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Innovations and Roadmap in Master Data Management Powering AI Use Cases

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**Where data
& AI come to** 

The LIFE logo consists of the letters "LIFE" in a bold, sans-serif font, where each letter is filled with a different vibrant color (red, orange, yellow, green, blue, purple).

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.

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POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



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Innovation Drivers – Balanced Priorities



Automation

Leveraging AI to automate, optimize and scale master data management



Differentiation

Deliver unique capabilities and innovations that set MDM SaaS apart, driving business value



Acceleration

Help customers who're currently in their journey to go live or expanding their solution



Verticalization

Kickstart your implementation using industry extensions and modernization tooling

MDM CLAIRE® OFFERING



Copilot

In-Context Pair-Programmer

Includes Natural Language copilots and predictive recommendation systems for data management tasks and AI matching



GPT

Front-End of Data

Democratize data access and data management across the enterprise with a natural language interface to IDMC.



Agents

Autonomous Data Management Assistants

Automate end-to-end data management goals by harnessing advanced AI reasoning models, metadata system of intelligence, and IDMC to deliver exponential productivity.



1H Innovations

Where data & AI come to **LIFE**™

Innovations Delivered : H1 2025



AUTOMATION

CLAIRE Matching

- **Match External Data** : Enhance data accuracy and efficiency by analyzing and importing matched external data against MDM golden records.
- **Match Analysis & Explainability**
Large Cluster Analysis
- **Customer Managed MCP Server**
- **Match using Geo Code Radius:**
Match records by location proximity to improve insights, marketing, and data accuracy

Conversational MDM

- **CLAIRE GPT Integration for MDM** : Integrating Informatica MDM SaaS with CLAIRE GPT unlocks the full potential of master data, driving efficiency while delivering measurable business value



ACCELERATION

Modern User Experience

- **Share Dashboards** in Business UI
- **Share Saved Searches** in Business UI
- **Reference 360 WCAG 2.1 and 2.2 accessibility** compliance, ensuring broader user accessibility
- **Preview for Numeric and Alphanumeric Business ID configurations**, ensuring accuracy and consistency in data setup

Operations

- **Purge** Source records
- **Enable clean-up of custom metadata** assets for improved lifecycle maintenance and streamlined metadata management
- **Public API** for related entities
- **Load by Business ID** for File Import



DIFFERENTIATION

PIM

- **Realtime Enrichments** using EVO(Enrichment and Validation Orchestration)
- **Media Assets for Entity Fields** : Enhance user engagement with rich content and image previews

Master Data Governance

- **Scanner for MDM and R360 Assets** using Cloud Data Governance

Reference 360

- Enabling **Business ID configuration**
- **Auto-populate Code fields in Reference 360** using basic or advanced rules.
- **Operational Insights**



VERTICALIZATION

Ecosystems and Extensions

- **MDM Extension for Snowflake:**
Publish trusted multidomain Master Data to Snowflake for Analytics & AI Use cases
- **MDM Extension for Microsoft Fabric:**
Publish trusted multidomain Master Data for Microsoft fabric powered Analytics
- **Securities 360 for Trusted & unified** securities data for investment decisions & regulatory compliance
- **Customer 360 Extension for Salesforce** - lightning component for duplicate prevention

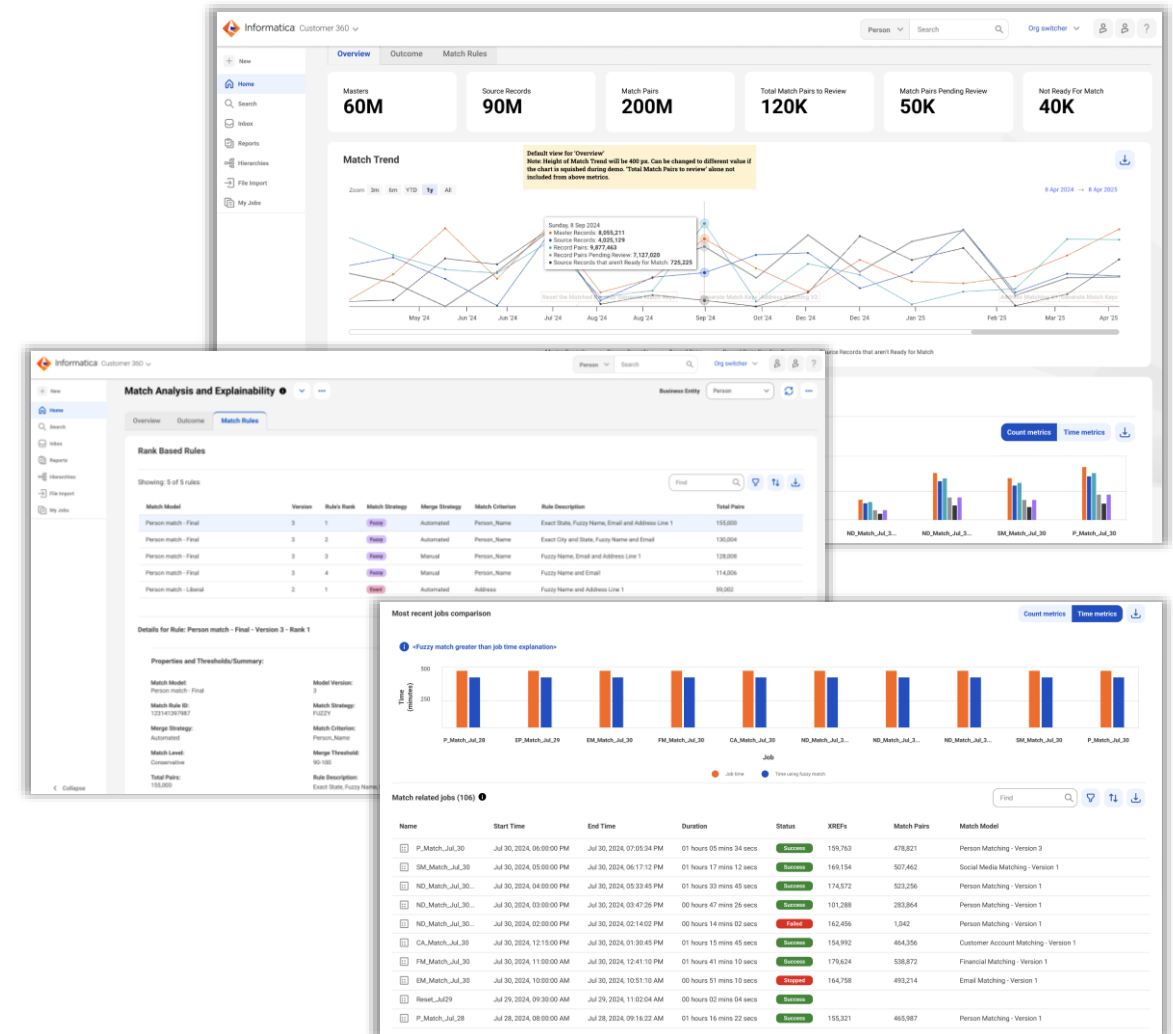
CLAIRE[®] Matching

Robust match explainability, analysis and enhanced Directed and Adaptive AI Matching

- Continuous match analysis with KPI trends, match job status and **full explainability**, including match pair drilldown
- Quickly see match results, filter and parse match results, understand which match rules are working well and which match rules might need to be updated
- **Geocode matching** with Latitude, Longitude and elevation to match locations, within a specified max radius
- Redundant match pair clustering for faster merges and better tuning
- **Efficiently match external data** to MDM records without loading into MDM, leveraging existing match models.

Benefits

- Speed match tuning to reduce over- and under-matching and provide greater insights for business users
- Improved match performance



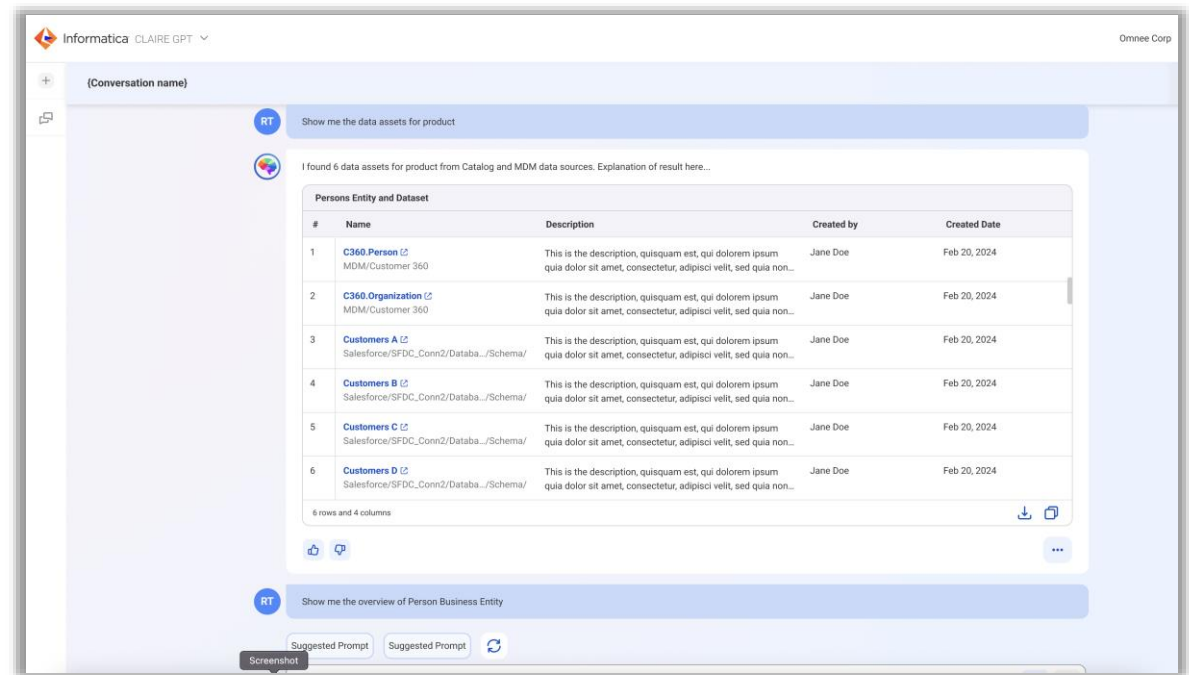
CLAIRE[®] GPT Integration for MDM

Unlock the full potential of master data with CLAIRE GPT

- **NLP-based search** to explore metadata and data within MDM
- **Metadata exploration** of business entities and associated attributes.
- **Data exploration** of records

Benefits

- Utilize NLP-driven search to explore metadata and data within MDM effortlessly, allowing for **easy discovery** of MDM assets.
- Achieve **deeper insights** through a unified, AI-powered IDMC-wide interface for improved metadata and data exploration.



