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Navigating Data Quality Maturity: From Functional Self-Assessment to Automation, Agentic boost and Dashboards

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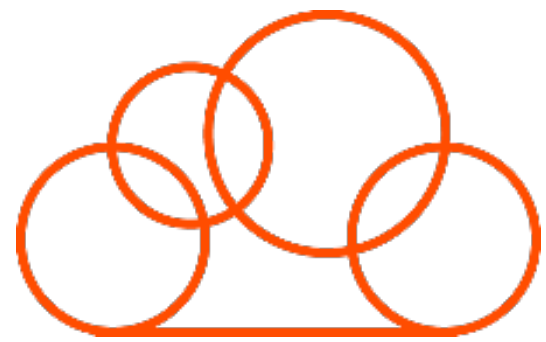
Rebecca South, Success Architect

Vivek Singh, Senior Success Guide

Housekeeping Tips



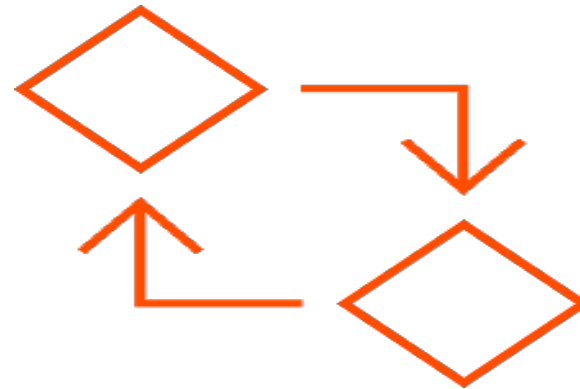
- Today's session is scheduled for **1 hour** and will feature a presentation followed by a Q&A session at the end.
- To ensure a smooth presentation without interruptions, all participants will be muted.
- Please submit your questions to "All Panelists" using the **Q&A panel**. We look forward to answering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



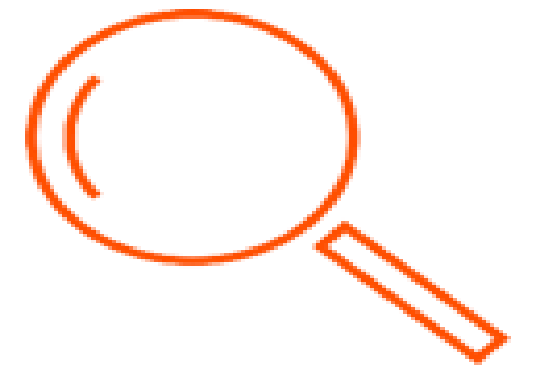
Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions

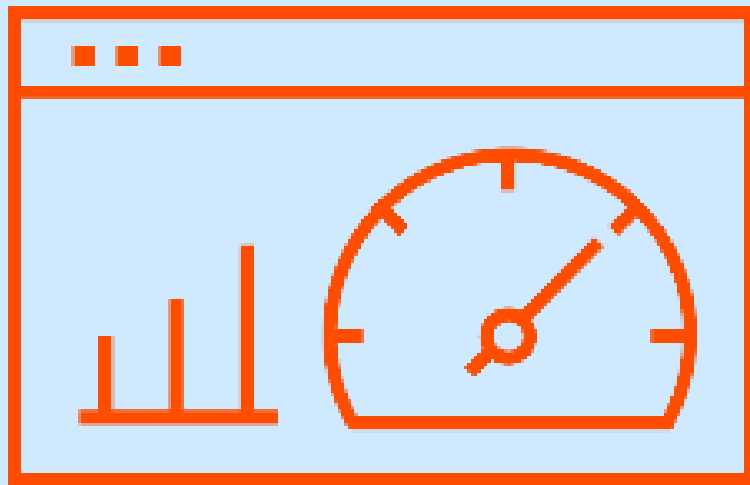


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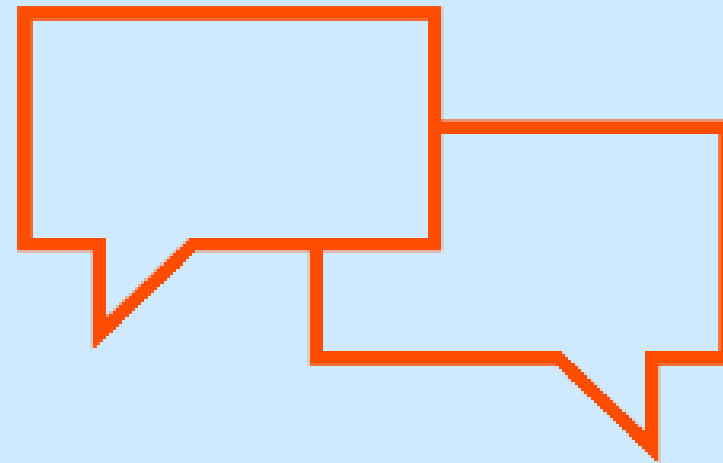
Tailored training and
content
recommendations

