



15 Sep 2026

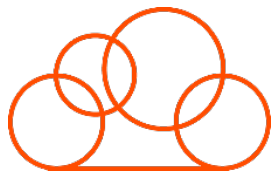
Informatica MDM July 2026 Release Highlights

Alap Maithani, Sr. Product Manager, MDM Product Management

Housekeeping Tips



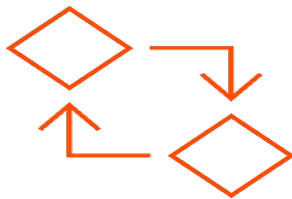
- Today's session is scheduled for **1 hour** and will feature a presentation followed by a Q&A session at the end.
- To ensure a smooth presentation without interruptions, all participants will be muted.
- Please submit your questions to "All Panelists" using the **Q&A panel**. We look forward to answering 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

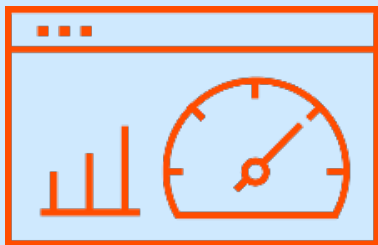


Informatica
Concierge



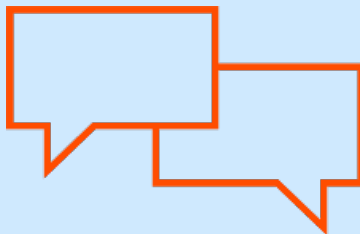
Tailored training and
content
recommendations

More Information



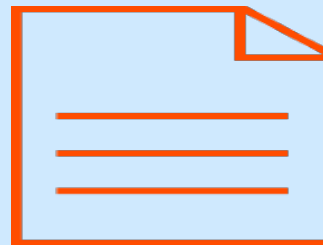
Success Portal

<https://success.informatica.com>



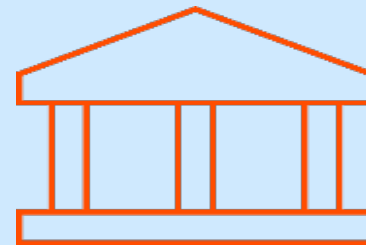
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

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

Safe Harbor



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July 2026 Release Agenda

01 MDM & Data 360
Integration
Enhancements

02 Enrichment and
Validation Orchestrator
(EVO) Enhancements

03 MDM Platform: Deletion,
Tagging & Null Match

04 Reference 360
Enhancements

Summary Overview



What's New with 2026.07.S on MDM

Innovations

- MDM Extension for **Data 360 Integration**
 - Surface trusted MDM golden records inside Data 360 to power AI-ready, unified data experiences
- Reference 360
 - **Public API** for Dictionary Sync - automate reference data synchronization without manual UI steps
 - **Descriptions** for CDI jobs - add context to data pipelines for easier auditing and handoffs
- **Tabular Editing** of Records (Preview)
 - Edit multiple records in a grid interface with copy/paste/undo/redo features for quick and mass editing - reducing one-by-one stewardship bottlenecks
- Claire Product Experience Agent driven **product classifications** via EVO (Preview)
 - CLAIRE classifies products automatically, reducing manual taxonomy work at scale

Reliability

- Deletion of de-duplicated field groups
 - Customers can fully delete deduplicated field groups, clearing stale deduped values from survivorship
- Support for **long-running validation plugins** in Batch (Preview)
 - Complex business validations can now run at scale without timeout constraints
- **Performance optimizations** for recalculate operations (Preview)
 - Faster turnaround for data-intensive recalculate jobs across MDM workflows

Efficiency

- **Match on NULL**
 - One NULL match pair per XREF and Match Model in a cluster - tightened from the previous per-rule constraint to reduce the probability of large cluster formation due to NULL value matching
- **EVO Enhancements**
 - **Trust score downgrade:** If a rule association fails validation for a field group field, the trust score can be downgraded for all fields in the affected field groups.
 - **Configure custom validation messages:** Rule associations can be configured to display custom validation error messages from Data Quality plugins
 - **Enrich records with related records:** Rule associations can now be configured to automatically link related records to master records
- MDM SaaS Entity Level **Domain Tagging**
 - Tag master data entities by business domain for governance and discoverability
- Long Running **jobs limits**
 - Improves scheduling and execution of concurrent long-running jobs for more consistent and reliable throughput at scale



