

eBook

Power the Agentic Enterprise: One Data Foundation. Three Game-Changing Outcomes.

How IDMC enables AI agents for customer experience, supply chain optimization and regulatory compliance

Where data
& AI come to 

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Introduction

Organizations are moving from experimental AI to production-ready AI agents that automate decisions across the business. Mission critical functions such as customer experience, supply chain optimization and regulatory compliance are driving the urgency, with 47% companies already having adopted agentic AI and 86% increasing their data management investments to support these initiatives.¹

Yet one obstacle consistently slows the leap from pilot to scale: the data. AI agents are only as effective as the information and context they can access. When customer data sits in CRM, product data in ERP, supplier data in procurement systems and compliance data in governance tools, agents operate with partial context, leading to missed opportunities, inconsistent outcomes and heightened risk.

Most CDOs recognize this. But here's what they miss.

Building AI-ready data for agents in customer experience, supply chain and compliance isn't three separate challenges. It's just one. A fragmented data infrastructure. The instinct is to solve each function in isolation: a customer data platform for marketing, a visibility tool for operations, a governance layer for compliance. This approach seems logical, but is ultimately counterproductive as it creates exactly what slows AI agents down: more fragmentation, more silos, more incomplete context.

Here's the breakthrough: 61%² of data leaders report that higher quality, more complete data is making it easier to transition generative AI (GenAI) pilots into production.

¹ Informatica CDO Insights 2026

² Ibid

The difference between organizations stuck in pilot mode and those scaling AI enterprise-wide isn't better algorithms or bigger budgets. It's a fundamentally different approach to the data foundation.

One data foundation, not three.

Leading CDOs aren't building separate foundations for each domain. They're building one unified, intelligent platform that delivers trusted, governed, real-time data across all domains simultaneously, letting AI agents make faster, smarter decisions across every business function.

Leading CDOs are investing in just one intelligent platform that delivers a trusted, governed, real-time data foundation that serves all domains simultaneously. **Informatica's Intelligent Data Management Cloud (IDMC)** provides exactly that: a cloud-native, AI-powered platform that scales elastically across multi-cloud environments while reducing deployment time and cost. One investment. Three outcomes. Infinite possibilities. This eBook shows how leading organizations are making that choice and why they're choosing IDMC to amplify outcomes and gain a competitive edge in agentic AI.

Pillar 1

AI-Powered Customer Experiences

The Opportunity

Customers expect personalized experiences across every touchpoint. AI agents can deliver “show me you know me” moments at scale — from targeted marketing and personalized sales to seamless commerce to proactive service — but only when they can access a unified view of customer identity, preferences, purchase history and consent.

The Challenge

Customer data is fragmented across CRM, e-commerce, marketing automation, customer service and loyalty systems. Without a complete customer view, AI agents recommend products based on incomplete profiles, send offers to wrong identities or violate consent preferences, often breaking trust instead of building it.

Despite the need for trustworthy, accessible data for AI applications to succeed, a survey of over 300 business and IT professionals found only 27% rate their customer data as “excellent.”³

³ Bodine & Co. White Paper: From data silos to AI-enabled customer engagement



Pillar 1

AI-Powered Customer Experiences (continued)

A Day in the Life of a CX AI Agent: What It Takes to Be Intelligent

“I’m an AI agent built to deliver personalized customer experiences.

To do my job well, I need access to every customer interaction, every product they’ve viewed, every support ticket and every purchase, across every channel. In real time. With complete accuracy. While respecting their consent preferences.

“Now here’s what I actually get: Customer data from 4 systems that don’t agree on the same customer ID. Product information that’s 48 hours out of date. No visibility into what data I’m allowed to use.

“The result? I recommend products customers already own. I violate their privacy preferences. I become a liability instead of an asset — not because my algorithms are bad, but because my data foundations are broken.

“With a unified data foundation, I could see every customer interaction in real time, know what was purchased, recognize them consistently across every channel and respect their preferences automatically — turning every touchpoint into an opportunity to build trust and drive value.”



