



11 Aug 2026

Enhancing Salesforce Agent Performance with Data Governance

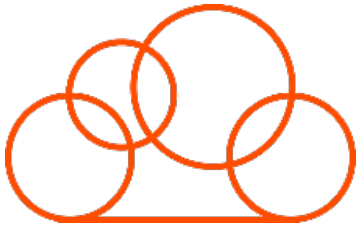
David Gaffaney, Senior Solutions Architect, Salesforce Consulting Services

Giri Chintarlapalli, Senior Technical Architect, Salesforce Consulting Services

Housekeeping Tips



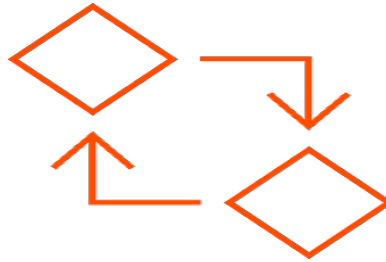
- Today's session is scheduled for **1 hour** and will feature a presentation followed by a Q&A session at the end.
- To ensure a smooth presentation without interruptions, all participants will be muted.
- Please submit your questions to "All Panelists" using the **Q&A panel**. We look forward to answering them during the live Q&A.
- This session is **being recorded**. The recording and slide deck will be available on our [Success Portal](#), and a recorded link will be emailed to you after the event.
- We value your input! Please take a moment to complete the **post-webinar survey** to share your feedback and suggest future topics.



Bootstrap trial and POC
Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions

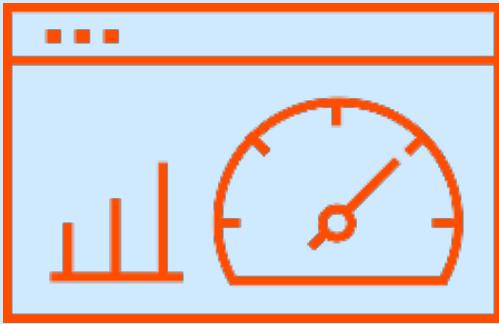


Informatica
Concierge



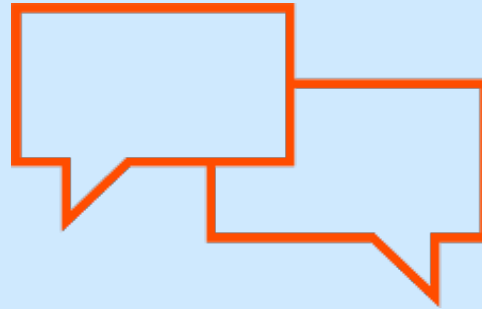
Tailored training and
content
recommendations

More Information



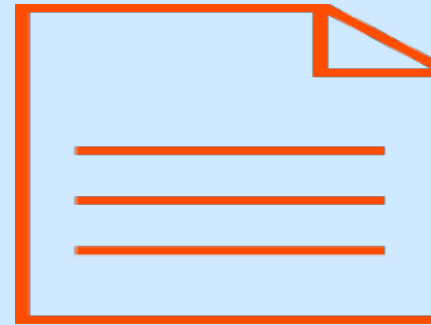
Success Portal

<https://success.informatica.com>



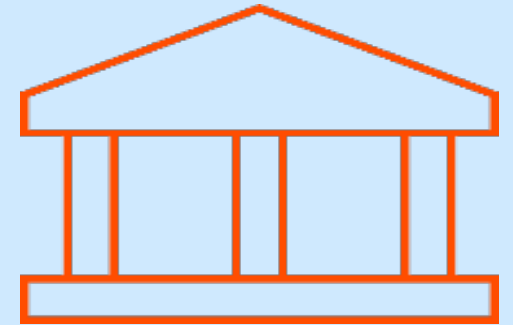
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

