizations the ability to connect any type of data and any type of application in a single pipeline, moving applications from standalone functionality to integrated intelligent automated workflows, otherwise known as agentic AI applications.

Housing Success Through Data Integration

Helia (Community Technology Alliance) is a powerful example of data integration in action. The company needed to collect and integrate data from multiple government and nonprofit agencies to match people in need with available housing and human services. Their project was key in helping communities comply with the Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH) Act of 2009 in order to retain HUD grant funding.

The organization deployed Informatica Cloud Data Integration and Cloud Application Integration to integrate data, applications and APIs. They fed their data into a data lake hosted on AWS for analytics and reporting.

The solution helped communities reduce return-to-homelessness rates by up to 75%, expedited access to housing and human services and simplified HEARTH compliance — aiding communities in qualifying for homeless assistance grants.

Master Data Management (MDM) and 360 Products unify data across the enterprise for a contextual, 360-degree view and AI-driven insights. MDM feeds CLAIRE, the Informatica metadata system of intelligence, with data crucial to unifying the entire IDMC platform and generating combined value. Connecting MDM and 360 Products to CLAIRE turns master data management into master data services. This orchestration enables users to access master data for use in cataloguing, data sharing, and most importantly in the building of data pipelines, analytical applications, AI applications and operational applications. Along with giving users a 360-degree view of business areas like customer, product, patient or supplier, organizations eliminate much of the time and money wasted trying to curate and find trusted answers to critical business questions.

Data Catalog intelligently scans metadata to discover and understand the full spectrum of enterprise data, automating data discovery, curation and lineage. With a full understanding of complex data ecosystems, data assets are organized and curated for easy discovery, governed access and immediate sharing. As a result, organizations reduce the time it takes for business and technology users to find the right data, at the right time, with the right fit for every enterprise need.

Data Marketplace offers cloud-based data sharing as a service (DSaaS), making it simple for organizations to distribute, collaborate and share data assets without the risk of privacy and access violations. Defined usage policies and clear data contracts between providers and consumers enable pervasive use of data wherever that data is needed in the organization. Users experience fast, safe data sharing with a data shopping experience to confidently access data. Data sharing enables the creation of entirely new data products and data services to drive new business models, form new partnerships and discover innovation opportunities with immediate results.

Built-in, enterprise-class platform:

IDMC takes a holistic approach to performance, reliability, security and compliance at its core to protect valuable data assets. With full enterprise capabilities built into the platform, organizations are able to free resources to work on more impactful aspects of a data strategy.

Security:

IDMC includes security features like encryption, access controls, user authentication, audit trails and automated backups to help ensure the security, integrity and availability of your data, all in a single platform.

Compliance:

Informatica follows Controller and Process Binding Corporate Rules (BCRs) approved by the European Data Protection Board. These BCRs embody Informatica's commitment to its employees, business contacts and customers to follow rigorous privacy policies and practices.

Performance:

IDMC is built for performance for both scalability and speed. To demonstrate scalability, the platform processed 128.2 trillion cloud transactions per month for the quarter ending June 30, 2025. Because IDMC is serverless, users experience elastic scaling for computing-intensive workloads.

Reliability:

Because IDMC is a software-as-a-service (SaaS) platform, it has an automatic backup and recovery system in place, following RTO/RPO standards. In case of a disaster that impacts cloud provider services in a master region, a disaster recovery process will be triggered as part of the business continuity plan.

Multiplying Value with IDMC

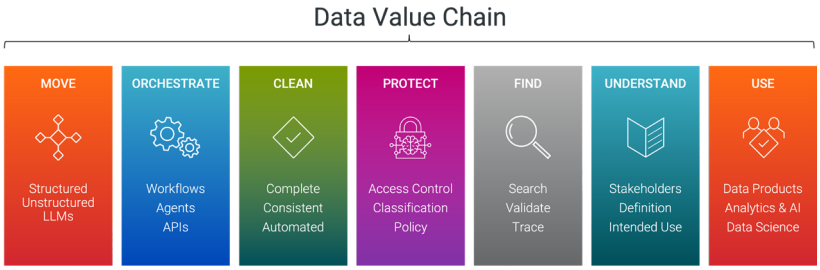
Tie cost to consumption: Flexible consumption-based pricing allows customers to closely align their data assets with business priorities. IDMC uses Informatica Pricing Units (IPUs), which represent consumption across numerous services within the IDMC platform. IPUs are interchangeable across services, so customers pay only for what they use. Unlike "over-featured" point solutions, the model ensures the right product fit initially and enables organizations to turn on new capabilities seamlessly as needed. As a unified platform, IDMC's IPU pricing gives organizations the flexibility, control, scalability and cost optimization they need to drive strategic initiatives with data, analytics and AI.

Optimize cost with operational efficiency: A unified platform reduces total data costs by consolidating multiple point solutions, automating data workflows, and reducing the need for ongoing maintenance and resource requirements. A single point of management and control streamlines data operations and lowers infrastructure spend, leaving room for more strategic data, analytics and AI initiatives.

