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# Getting Your Data Ready for AI

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Where data & AI come to **LIFE**

# 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.

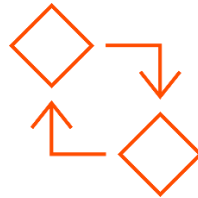
# Feature Rich Success Portal



**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>

# Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

# Getting Your Data Ready for AI

Roundtable

Where data & AI come to **LIFE**

# Agenda

- **AI Overview**
- **CLAIRE and Informatica Today**
- **GenAI Use cases**
- **AI Reference Architecture**
- **Customer Use case**
- **Where to Start**
- **Q&A**

# Dawn of AI

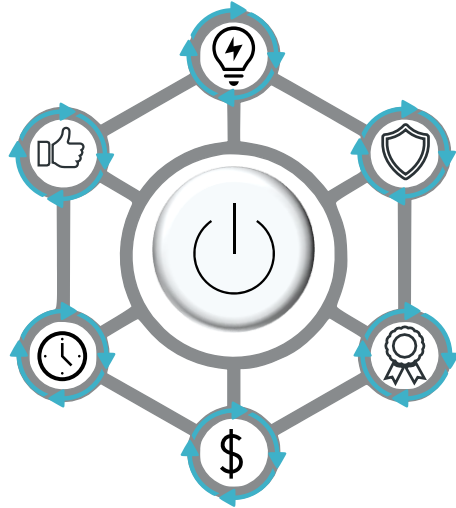
## Seminal Innovation in Technology

- Artificial intelligence (AI) is required for customers to not only survive but differentiate from the competition!
- Modern Data Architectures are imperative for companies to optimize the cost and performance for what AI has to offer.



# Common Generative AI Use Cases

## Examples by Industry



### Retail

- + Personalized Product Recommendations
- + Inventory Management
- + Customer Experience Enhancement
- + Price Optimization
- + Supply Chain Optimization

### Financial Services

- + Fraud Detection and Prevention
- + Personalized Financial Advice
- + Credit Scoring Models
- + Risk Management
- + Automated Document Processing

### Consumer Goods

- + Product Design and Development
- + Market Trend Analysis
- + Quality Control
- + Demand Forecasting
- + Targeted Marketing

### Healthcare

- + Drug Discovery and Development
- + Personalized Medicine
- + Medical Imaging Analysis
- + Predictive Analytics for Patient Care
- + Synthetic Data Generation for Research

### Oil and Gas

- + Exploration and Reservoir Simulation
- + Predictive Maintenance
- + Supply and Demand Forecasting
- + Safety and Risk Assessment
- + Energy Efficiency Optimization

# Everyone is ready for AI except your Data

Bad Data leads to Bad AI Outcomes: Untrustworthy and Risky Results



## HOLISTIC DATA FOR AI

- AI needs vast amounts of precise data from a variety of data sources and types to train models for effective and timely decisions



## RESPONSIBLE DATA FOR AI

- Data must be accurate, unbiased, sourced safely and shared securely to ensure the integrity of the AI outcome.



## TRANSPARENT DATA FOR AI

- Metadata, lineage, definitions, classifications and more to feed coherent and relevant data for AI.

