



22 Sep 2026

Redefining MDM and Data Governance: Embracing AI to Future-Proof Your Organization's Data Strategy

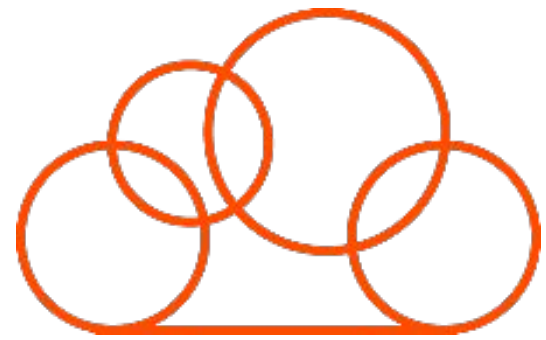
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Housekeeping Tips



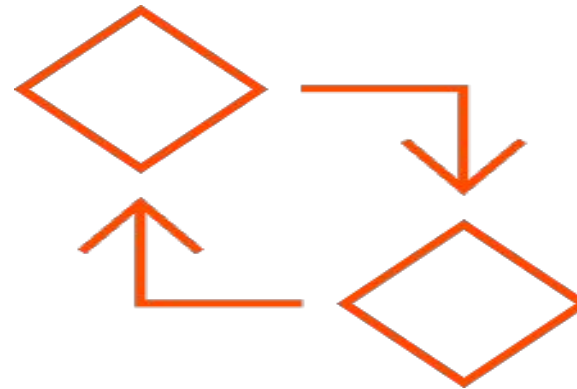
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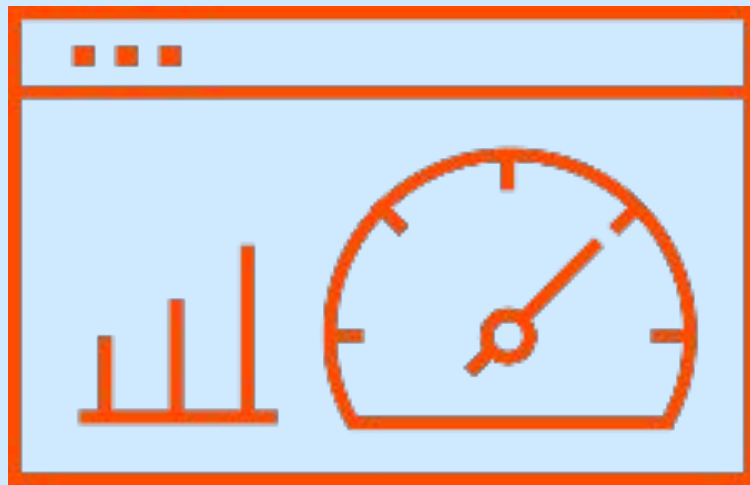


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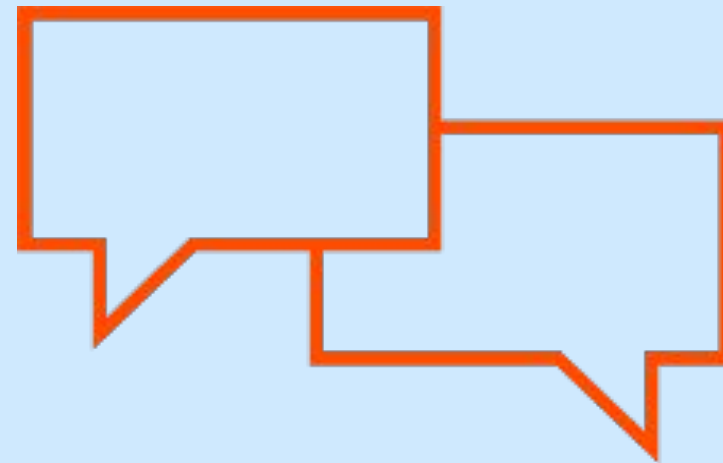
Tailored training and
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More Information