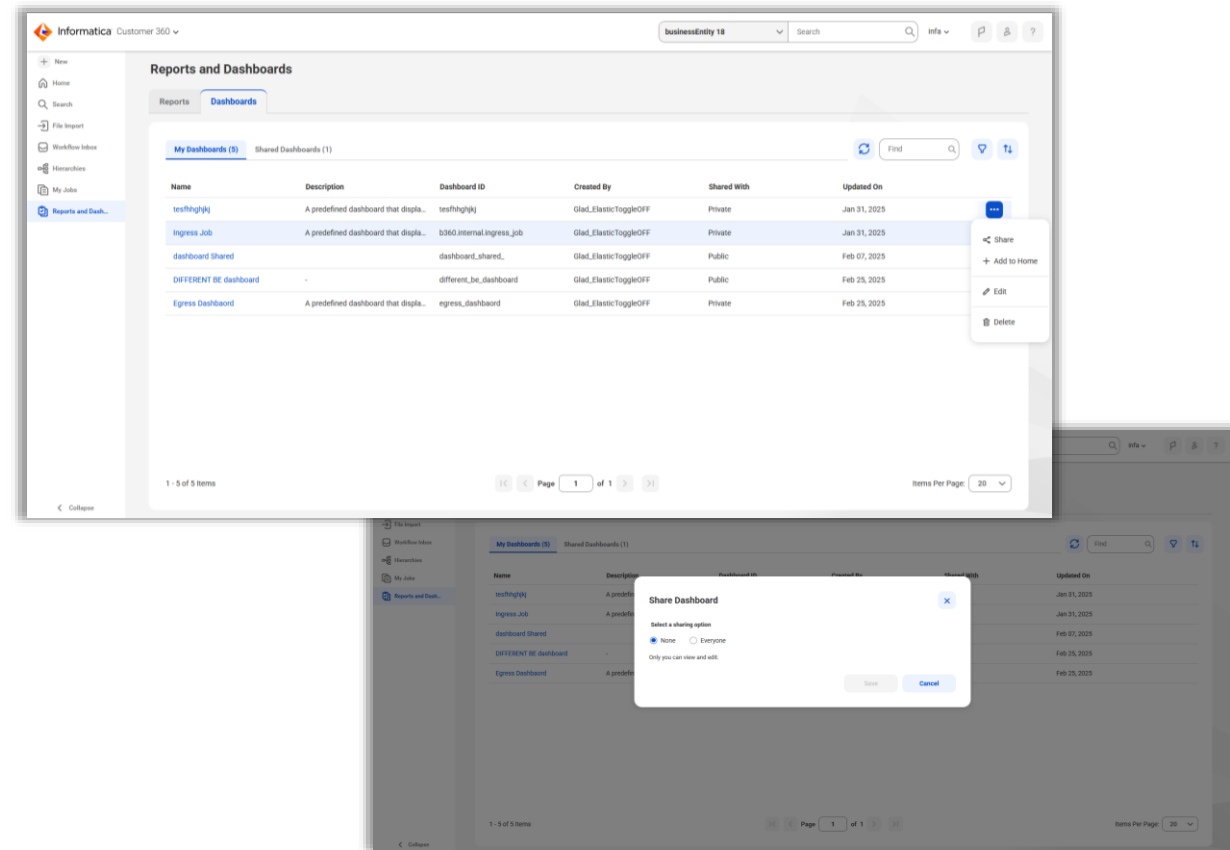
Share Dashboards in Business UI

Streamline dashboards with centralized authoring & management

- Ability to share dashboards based on user-defined privileges
- Existing users can consume dashboards authored by other users in the same org, once shared

Benefits

- **Enhanced dashboard authoring and management** allow users to easily view, edit, delete, and share dashboards without disrupting their homepage view.



Enrichment and Validation Orchestration (EVO)

Flexible and granular rule associations to validate, enrich, transform and cleanse data

- Automate Data Quality and Enrichment rules to run sequentially with dependencies, ensure consistent API/UI execution, and enable tailored error remediation.
- Validate and cleanse master data using CAI plugin for complex validations and validations via external providers
- Orchestrate by combining multiple validations and enrichments into a common Objective, also dependent on data of previous rule
- Execute the same rules consistently in both an API call and on the UI
- Reject records that fail validation and completeness with Error remediation capabilities

Benefits

- Improved quality and richness with flexible and granular rules
- Simplified configuration for rules across Business Entities
- Increased options around survivorship and error handling for DQ rules

The screenshot displays the EVO configuration interface, which is divided into several sections:

- Rule Association Table:** A table with columns for 'Rule Association Name' and 'Actions'. It lists three rules: 'Pin Code Format Check', 'Address Verification', and 'Country Standardisation', each with a corresponding action icon.
- Objective Properties:** A form for configuring an objective. It includes fields for 'Enabled' (a toggle switch), 'Internal ID' (3b715a9e-be77-4c7b-98f7-b1438c161baa), 'Name' (New Objective), and 'Description' (Description of the objective text goes here).
- Advanced Settings:** A section for configuring execution and error handling. It includes options for 'This objective executes on' (Master and Source Records), 'This Objective is Initiated by' (Ingress (Synchronous), BUI | Asynchronous and triggered on Tab Out of field, API| Synchronous), and 'Reject on Failure' (Ingress, BUI).
- Plugin Properties:** A dropdown menu for selecting a plugin. The 'Concat' plugin is selected, and a list of options is shown, including Lower Case, Crosswalk Standardization, Camel Case, Email DaaS, Min Value, Date Range, Allowed Chars, Less Than Date, External Validation, No Future Date, Greater Than Date, Application Integration - Recommendation-based Enrichment, and Max Value.

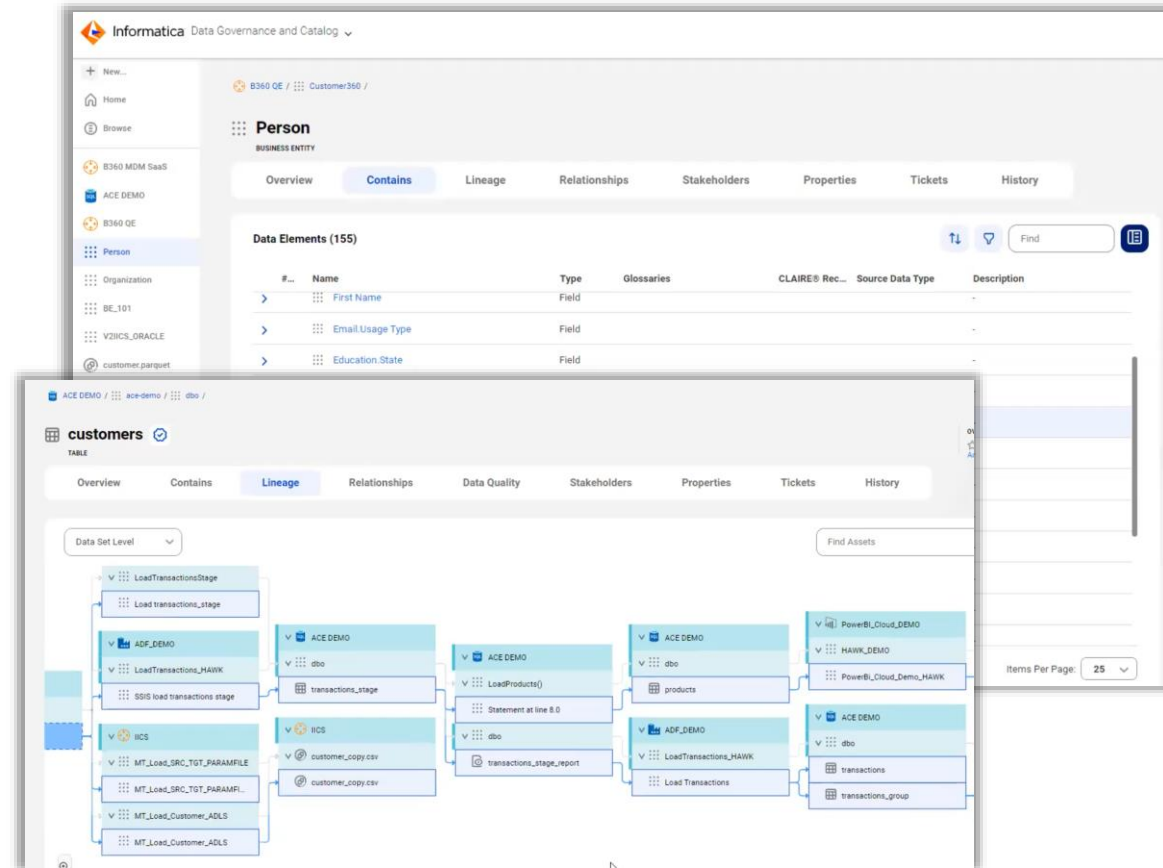
Data Governance and Catalog Scanner for MDM Assets

Understand, Analyze, Interpret and Govern MDM Assets

- Organize the metadata, view how data flows from one system to another, and see relationships and links between the data assets
- Document data assets, add business context to technical data assets, and govern the data according to the security and compliance requirements of your organization
- Catalog MDM assets as and when the assets gets created in MDM Business 360

Benefit

- Unified data governance for master data assets within MDM and Reference 360
- Enhanced data discovery and lineage
- Reduced compliance risk and improved auditability of master data