More Information



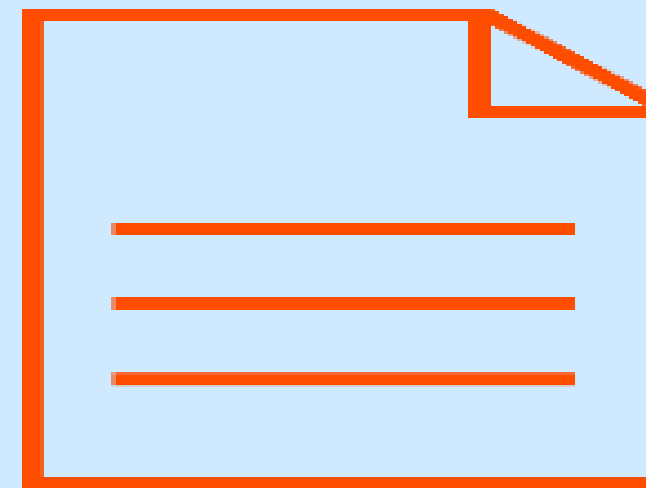
Success Portal

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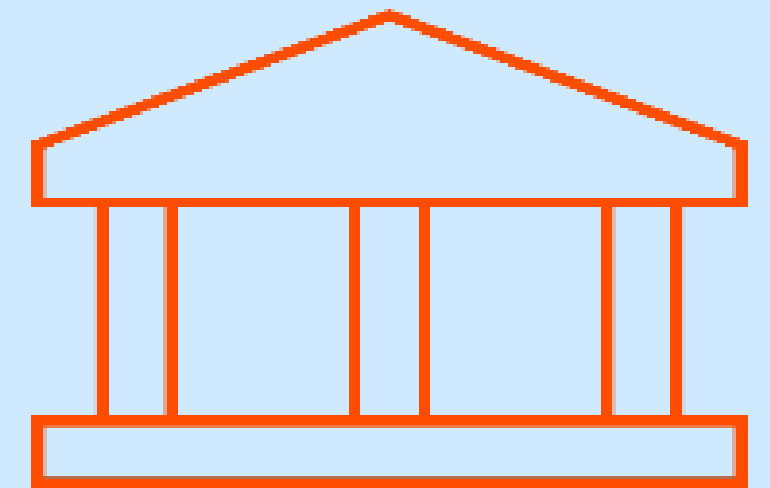
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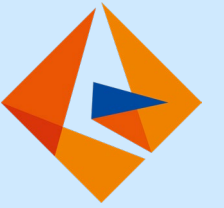
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Speakers



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Vivek Singh
Sr. Success Guide