Product Enhancement

MDM & Data 360 Extensions Enhancements

MDM & Data 360 Extension

Connecting Master Data Management with Salesforce Data Cloud



Key Capabilities

MDM-Powered Unified Profiles

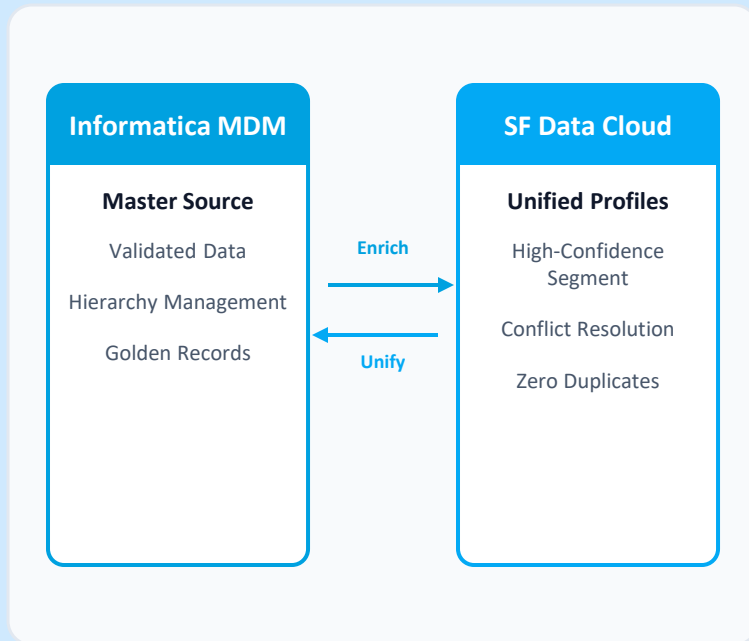
Offer customers a true golden record in Data Cloud by leveraging MDM's validated, hierarchy-managed master data as the authoritative source.

Get higher-confidence segmentation because MDM wins conflicts in the unified profile, eliminating duplicates.

Pre-Built Integration Bundles

Ready-made implementation accelerators with pre-wired mappings and identity rules, reducing joint custom efforts.

Go live faster with a validated architecture pattern instead of waiting for custom builds, lowering time-to-value.



Customer 360 Extension for Salesforce

Real-Time Outbound Synchronization



Key Capabilities

01

Bidirectional Real-Time Sync

Outbound sync (MDM → Salesforce) joins inbound sync. Salesforce records reflect the latest MDM golden data instantly with no batch triggers.

02

Full Event Coverage & Safe Merge

All core events (create, update, merge, unmerge) are handled. Non-surviving records repoint to Customer 360 ID instead of deletion.

03

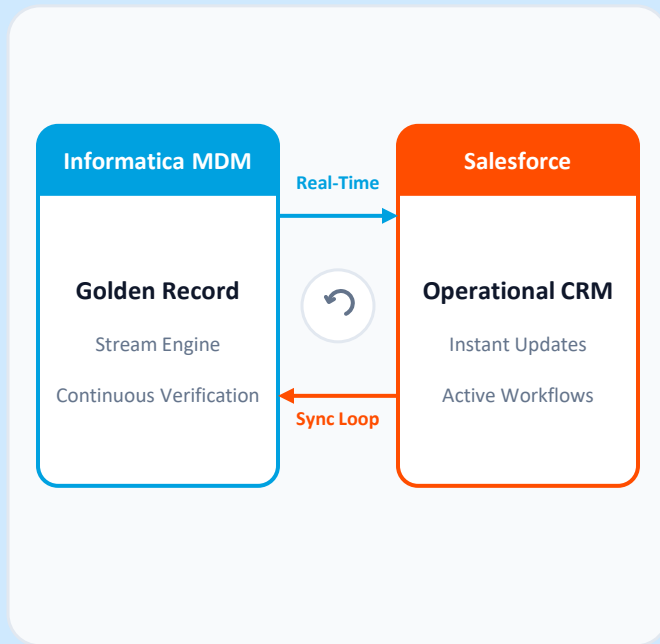
Configurable Creation Filter

Suppress automatic record creation for external sources, limiting outbound sync to updates and keeping data governance intact.