Start small and grow seamlessly: IDMC's fully integrated modular design and "consumption-based" pricing model let organizations start with exactly the capabilities they need and expand as their needs change. This phased adoption minimizes disruption by supporting existing infrastructure and governance frameworks, providing a clear roadmap for maturity. Scaling up by adding new services within the IDMC platform multiplies value creation.

For example, modernization customers can begin with cloud migration, advance to unified data integration, then adopt iPaaS to integrate their applications. In mergers and acquisitions, organizations might start with the full integration suite for data, applications and APIs, then implement master data management to unify data. Advanced users can automate their integration workflows and accelerate deployment of AI agents. With all these services in a single product, expansion is seamless and integration is built in.

Create value at every point: As a unified, AI-driven platform, IDMC multiplies value throughout the entire data management lifecycle. It is the only solution that manages the full lifecycle of your data and interoperates with the entire data universe via 50,000 metadata-aware connections. This holistic approach mitigates the issues of fragmented data platforms, "integration tax" and inconsistent governance that plague organizations using point data management tools.



The power of a unified data engineering platform is the ability to produce value throughout the entire data lifecycle. Instead of revenue leakage, every step produces value for your organization.

- When you can **move** every type of data on a single platform, no matter what the required latency might be, it removes the friction of scattered data engineering platforms.
- When you centrally **orchestrate** all of the data pipelines in your organization, the potential for performance optimization and value multiplication increases significantly.
- When you **clean** and govern data unilaterally, it minimizes risk and increases the level of trust you have in curated data and insight at the point of decision.
- When you **protect** your data universally, it protects your business in its entirety, not just in part.
- When you can easily **find** the data you need in the moment when you need it, data for decisions appears effortlessly.
- When you **understand** the insight often hidden in the data, you can finally **use** it at the point of transaction, in the moment when it is needed.

The data value chain provided by a unified data platform produces a continual cycle of value creation. IDMC, with CLAIRE as its AI-powered "system of intelligence," transforms the complexity of disparate data into a unified, intelligent asset, allowing businesses to unlock transformative power from their data and AI initiatives.

Upwards 40% Productivity Boost

The journey of **Takeda**, a global biopharmaceutical company, is a testament to this unified holistic power. Takeda faced a fragmented legacy data estate with over nine different data solutions. By adopting IDMC as their single platform, Takeda now achieves up to 40% better productivity for data engineers through automation of metadata and quality processes. In addition, the company is saving millions of dollars in IT overhead by simplifying infrastructure and consolidating costs. The data team now processes over 450,000 data integration jobs monthly, handling 30 billion records, thanks to the scalable, unified IDMC platform.

Most importantly, Takeda repurposed saved resources to build a clinical trials data hub, enabling global research teams to rapidly access high-value, trusted data like compounds, dosages, side effects and trial results.

IDMC Overcomes the Revenue Leakage of Fragmentation

The data management landscape has historically been plagued by inefficient and costly approaches that hinder true innovation and AI readiness. The combined capabilities of a unified data management platform overcome revenue leakage and eliminate the "integration tax" of point solutions. Data teams still relying on multiple tools to cover the data management lifecycle are hit hard with an "integration tax," the price they pay trying to stitch together point solutions. Along with higher costs and effort to incorporate integration tools, a mix of data management tools creates huge gaps in automation, governance and security. It becomes impossible to build end-to-end data pipelines to drive a competitive advantage in the age of AI. IDMC has completely eliminated the integration tax by seamlessly uniting and automating all data engineering functions with CLAIRE.

A single platform eliminates tangible costs, including hidden recurring costs, overlapping skills training, interoperability among the various platforms, excessive onboarding and training, plus vendor management. Compared to cost, strategic opportunities with a unified platform provide even more value. With built-in interoperability, organizations deliver consistent insight, operate more efficiently, scale without thought and deploy AI faster than their competition. Most importantly, businesses thrive with more agility, faster innovation and insight-driven strategy.

Charting Your Course: Strategic Adoption for Future-Proof Success

Data leaders are already planning significant increases in data management investments, with 86% increasing spend in 2025 and 44% citing data readiness for generative AI as a primary driver.[12] IDMC is equipped with the data management capabilities organizations need today, while scaling to meet the evolving demands for agentic AI, causal AI and the emerging need for real-time insight and hyper intelligent automation.

- **Identify the right business driver:** As you devise and fine-tune your business strategy, let it be the driver for all of your data management and AI investments going forward. AI is not the reason to move forward with technology investments. A clearly defined business strategy behind your investments will drive early value creation for the business, not just for the technology organization. Look for areas in your business where there is already rich data, specific business processes where insight will make a positive impact, and areas where the people involved in that organization are forward-thinking and likely to be early adopters.

[12] https://www.informatica.com/lp/cdo-insights-2025_5039.html

- **Start with what you need, grow without limits:** Informatica IDMC is designed to address a wide array of data challenges faced by organizations, offering a modular, AI-powered platform that allows customers to start with specific needs and expand seamlessly. Whether your project is a cloud migration, data integration, API integration or technology modernization project, you can start quickly, pay for what you need and expand seamlessly. Move your diverse data, separate systems and point data engineering tools into a single platform, either one at a time or all at once. With simple starts and endless expansion, you can start anywhere and go anywhere.