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

Safe Harbor



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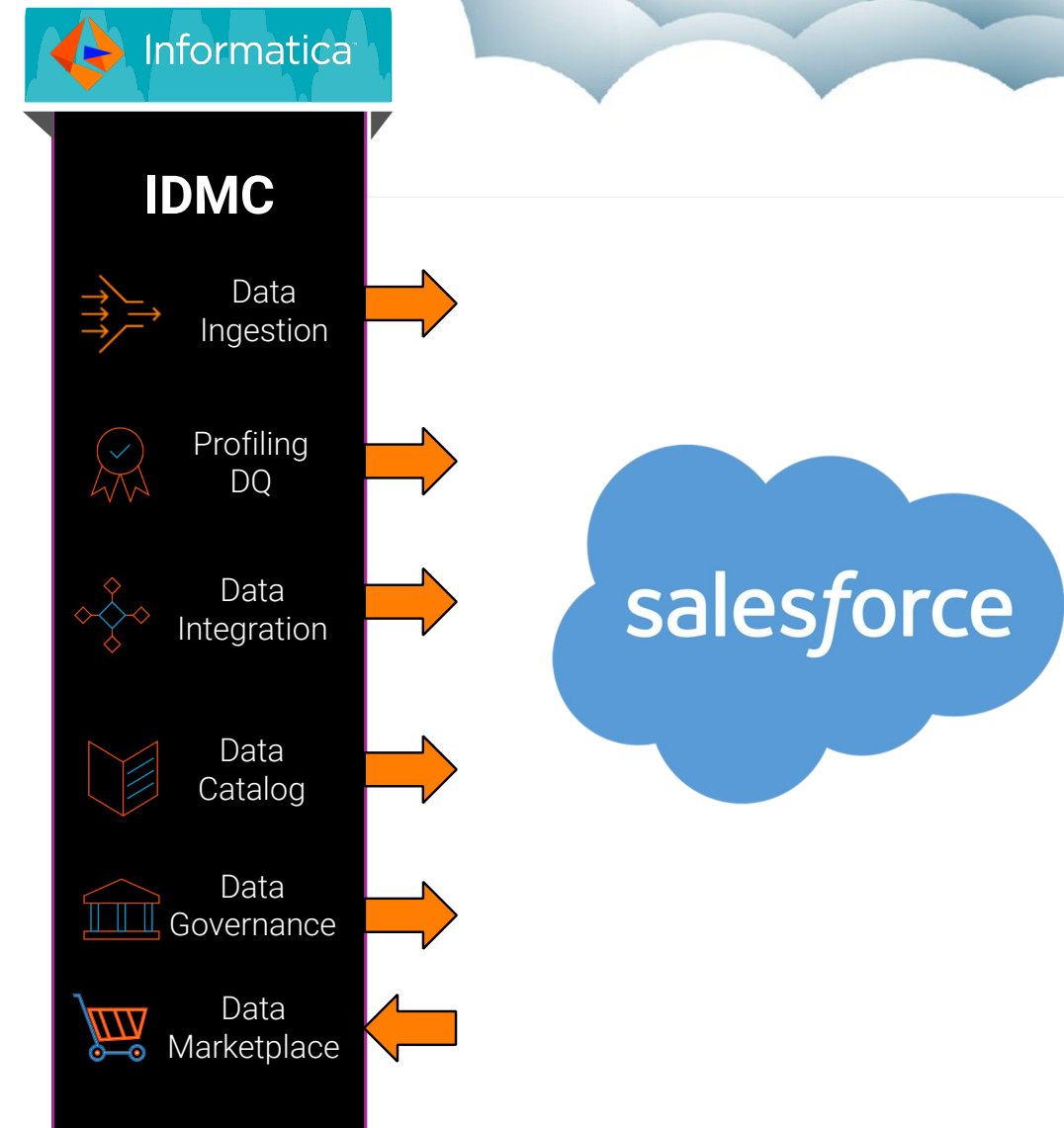
Forward-looking statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to our ability to consummate the pending acquisition of Informatica on a timely basis or at all; our ability to meet the expectations of our customers; uncertainties regarding AI technologies and their integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; the pace of change and innovation and our ability to compete in the markets in which we participate; and our ability to maintain and enhance our brands.

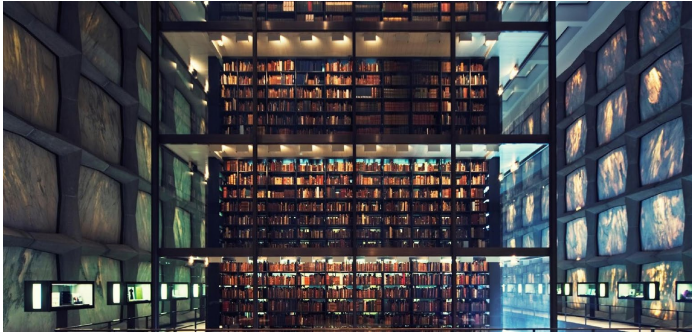
Full support for Salesforce across the IDMC Platform