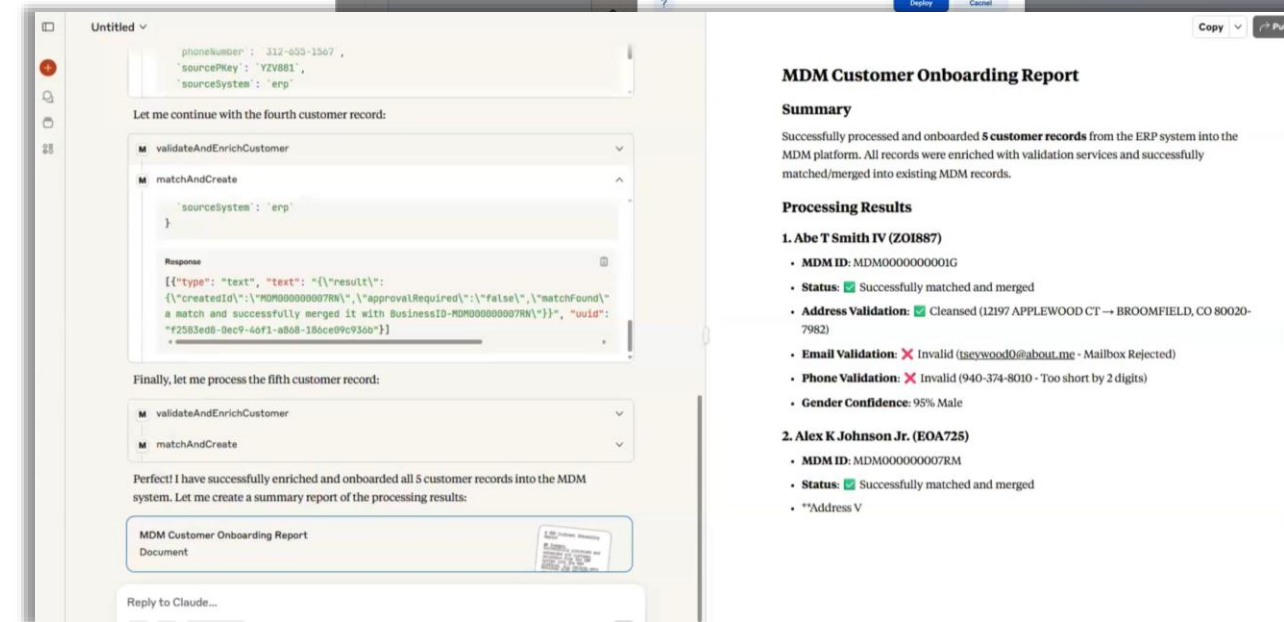
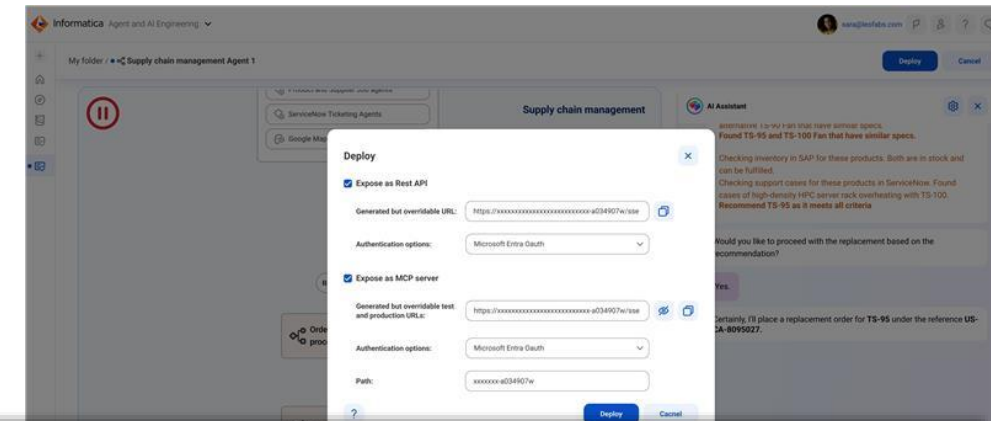


Customer Managed MCP and AI Agents

- **MCP Protocol Support** – MCP Server creation capabilities for Model Context Protocol
- **Tools Integration** - Expose IDMC assets, capabilities, and processes as tools in MCP Servers
- **Enable AI Agents** with golden records, reliable enterprise master and reference datasets

Benefit

- Deliver personalized, AI-enhanced customer experiences
- MCP protocol enables seamless and standardized integration with various AI systems
- IDMC enterprise skills, and trusted data make AI Agents accurate and contextual





2H Innovations

Where data & AI come to **LIFE**

Innovations Delivered : October 2025



AUTOMATION

CLAIRE Matching

- **Enhanced Adaptive AI Matching** with faster labeling & improved explainability
- Match Rule tab and Source System tab enhancing Match explainability dashboard
- Search Match API v2 for improved performance

Project Deployments

- **Source Control Integration** of MDM Assets (CI/CD)
- Copy and Move Metadata within an Org



DIFFERENTIATION

Enrichment and Validation Orchestration (EVO)

- **Batch for Source Records**
- Mapping System Fields and Business Entity Lookups

Next Gen Data Stewardship

- **Source Records component redesign**
- Mark saved searches as favorites
- Dashboard sharing notifications
- Sorting & filtering (Nested) Field Groups
- Handle (Nested) Field Group Errors on page load
- **Preview images in Field Groups and Header of a record**
- Improved Survivorship UI



ACCELERATION

Operations and Platform

- APIs for Search/Match API and read pending records
- Merge Source Record back to cluster
- Support for large hierarchies

Modernization Toolkit

- Smart Mapping, Log Download, error handling & skip-on-failure

Reference 360

- **Code Lists & Crosswalks as Dictionaries in CDQ for Master Data Governance**
- Update Attributes with Rule Transformations



VERTICALIZATION

360 Applications

- **MDM Extension for Agentforce** to fuel Salesforce Agents with MDM data on demand

Ecosystems

- Access MDM records using direct links to connect MDM with external apps (CRM, ERP, etc.)
- **Enhanced external DAM whitelisting** to expand the approvals process from pre-select providers to any provider

CLAIRE Matching: Adaptive AI Match

- New **bulk labeling screen** to train Adaptive AI match models fast and easy by grouping together similar pairs
- Enabled **Adaptive AI Match** for Search Match API and External Match
- Added new **security privilege** to train the model

Benefits

Quickly train your Adaptive AI match model, and use it for various purposes

Batch 1 - Label Match Pairs 1

To finish batch: 0/30 decisive pairs Total Decisive pairs: 0 Non-decisive pairs: 0 Total Labeled: 0/90

▼ Exactly matched by First Name (Labeled: 0 of 3)

As Match: 0 As Not Sure: 0 As Not Match: 0 Skipped: 0 0 Selected Actions

Pair No.	Match Decision	First name	Email	Address Line 1	Address Line 2	City
#1	[Green Check] [Red Question] [Red X]	Kimberly	kreynolds@gmail.com	123, Market Street	District 1	SF
		Kimberly	kreynolds@yahoo.com	123-A, Market Street	District One	SFO
#2	[Green Check] [Red Question] [Red X]	Joshua	JoshJennings@gmail.com	478, 12th Avenue	District 1	SF
		Joshua	JoshJennings@gmail.com	478-A, 12 Ave	District One	SFO
#3	[Green Check] [Red Question] [Red X]	Jon	JJB_345@gmail.com	92, Main Street	District 1	SF
		Jon	JJB_345@gmail.com	92, Main St.	District One	SFO

▶ Exactly matched by City (Labeled: 0 of 10)

▶ Exactly matched by State (Labeled: 0 of 10)

▶ Exactly matched by First Name, City (Labeled: 0 of 10)

▶ Exactly matched by First Name, State, City (Labeled: 0 of 10)

▶ No Exact matches (Labeled: 0 of 10)

Match Analysis & Explainability

Additional Match Insights at Your Fingertips

- Match Rule tab
 - New landing page to provide an **overview of the match model**
 - **Explainability** for threshold rules and AI match pairs
 - Updates for ranked rules
- Source System tab
 - Analyze how many **records from different source systems matched** with each other

Benefits

Easy analysis of match results and match model

The screenshot displays the Informatica Customer 360 interface for Match Analysis and Explainability. The main view is the 'Match Model' tab, which shows a table of match pairs. The table has columns for Match Model, Model Description, Version, Last Used, Total Pairs, Summary, Rank Rule Pairs, Threshold Rule Pairs, and AI Pairs. Below this, the 'Source System' tab is active, showing a heatmap of 'Pairs By Source System Combination' and a bar chart of 'Total Records by Source System'. A 'Settings' dialog is open, allowing users to show or hide various tabs: Overview, Outcome, Source System, Match Model, Large Cluster, and Key Distribution.

Match Model	Model Description	Version	Last Used	Total Pairs	Summary	Rank Rule Pairs	Threshold Rule Pairs	AI Pairs
Address matching	Hybrid version	3	Feb 1, 2025	155,000	48%	35%	17%	
Address matching	Dec rules only	2	Feb 1, 2025	155,000	60%	40%		
Address matching	Dec rules only	2	Feb 1, 2025	155,000	59%	41%		
Phone matching	AI only	1	Feb 1, 2025	155,000			100%	

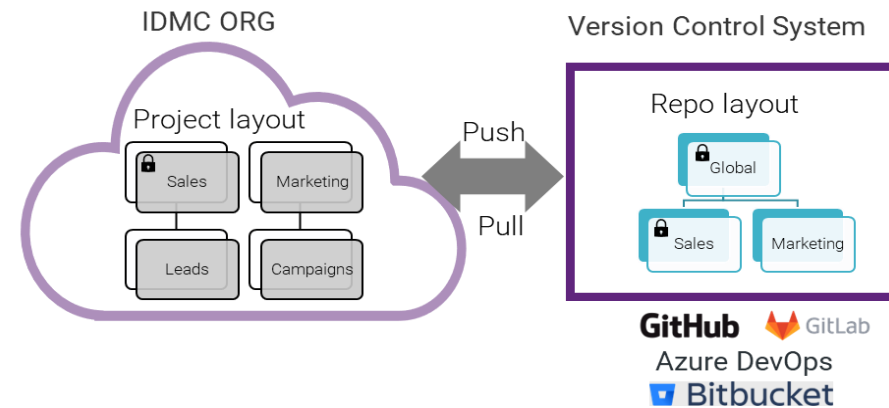
Source System	Oracle	CRM	Salesforce	SAP
Oracle	384k	876k	690k	590k
CRM	876k	403k	1120k	412k
Salesforce	690k	1120k	1350k	393k
SAP	590k	412k	393k	1407k