Get your data  
AI-ready

Informatica for GenAI

**CLAIRE**<sup>®</sup>

GenAI from Informatica

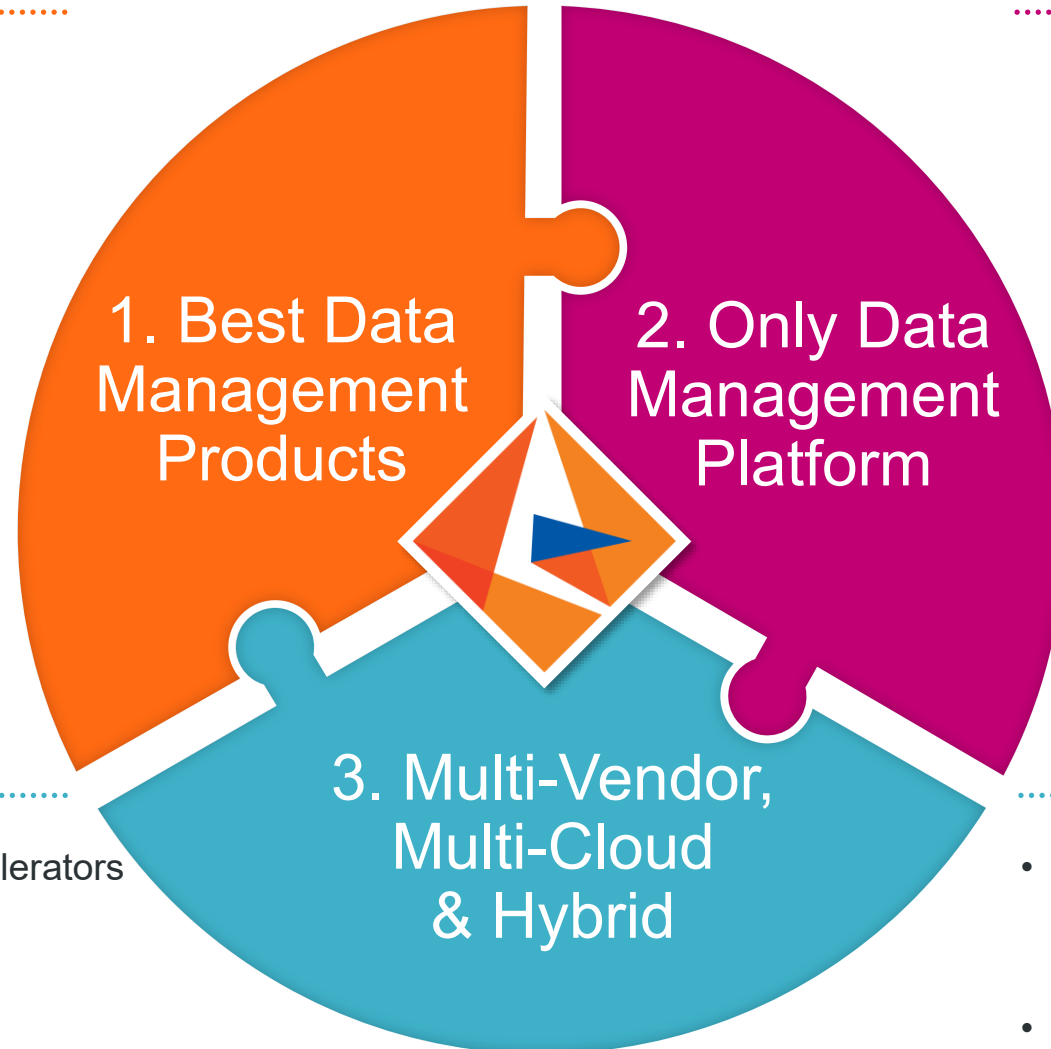
Improve your data  
management with AI

# Informatica Today

## The Data Management Choice for Enterprise AI

- Born in the cloud' to support AI/GenAI journey by any modern data architecture patterns
- 3<sup>rd</sup>-party validated leadership in every category
- AI-enabled products in production today

- Broadest set of connectors, accelerators and multi-cloud integration tools
- "Switzerland of data"



- Only true platform for data management
- Only AI-powered data management platform built on metadata system of record
- IPU consumption pricing model

- Manage data across any cloud platforms, on-premises, and hybrid environments
- Supports any AI platforms