- **Ingestion & Replication**: Quickly ingest data into Salesforce with zero code processes from databases, cloud storage, applications...
- **Profiling and Data Quality**: Easily profile data in Salesforce to gain insight on your data and apply data quality rules while loading data or with data at rest
- **Data Integration**: support for all integration patterns
- **Catalog and Data Governance**: catalog your data assets in Salesforce, identify business concepts and get technical/biz lineage
- **Data Marketplace**: publish your data access from Salesforce into a Data Products marketplace for consumers to easily locate and use them



MDM Extension for Agentforce

Unlocking the Full Potential of AI Agents with access to Trusted Master Data



Empowers Agentforce Agents with **on-demand and seamless access** to your trusted, high-quality master data in Informatica MDM



Out-of-the-box Agentforce Actions to Identify and **retrieve golden customer & product records** including **relationships and hierarchies** for additional context

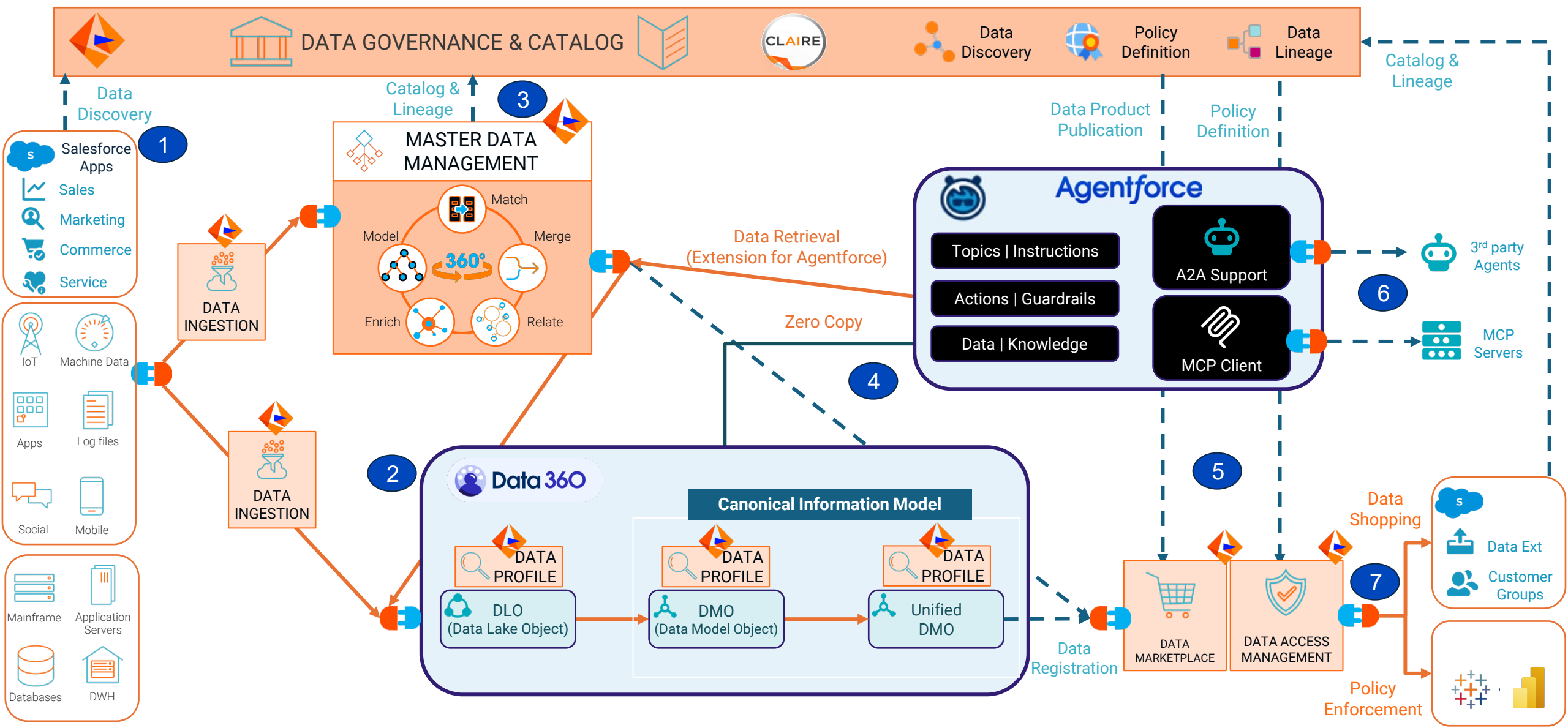


Delivered as an easy-to-deploy **Salesforce App** and a pre-configured **Informatica Cloud Application Integration Recipe**

Business Value

Empowers Agentforce AI Agents to make smarter, more reliable business decisions with a single source of truth

IDMC Architecture for Data Democratization & Agentic AI



MODEL CONTEXT PROTOCOL · CDGC

AI Agent Capabilities for Cloud Data Governance & Catalog

Three MCP servers enabling AI agents to discover, understand, and enrich enterprise data assets — grounded in governed, approved metadata.