Agenda

01 The Evolution of Data Trust

02 Self-Assessment: Diagnosing Your State

03 Strategic Scoping & Exclusion Mechanisms

04 Reactive vs. Proactive Quality

05 Intelligent Agents & Automation

06 Triggered Governance Workflows

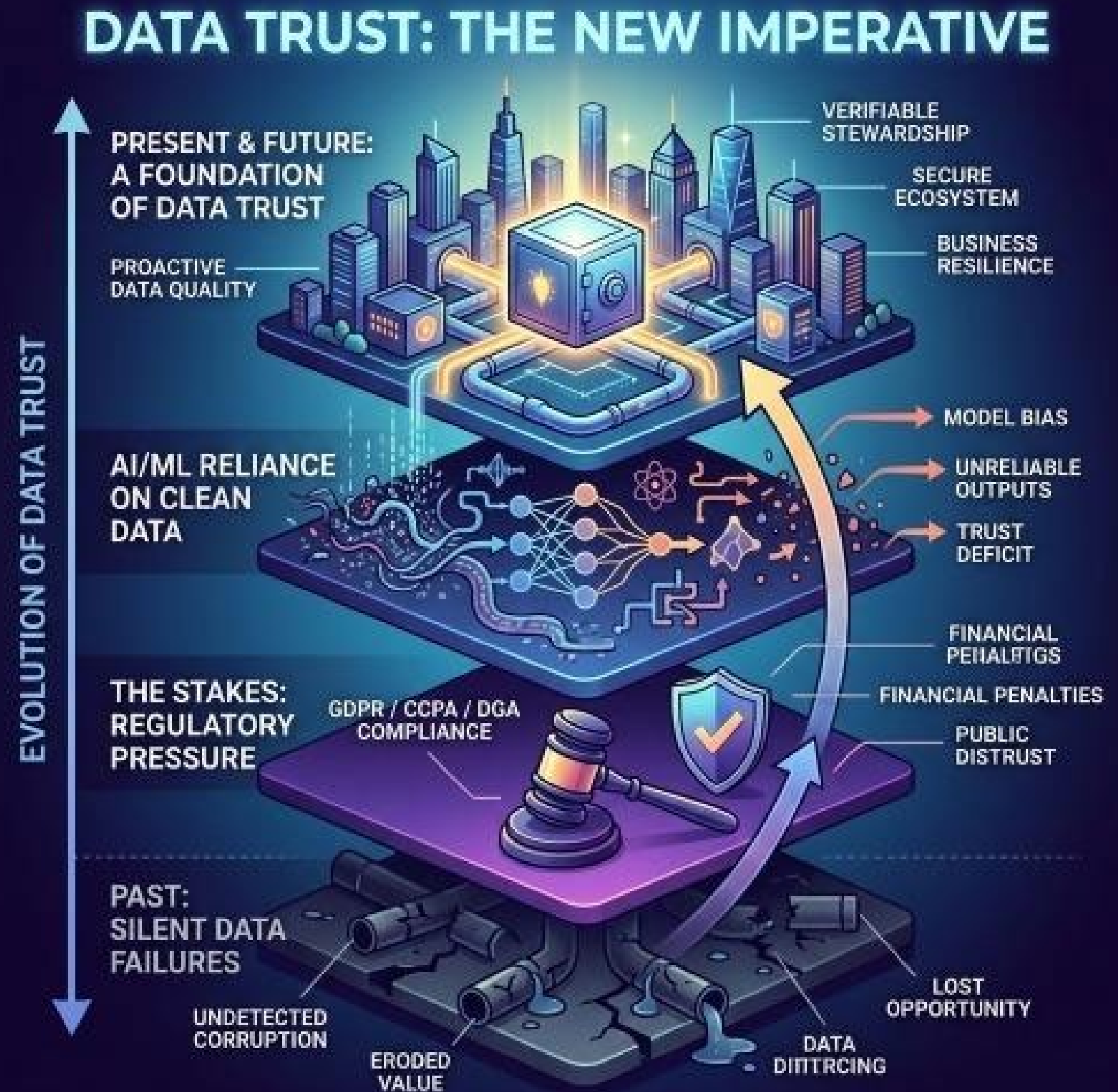
07 Integrating Quality with Dashboards

08 Demo

09 Q&A

The Evolution of Data Trust

The enterprise landscape has fundamentally shifted



What this session will help you decide

01

Assess



Identify the maturity stage that best reflects your scope, ownership, and operating constraints.

02

Prioritize



Focus the program on critical data and the business outcomes that depend on it.

03

Advance



Choose the next operating pattern and the Informatica capabilities that support it.

04

Demonstrate



Connect rule creation, governance context, exception handling, and visibility in one flow.

The next step should reduce a real bottleneck in people, process, or platform readiness.

Data Quality Has a Maturity Gap



Data quality programs stall when ambition outruns operating readiness

Common program pattern

- Measure everything
- Create rules in isolation
- Fix issues after delivery
- Report without ownership context

What mature execution changes

- Prioritize critical data elements
- Connect rules to governed assets and terms
- Place controls where intervention matters
- Route exceptions to accountable teams

Self-Assessment: Know Your Current State



Five stages of data quality maturity

1 Foundational

- Profile and discover
- Establish ownership
- Basic rules
- Manual scoring

2 Developing

- Define critical data
- Standardize rules
- Data quality jobs
- Rule libraries
- Issue tracking

3 Scaling

- Reuse templates
- Manage exceptions
- Exclusion filters
- In-flight guardrails
- Workflow automation

4 Optimizing

- Add proactive gates
- Expand visibility - external dashboards (API extracts)
- Auto rule generation

5 Agentic

- Quality assessment/ diagnosis
- Rule recommendation/ generation

Progression depends on repeatable ownership and workflow discipline, not feature volume.

A functional self-assessment for your current state

Dimension	Foundational / Developing	Scaling / Optimizing	Agentic readiness
Scope	Projects or departments	Critical data across domains	Policy-guided enterprise reuse
Ownership	Mostly IT-led	Shared with data stewards	Governance-led with clear approvals
Rules	Manual and local	Template-based rule automation and bulk application	Natural-language generation and review
Controls	Post-load detection	Exception workflows and gates	Adaptive recommendations and orchestration
Visibility	Technical scorecards	Governed dashboards	API-enabled insights and MCPs

Use the lowest-scoring dimension to set the next program priority.

Example assessment: customer master data

Dimension	Score	Stage	Assessment evidence
Scope	3	Scaling	Critical customer data spans sales, service, and finance. Some regions remain outside scope.
Ownership	2	Developing	Data stewards are named, but IT still makes most quality decisions.
Rules	4	Optimizing	Teams reuse rule templates and apply several controls within data pipelines.
Controls	3	Scaling	Exception workflows assign failed records. Proactive gates cover only high-risk processes.
Visibility	2	Developing	Technical dashboards exist, but business leaders lack outcome-focused reporting.