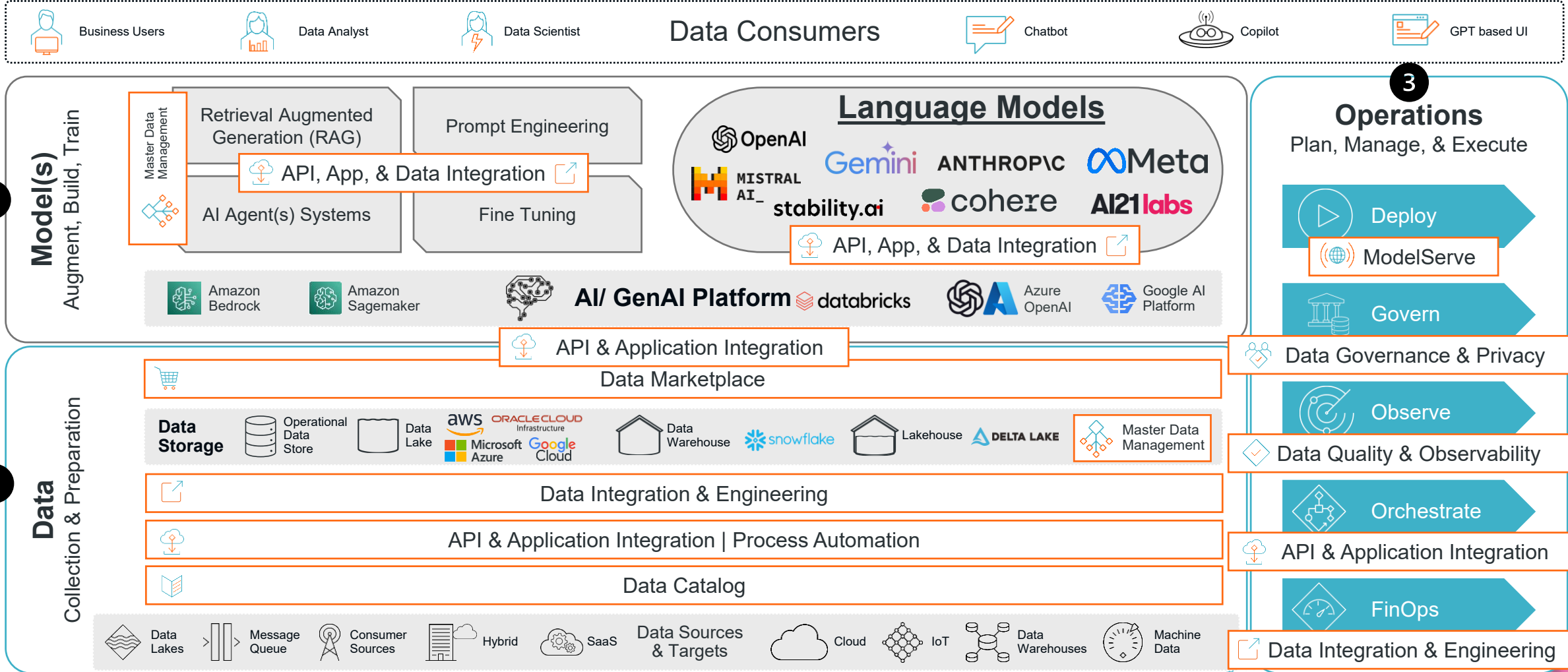
# GenAI Use Cases

## How Informatica helps

Use Cases	Prompt Engineering	Retrieval-Augmented Generation (RAG)	AI Agent(s) Systems	Fine Tuning
Description	<ul style="list-style-type: none"> <li>The art and science of crafting clear instructions (prompts) for AI language models.</li> <li>Enables generation of accurate and helpful responses from AI models.</li> </ul>	<ul style="list-style-type: none"> <li>Incorporating authoritative or proprietary data sources into GenAI Models</li> <li>Improves accuracy, trustworthiness, and context of LLM responses.</li> </ul>	<ul style="list-style-type: none"> <li>An AI program capable of autonomous decision-making and acting on behalf of users, systems, or other programs.</li> </ul>	<ul style="list-style-type: none"> <li>Tailoring GenAI models through focused training on specific datasets to enhance their performance in tackling particular tasks.</li> </ul>
<b>Informatica Enables</b>	Simplified, low-code, orchestrated and governed Prompt Engineering	Automated, no/low-code pipelines with trusted knowledge	Scalable, no/low-code, governed AI Agent(s) trained on authoritative data	High-quality data to tune GenAI models through cleansing, API management & governance
Informatica Services for GenAI	<ul style="list-style-type: none"> <li>API &amp; APP integration</li> <li>API management</li> <li>Out-of-the-box connectors</li> <li>Prebuilt Prompt Recipes</li> <li>Governance &amp; Privacy for AI</li> </ul>	<ul style="list-style-type: none"> <li>MDM</li> <li>Data Quality</li> <li>API &amp; APP integration</li> <li>API management</li> <li>Data Engineering &amp; Integration</li> <li>Prebuilt Recipes for RAG pipelines</li> <li>Governance &amp; Privacy for AI</li> </ul>	<ul style="list-style-type: none"> <li>API &amp; APP integration</li> <li>API management</li> <li>Data Engineering &amp; Integration</li> <li>Prebuilt Recipes for Agent pipelines</li> <li>Governance &amp; Privacy for AI</li> </ul>	<ul style="list-style-type: none"> <li>Data Quality</li> <li>Data Engineering &amp; Integration</li> <li>Prebuilt integration pipeline templates</li> <li>Headless data management, INFACore</li> <li>API &amp; App Integration</li> <li>Governance &amp; Privacy for AI</li> </ul>

# AI Reference Architecture

Informatica Services



# Banco ABC Brasil Customer Success Story



## Creating better predictive models 50% faster

### Situation

- Banco ABC Brasil struggled to provide timely data for analysis due to slow manual processes.
  - The bank turned to an AI-powered integration platform as a service and automated data cataloging and data quality to better understand its data using a full business glossary, and to run automated data quality checks to validate data going into a data lake.
  - In addition, AI-powered cloud application integration automated Banco ABC Brasil's credit analysis process.

### Benefit

- Together, the automated processes reduced predictive model design and maintenance time by up to 70% and sharpened the accuracy of predictive models and insights with trusted, validated data.
  - They also enabled analysts to build predictive models 50% faster, accelerating credit application decisions by 30%.

### Outcome

- With comprehensive data management, AI and ML models can lead to effective decision-making that drives positive business outcomes.
  - To counter the exponential challenge of ever-growing volumes of data, organizations need automated, metadata-driven data management.

# Where to Start?

Preparing for GenAI for the best possible outcomes



## Assess AI-Readiness

- Gather research and evidence that showcase what good data readiness looks like for GenAI.
- Then compare standards to the current state of the organization's data.



## Identify Key AI-Stakeholders

- Establish a committee to discuss steps for success.
- Develop a collaborative action plan, with clear outcomes and timelines.
- Tie the action plan to the company's business objectives.



## Pilot to Scale

- Start small with a handful of the use cases.
- Collect feedback and wins from committee on what worked and what did not work.
- Scale gradually as the team confirms repeatable success.

# Everybody's Ready for AI Except their Data

Customers Demand AI-Power like CLAIRE

- **CLAIRE**<sup>®</sup> augments data management to help customers excel beyond human capacity
- Informatica **Intelligent Data Management Cloud**<sup>™</sup> (IDMC) provides holistic, governed, trusted, and democratized data required for customers to succeed with their own AI solutions.



# Thank You

Where data & AI come to **LIFE**

# Where data & AI come to