CDGC Metadata Search · May 2026



Catalog Discovery · July 2026



Catalog Enrichment · July 2026

From "Building" to "Empowering" — Headless Data Management

Evolving Informatica's AI Agent Engineering into a Headless Data Management model so your existing agents — Salesforce Agentforce, AWS Bedrock, Azure AI — become smarter, safer, and more context-aware.

THE APPROACH

You don't need another siloed platform — you need your existing agents to be smarter, safer, and more context-aware.



MCP Servers — Generally Available

Core IDMC capabilities — Data Integration & Engineering, Data Quality, Master Data Management, and Data Catalog & Governance — are now exposed as MCP servers, ready for your agentic use cases.



CLAIRE — Unboxed as Pluggable Skills

Discovery Agent, Data Quality Agent, Product Experience & Support agents transformed from the closed CLAIRE GPT into skills callable via MCP/A2A or Agent SDK — preview in next few months, GA later this year.

WHAT THIS MEANS FOR YOU



Context-on-Demand

Expose Metadata (CDGC), Data Integration, Data Quality, and Master Data as standard tools that any agent — Salesforce, MuleSoft, or custom — can call directly.



Consume CLAIRE as a Skill

Plug CLAIRE's specialized agents into any agentic framework, anywhere. No longer locked into a single UI — use them in Agentforce, Bedrock, or your own agents.



Universal Governance

Security and privacy policies follow your data no matter which hyperscaler's agent is requesting it — ensuring compliance across every agentic workflow.

Three MCP Servers, One Governed AI Story



MAY 2026

CDGC Metadata Search

The AI agent's gateway to CDGC's enterprise data knowledge graph. Natural language search, metadata retrieval, and LLM grounding to prevent hallucination with governed, approved data assets.

Metadata

CDGC

Search



JULY 2026

Catalog Discovery

Full-featured exploration of enterprise data assets. Natural language and structured queries, 360° asset metadata, stakeholder resolution, classifications, glossary terms, and relationship traversal.

Discovery

Search

Metadata



JULY 2026

Catalog Enrichment

Write-capable tools to enrich and curate enterprise assets at AI scale. Manage data classifications, link business glossary terms, update metadata, and support governance approval workflows.

Enrichment

Classification

Governance

MCP Server 1 · May 2026

CDGC Metadata Search

The AI agent's gateway to the enterprise data knowledge graph within CDGC

KEY CAPABILITIES



Metadata Retrieval

Returns asset name, type, description, and unique ID to ground AI responses in authoritative enterprise definitions.



Contextual Grounding

Provides AI models with the enterprise context needed to generate trustworthy, relevant insights and eliminate hallucination.



AI-Powered Classification

Leverages CDGC's automated classification to identify PII, financial, and health data across the org, and associates business terms.



Natural Language Search

AI agents query the catalog in plain English to discover assets, understand context, and retrieve metadata without formal query syntax.

USE CASES

Data Governance & Compliance

Identify tables containing sensitive data such as PII.

LLM Response Grounding

Provide asset name & description before executing a data query.

Data Discovery

Find related assets to understand a data element's full context.

Documentation & Onboarding

Summarize business descriptions of key assets for new users.

MCP Server 2 · July 2026

Catalog Discovery

Full-featured exploration of enterprise data assets in CDGC

KEY CAPABILITIES



Natural Language Search

Discover assets using conversational queries — the AI interprets intent, relationships, and implicit filters from plain English.



Keyword & Structured Query Search

Structured queries with typed filters — classType, resourceType, certification, lifecycle, stakeholders — plus aggregations and sorting.



360° Asset Details

Retrieve full metadata including stakeholders resolved to names/emails, classifications, glossary terms, hierarchy, and neighborhoods.



Relationship Exploration

Understand how assets connect through hierarchy, neighborhood linkages, and business glossary associations across the enterprise catalog.

USE CASES

Data Discovery

Find relevant assets using natural language or structured queries.