Practical stage: Developing. Ownership and visibility set the next program priority.

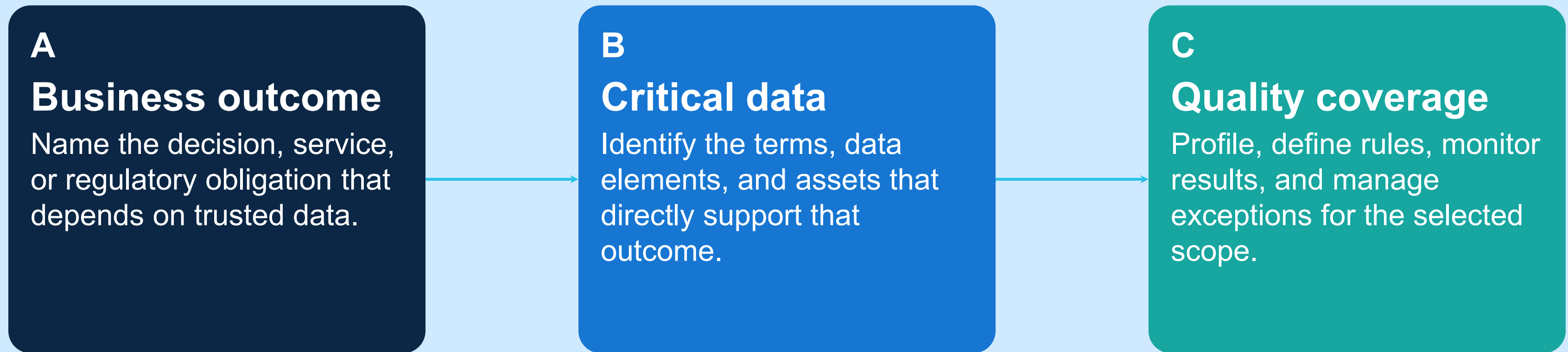
Action plan addresses the lowest scores first

Priority	Dimension	Score	Recommended action
1	Ownership	2	Define decision rights for data owners and stewards in each region.
2	Visibility	2	Create business-facing views for coverage, exception severity, and resolution time.
3	Scope	3	Connect quality rules and results to critical governed assets and glossary terms in CDGC.
4	Controls	3	Expand proactive controls after ownership and escalation processes operate consistently.
5	Rules	4	Introduce broader AI-assisted rule generation after review and approval controls are established.

Sequence: repair stage 2 gaps, reinforce stage 3 practices, then extend stage 4 automation.

Strategic Scoping: Focus First

Strategic scope starts with critical data



Exclusion mechanisms protect compute capacity and keep stewardship attention on consequential data.

Exclusion Mechanisms Protect ROI



Prioritize critical assets; contain compute costs

What to include

- Business-critical domains
- Regulated data (PII, financial)
- Data feeding key reports & ML
- Assets with defined SLAs

What to exclude (initially)

- Archive / cold storage
- Aged-out / inactive records
- Redundant staging tables
- Low-lineage assets
- Dev/test environments

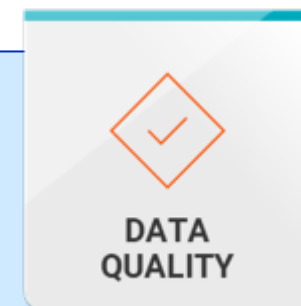
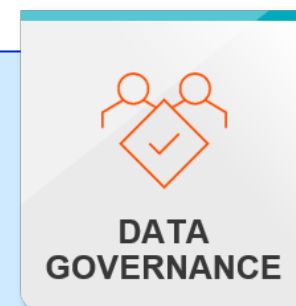
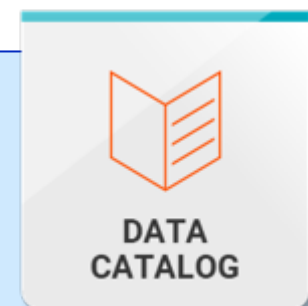
Reactive vs. Proactive Quality:

Downstream Analysis vs. In-Flight Gates

Reactive / Downstream

- Profile after ingestion
- Score and alert post-load
- Fix at the consumption layer
- Lower implementation barrier
- Right for Foundational tier

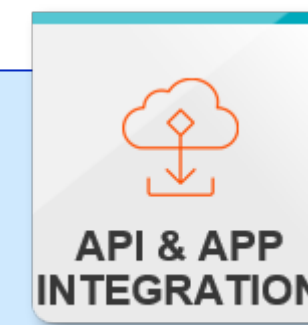
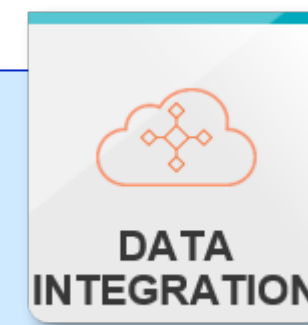
When to use: Early programs, limited pipeline access



