

12 May, 2026

Data-Driven Business Success: Driving Business Growth Through Cloud Data Quality

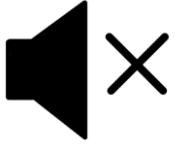
Akshada Sable, Senior Success Guide

Ananya Venkat, Senior Success Guide

Chinnari Damerla, Senior Success Guide

**Where data
& AI come to** 

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

Safe Harbor

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Agenda

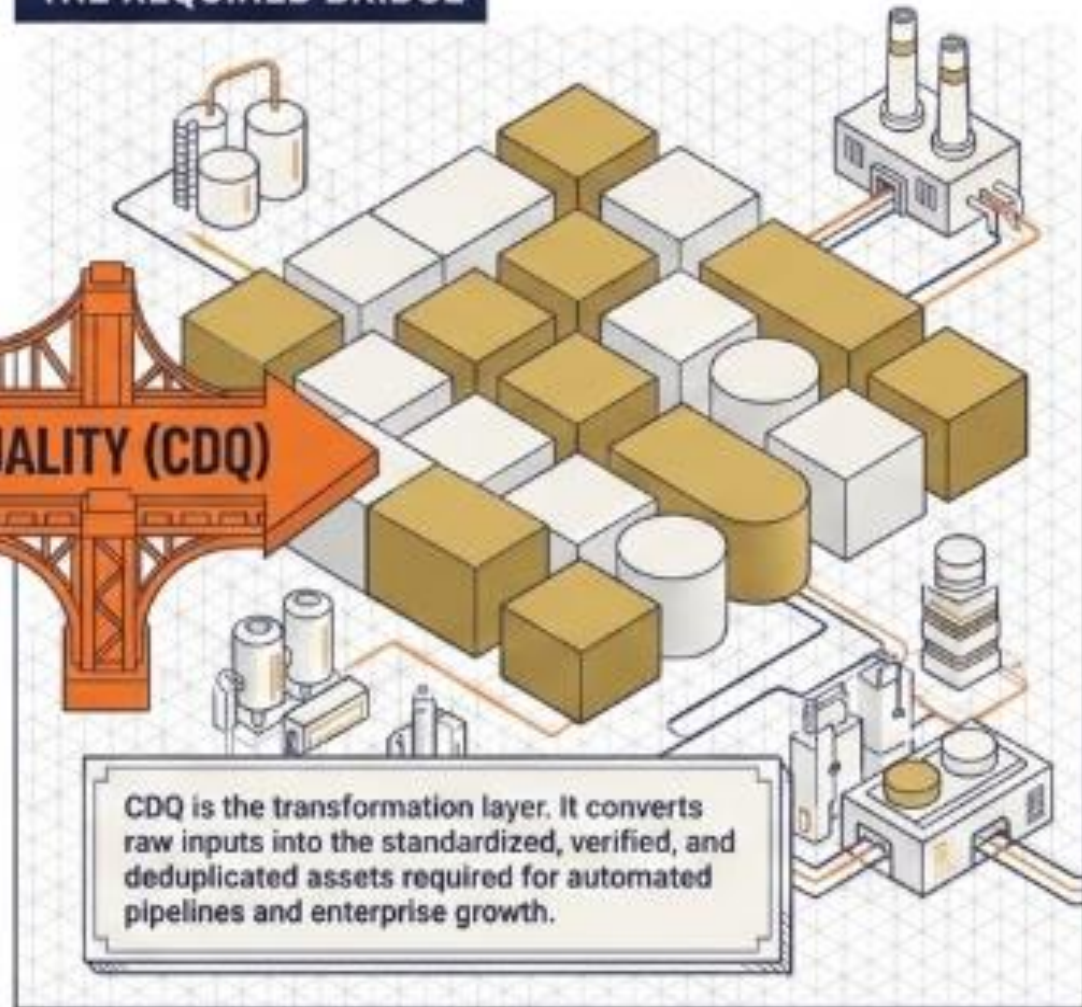
- Cloud Data Quality Overview
- Vertical Use Cases
- Demonstration
- Q&A