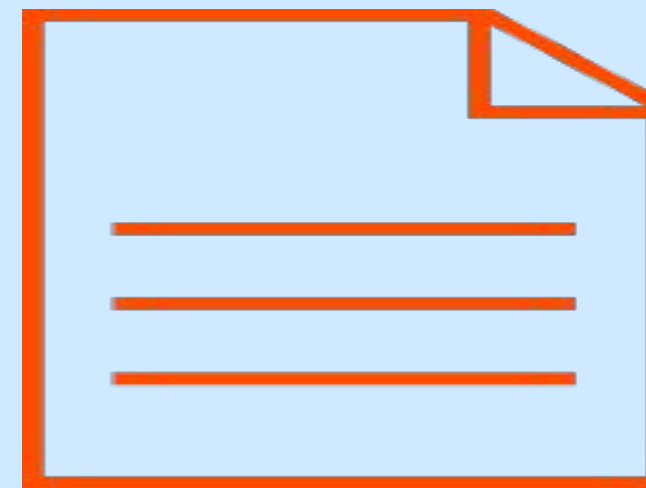
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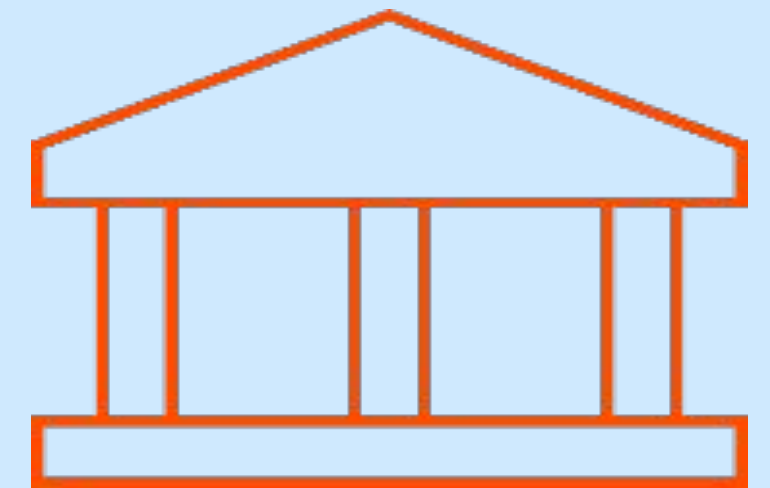
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Introduction





Master Data Management

Senior Solution Architect,
Professional Services



Data Governance

Senior Solution Architect,
Professional Services

Redefining MDM and Data Governance



As organisations navigate an increasingly complex data environment, the integration of Artificial Intelligence into Master Data Management (MDM) and Data Governance is no longer optional—it's essential. AI is revolutionizing how data is managed, governed, and leveraged, enabling more intelligent, automated, and scalable processes that drive business value.

01

Role Impact

Explore the profound impact AI has on the roles and responsibilities within MDM and Data Governance teams

02

Capability Gaps

Identify the critical capability gaps that must be addressed to ensure your teams can effectively collaborate with AI tools

03

Actionable Roadmap

Define a clear and actionable roadmap for evolving your governance frameworks to support AI-managed data pipelines

04

Feature Evaluation

Critically evaluate the latest AI features embedded in MDM & DG platforms, such as match/merge automation and agentic workflows

05

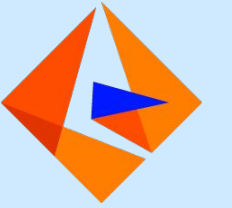
Stakeholder Trust

Equip you to lead meaningful conversations with stakeholders and leadership about AI adoption implications on data trust and compliance

Embracing Tomorrow's Data Strategy Today

By understanding and embracing these changes, your organisation can not only keep pace with innovation but also build a resilient, future-proof data strategy that maximizes the value of your data assets.

AI is ready. Your data probably isn't.



Four things are true right now that weren't true two years ago:



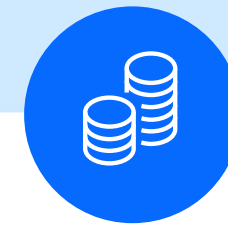
#1

**Metadata
is the new
foundation**



#2

**Agents need
context,
not just data**



#3

**The cost of bad
data just got
much higher**



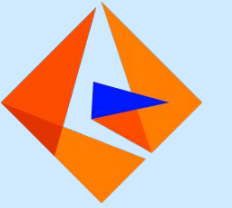
#4

**Governance
is no longer
optional**

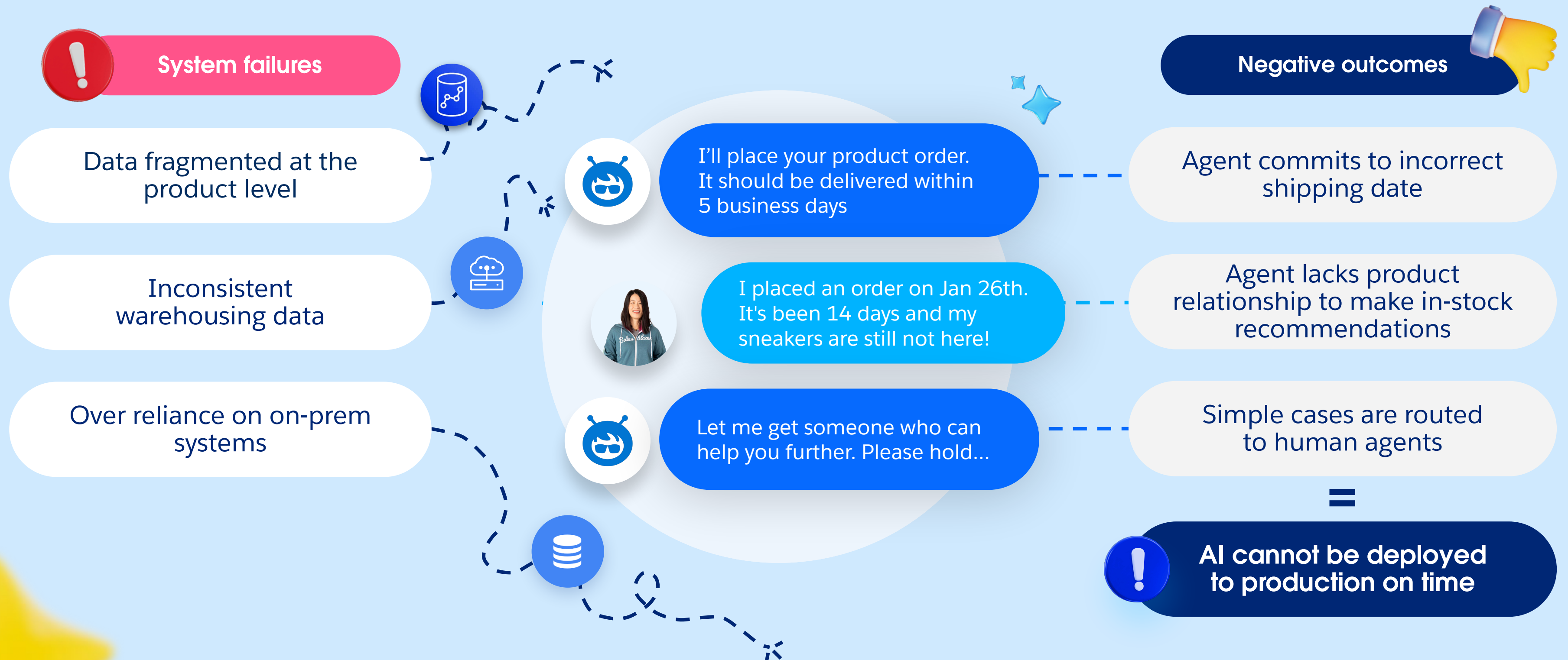


**Most data architectures were built for reporting.
They were never designed to power agents.
That gap is exactly what we solve.**

Incorrect data leads to agent errors



Agents don't make it past testing due fragmented and inconsistent data





The Shifting MDM Landscape



The Shifting MDM Landscape



AI is transforming MDM – from static, rules-based processes into dynamic, intelligent, real-time data management.

AI-Enhanced Match/Merge

Learns from patterns and anomalies to boost match accuracy and cut manual intervention.

Key Outcome: Fewer duplicate records, less manual review

AI-Driven Survivorship

Dynamically selects the most reliable attributes for a single source of truth, weighing source reliability, recency, and completeness.

Key Outcome: Always-current, trusted master data

Relationship Discovery

Surfaces complex, hidden relationships between entities for richer insight and more accurate models.

Key Outcome: Deeper context for downstream analytics

Automated Golden Records

Continuously integrates multiple sources in real time, resolving conflicts automatically to keep master data current.

Key Outcome: One reliable record, always up to date

Real-Time Resolution

Agent-driven workflows replace batch processing, resolving conflicts as they occur.