LLM Response Grounding

Give AI governed context — names, types, descriptions, lineage.

Governance Reporting

Report on assets by classification, certification, or stakeholder.

Relationship Exploration

Trace connections through hierarchy, neighborhood, and glossary.

MCP Server 3 · July 2026

Catalog Enrichment

Write-capable tools to curate and govern enterprise data assets at AI scale

KEY CAPABILITIES



Data Classification Curation

Add, remove, or edit classifications (Data Entity, Data Element, Document) with ACCEPTED/REJECTED curation status tracking.



Business Glossary Linking

Associate or disassociate business glossary terms to and from technical assets, providing business context and meaning to catalog entries.



Business Metadata Updates

Update business names and descriptions on technical assets, bridging the gap between technical nomenclature and business concepts.



Curation Workflow Support

Supports ACCEPTED/REJECTED curation statuses to enable AI-driven governance approval workflows for enterprise data stewardship.

USE CASES

Data Classification Curation

Classify sensitive assets (PII, financial, health) for compliance.

Business Context Enrichment

Link glossary terms so consumers understand business meaning.

Metadata Curation

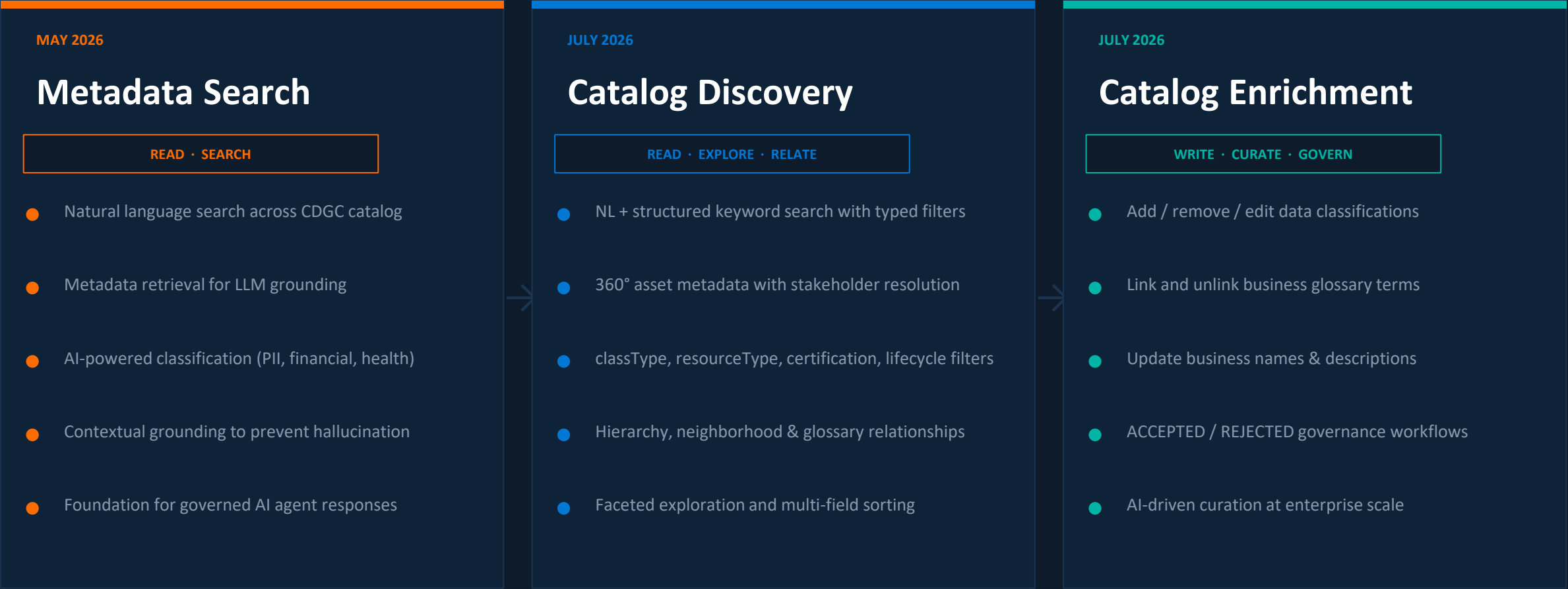
Provide human-readable names for cryptically-named assets.

Governance Automation

Curate and contextualize enterprise data assets at AI scale.

CDGC MCP Server Evolution

From metadata search to full catalog discovery and AI-driven enrichment



Demonstration



salesforce