Proactive / In-Flight

- Validate at ingestion point
- Reject or quarantine bad records
- DQ rules embedded in pipelines
- Requires catalog–pipeline integration
- Right for Scaling/Optimizing tier

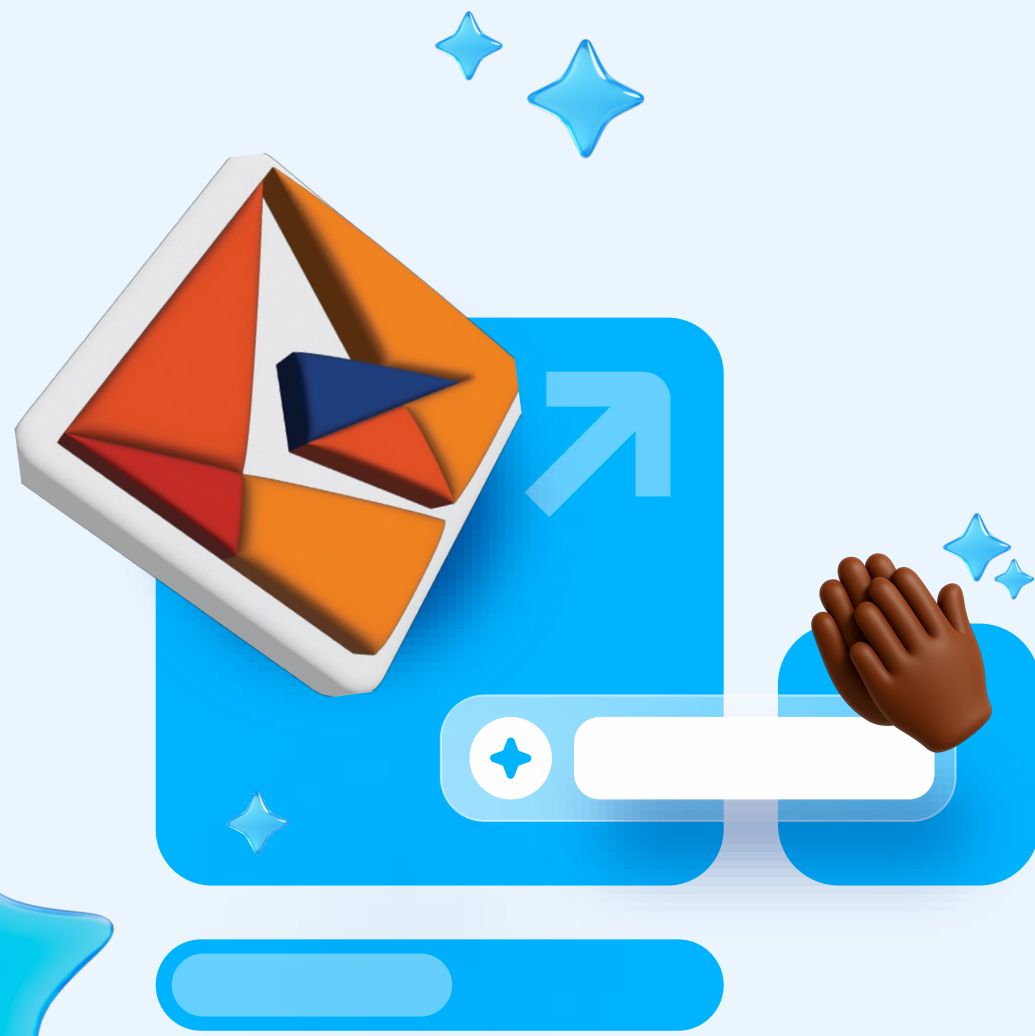
When to use: Mature programs with defined SLAs



Two valid approaches — different maturity requirements

Next-Gen Enterprise Data Quality

AI Agents, Automation, Scaled Execution, Remediation & Open Consumption (Native & Headless MCP)



CLAIRE GPT Agents Change the Model



Autonomous rule generation — governed by humans

What agents do

- Analyze asset metadata & samples
- Propose DQ rules in natural language
- Generate executable rule logic
- Sync approved rules to catalog
- Flag anomalies without manual setup

Pre-requisite: Connected catalog + profiling baseline

What humans still own

- Rule approval & rejection
- Threshold calibration
- Business context & definitions
- Escalation policy design
- Final governance sign-off

Result: Stewards focus on judgment, not repetitive rule-writing

Data Quality Agent Skills

Autonomous intelligence to achieve enterprise data quality goals



SKILL 01
Assessment

Analyzes assets by **quality scores, statuses, and custom criteria**; performs on-demand data profiling and detects outliers.



SKILL 02
Diagnosis

Diagnoses asset data quality in depth to extract **root-cause insights** and evaluate operational health across data pipelines.