Record	Source System	Record ID	Match Type	Merge Outcome	Match Score	Match Rule	Job ID	Pair Creation Date	Full Name
Kimberly Anthony Reynolds	CRM	cds_import_...	Fuzzy	Automated	95	Address matching - Version 3 - Rank 1	10528387076 24730624	10 May 2025	Kimberly Anthony Reynolds
Kim Anthony Reynolds	Salesforce	cds_import_...							Kim Anthony Reynolds
Doris Kim McDonald	CRM	cds_import_...	Exact	Automated	100	Address matching - Version 3 - Rank 2	10528387076 24730624	10 May 2025	Josh
Doris Kim McDonald	Salesforce	cds_import_...							Josh
Laura Alejandra Barber	CRM	cds_import_...	Adaptive AI	N/A	100	Address matching - version 3 - AI model rule	10528387076 24730624	10 May 2025	Laura Alejandra Barber
Laura Alejandra Barber	Salesforce	cds_import_...							Laura Alejandra Barber

Source Control Integration of MDM Assets for CI/CD

Track and Manage Changes to Objects Like Projects, Assets & Meta Data

- **Rollbacks** within supported versions
- Asset **promotion across environments**
- Supported **Cloud Repositories**
 - Github, Bitbucket, Azure DevOps, Gitlab



Benefits

Ensuring **streamlined version control** as part of the Software Development Life Cycle (SDLC) processes by providing deployment automation (**CI/CD**)

Enrichment and Validation Orchestration (EVO)

Batch for Source Records & Mapping System Fields and BE Records (BE Lookup)

- **Batch Enrichments & Validations** for Source Records (Ingress & File Import) for non-CAI based rules
- Map **BE Record data type & System Fields** as rule inputs
- **New EVO plugins** for basic, advanced and DaaS rules
- New plugin configurations for executing EVO rules on **NULL input** as well as only **changed instances** of field groups
- Executing EVO on **Patch Records**
- Support for **inactive rules** in active Objectives

Benefits

- Validate & **reject invalid source data** during Ingress
- Enable **complex cross-BE and cross-sectional validations & enrichments**
- Run rules on NULL input for **completeness checks and default enrichments**

Advanced Settings

Record Types **Triggers**

Configure ingress, business applications, and REST APIs as triggers for objectives

Ingress

Enable the objective for ingress:

Reject records that fail validation:

Trigger Condition: **On Data Load**

Plugin Properties

Process Identifier: *

Process Name: *

Run the rule even if all input fields are empty:

Include only new or updated field group entries:

Plugin: *

Input Fields

Name
<i>Cleansing and Standardization</i>
Address Verification
Application Integration-based Cleansing
DaaS Real-Time Email Verification
DaaS Real-Time Phone Verification
<i>Enrichment</i>
Application Integration-based Enrichment
<i>Transformation</i>
Camel Case
Concatenate
Concatenate with Spaces
Data Quality - Transformation
Left Trim

System Fields

Business ID	STRING
Created By	STRING
Created On	DATETIME
Last Updated By	STRING
Last Updated Date	DATETIME
Record State	STRING
Source Record Details	
Source Business ID	STRING
Source Primary Key	STRING
Source System	STRING

Next-Gen Data Stewardship Experience

- **Next Gen Source record comparison** view providing simplified, intuitive, customizable visual experience with enhanced lineage network view
- **Sort & Filter (Nested) Field Group Data** on Record Pages, Sequential Edit and Workflows
- Easy Navigation to Nested Fields With Errors in Record Detail Pages
- **Saved Searches and Templates** for faster access to data
- Tabular Editing views for multiple records through an excel-like interface for enhanced productivity (Preview)

Benefits

- Reduce manual effort and **improved productivity** through Intelligent data stewardship processes

The screenshot displays the Informatica data stewardship interface. The top section shows a record for 'Silvain Louisa Fiander' with details like address and email. Below this, a 'Source Records' tab is active, showing a comparison of two source records. The comparison is presented in a table with columns for 'Field', 'Master Value', 'Survivorship & Trust Score', and two source columns. Fields like 'Last Name', 'Full Name', 'Prefix Name', 'Designation', 'Birthplace', and 'Gender' are compared, with source values and scores (e.g., 66.67) shown. A 'Saved Searches and Templates' modal is overlaid on the bottom right, showing a table of saved searches and templates with columns for Name, Favorite, Business Entity, Type, Created By, and Shared With. The table lists several searches like 'Duplicate Candidates (Filtered)', 'Top 100 Customers (Revenue)', and 'Leads to be Qualified (Filtered)'. A context menu is visible over the table with options like Share, Rename, Add to Favorites, and Delete.

Field	Master Value	Survivorship & Trust Score	Source 1	Source 2
Patch Record				
Last Name	Fiander	66.67	Fiander 66.67	Fiander
Full Name	Silvain Louisa Fiander	66.67	Silvain Louisa Fiander 66.67	Silvain Louisa Fiander
Prefix Name	Mr.	66.67	Mr. 66.67	Mr.
Suffix Name				
Title				
Designation	Quality Engineer	66.67	Quality Engineer 66.67	Quality Engineer
Birthplace	Little Rock	66.67	Little Rock 66.67	Little Rock
Birth Date				
Gender	Unknown	66.67	Unknown 66.67	Unknown

Name	Favorite	Business Entity	Type	Created By	Shared With
> Duplicate Candidates (Filtered)	★	Person	Template	alexpete	None
> Top 100 Customers (Revenue) [...]	★	Organization	Search	alexpete	None
> Critical Revenue Impact (Filtered)	☆	Birds	Template	alexpete	None
> Unapproved Supplier Records [...]	☆	Person	Template	alexpete	None
> Orgs with Expired Certifications [...]	☆	Organization	Search	alexpete	None
> Leads to be Qualified (Filtered)	☆	Person	Template	alexpete	None

Reference Data Integration with Cloud Data Quality

Reference 360 Code Lists & Crosswalks as Data Dictionaries in Cloud Data Quality

- Reference 360 **code lists & crosswalks as data dictionaries in CDQ** for data cleansing, standardization & validation use cases
- Reference 360 as **central source for standardized and controlled lists of reference data** in CDQ dictionaries
- One-way **sync of (meta) data** from Reference 360 to CDQ
- **Deep link on all dictionaries** created from Reference 360 to view or update data sources

Benefits

- **Remove overhead** of maintaining reference data lists at multiple places
- **Seamless flow of reference data** to solutions like CDQ and as a proxy to CDI
- Easily use **reference data for standardization, validation & pipeline execution**

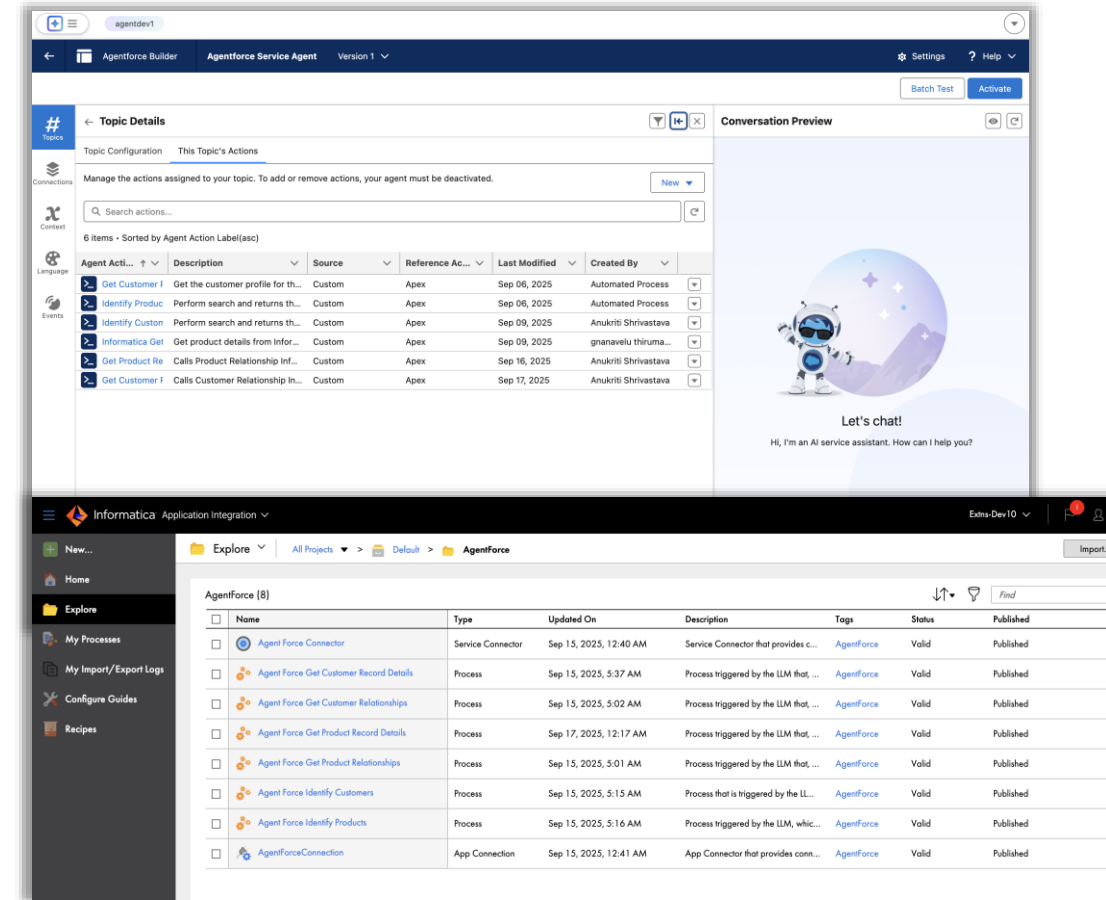
The screenshot displays the 'Enterprise Gender Codes' dictionary configuration in the Informatica Cloud Data Quality interface. The main view shows a table of dictionaries with columns for Name, Description, Location, and Last Synchronized On. A 'Create Dictionary' modal is open, allowing users to define a new dictionary by providing a Name, Description, and Location, and selecting attributes to include in the dictionary. The 'Attributes' section in the modal shows options for 'All Attributes', 'Name', 'Code', and 'Description'. The 'Details' panel on the right provides additional information about the selected dictionary, including its Name, Description, Location, and Last Synchronized On date.