04

Pre-Packaged Deployment Accelerator

Four app connectors, four CI service connectors, and an unmanaged Salesforce package (Apex) dramatically reduce custom build effort.





Product Enhancement

EVO Enhancements

EVO Rule Associations

Improvements In Data Enrichment and Quality Orchestration



Key Capabilities

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Field-Group-Level Trust Downgrade

- Configure validation failures on a single field to cascade a percentage-based trust downgrade across the entire field group — useful when one bad identifier signals all related fields are equally untrustworthy.
- Customers get more accurate trust scoring on master records without manual stewardship intervention, improving downstream data quality.

or_
out
line

Plugin Error Message Passthrough

- EVO rule associations now surface the error message defined in the rule specification directly through the association, matching the behavior already available in advanced rule associations.
- Customers see precise, rule-authored error messages in their workflows rather than generic fallbacks, making stewardship and triage faster.

link

Flat Relationship Enrichment

- Master records can now be linked via flat relationships through EVO rule associations — completing VLOOKUP-based enrichment across all relationship types.
- Customers can automate record-to-record relationship linking within PXM/MDM without custom workarounds, reducing implementation complexity.



Product Enhancement

MDM Platform: Deletion, Tagging & Null Matching

Deletion of Deduplicated Field Groups

Reducing manual data stewardship effort at scale



Key Capabilities

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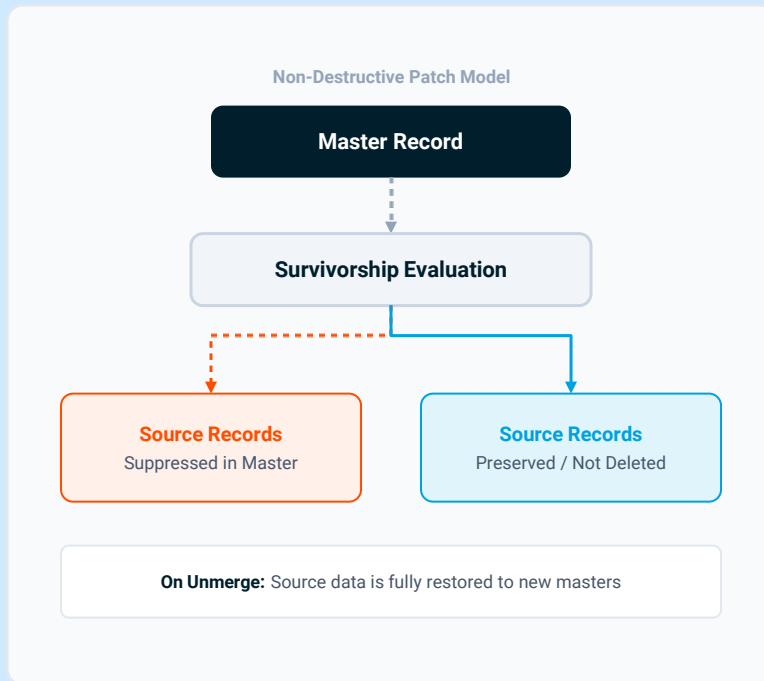
Cascade Deletion

Deleting a field group at the master level automatically suppresses it across all deduplicated source records in a single action — eliminating the repeat burden.

res
tor
e

Non-Destructive Restoration

Source data is fully preserved and not physically removed. Unmerge operations safely restore field group data on newly formed masters.



Governed Domain Tagging

License entitlement tracking and compliance



Subscribed Record Type on Business Entities

Mandatory metadata field mapping each Business Entity to its licensed MDM domain. Ships with "Assign Later" default to prevent workflow blocks.

Locked After Data Load (Billing Integrity)

Once records are loaded, the type is locked and requires GCS review to change, protecting compliance reporting and license classification.

Data Domain Tags for Granular Classification

Optional multi-select tag field enabling customers to add finer-grained labels (e.g., Employee, Patient) with pre-populated or custom values.

Roadmap to Self-Service Entitlement Dashboards

ARTS will surface record counts this October; future digitization will auto-filter domain values to power a usage-vs-entitlement compliance dashboard.