SKILL 03
Rule Recommendation

Recommends quality rules for **unassociated assets**; accept recommendations to detect failures and maintain high standards.



SKILL 04
Rule Generation

Extracts business logic from **natural language prompts, sample data, uploaded files, or catalogs** into DQ rule specifications.

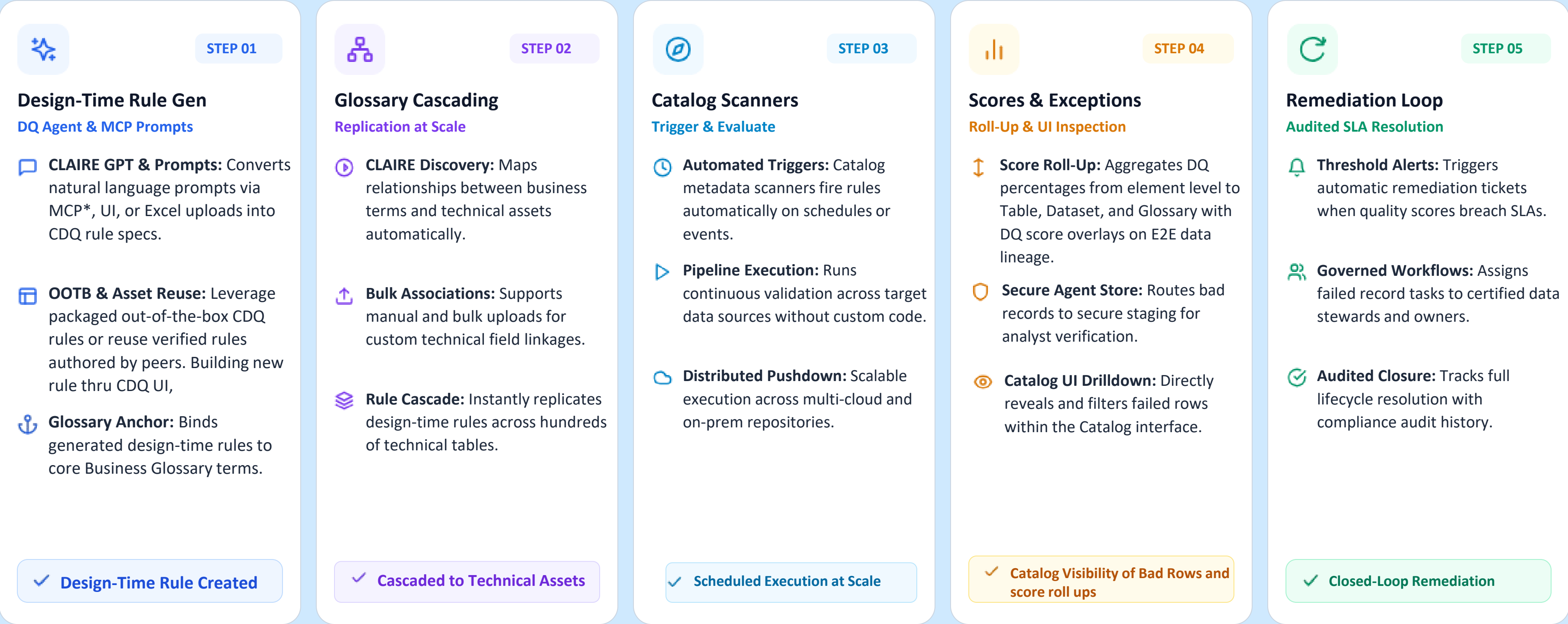


SKILL 05
Cleanse

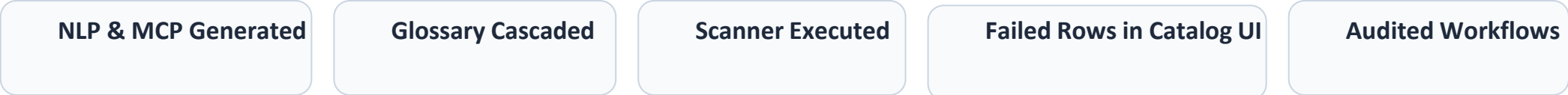
Generates **cleansed and remediated data** directly from uploaded files or datasets specified from your enterprise catalog.

Data Quality Agentic Automation to Remediation at Scale

From NLP & MCP design-time authoring to automated scanning, roll-up, and audited issue resolution



*Note: Data Quality Agent MCP for automated rule generation is planned for October release.