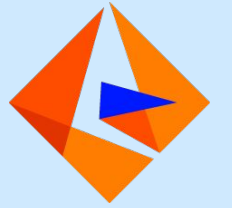
Key Outcome: Fresher data, faster decisions

Headless MDM

Decouples data management from the UI, delivering trusted master data via APIs to any system.

Key Outcome: Flexible, scalable integration across the enterprise

Mastering the Match



The value of merging records



Match Intelligence

Active Learning builds custom ML models from intuitive UI labels in 1–3 hours. AI-driven precision eliminates black-box guesswork and manual rule tuning.



Trust & Explainability

Full mathematical certainty via Shapley values. Detailed dashboards score the exact positive or negative contribution of every field for 100% transparent audits.



Data Stewardship

Business experts own data quality decisions, not IT. Interface features direct manual trust overrides at field-level and intuitive workflow routing.



Lineage & Tracking

A flawless, immutable paper trail built directly into architecture. Records cycle from dirty to indexed, matched, and consolidated with active audit trails.



Zero-Loss Merging

Deduplication is permanent but safe. Original source rows are preserved as XREFs. Golden records recalculate on-the-fly with instant, one-click unmerge.

How AI is Transforming Core MDM & DG Capabilities



AI-Enhanced Match / Merge

- Probabilistic & ML-based entity resolution replaces brittle deterministic rules
- Learns from historical match decisions – confidence scores improve with every cycle
- Handles fuzzy, phonetic & semantic similarity across names, addresses, IDs
- Detects near-duplicate records across heterogeneous source systems at scale

KEY OUTCOME: Up to 40% improvement in match precision over rule-based systems

Survivorship Powered by AI

- Replaces static 'most recent wins' rules with dynamic, attribute-level confidence scoring
- Weights source reliability, recency, completeness & domain context per attribute
- Adapts survivorship logic as data landscapes and source quality evolve over time
- Exception workflows escalate low-confidence survivorship decisions to stewards

KEY OUTCOME: Single trusted source of truth, dynamically maintained

Other Core AI Capabilities

Relationship Management

Graph-based AI maps hierarchies and hidden relationships, enriching knowledge graphs.

KEY OUTCOME: Richer data models.

Golden Record Creation

Automates multi-source fusion with intelligent conflict resolution and audit lineage.

KEY OUTCOME: Always-current master data.

AI-Driven Data Quality

Real-time anomaly detection with automated remediation workflows and quality scoring.

KEY OUTCOME: Proactive data quality.

OVERALL DG IMPACT: Consistently higher data fidelity with near-zero latency

From Batch Processing to Real-Time, Agent-Driven Data Resolution



Dimension	Traditional Batch MDM		AI / Real-Time MDM
Processing Trigger	Scheduled overnight or weekly runs	→	Continuous, event-triggered processing
Conflict Resolution	Reactive – errors fixed in next batch	→	Proactive – resolved at point of change
Data Latency	Hours to days behind source systems	→	Near-zero (milliseconds to seconds)
Rule Maintenance	Manual authoring, tuning & versioning	→	Self-learning AI agents, auto-calibrating
Scalability	Constrained by nightly batch window	→	Elastic – scales dynamically with volume
Stewardship Model	High-volume manual exception queues	→	AI-curated exceptions only (low noise)
Audit & Lineage	Point-in-time snapshots	→	Continuous lineage, full event history
Error Recovery	Re-run full batch on failure	→	Targeted micro-reprocessing per record
Data Freshness SLA	T+1 day typical	→	T+seconds achievable

60%

reduction in manual stewardship effort

3x

faster data resolution vs. batch cycles

T+secs

data freshness SLA vs. T+1 day batch

100%

conflict auditability with event lineage

Headless Data Management: What It Means & Why It Matters



Headless MDM decouples data management logic from presentation layers – exposing match, merge, survivorship, quality and golden record services as API-first capabilities consumable by any downstream system, AI agent or application.

Architecture & Design Principles

Core Concept

MDM functions run as independent microservices. They hold no UI state, receive data events via APIs or streams, and return trusted, governed master data to any caller – human app or machine agent alike.