MDM Extension for Agentforce

- Ground and enrich Salesforce AI agent interactions in high-quality customer master data
- Seamless, on-demand connection between Salesforce Agentforce Agents
- An easy-to-deploy pre-packaged Salesforce application with out-of-the-box Agentforce actions to:
 - Identify and retrieve golden customer and product records
 - Use complete 360-degree views, including relationships for additional context
- An optional MDM Extension for Consent Management can be added to retrieve contact and consent preferences in addition to other critical customer data such as contact info, financials, and relationships or affiliations.

Benefits

- Empower AI Agents such as a Service Agent or Sales Development Agent to make smarter, more reliable business decisions using trusted master data records with added context



Innovations coming soon : November 2025



AUTOMATION

CLAIRE

- Claire Copilot – Ask Claire & CLAIRE GPT embedded into MDM UIs
- Product Experience Agent for PDF parsing of Product Attributes (PIM)- *Private Preview*

Next Gen Human Tasks (*Private Preview*)

- New Human Task Inbox experience
- Business Events to Resolve Match Pairs (Preview)
- Sequential and Parallel Tasks in WF Composer (Preview)
- User Triggered WF Events



DIFFERENTIATION

Agentic AI PIM (*Private Preview*)

- Rich Text Editing
- Tabular Editing of Records
- Preview Images in all BUI layouts
- Dynamic Fields: 10k Dynamic Pool Size, History view, Search Facets
- ABAC for CUD operations
- Default Values for fields
- Support for column level patch ingress
- Granular search export including Dynamic Fields



VERTICALIZATION

360 Applications

- MDM Extension for Consent Management: Customer 360 to include Consent Management

Ecosystems

- MDM on OCI to expand deployment options and customer reach

CLAIRE Copilot: Ask CLAIRE

- Intelligent assistance with technical how-to questions for implementers and data stewards
- Exploration of Business Entity records and associated attributes through an NLP interface
- Surface search results via the CoPilot interface with the ability to open and action them in the interface

Benefits

- On-demand and contextual assistance whenever and wherever you need it

The screenshot displays the CLAIRE Copilot interface within a software application. The main window is titled "Search / Results" and shows a list of 27 customer records for California, US. The records are displayed in a table format with columns for Name, City, State, and Country. The records include John Smith, Emma Finn, Jimmy Cooley, Jeff Knowles, Dana Ball, Jeffrey Lane, Gerardo Maynard, Steven Winters, and Kristen Webber. The interface also features a "Filters" panel on the left with sections for "Validation Status", "Address > Country", and "Customer Tier". The "Validation Status" section includes options for "All", "Validation Errors", "Valid", and "Skipped". The "Address > Country" section includes options for "All", "Canada", "United States", and "Mexico". The "Customer Tier" section includes options for "All", "Platinum", "Gold", and "Silver". The CLAIRE Copilot sidebar on the right shows the "Ask CLAIRE" button, "Insights", and "Help" options. The sidebar also displays a "Conversation Name Text" field and a "Display:" dropdown menu. A button labeled "Show me all the records from California (CA), US" is visible in the sidebar. The bottom of the sidebar shows a search bar with the text "Ask CLAIRE..." and a microphone icon. The bottom of the sidebar also displays the text "Informatica CLAIRE GPT might generate errors."

Cross Entity Data & Metadata Exploration in CLAIRE GPT

- Data Exploration of entities and next hop relationships
- Visualization of graph structures within Claire GPT with ability to pivot to MDM Applications

Benefits

- Surface 360-degree insights to business users through a conversational interface

The screenshot shows the Informatica CLAIRE GPT interface. The main content area displays the results of a search for business entities in Customer 360. The results list several entities with their employee counts and locations:

- CVS Health has 300,000 employees and is located in Woonsocket, Rhode Island.
- PepsiCo has 267,000 employees and is located in Purchase, New York.
- Costco Wholesale has 214,000 employees and is located in Issaquah, Washington.
- McDonald's has 210,000 employees and is located in Oak Brook, Illinois.
- Citigroup has 204,000 employees and is located in New York City, New York.

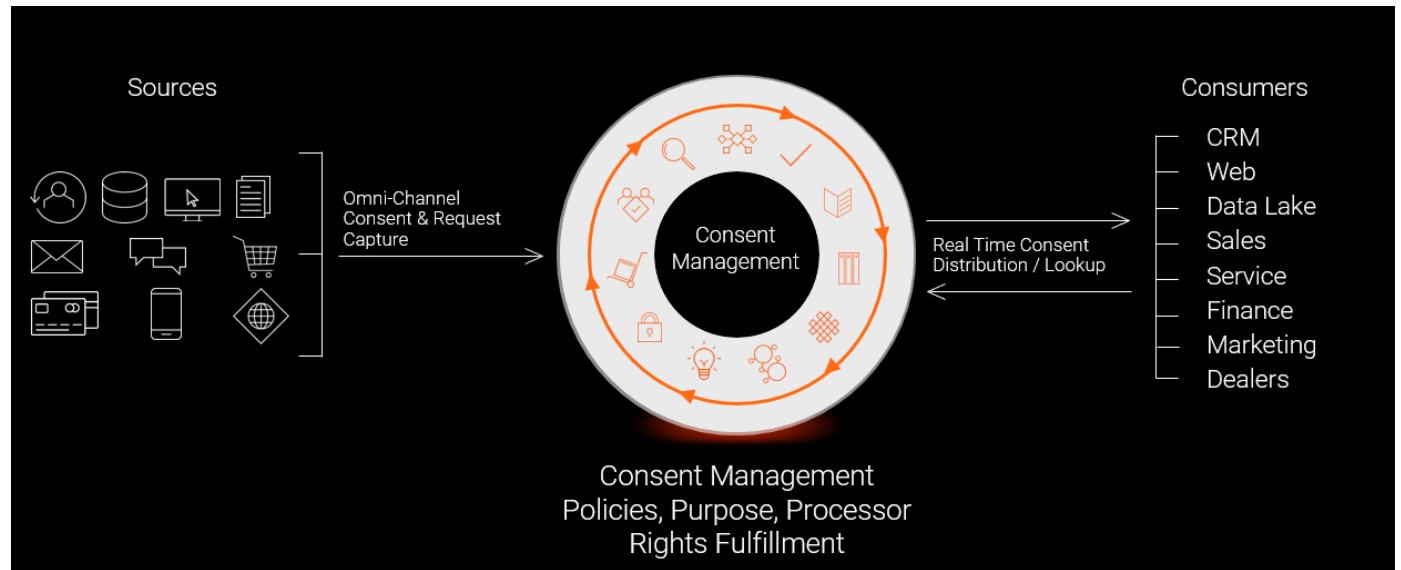
Below the list, a graph visualization shows the relationships between these entities. The graph is titled "Organizations with More Than 200,000 Employees" and features a central node labeled "Do" connected to various other nodes representing different organizations and their relationships.

The interface also includes a search bar at the bottom with the text "Ask CLAIRE..." and a "New Conversation" button at the top left. A privacy notice is displayed: "Privacy guidelines prevent us from storing sample data, but you can download the data for your reference."

Customer 360 Extension for Consent Management

Manage consent information and fulfil rights requests with a 360-degree customer view

- Maintain customer contact preferences & purpose along with communication channels
- Maintain data sharing preferences for personal data
- Maintain consent/legal basis for processing data along with purpose, proof and policy
- Distribute of customer consent data for consumption sales, marketing, service and more



Benefits

- Centrally manage and govern customer consent data with audit trail
- Helps comply with regulations such as GDPR and CCPA