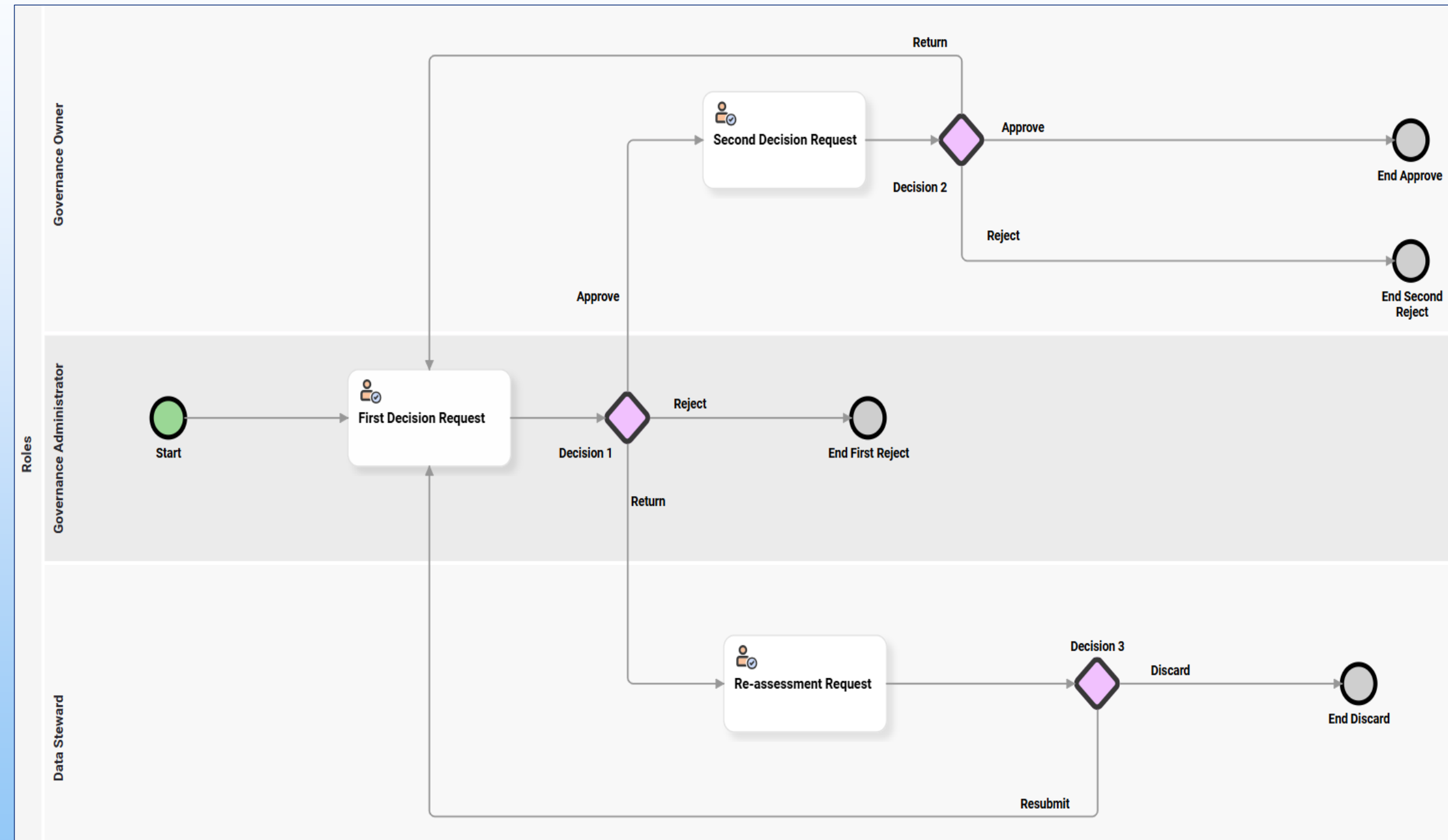
Exception Workflows Automate Fixes

Every failed rule triggers a defined governance action



- **Trigger:** DQ score drops below threshold
- **Classify:** Severity mapped to business impact tier
- **Route:** Auto-assign to data owner in catalog
- **Track:** Issue logged with lineage context
- **Escalate:** SLA breach triggers next-tier owner
- **Resolve:** Fix validated against original rule
- **Audit:** Full trail stored for compliance review

IDMC workflow engine handles routing — no custom code required



Data Quality Dashboarding & Visualization

One governed engine delivered across Catalog UI, BI tools, and Conversational MCPs



OPTION 01

Native Catalog Dashboards

Hierarchical Roll-Up & Bad Data Drill-Down

- Hierarchical Aggregation:** Automatically rolls up scores from Column → Dataset → Policy and Line of Business.
- Multi-Dimensional Views:** Dashboards slice scores by dimensions, custom domains, or governed data sources.
- Failed-Row Inspection:** Drill directly into rule instances to visually inspect raw bad data and outliers.

✓ In-Catalog Governance Context



OPTION 02

Enterprise BI & Reporting

Tableau, Power BI & Looker via REST APIs

- API-First Extraction:** Comprehensive REST APIs export raw scores, asset roll-ups, and catalog attributes.
- Wider Stakeholder Reach:** Bridges DQ metrics directly to business leaders in familiar corporate tools.
- Cross-Domain Blending:** Correlate quality scores with financial, operational, and customer business metrics.