BUSINESS GROWTH CANNOT RUN ON CHAOS

THE CHAOS

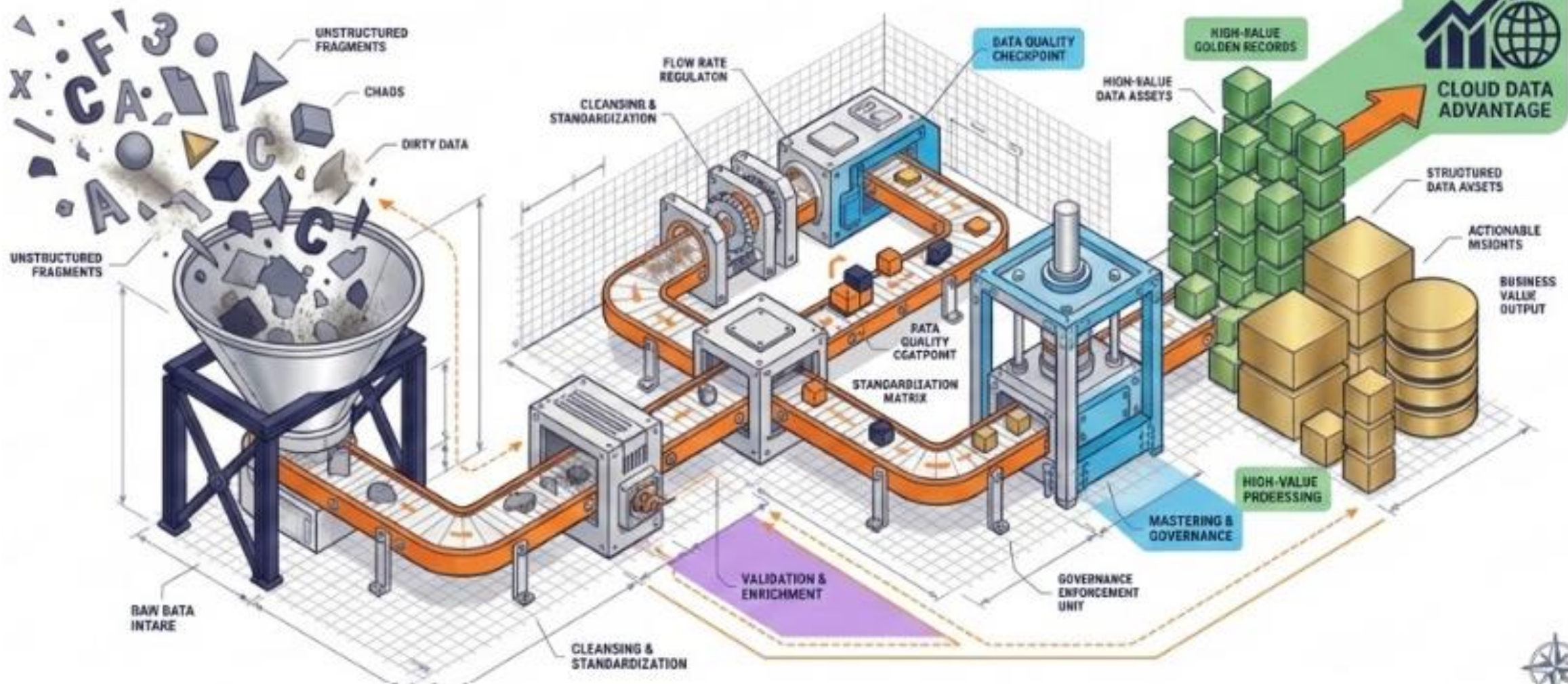


THE REQUIRED BRIDGE

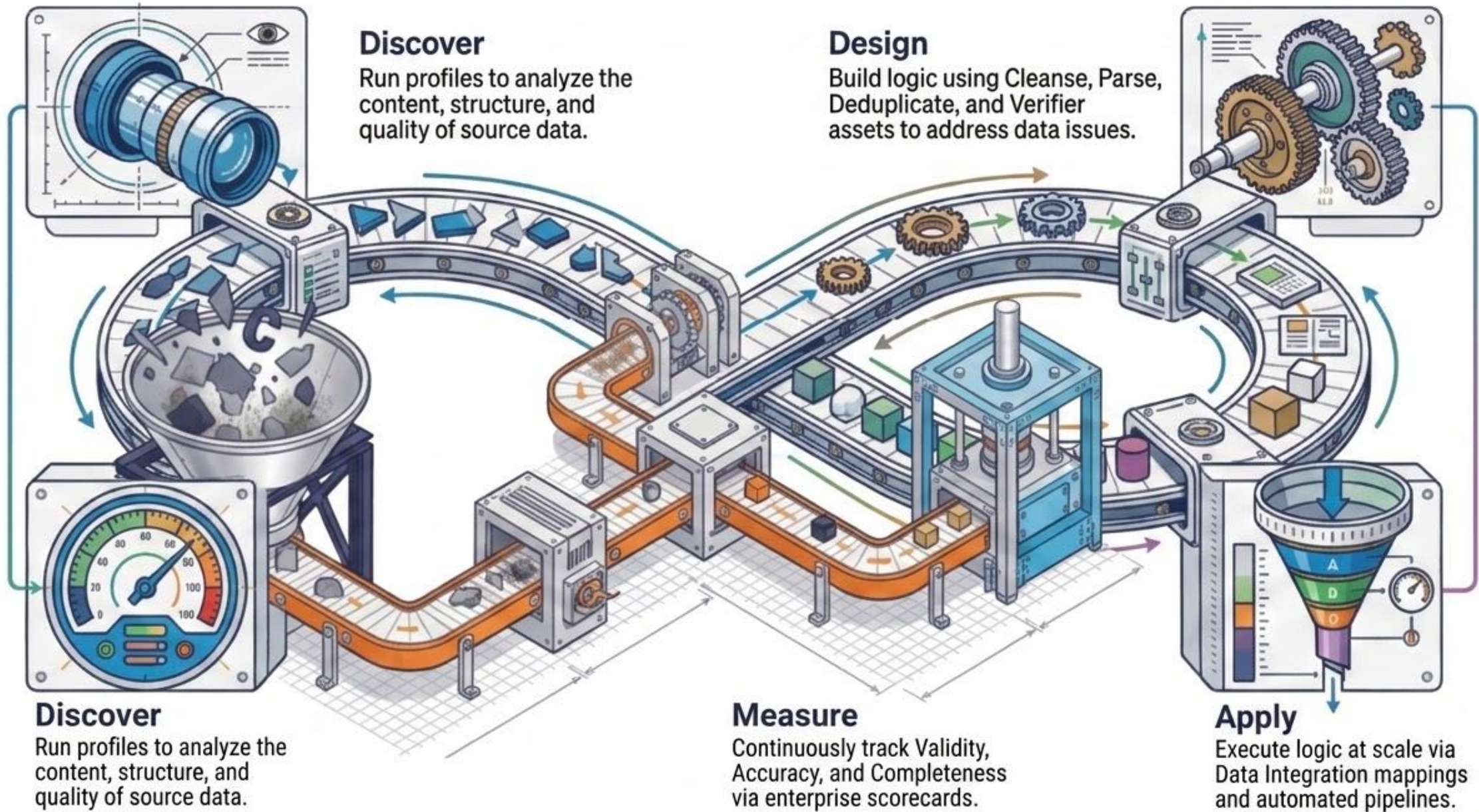


THE DATA-TO-VALUE ENGINE

DRIVING BUSINESS GROWTH THROUGH CLOUD DATA QUALITY



THE CONTINUOUS DATA QUALITY LOOP



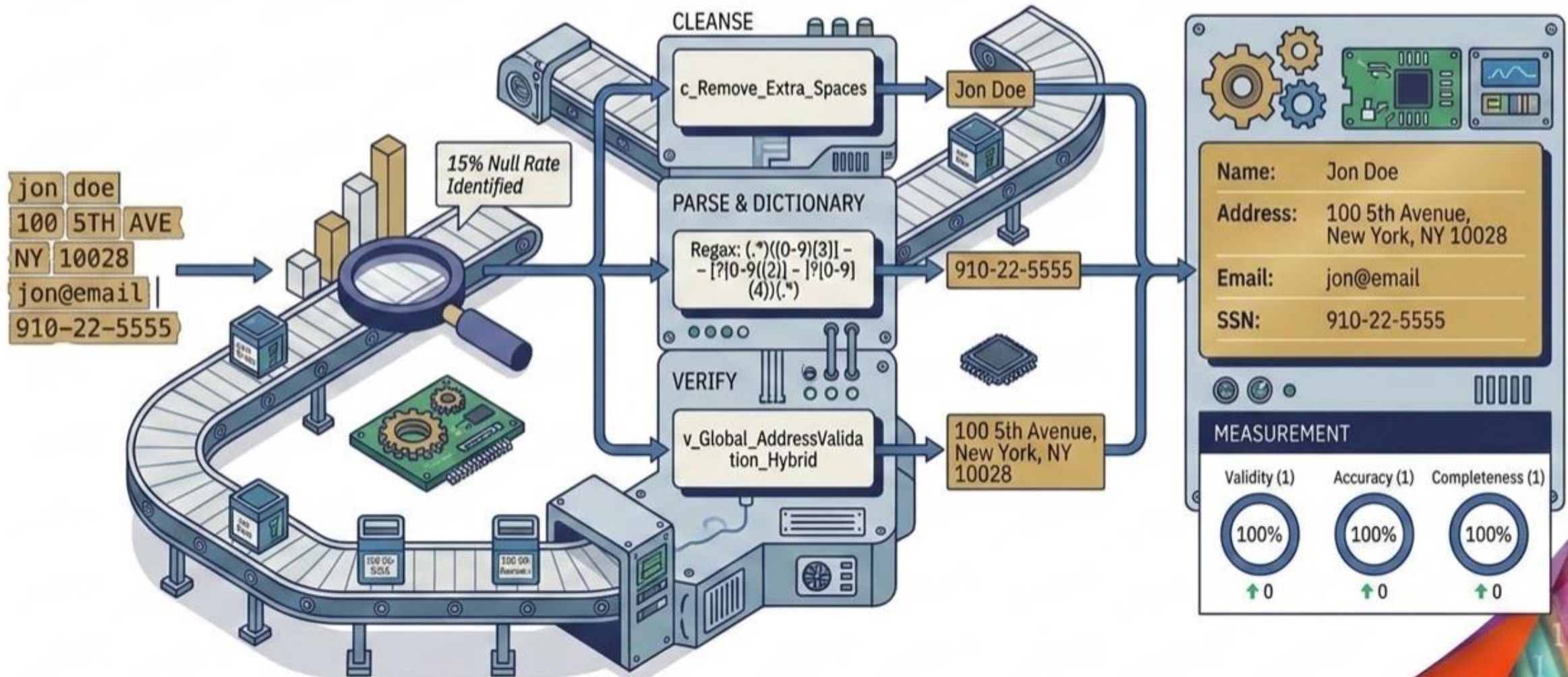
ANATOMY OF THE DATA REFINERY

INPUT

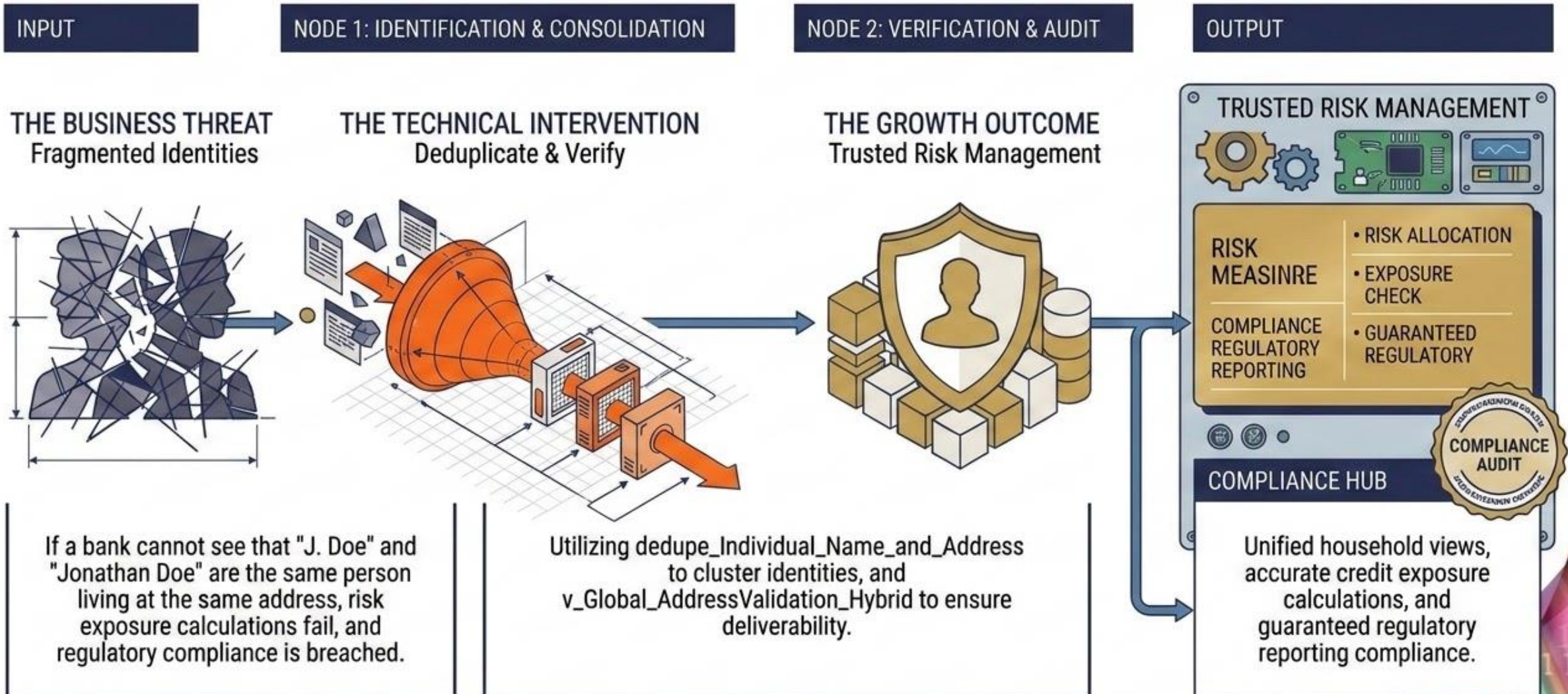
NODE 1: PROFILING & DISCOVERY

NODE 2: RULE DESIGN & APPLICATION

OUTPUT: THE GOLDEN RECORD