Key Design Principles

- **API-First:** All MDM capabilities exposed via REST, GraphQL or event streams
- **UI Decoupled:** No embedded UI – presentation consumed by separate front-end layer
- **Event-Driven:** Reacts to data change events (CDC, Kafka) in real time
- **Stateless & Policy-Enforced:** Independently deployable services with central governance

Reference Architecture (Top → Bottom)

Consumers: CRM · ERP · Analytics · Mobile · AI Agents · Partner APIs

API Gateway: REST / GraphQL / Kafka event streams / Webhooks

MDM Services: Match · Merge · Survivorship · Quality · Golden Record

Data Fabric: Cloud DW · Data Lake · Operational DBs · CDC connectors

Why It Matters For Enterprise

Flexibility

Any application or microservice consumes trusted master data via standardized API – no vendor lock-in.

Scalability

MDM compute scales independently of UI – handles peak data volumes without scaling the entire stack.

Integration Speed

New systems onboard in days not months – no bespoke UI integration required, just API auth.

AI & Agent Readiness

LLM agents and AI workflows call MDM services natively – no human screen-scraping needed.

Governance at Scale

Data policies, quality rules and lineage enforced centrally – propagated automatically to consumers.

Resilience

UI or front-end outages do not impact MDM processing – data resolution continues uninterrupted.

How AI is Transforming Core MDM & Data Governance Capabilities



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-
- **KEY OUTCOME:** Single trusted source of truth, dynamically maintained

Relationship Management

- Graph-based AI maps entity hierarchies, cross-domain & hidden relationships
 - Enriches knowledge graphs: customer ↔ household ↔ organization ↔ product
 - Identifies duplicate relationship paths and circular dependencies
-
- **KEY OUTCOME:** Richer, more accurate data models for downstream analytics

Golden Record Creation

- Automates multi-source fusion and real-time golden record assembly
 - Conflict resolution engine handles contradictory attribute values intelligently
 - Full version history & data lineage preserved for audit and compliance
-
- **KEY OUTCOME:** Always-current, trusted master data

AI-Driven Data Quality

- Real-time anomaly detection flags quality issues at point of ingestion
 - Automated remediation for common issues; exceptions routed to stewards
 - Quality scoring per record, domain & source with trend dashboard
-
- **KEY OUTCOME:** Proactive quality management instead of reactive fixes

The Shifting MDM Landscape



Why It Matters for Enterprise Architecture

Agility & Scalability

Enables agility and scalability by supporting real-time data flows and decentralized data stewardship.

Intelligent Automation

Supports complex, multi-domain data environments with intelligent automation.

Continuous Governance

Enhances data quality, trust, and compliance through continuous, AI-driven governance.

Strategic Asset Focus

Positions organisations to leverage data as a strategic asset in an increasingly digital and interconnected world.



Journey Towards a Trusted Agentic Enterprise



Here's what it takes to build an agentic enterprise

salesforce



And the jobs to be done for an agentic enterprise not only multiply, but also get harder

- More Agents to Manage
- More Data to Connect To
- More Systems to Integrate
- More Policies to Govern
- More Context to Maintain
- More Interactions to Monitor

AI-Augmented & AI-Native Data Governance



Integrating Artificial Intelligence into data governance frameworks offers powerful opportunities to enhance data quality, compliance, and operational efficiency—**without compromising control**.

Seamless Integration & Control

AI can be embedded within existing governance frameworks to automate routine tasks while preserving human oversight and adherence to regulatory requirements. Clear policies and guardrails ensure AI operates within defined boundaries

Policy Enforcement at Scale

AI systems can continuously monitor data assets across the enterprise, automatically flagging anomalies, inconsistencies, or policy violations in real time. Automated remediation workflows can address common data quality issues promptly, reducing risk.

Balancing Automation & Accountability

While AI can handle many governance tasks, accountability remains critical. Organisations must define clear roles and responsibilities for oversight, including who reviews AI decisions, manages exceptions, and ensures compliance.

Responsibility & Resolution

Responsibility ultimately lies with the organisation and designated data governance leaders. Establishing governance frameworks that include AI audit trails, explainability, and escalation protocols ensures errors are detected and corrected promptly

Considerations



As AI becomes central to data management, organisations must proactively prepare to harness its full potential while maintaining control and trust.

Skills and Capabilities Your Team Needs to Develop Now:



AI Literacy

For data professionals to understand AI-driven tools, algorithms, and automated workflows.



AI Governance

Expertise in AI model & operational data governance, including monitoring, validation, and ethical considerations.