✓ Enterprise BI Democratization



OPTION 03

Conversational & Agentic

CLAIRE GPT, CDGC AI Search, Hosted & Custom MCPs

- Native In-Platform Conversational Search:** Business-user conversational interaction directly within CLAIRE GPT UI and CDGC AI Search, enabling natural-language DQ queries, anomaly diagnosis, and score exploration natively inside Informatica UIs.
- Turn-Key Hosted MCPs (BYOM):** Headless, decoupled DQ consumption via Informatica-hosted MCP servers instantly connecting frontier or hosted AI models like Claude, OpenAI, Llama etc. with zero backend infrastructure setup for MCPs.
- Extensible Custom MCPs (BYOM):** Open API-driven headless extension—enabling enterprise engineering teams to build, host, and run proprietary MCP servers that connect LLMs or private chatbots directly to Informatica’s Catalog and DQ foundation.

✓ Democratized & Agentic Intelligence

One Authoritative DQ Engine — Consumed Wherever Teams Operate

Technical → Business Roll-Up

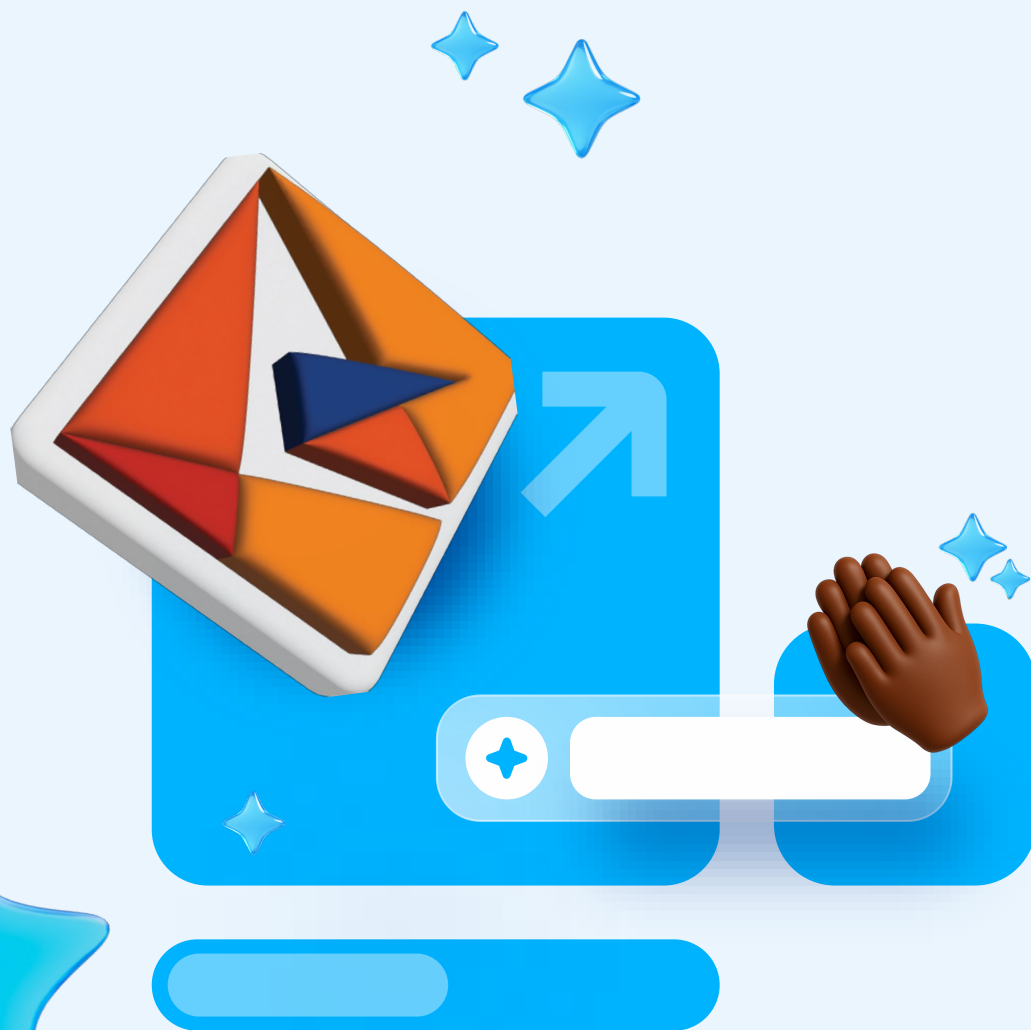
Failed Row Drilldown

REST API Exports

Conversational & CDGC AI Search

Demo

DQ Agent, DQ Automation, Exception Handling,
DQ Remediation, and DQ Monitoring in Action





Q&A