FINANCIAL SERVICES: MITIGATING RISK THROUGH RESOLUTION

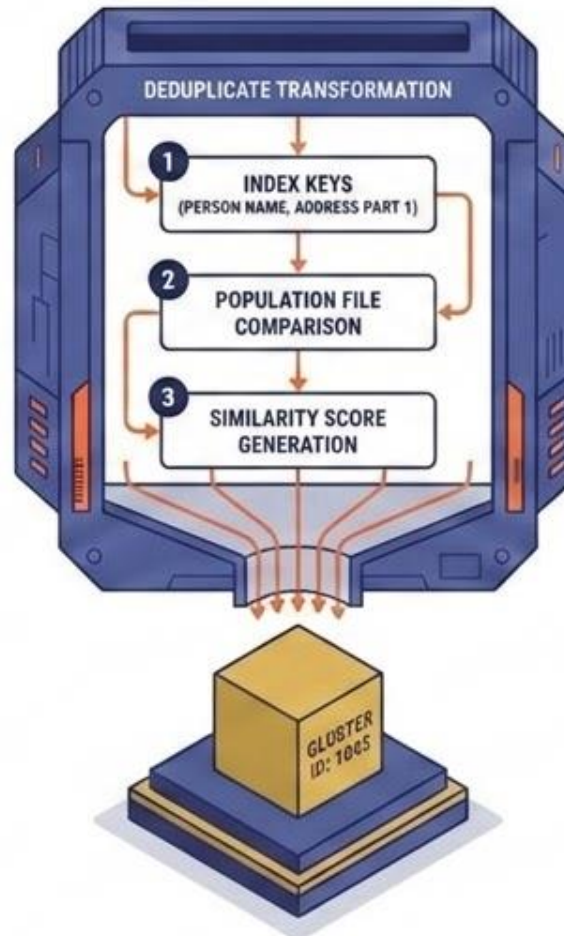


THE DEDUPLICATION ENGINE: CONSOLIDATING IDENTITIES

INPUT



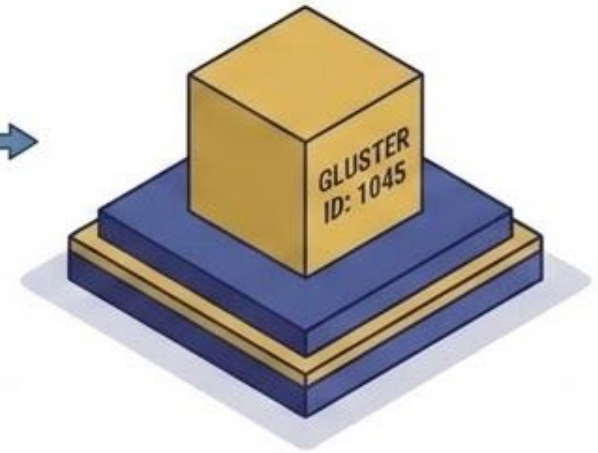
NODE 1: DEDUPLICATE TRANSFORMATION



NODE 2: IDENTITY CONSOLIDATION

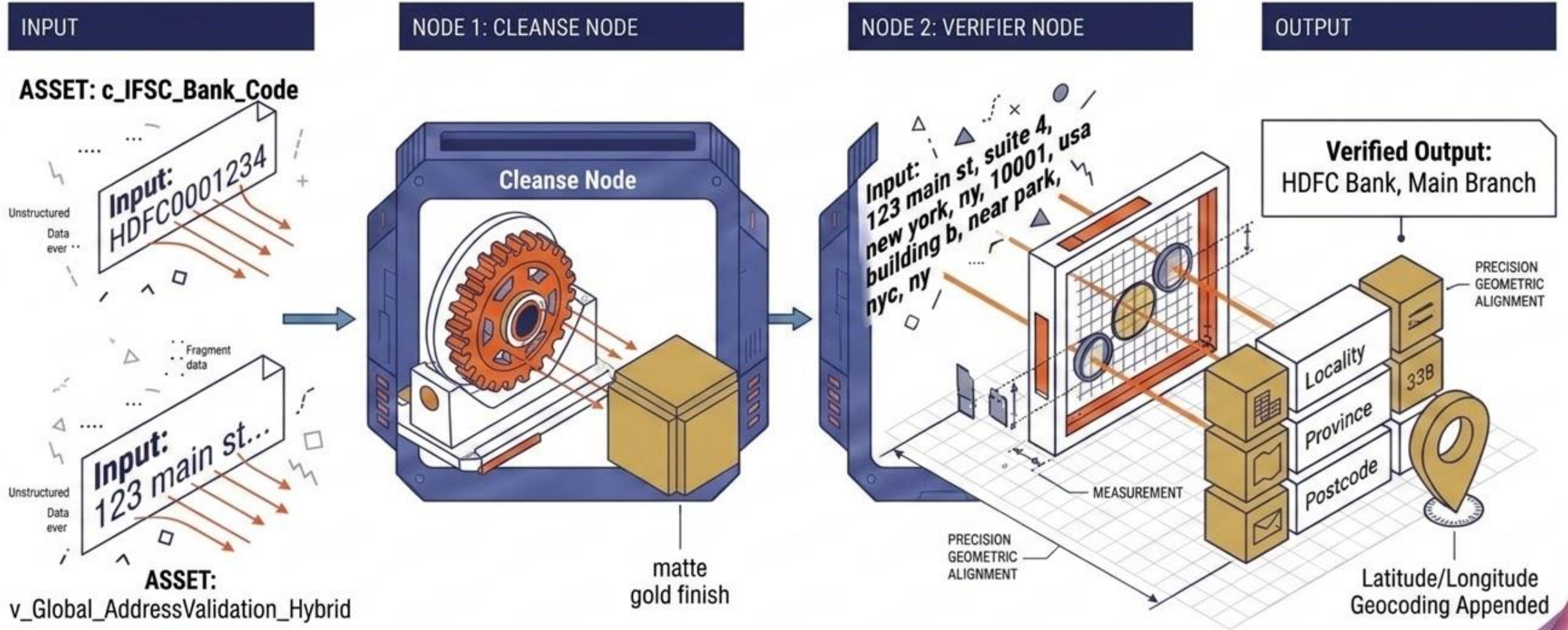
OUTPUT

Records exceeding the duplicate threshold are assigned a shared Cluster ID, consolidating fragmented data into a single, reliable Golden Identity for risk analysis.



PRECISION ROUTING: CLEANSE & VERIFY