Data Stewardship

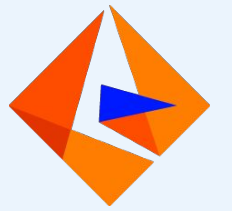
Advanced skills focused on training data curation, high-fidelity labeling, and exception management.



Change Leadership

Change management and communication skills to lead enterprise-wide AI adoption initiatives.

Benefits: what the transition unlocks



Compounding returns



Traditional value

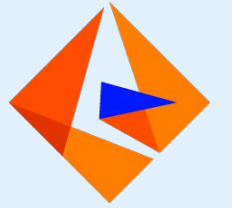
- Improved trust
- Better compliance
- Reusable data
- Reduced duplication
- Stabilized cost



Agentic value

- Governance that scales without linear headcount
- Faster, safer decisions
- Consistent, always-on compliance
- Experts freed for higher-value work
- Trusted foundation for AI

Implications: new risks and new controls



Higher speed, higher stakes



Traditional risk

- Human error & inconsistency
- Slow manual compliance
- Access creep
- Point-in-time audit evidence
- Bounded, predictable scale



Agentic risk

- Autonomous action at scale
- Non-human identity sprawl
- Model & prompt risk
- Explainability & accountability
- Always-on audit & regulatory scrutiny

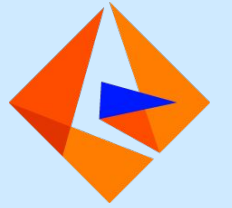


Preparing Your Organisation for the Agentic Enterprise



Today's governance is human-led

Sponsors and a steering committee set direction



Data Governance Office / CoE

- Enterprise Data Governance Lead
- Program coordinator & analysts
- Enterprise data stewards
- Sets policy, standards & glossary



Business Units

- Data owners & domain champions
- Business data stewards
- Proactive data management
- Data quality monitoring



Information Technology

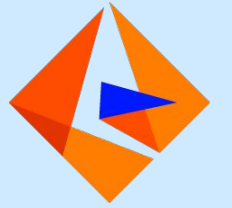
- Enterprise data architect
- Technical data steward / DevOps
- Role-based access control
- Integrates enabling technology

At a glance: Traditional vs. Agentic



Dimension	Traditional	Agentic Enterprise
 Roles	Data stewards & owners	Agent stewards & AI Governance Officer
 Tasks	Manual stewardship	Supervised autonomy
 Insights	Scheduled, backward-looking reports	Live, machine-scale intelligence
 Implications	Human error, slow compliance	Autonomous action, model & identity risk
 Benefits	Trust, compliance, reuse	Scale without linear headcount
 Opportunities	Tighten & mature the CoE	Lead with agent governance

Roles: from custodians to agent stewards



Roles elevate – they don't disappear



Traditional

- Data Governance Lead sets policy
- Data owners accountable for domains
- Business & technical data stewards
- Data custodians manage storage
- IT enforces role-based access



Agentic Enterprise

- Chief Agent / AI Governance Officer owns the agent estate
- Agent Stewards curate, certify & retire agents
- Human-in-the-loop reviewers for high-risk actions
- Data owners own agent access to their domain
- Agents as "digital colleagues" with identities & scopes

Tasks: from manual to supervised



The task mix flips



Traditional tasks

- Manual data-quality monitoring
- Hand-maintained glossary & catalog
- Periodic access reviews
- Ticket-based change requests
- Spreadsheet-driven remediation



Agentic Enterprise

- Agents monitor & fix quality continuously
- Auto-generated lineage & metadata
- Real-time entitlement enforcement
- Policy-as-code guardrails
- Humans set intent, approve exceptions & audit



**Govern agents the way we
learned to govern data —
with clear ownership,
continuous controls, and
trusted foundations.**

DG Operating Model: Today vs Future State



Governance shifts from periodic forums to continuous, agent-monitored policy enforcement.