Conclusion: The Path to AI-Powered Data Leadership

The race to leverage AI is pervasive. There will be big winners and big losers. One thing is certain — leaders who fail to modernize and take advantage of AI will be left in the dust. Leaders who make AI investments without fixing their data issues will never fully leverage the power of AI. Companies that make the wrong investments in AI might also be losers, especially if their AI investments are not driven by business strategy and informed by analytical insight. The winners will be the companies that get their data in order, utilize their data to gain insight into their business strategy and make the right investments in AI. The winners will be business-driven, data-driven and AI-wise.

Informatica's Intelligent Data Management Cloud (IDMC) provides a comprehensive, AI-powered and cloud-native platform essential for AI leadership. The intelligent automation of the entire data management lifecycle turns raw data into a strategic asset enabling organizations to innovate faster, develop new data products and services, and drive new business models. Most importantly, the future of business in the age of AI depends on the speed at which value can be extracted from data from inception to insight, and the extent to which value can be generated from analysis to action. IDMC makes business in the age of AI possible.

Now is the time to make the move from "doing old things faster" to "doing new things smarter." It is time to move from fragmented failure to unified orchestration. The gauntlet is set. The race is on. Where you end up three and five years from now will be decided by your data decisions in 2025. Choose wisely.

Ferraro Consulting POV

Ferraro Consulting has been tracking progress in three areas that converge for the evaluation of Informatica: unified data engineering, AI-enabled data engineering, and the shift from metadata management to metadata services. In all three areas, Informatica emerges as a leader based on its successful cloud modernization effort over the last decade. Informatica has completely transformed itself into the leading provider of unified data engineering, with AI enablement driven by its active use of rich metadata. While its competitors seek to expand their data engineering platforms to meet the requirements of unified data engineering, they fall short in three categories: slow to no modernization, incomplete coverage and immature platforms.

Long-term competitors of Informatica lag behind because of a slow move to the cloud, incomplete coverage of the entire data engineering lifecycle and a failure to fully unify their diverse data engineering offerings. Like some former ETL vendors, competitors who emerged at the boom of big data or streaming data have not expanded their offerings to cover the full set of data engineering functions. New entrants, building AI-first data engineering platforms, have not matured their platforms enough to meet enterprise requirements and often lack key data engineering capabilities. These shortcomings leave Informatica IDMC as the leader in unified data engineering due to the complete coverage of data engineering, the full unification of the entire platform, and the universal modernization with both cloud and AI enablement throughout the platform.

This assessment is based on the concept of unified data engineering as defined in the Ferraro Consulting POV paper focused on consolidating engineering functions to better leverage artificial intelligence. Informatica's vision for a unified, AI enabled platform has been well articulated for the past several years, and it is executing on the vision. In fact, Informatica's speed of innovation is increasing because of the rich set of metadata it has collected in CLAIRE and the active use of that metadata to fuel generative AI, agentic AI, and an extensive network of recommendations and automations throughout the platform.

For buyers purchasing data engineering platforms for the first time or looking to modernize legacy platforms, Informatica is a "must-include" for consideration. While point solutions may fit your initial use case, the ability to start with a single module, pay only for what you use and easily expand to new use cases makes the unified data engineering platform a better selection.

For Informatica customers still using on-premises versions of Informatica software, Ferraro Consulting recommends a gradual move to the cloud. While there may be some missing functionality, the gain of function in the cloud along with the lower cost of infrastructure management presents a business case for modernization. In addition, the cloud automatically unifies your diverse data engineering products and opens the door for a much richer use of AI enablement and automation across your entire data engineering lifecycle.

In consideration of potential future product advancements, CLAIRE stands out as a clear differentiator for Informatica, giving it both a competitive advantage and a barrier to entry. Informatica's unique and massive set of training data should give it an advantage over new entrants, at least in the next few years.

This assessment is based on the Ferraro Consulting perspective that vendors using AI in their data management platforms excel when combined with active use of metadata, business semantics, a core AI engine already in use, a technical feedback loop and humans in the loop feedback, usually with reinforcement learning. Informatica checks all of these boxes, and we expect it will continue to accelerate the release of new automations, recommendations and AI agents to further streamline the full data engineering lifecycle.

The cost of data fragmentation is clear. But what is it costing your organization? Request a complimentary assessment to identify key areas of revenue leakage and chart your course toward unified, AI-powered value creation.

About Ferraro Consulting

John Santaferraro is the CEO and Head Research Analyst at Ferraro Consulting LLC, where he covers AI, analytics, and data management and provides strategic marketing from startup all the way to Fortune 500 companies. John has worked as a marketing executive for Tandem Computers, HP, ParAccel, Actian and more. He has also been the Chief Analytics Officer at Educational Measures and an Industry Analyst at Enterprise Management Associates. He is currently the host of The Digital Analyst Podcast, with 600,000 views in 25 episodes.

About Us

Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. 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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