Technical Schematic: Comparing Data Cleansing & Verification Processes



Ensures delivery accuracy and compliance tracking.

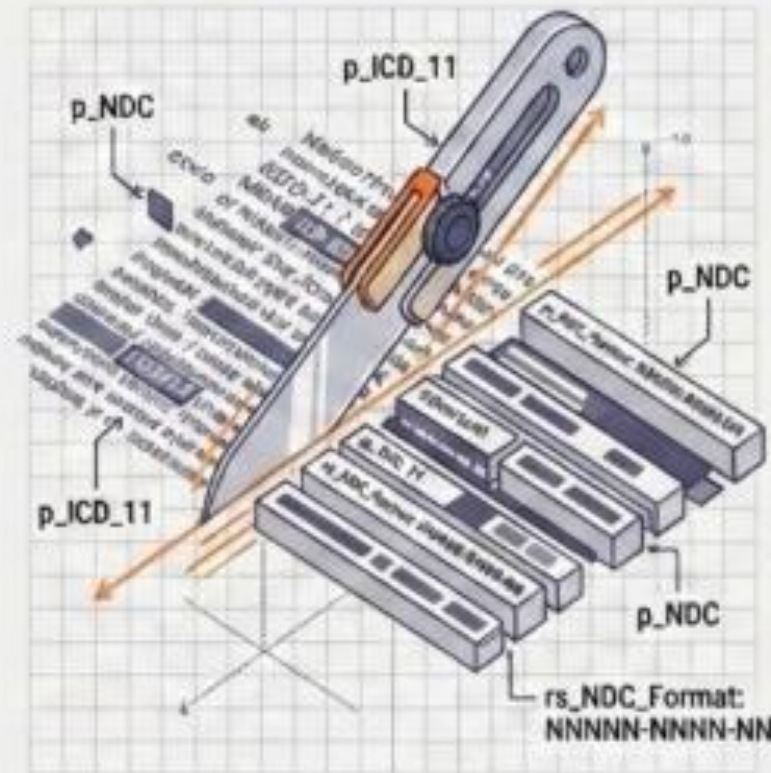
HEALTHCARE: ACHIEVING PATIENT 360 & ANALYTICS

1. THE BUSINESS THREAT - Unstructured Clinical Chaos



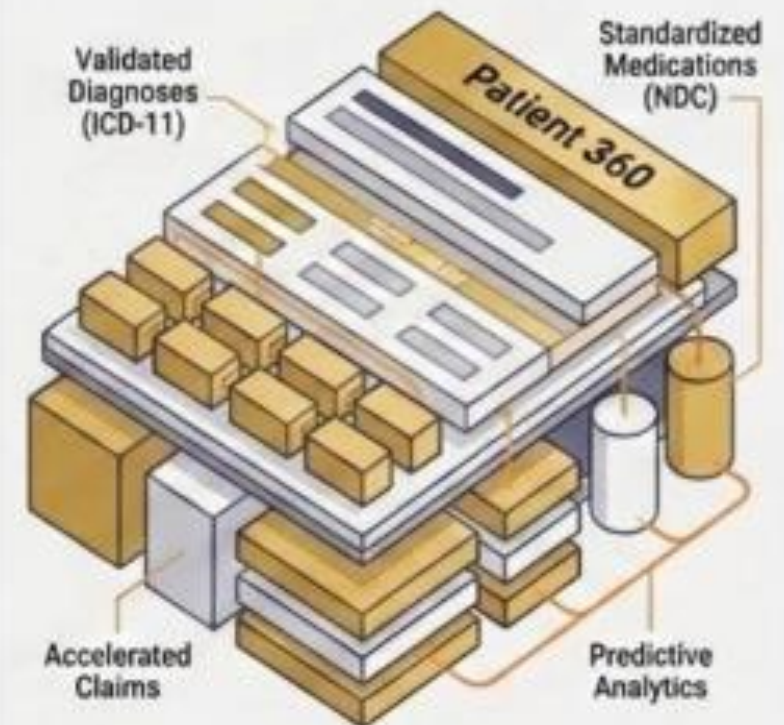
Medical record numbers (MRNs) are duplicated, and critical data like ICD-11 diagnoses or National Drug Codes (NDC) are buried in free-text notes, leading to billing rejections and patient safety risks.