Business Entity

Location: * Default Browse...

Icon:

Subscribed Record Type: * Customer B2C

Data Domain Tags: [Multi-select dropdown showing Employee, Party, Patient, Person, Student]

Error Remediation: ?

Business ID Format: * ?

Total Length: * 14

Prefix: * MDM

☐ Numeric

OK Cancel

meet.google.com is sharing your screen. Stop sharing Hide

Null Matching



Correcting over-match risk while preserving recall through smarter configuration

Null match pairs capped at one per model

Reduces transitive over-matching and uncontrolled cluster merges by limiting null match pairs to one per match model instead of per rule.

"All Match Pairs" recommended for Null-to-Null

Bypasses the per-model cap entirely to prevent under-matching, perfectly aligning with authoritative on-premises MDM behavior.

Optimized Null-to-Non-Null matching

No configuration needed; the system automatically and consistently retains only the highest-scoring null match pair per source record.

Zero disruption & no reindex required

Applies automatically to both batch match jobs and the Search Match API, ensuring immediate quality improvements out of the box.

Selected AI Match Rule

Properties and Thres... Add Required Fields Add Optional Fields [Configure Field Properties](#)

Properties
Field Name
Field Properties
Null matching, Null matches null

dob Properties

Null Matching

Null Matching Types

☒ Null matches null ☐ Null matches nc

Match Pairs to Retain

☐ Match pair with the highest score ☒ All match pairs



Product Enhancement

Reference 360 Enhancements

API-Driven Sync & Job Descriptions

Automating data synchronization and improving CDI job traceability



External API endpoints for automated Reference 360 → CDQ synchronization

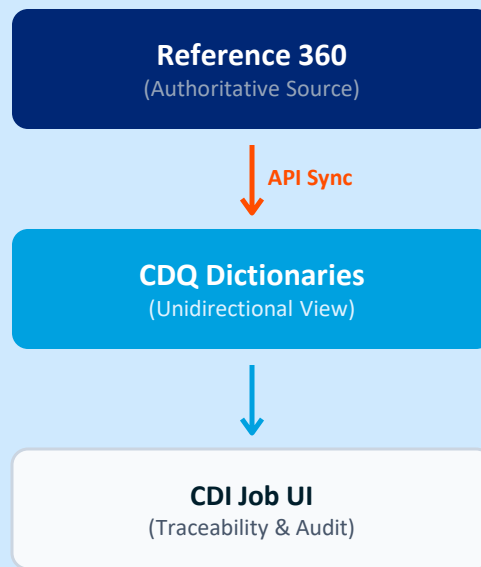
Two new API endpoints (one for code lists, one for crosswalks) replace the prior UI-only sync trigger, enabling customers to fully automate data pipeline flows into CDQ Data Dictionaries without manual intervention.

Reference 360 remains the authoritative source

Sync is intentionally unidirectional (Reference 360 → CDQ only); CDQ dictionaries are views of the governed data, not an alternate edit surface, preserving data governance integrity.

CDI job description now visible in the UI

User-provided descriptions on CDI import and export jobs are now displayed throughout the UI, restoring job traceability and making it easier to identify and audit data integration activity.





Demos

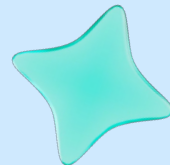
Subhajit Majumdar | Sunil Tatavarty
Product Management



Product Demo

MDM & Data 360 Integration Enhancements

Subhajit Majumdar

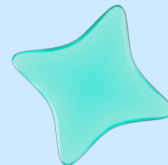




Product Demo

Enrichment and Validation Orchestrator Enhancements

Sunil Tatavarty





Upcoming October 2026 Release Enhancements

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Upcoming Innovations

October 2026 Release



CORE OPERATIONS

Post-Workflow Ticket: Viewing Comments & Status After Completion

Tabular Editing: Workflow Integration, Conflict Resolution & Clipboard

Single Task Workflow: Lightweight Approvals

Triggers on Tabular Edit: Approval Automation

Tabular Edit Prefs: Saved Prefs, ABAC & ROF

Drafts for Records: My Drafts & Conflict Resolution

Modernization Tool: In-App Auto-Mapping Facility

Reset Org & License: Clean Restarts & Offboarding

DATA & INFRASTRUCTURE

Business Events: Toggle On/Off Across Channels

Event Setup: Unified Config & Dynamic Filters

EVO on Batch: Master Execution in Batch (Preview)