Agentic AI PIM for Product 360

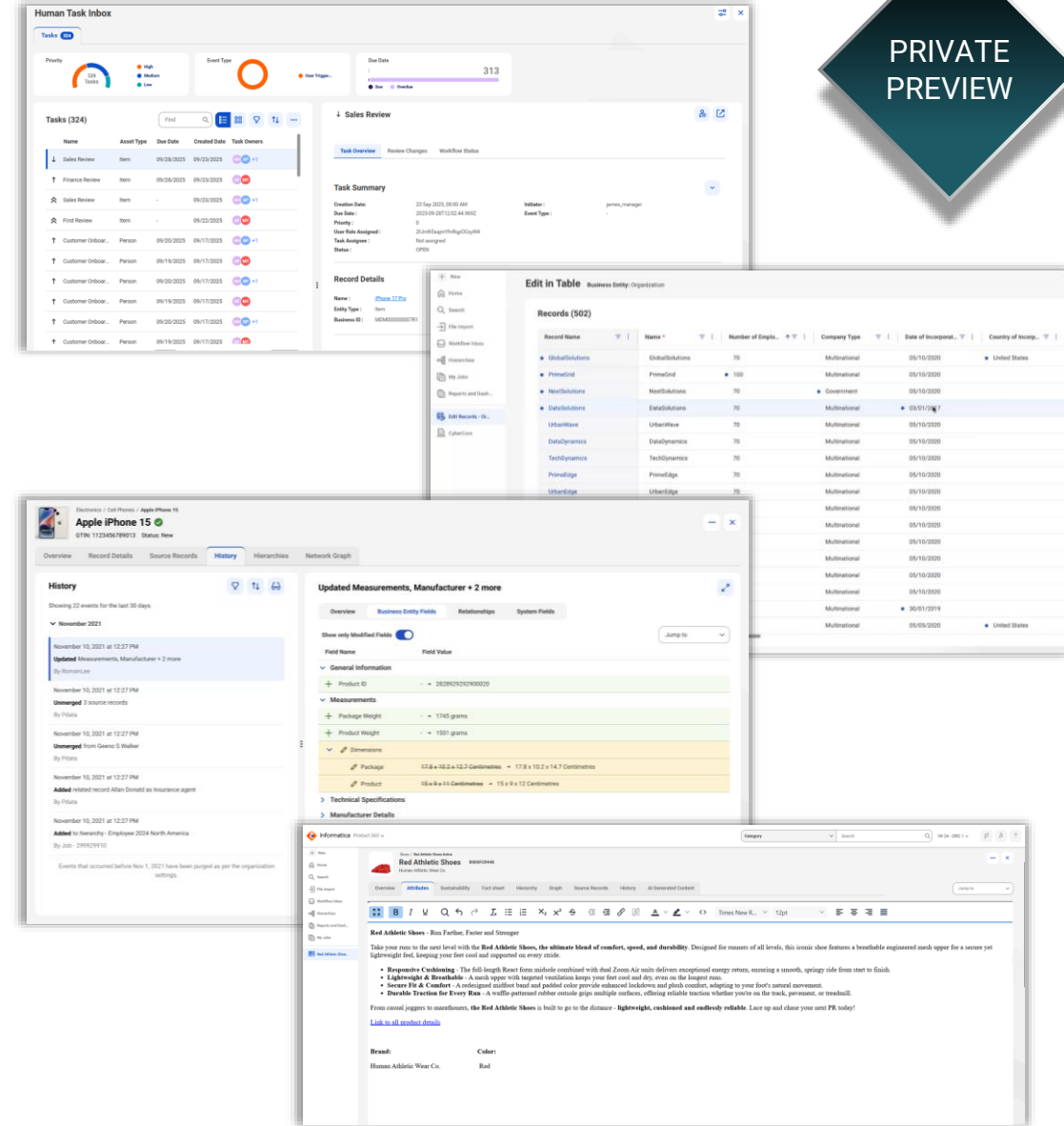


Cloud-native **Product Information Management (PIM)** and Product Experience Management (PXM) capabilities extend Informatica MDM, empowering customers to unlock digital commerce use cases.

- **Enhanced data modeling** supports rich text editing, dynamic and category-specific fields, default values during record creation, and product image previews.
- Integrated **CLAIRE Product Experience Agent** within MDM enables AI-driven record enrichment from unstructured data sources, enhancing data completeness effortlessly.
- **Tabular record editing** delivers an Excel-like experience inside MDM, supporting bulk record comparison, updates, and adjustments to improve efficiency.
- **A new human task and workflow experience** combines enrichments and validations with granular event triggers and a **business-user-friendly task inbox**, streamlining data enrichment processes.

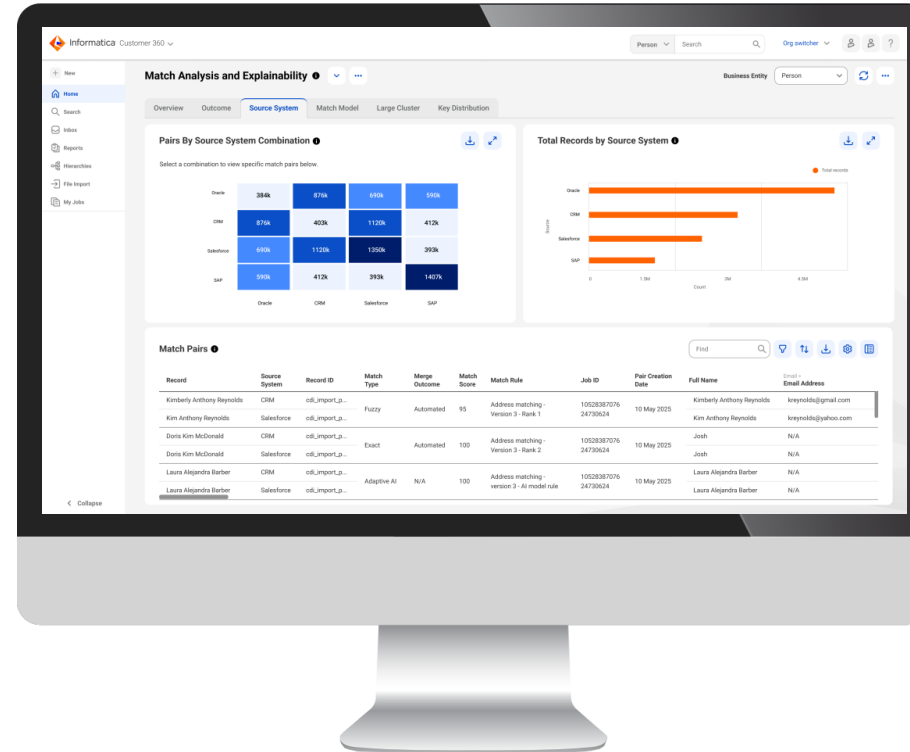
Benefits

- Seamlessly extend core data mastering capabilities to **include PIM and digital commerce** use cases without additional platforms.
- Leverage the new capabilities and features **across all MDM data domains** deployed, maximizing the value of your existing investments.
- Enable a **unified commerce experience** by mastering all critical data domains — supplier, product, material, customer, etc. — in one central, cloud-native platform.
- Drive **richer customer experiences and operational agility** with CLAIRE AI agents, enhancing data completeness and quality tailored for digital commerce.



DEMO

Next-Gen Data Stewardship & Matching Enhanced with CLAIRE®





Match Updates:

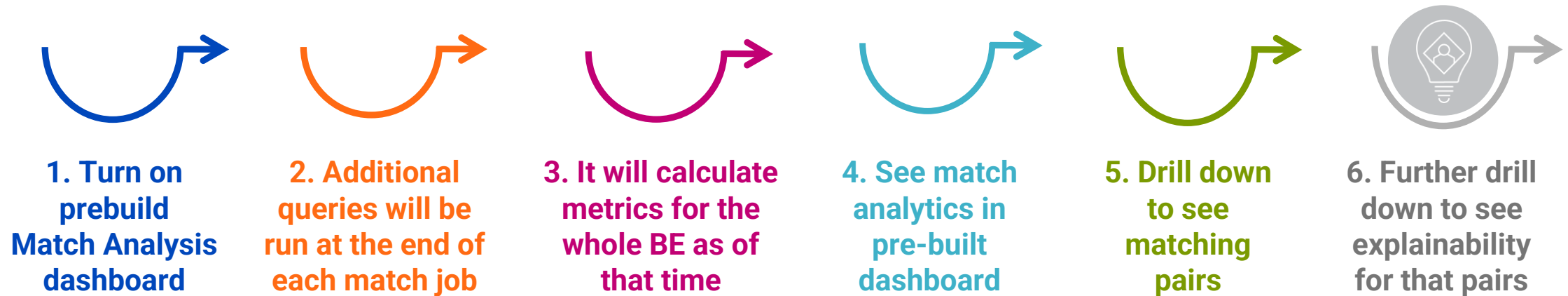
1. Match Explainability
2. Adaptive AI Match
3. Search Match API v2

Prasuna Hemanth Raj

Sr. Principal Product Manager

**Where data
& AI come to** 

Match Analysis & Explainability: Trust in Match Quality



Will Provide 6 Prebuilt Analysis

Overview of Matching

KPI, trends, job level details, perf tuning for match jobs

Outcomes Analysis

Match and merge outcomes, reduce manual review effort

Source System Analysis

See how data is matched across sources, and amount of duplicate records

Match Model Analysis

Analyze match models and tune them to get desired match results

Large Cluster Analysis

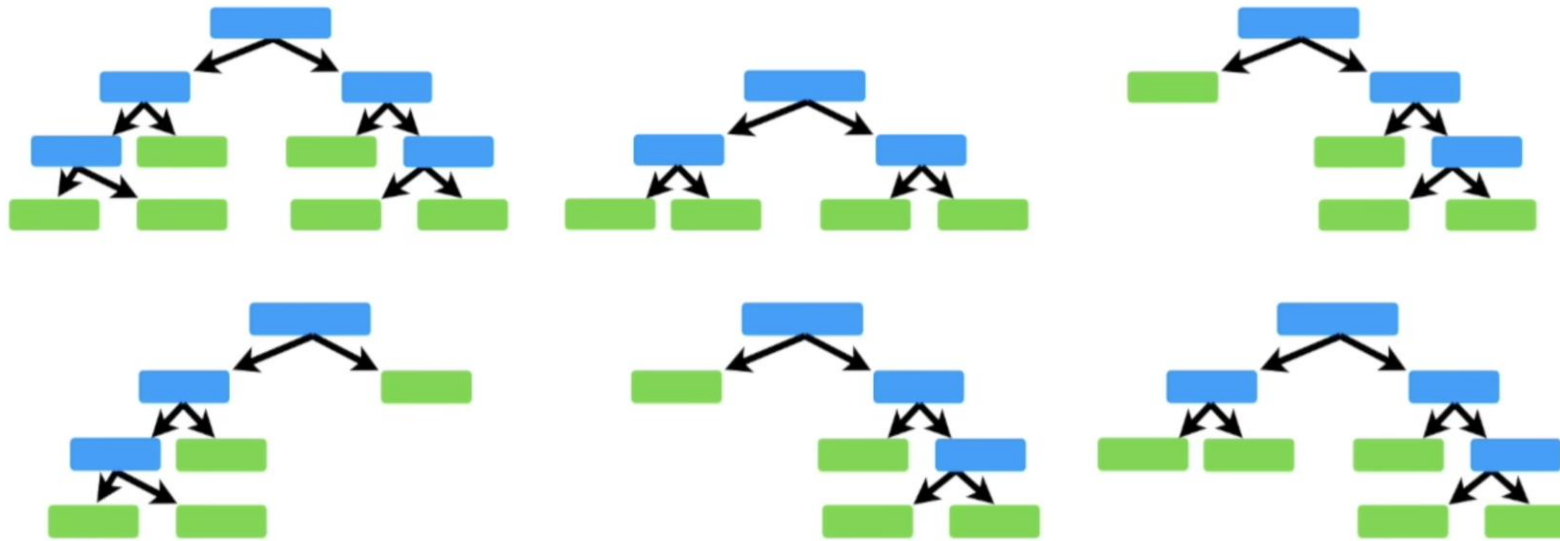
Analyze large clusters to matching records before merge

Data Hotspot Analysis

Find hotspots hotspots of records with similar data


Adaptive AI Matching

- AI Matching can be set up quickly and effortlessly, with **no need to create match rules**.
- Our solution leverages a Random Forest algorithm, which consists of multiple decision trees. This model is both accurate and performant.
- The AI model is trained using labeled match pairs. Our user-friendly interface displays match pairs, so business users can label these pairs as either Match or Not Match, typically within few hours.
- The Adaptive AI Match Model is repeatable and explainable.