2. THE TECHNICAL INTERVENTION Parse & Rule Specifications



Deploying p_ICD_11 and p_NDC to extract codes, and rs_NDC_Format to enforce standardized NNNNN-NNNN-NN structures.

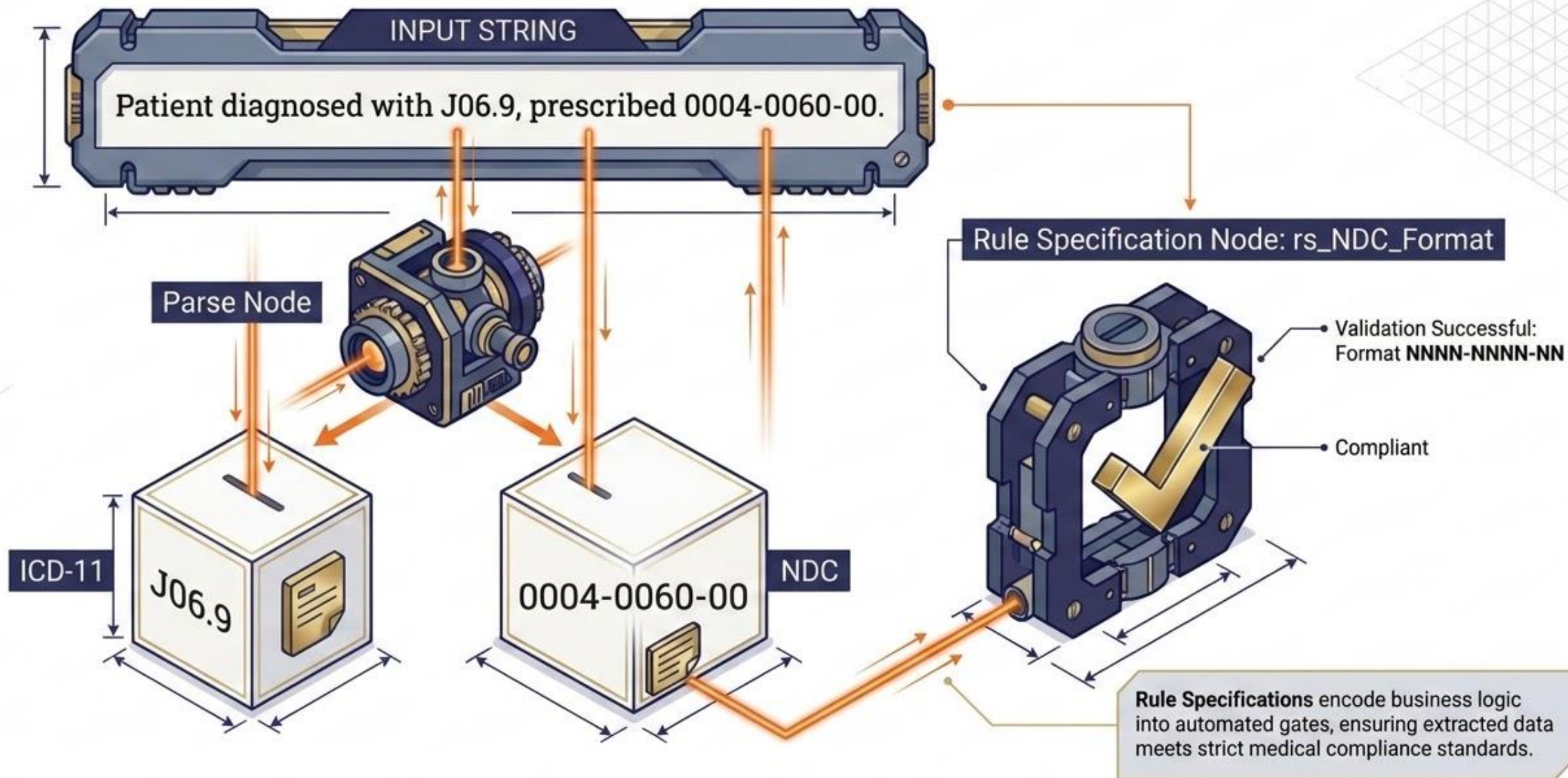
4. THE GROWTH OUTCOME Accurate Healthcare Reporting



Validated Patient 360 views, accelerated claims processing, and reliable predictive analytics.

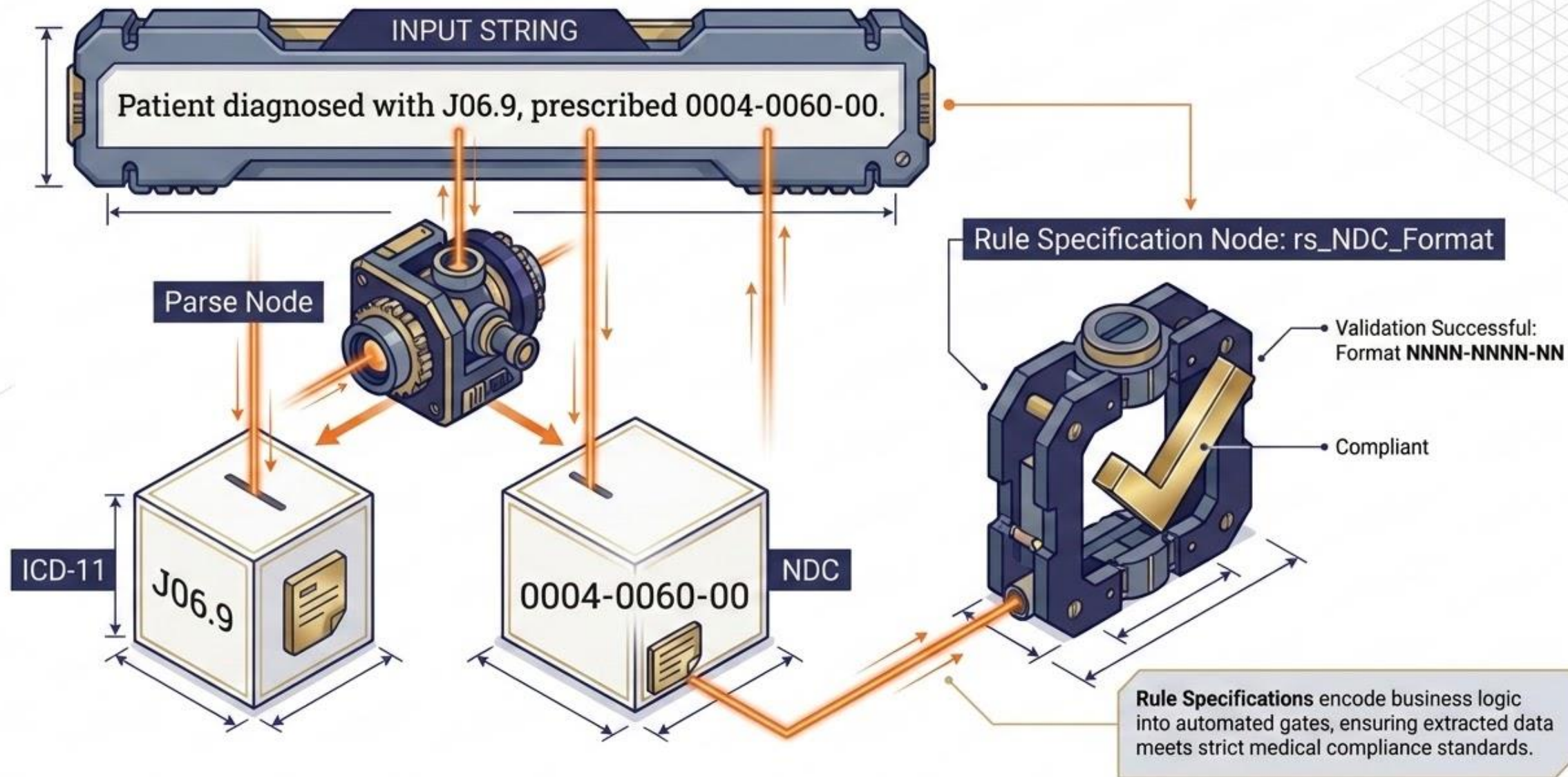
HEALTHCARE DATA PROCESSING: SLICING CHAOS