Column-Level Patch: Partial Updates

USER EXPERIENCE

Source Records: Survivorship Override During Merges & Master Filter

Hierarchy APIs: Full CRUD, Query & Egress

Field Org: Folders & Reordering

Task Org: Enhanced Search & ABAC Visibility

Reference Data i18n: Multi-Language

Default Values: Per Field Type Across Entities

Relationship: Sources Exploration & Rel Dedup (Preview)

Custom Roles: RBAC in Reference 360

AI & VALIDATION

EVO Resiliency: Usability Gaps & Tech Debt

EVO Service Task: Validation Filters

EVO Pre-Check: Validate Rules First

AI Match: Faster Matching at Scale

Adaptive AI: Human-in-Loop & Training

PXM Agent: Product Classification via CLAIRE

PXM CoPilot: On-Demand PDF Extraction

R360 Migration: Validation Framework



Headless Agentic MDM

Status Quo and What's Coming Next

Priya Krishnan
VP, Product Management

COLLABORATION



Slack • Conversational Interactions



Data Discovery



Alerts



Approvals

AGENTIC MDM APPLICATIONS

Domain & Industry Applications



Customer



Supplier



Product



Reference



Life Sciences



BFSI



Retail



Healthcare

MDM AGENTS



Data Steward
Governs & resolves



Procurement Agent