Current Roles	What Changes	New Roles Required
Chief Data Officer strategy & accountability Data Governance Manager policy & process ownership Data Domain Owner domain-level accountability Data Steward compliance & issue resolution Data Architect lineage, metadata & standards Compliance Analyst regulatory reporting & audit	Governance Manager becomes AI policy designer for agents Stewards shift from manual checking to agent oversight Domain Owners gain real-time compliance dashboards Lineage & glossary management becomes agent-assisted Compliance Analyst focuses on agent audit outputs New Chief AI Governance Officer role created at C-suite	AI Governance Analyst immediate integration need Policy Automation Lead execution & systems ownership Chief AI Governance Officer executive program oversight Agent Compliance Reviewer supporting role Data Ethics Researcher supporting role Cross-Domain AI Governance Council established framework

Redefining the Data Steward Role



Task	Traditional Approach	With Agentic AI
Policy Enforcement	Manual compliance spot-checks; quarterly audits	Agents continuously monitor data usage against policies; instant alerts and auto-remediation
Data Lineage Tracking	Manually documented in spreadsheets or wiki pages	Agents auto-capture and update end-to-end lineage in real-time as data moves
Glossary Management	Periodic reviews by governance team; low adoption	Agents suggest and link glossary terms to datasets automatically; usage tracked continuously
Access Control Reviews	Manual, periodic certification cycles; slow and error-prone	Agents flag unused access, suggest revocations and enforce time-limited permissions
Compliance Reporting	Labour-intensive manual extraction and report build	Agents generate compliance dashboards continuously; humans review and certify outputs
Issue Resolution	Issues raised via tickets and prioritised manually	Agents triage, classify and route governance issues; humans resolve root causes only



Real-World Examples and Emerging Patterns



5. Real-World Examples and Emerging Patterns



What "AI-Ready" Data Governance Looks Like in Practice:

01

Model Validation & Monitoring

Governance frameworks that incorporate AI model validation, monitoring, and accountability.

02

Human-in-the-Loop Oversight

Defined roles for AI oversight, including data stewards as human-in-the-loop agents.

03

Ethical Policies & Compliance

Policies addressing data ethics, bias mitigation, and compliance tailored to AI-driven processes.

04

Continuous Feedback Loops

Continuous feedback loops between AI systems and governance teams to adapt and improve over time.

05

Robust Metadata Management

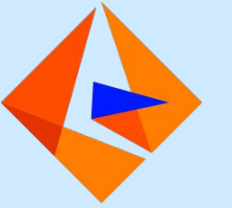
Robust metadata management capturing AI decision logic and data lineage for transparency.



Conclusions



Where to start: a pragmatic path



1 . Assess — know your estate

Inventory agents and data; map each to owners and policies.

2 . Extend — build the board

Adapt the CoE / CoP into an agent governance board; define agent-steward roles.

3 . Automate — codify controls

Codify policies as guardrails and deploy continuous monitoring.

4 . Scale — expand & register

Roll out an agent registry and lifecycle; expand to self-governing domains.

Preparing Your Organisation for the Agentic Enterprise



Change Management: Getting Buy-In from Leadership and Data Consumers



Clear Communication

Clear communication of AI benefits and impact on data quality and decision-making.



Stakeholder Trust

Inclusive stakeholder engagement to address active concerns and build long-term organisational trust.



Upskilling Teams

Targeted training programs to effectively upskill teams and transition smoothly to AI-first workflows.



Success Metrics

Establishing metrics and tracking success stories to demonstrate initial value and sustain business momentum.

By focusing on these areas, your organisation can build a strong foundation to thrive in the AI-first data era, turning AI-driven data management into a strategic advantage.

The Path Forward: Redefining Your Data Strategy



Key Takeaways & Short-Term Actions for Immediate Impact



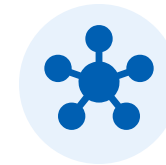
1. AI Requires a Foundation

Successful AI adoption depends on structured MDM, data quality, and intentional governance – not just tool deployment.



2. Human-in-the-Loop is Mandatory

Full reliance on AI is high-risk. Active stewardship and ethical policies must govern the AI lifecycle to preserve trust.

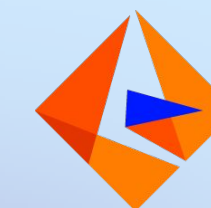


3. Shift to Agile, Headless Architectures

Headless systems and real-time pipelines are essential to scale across decentralized enterprises.

Intelligent Data Management Cloud

Intelligent Automation Across the Entire Data Lifecycle



CLAIRE[®] Headless • Agentic Experiences

DATA ENGINEERING



Data Integration



Quality & Observability



Ingestion & Replication

AI & DATA GOVERNANCE



Catalog and Marketplace



Data Lineage



Access Management

MASTER DATA MANAGEMENT



Customer



Product



Any Domain

Unified Metadata Foundation

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