MECHANICAL TEXT PROCESSING FOR EXTRACTING ICD-11 & NDC CODES

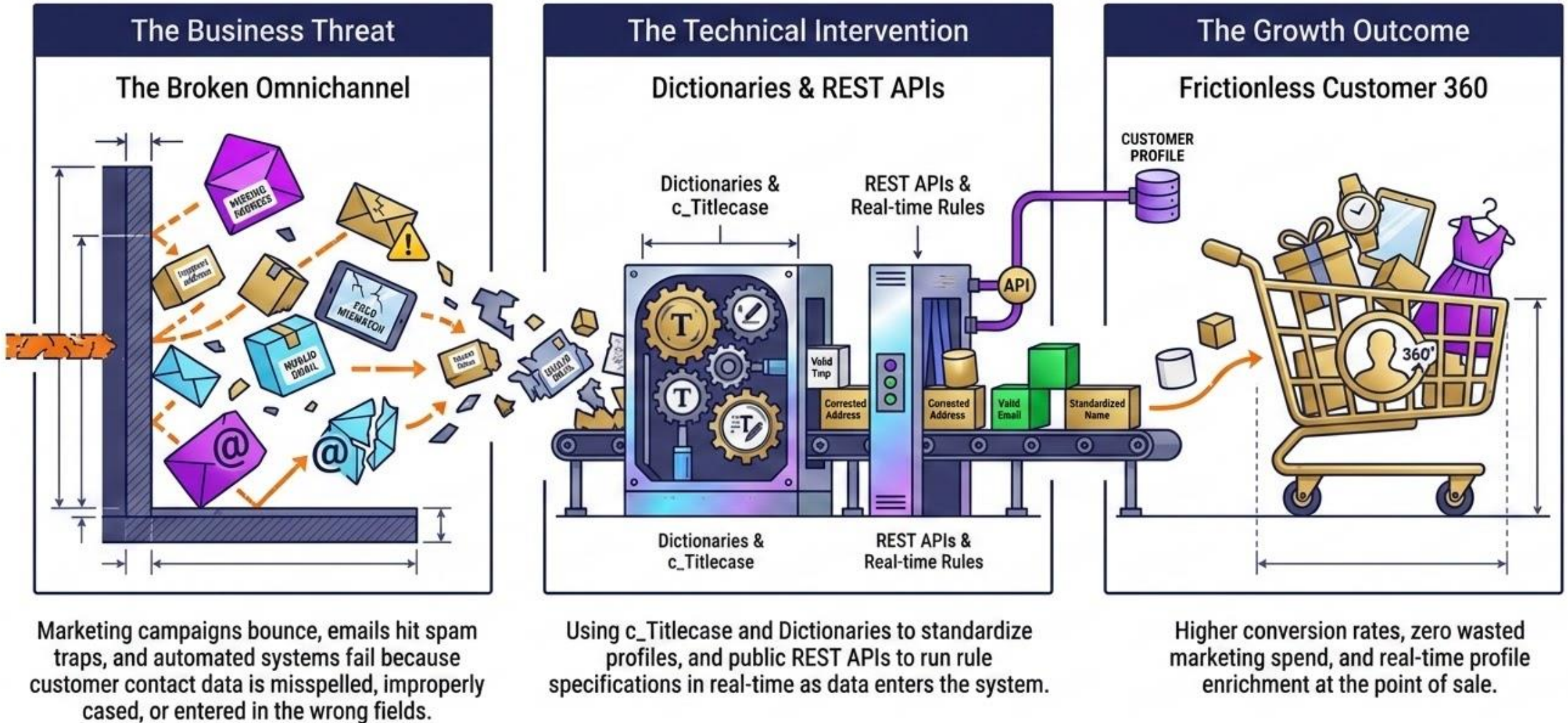


HEALTHCARE DATA PROCESSING: SLICING CHAOS

MECHANICAL TEXT PROCESSING FOR EXTRACTING ICD-11 & NDC CODES

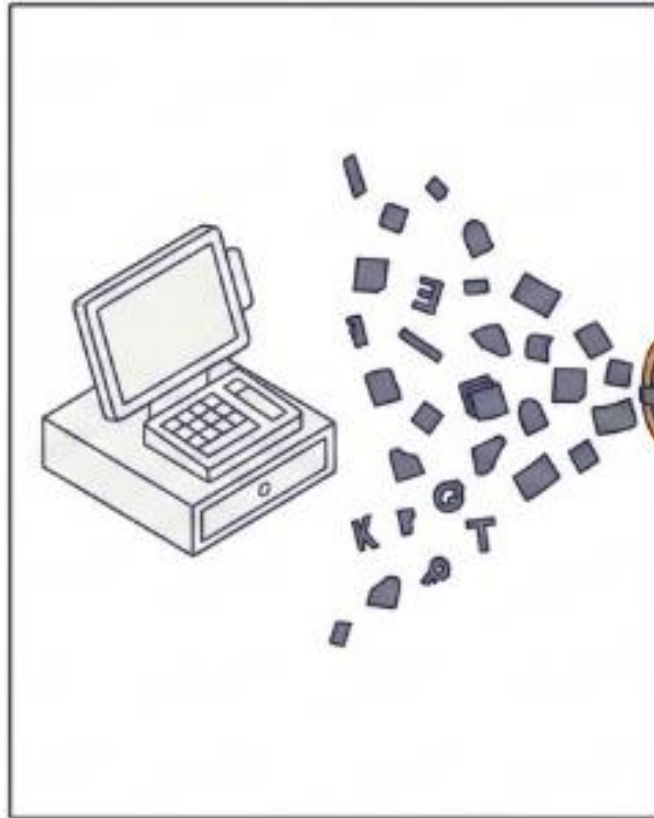


Retail: Unlocking Campaign Automation



AUTOMATION AT SCALE: THE REST API

THE SOURCE



REAL-TIME EXECUTION

Invoke endpoints from external applications to perform frequent data quality checks before data even settles in the warehouse.