Supplier Onboarding



Product Experience Agent
Digital Commerce Management



Configuration Agent
Accelerates ROI



Taxonomy Agent
Reference Data Management



Custom Agents
Bring your own agents

HEADLESS MDM



MDM Tools Library

Search/Match

Enrich Record

Custom Tools

Validate

Create/Update Record



MDM Skills Library

Entity Resolution

Entity Classification

Custom Skills

Data Onboarding

Reference Data Mapping

ALL-IN-ONE MDM & MASTER DATA GOVERNANCE



Ingress



Modeling



Hierarchy
Management



Rules &
Policies



Validation &
Enrichment



Matching



Survivorship



Stewardship &
Governance



Search &
Reports



Workflows &
Task Management



Lineage &
Observability



Privacy &
Security



Egress

Metadata Knowledge Graph

AGENTIC MULTIDOMAIN MDM



Google Cloud

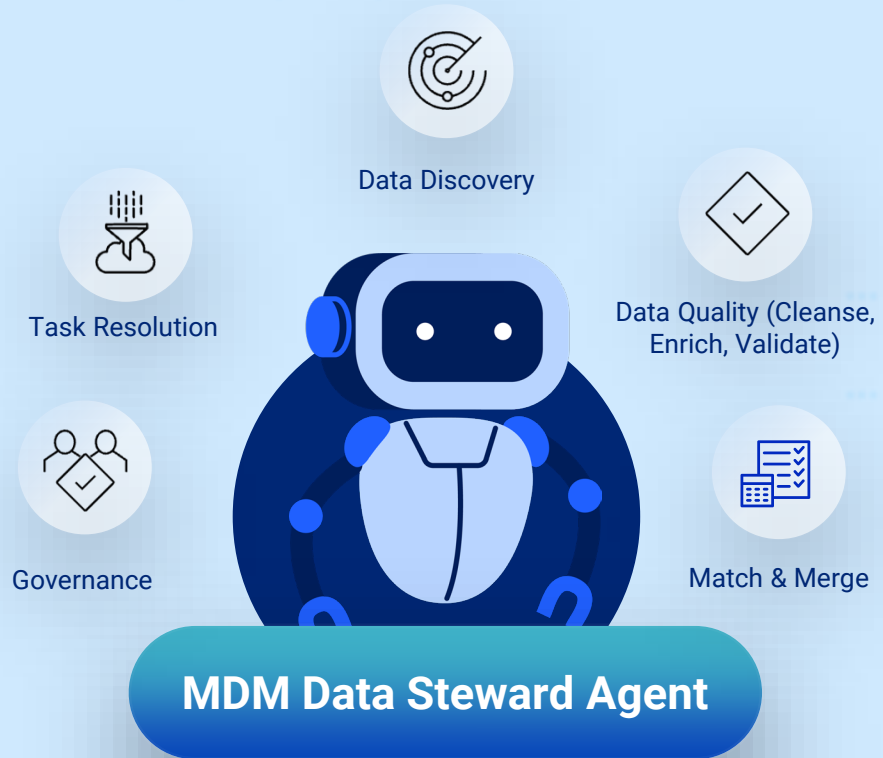


Microsoft Azure



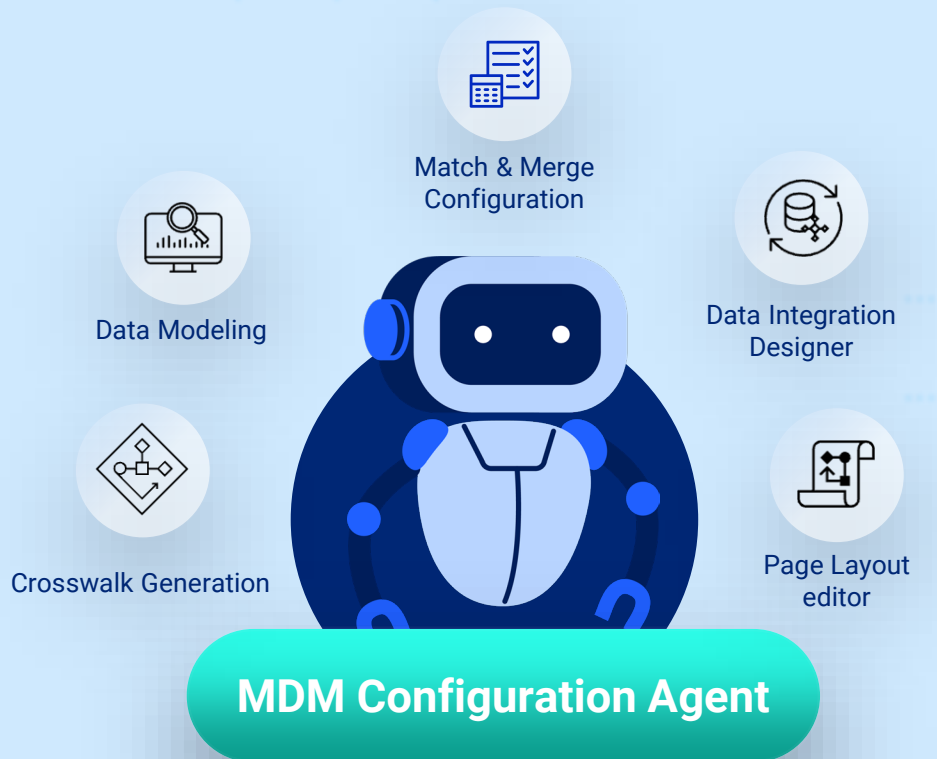
MDM Data Steward Agent

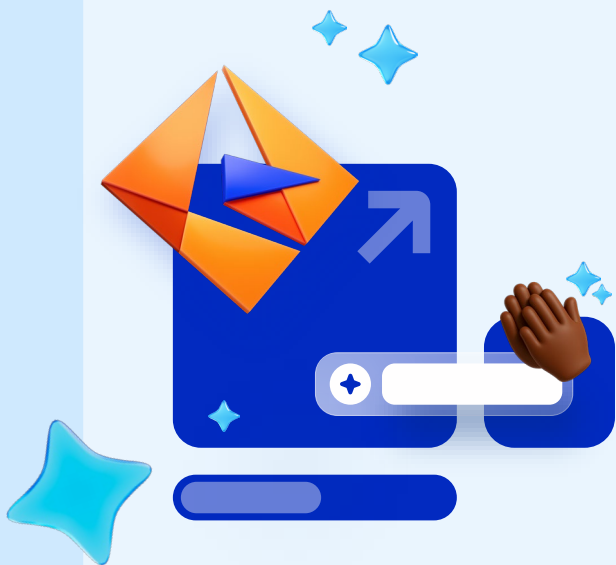
Enabling stewardship and trust at scale
with Agentic AI.



MDM Configuration Agent

Accelerating the implementation lifecycle with Agentic AI.





Q&A



Informatica
from  salesforce

Thank
you