Adaptive AI Match Enhancements

Functionality, Usability & Productivity




Bulk Labeling

Enhancements include bulk labeling for fast, easy training of match models



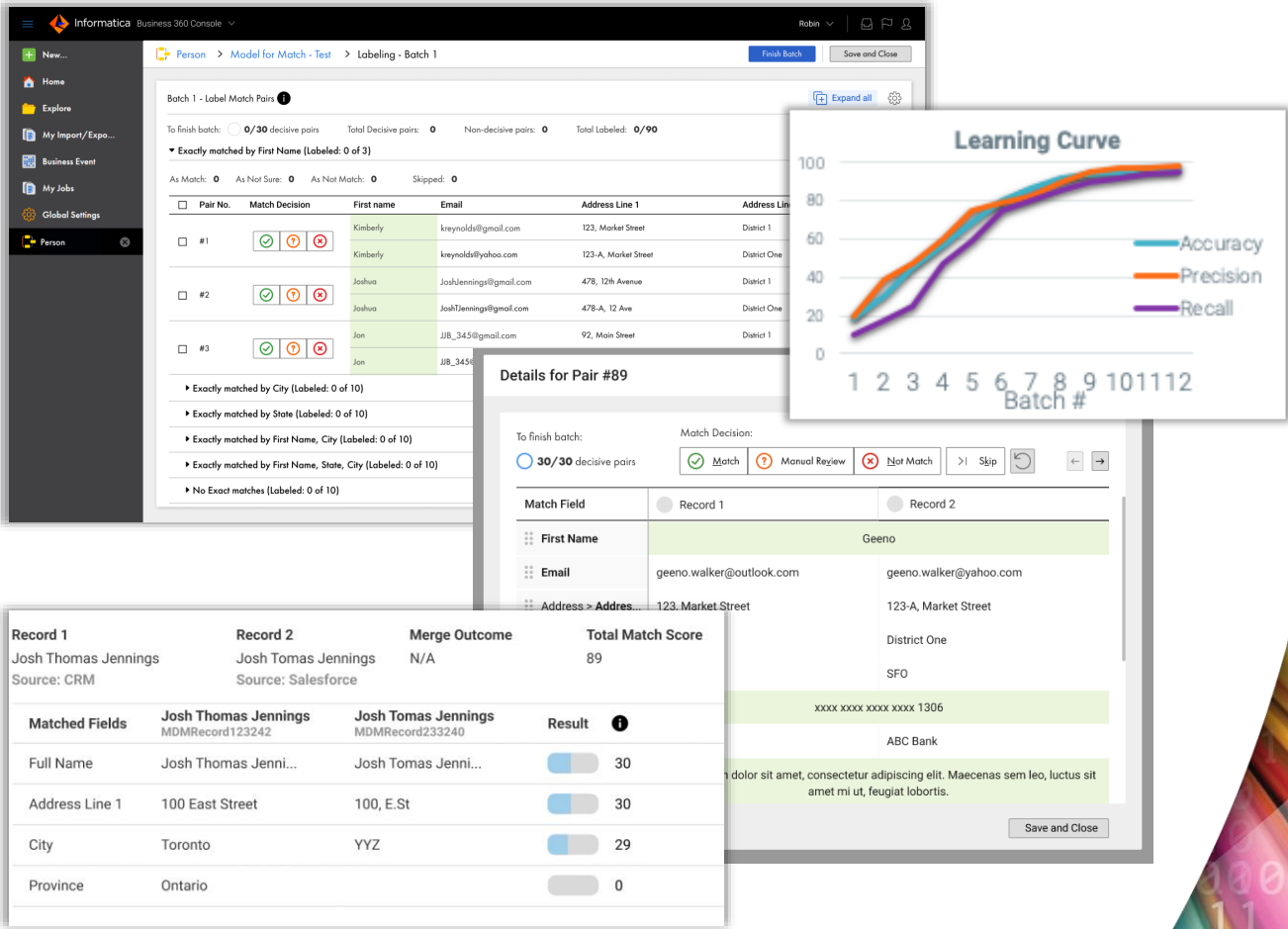
Learning Curve

Track match accuracy, precision, and recall metrics to monitor training status



Compatibility

Includes all existing match features, including Search Match API & External Match



The screenshot displays the Informatica Business 360 Console interface for match labeling. It includes a sidebar with navigation options like Home, Explore, My Import/Export, Business Event, My Jobs, and Global Settings. The main area shows a 'Batch 1 - Label Match Pairs' window with a table of match pairs and their decisions. A 'Learning Curve' graph shows Accuracy, Precision, and Recall metrics over 11 batches. A 'Details for Pair #89' window shows a comparison between two records from different sources (CRM and Salesforce) with a total match score of 89. A table below shows the matched fields and their scores.

Matched Fields	Josh Thomas Jennings MDMRecord123242	Josh Tomas Jennings MDMRecord233240	Result	Score
Full Name	Josh Thomas Jenni...	Josh Tomas Jenni...	<input checked="" type="checkbox"/>	30
Address Line 1	100 East Street	100, E.St	<input checked="" type="checkbox"/>	30
City	Toronto	YYZ	<input checked="" type="checkbox"/>	29
Province	Ontario		<input type="checkbox"/>	0

Bulk Labelling

We support both the bulk labelling UI and UI to label one pair at a time

Informatica Business 360 Console

Robin

Person > Model for Match - Test > Labeling - Batch 1

Finish Batch Save and Close

Batch 1 - Label Match Pairs

To finish batch: 0/30 decisive pairs Total Decisive pairs: 0 Non-decisive pairs: 0 Total Labeled: 0/90

Exactly matched by First Name (Labeled: 0 of 3)

As Match: 0 As Not Sure: 0 As Not Match: 0 Skipped: 0 0 Selected

Pair No.	Match Decision	First name	Email	Address Line 1	Address Line 2	City
#1	[Match] [Manual Review] [Not Match]	Kimberly	kreynolds@gmail.com	123, Market Street	District 1	SF
		Kimberly	kreynolds@yahoo.com	123-A, Market Street	District One	SFO
#2	[Match] [Manual Review] [Not Match]	Joshua	JoshJennings@gmail.com	478, 12th Avenue	District 1	SF
		Joshua	JoshJennings@gmail.com	478-A, 12 Ave	District One	SFO
#3	[Match] [Manual Review] [Not Match]	Jon	JJB_345@gmail.com	92, Main Street	District 1	SF
		Jon	JJB_345@gmail.com	92, Main St.	District One	SFO

Exactly matched by City (Labeled: 0 of 10)

Exactly matched by State (Labeled: 0 of 10)

Exactly matched by First Name, City (Labeled: 0 of 10)

Exactly matched by First Name, State, City (Labeled: 0 of 10)

No Exact matches (Labeled: 0 of 10)

Actions at the top level as menu

Actions

- Mark as Match
- Mark as Manual Review
- Mark as Not Match
- Mark as Skipped
- Reset

Row level actions
(at the divider line level)

- Skip
- Reset

View Details

User can view details of the match pair in a dialog, using 'View Details' at each match pair row level.

Labeling One Pair at a Time

We support both the bulk labelling UI and UI to label one pair at a time

Details for Pair #89

To finish batch: 30/30 decisive pairs

Match Decision: Match Manual Review Not Match

Match Field	Record 1	Record 2
First Name	Geeno	
Email	geeno.walker@outlook.com	geeno.walker@yahoo.com
Address > Address...	123, Market Street	123-A, Market Street
Address > Address...	District 1	District One
Address > City	SF	SFO
Vehic...>...> Accou...	xxxx xxxx xxxx xxxx 1306	
Vehic...>...> Bank...	Bank of ABC	ABC Bank
About	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sem leo, luctus sit amet mi ut, feugiat lobortis.	

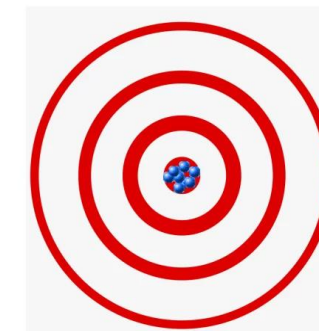
Keyboard Shortcuts

Action	Shortcut
Mark as Match	M
Mark as Manual Review	V
Mark as Not Match	N
Skip	K
Reset pair	R
Move to previous pair	←
Move to next pair	→

AI Model Evaluation: Accuracy, Precision Recall

90.9%	95.2%	90.9%
Precision	Recall	Accuracy

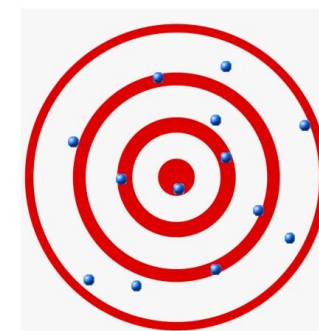
Metric	Definition	Formula
Accuracy	Percentage of correct predictions out of all the predictions made	$\frac{TP + TN}{TP + TN + FP + FN}$
Recall	Useful when when you do NOT want undermatching, when missing a match (FN) is costly. Percentage of true positives by all actual positives. It is crucial for scenarios like medical tests, checking watchlists etc.	$\frac{TP}{TP + FN}$
Precision	Useful when when you do NOT want overmatching, when a false match (FP) is costly. Percentage true positives by all predicted positives. It is crucial for scenarios like KYC, customer delivery etc.	$\frac{TP}{TP + FP}$