DYNAMIC UPDATES

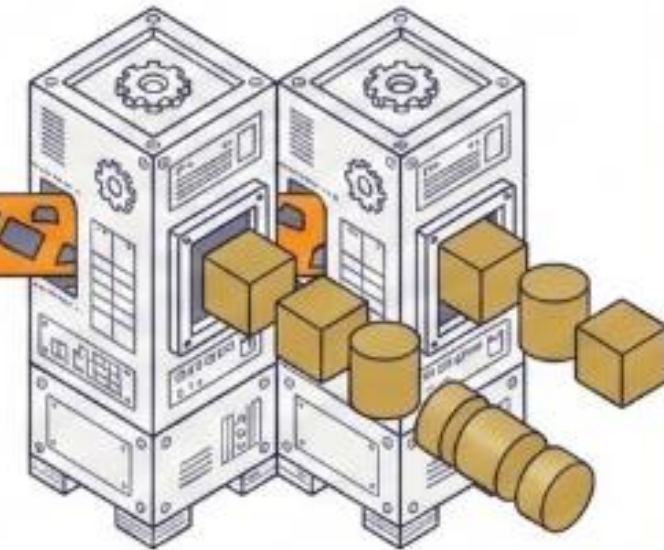
Programmatically create, update, and delete Dictionary entries via API as new products or regions are added.

← Public REST API →

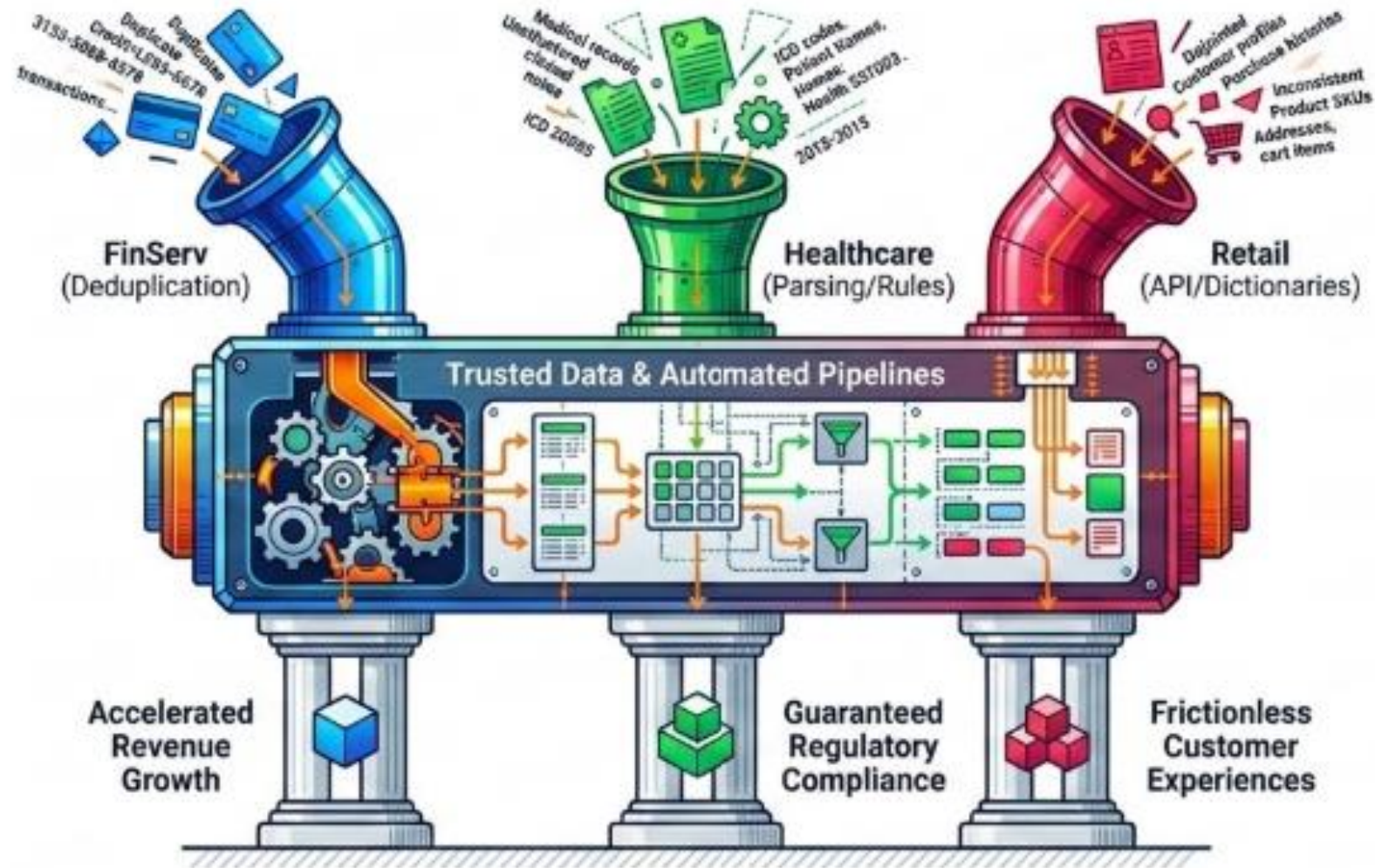
THE ENGINE

RULE SPECIFICATIONS

DICTIONARY APIS

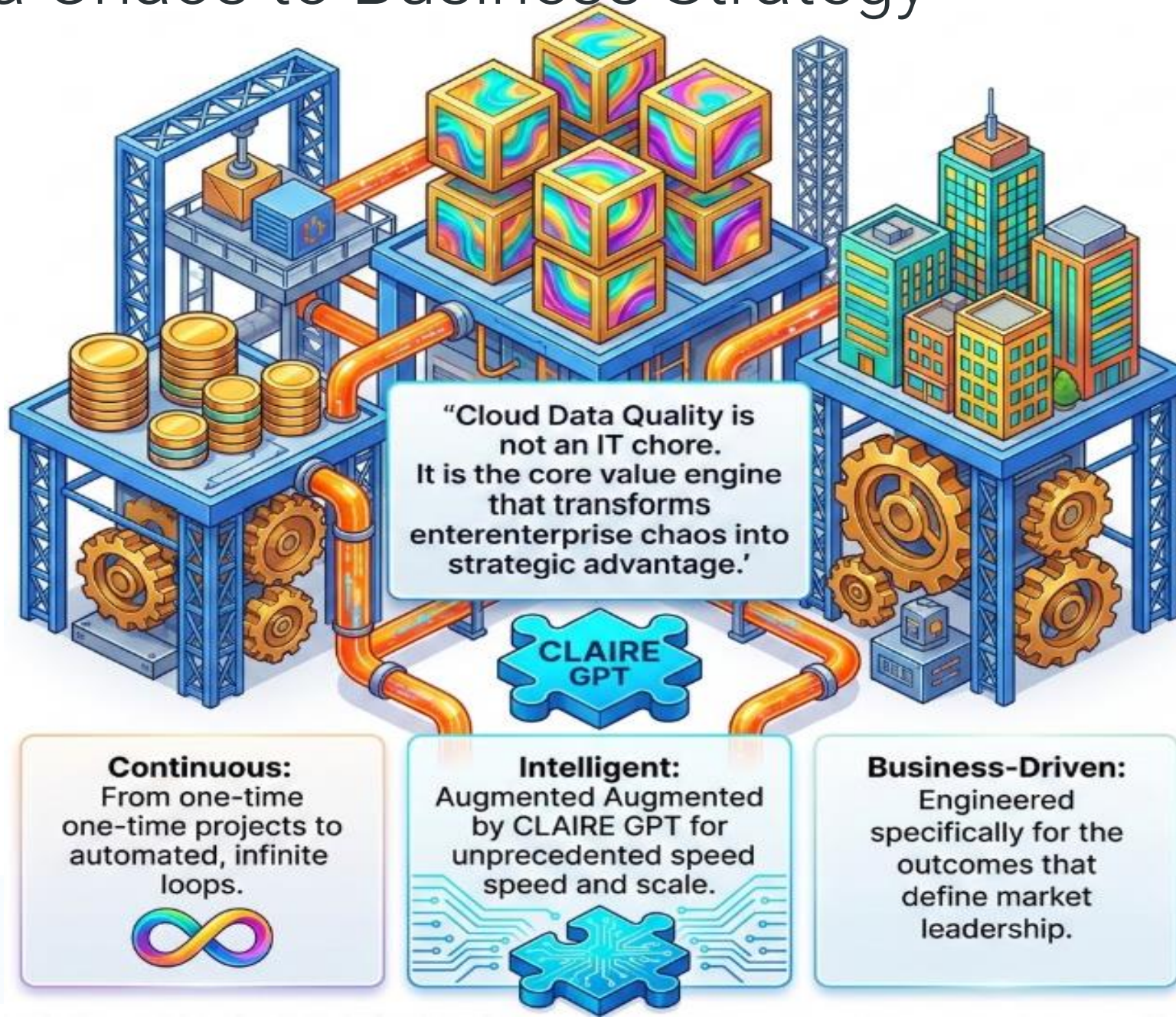


The Data Value Multiplier



Whether fixing ICD codes or linking household IDs, the mechanics change, but the math remains the same: **Trusted Data = Accelerated Business Growth.**

From Data Chaos to Business Strategy



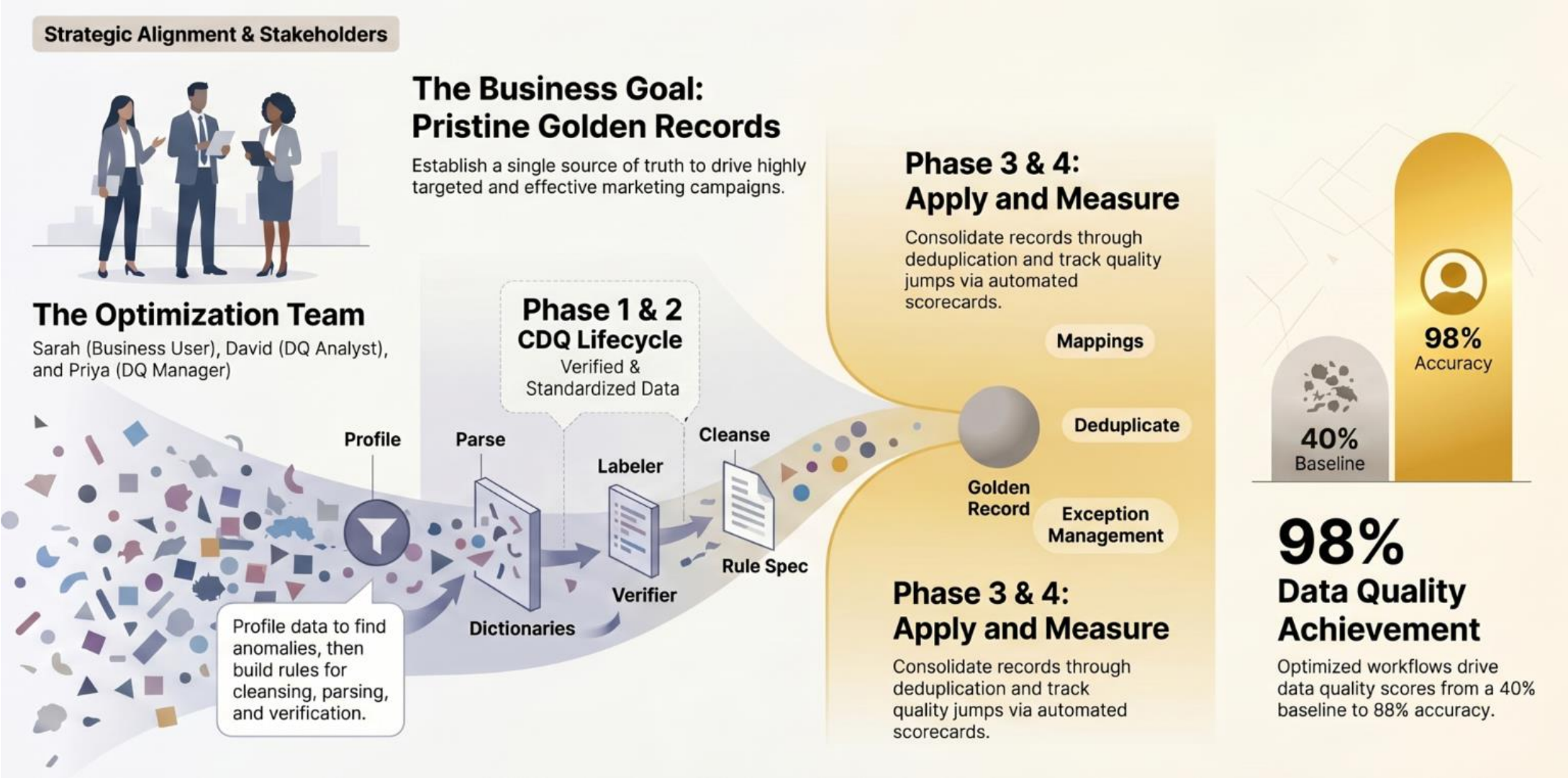
DEMO

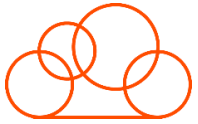


Where data
& AI come to **LIFE**

Data driven business:

Premium Holiday Catalog Campaign

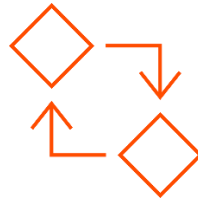




Bootstrap trial and
POC Customers



Enriched
Customer
Onboarding
experience



Product
Learning Paths
and Weekly
Expert Sessions



Informatica
Concierge



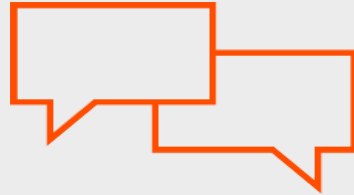
Tailored training
and content
recommendations

More Information



Success Portal

<https://success.informatica.com>



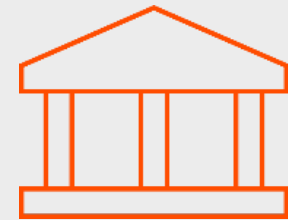
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Where data & AI come to



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