A: accurate and precise



B: precise, but not accurate



C: neither accurate nor precise



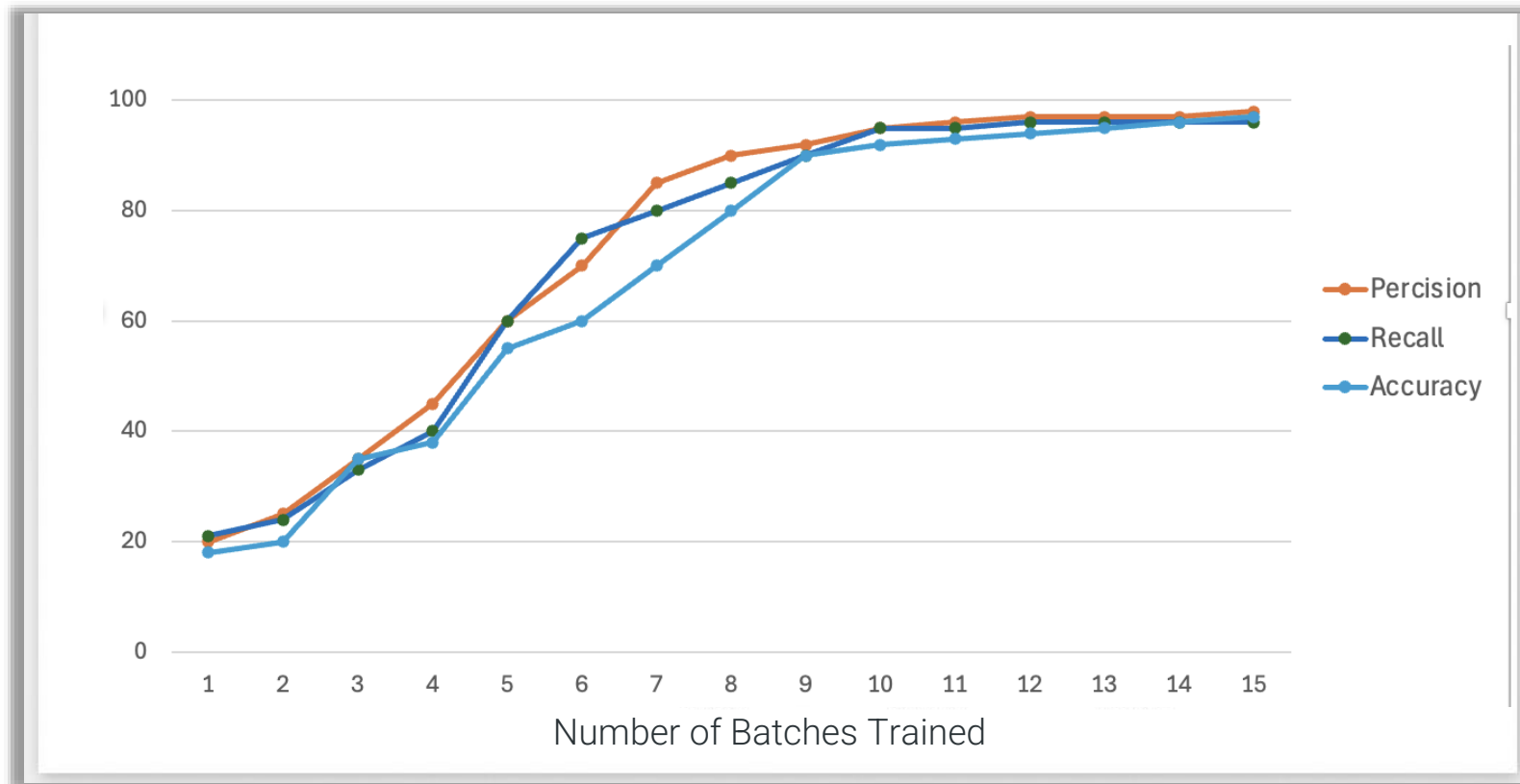
D: accurate, but not precise

TP: True positive
TN: True Negative

FP: False Positive
FN: False Negative

AI Model Evaluation: Learning Curve

Reflects how Precision, Recall and Accuracy of the AI model increases with each batch of training



Adaptive AI Match Enhancements

Reliability and Scalability



Performance

Dynamic resource allocation profiling and improved candidate selection



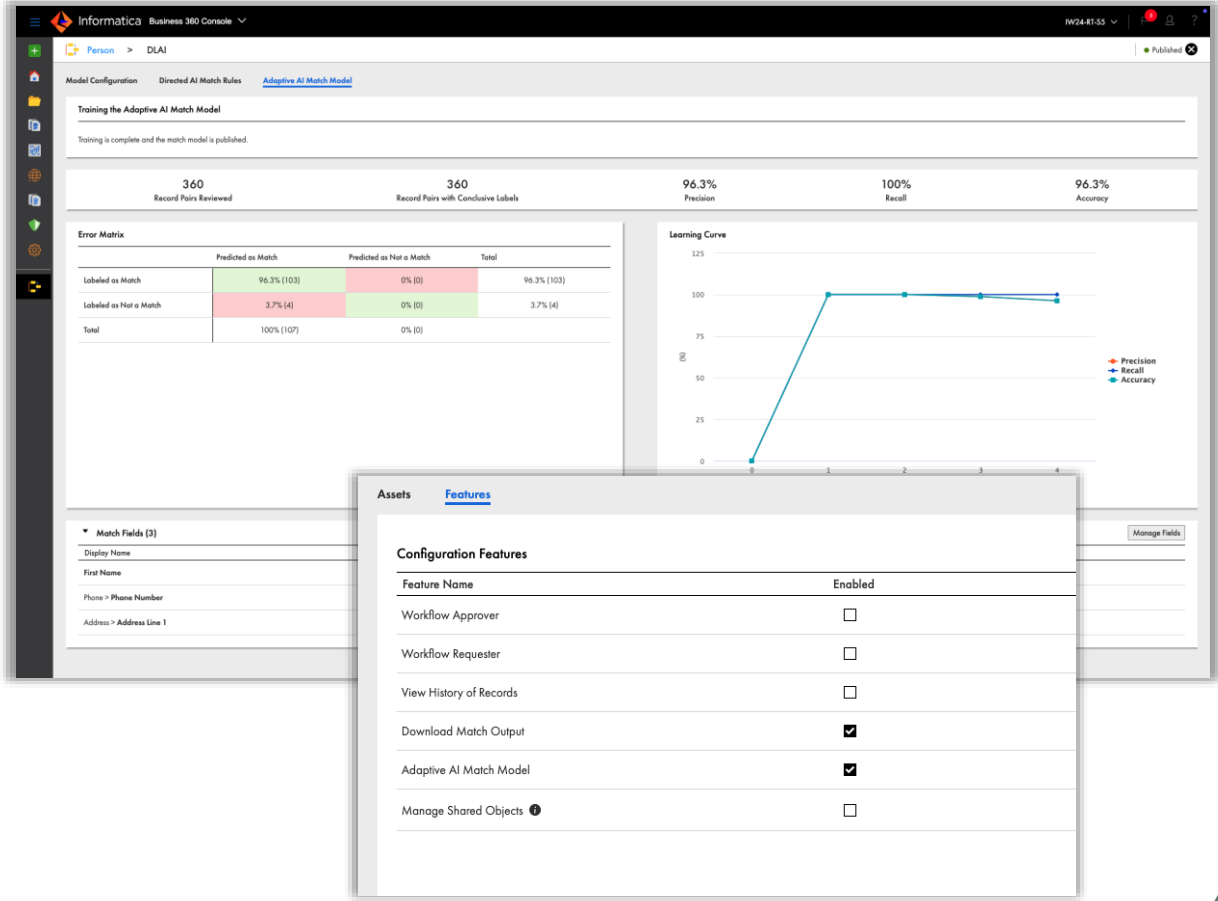
Match Model Quality

Uses all field types and data profiling for optimum algorithm selection



Security

Role-based access controls to match model training and setup screens



Search Match API V2

Matches on Masters & Improved Performance

	Search Match API V1	Search Match API V2
Logic	Does match on xrefs, and returns the master records corresponding to the matched xref	Does match on master and returns the matching master records
Performance	No change	35% perf increase (faster response time for API)
Index	Uses the match index of xrefs	<ol style="list-style-type: none">1. Create Mongo index for master records2. Run reindexing job to create match index on master (Use Reindexing master Job) For details pls refer the wiki on Mongo index.
Endpoint	<code>{{Pod_Url}}/match-ng-pair-gen/public/api/v1/searchmatch</code>	<code>{{Pod_Url}}/match-ng-pair-gen/public/api/v2/searchmatch</code>



Strategy & Roadmap

Where data & AI come to **LIFE**

Roadmap



AUTOMATION

CLAIRE Matching

- AI matching - human in the loop, incremental training & data sampling

CLAIRE Agents

- CLAIRE configuration agent
- CLAIRE driven lineage of source record
- CLAIRE powered Data Quality Insights & Master Data Governance
- CLAIRE for Reference data exploration
- CLAIRE for Automapping Crosswalks
- Product experience agent for single record update with PDF extraction
- MCP Server Tools for Agentic AI



ACCELERATION

Next Gen Stewardship Experience

- Export selected BE attributes in BUI search
- Tabular editing of records
- Reordering attributes for Ref360

NextGen Workflow Experience

- Assignment and Reassignment of Tasks
- Bulk operations on Task
- Filter and Sort Task and Entity Attributes
- Comments for Tasks

Operations

- ABAC on related entity records
- Ops Insights for Reference 360 code lists
- Zero down time for database / API / compute
- Tenant level backup and restore (IDMC)
- Filter on DQ rules / field values for egress
- Column level patch on Ingress operations



DIFFERENTIATION

Data Quality

- Unified configurable enrichment and validation framework (batch & real time, including masters)

Reference 360

- Custom roles RBAC support in Reference 360
- Purge data

Agentic PIM

- Multi Language looks ups for reference data for PIM
- Search facets for dynamic fields
- Increase dynamic field pool size to 10k
- Source & History UI include dynamic fields
- Preview image in field groups, dynamic fields and related records
- Mass creation of new relationships
- Support for rich text fields



VERTICALIZATION

Industry 360 Apps

- Securities 360 for Trusted & unified securities data mastering for investment decisions & regulatory compliance focused on equities and bonds

Ecosystems & Extensions

- MDM Extension for Microsoft Purview
- Product 360 extension for Digital Product Passport

Where data & AI come to