Bonus resource: See how 300+ business and IT leaders weigh in on **the 11 attributes that determine whether customer data is ready to power AI applications.**

Pillar 1

AI-Powered Customer Experiences (continued)

How IDMC Powers Customer Experience AI Agents

See customers and products clearly: IDMC uses a single AI-powered platform to connect, map and continuously improve data quality across all customer touchpoints and product systems. The platform automates integration, cleansing, data reconciliation and enrichment to create trusted, unified **360-degree customer profiles** and product views that AI agents can act on with confidence.

Deliver data where it's needed: Through IDMC's **Cloud Data Integration** and operational **App Integration** capabilities, IDMC synchronizes customer, product and commerce data in real time across on-premises, hybrid and multi-cloud environments. This ensures AI-powered personalization engines always work with current, accurate information.

Keep your data trusted: Informatica's **CLAIRE®** AI engine automates data discovery, matching, deduplication and enrichment across customer and product domains. This means AI agents get clean, complete data without manual intervention.

Enable data access with confidence: **Advanced privacy and access controls** within IDMC enable personalized experiences while maintaining compliance with GDPR, CCPA and other regulations. Privacy-first governance gives customers transparency and control over their data, building the long-term trust that drives loyalty.

Insights when and where they are needed: Business users access trusted customer and product data through IDMC's self-service **Cloud Data Marketplace**, democratizing insights across marketing, sales, service and commerce teams while maintaining governance and data controls.

The Outcome

AI agents deliver personalized recommendations, proactive service and seamless omnichannel experiences that drive customer loyalty, increase conversion rates and boost lifetime value, all powered by trusted and governed data.



Customer Case Study

IDMC In Action: Holiday Inn Club Vacations Drives Greater Personalization

Holiday Inn Club Vacations (HICV) is dedicated to being the most loved brand in family travel.

The Problem

HICV's legacy data management infrastructure was siloed, making it difficult to get a common view of the customer across the technology stack. Data quality issues had to be manually identified and resolved across different systems to avoid the risk of misguided customer communications. The legacy on-premises master data management (MDM) solution was unable to ingest data or move it at the needed frequency and pace.

The Transformation

With IDMC, HICV transformed customer data management by unifying data from seven systems into a single cloud platform. It unified customer data with **Informatica's MDM, Data Governance** and **Data Quality** solutions, making trusted member profiles readily available for downstream applications and services while mitigating policy and compliance risks.

The Outcome

In just over four months, HICV had a 360-degree view of over 350,000 members, enabling personalized experiences across online and offline touchpoints and building long-term customer loyalty. This scalable, secure solution ensures trusted customer profiles are always accessible, driving long-term business success. Recognized as their most successful IT project, HICV is now delivering memorable vacations that build lasting customer relationships.

350K+
member
personalized view

"The efficiency of bringing our data together into a single, enterprise view for our business stakeholders was a big win with Informatica."

Michael Nolder

Senior Director of Enterprise Data Management, HICV



Pillar 2

Resilient Supply Chain Operations

The Opportunity

Over 90% of supply chain leaders plan to use AI for demand forecasting in the next 2 years and over 75%⁴ see potential for autonomous AI agents to handle tasks like reordering and shipment rerouting. AI agents can predict disruptions, optimize inventory and accelerate product launches, but they need comprehensive visibility into suppliers, products, locations, demand signals and geopolitical risks.

The Challenge

Supply chain data is siloed across procurement, logistics and manufacturing systems, leading to critical business failures. Without a unified data foundation, AI agents operate with blind spots, resulting in:

Reactive Firefighting: The inability to proactively identify disruptions leads to costly operational downtime and emergency shipping costs.

Limited Agility: Slow, manual processes for supplier onboarding and product introductions delay time-to-market and hinder the ability to adapt to market shifts.

Flawed Forecasting: Inaccurate data feeds unreliable AI models, causing stock-outs that damage revenue and excess inventory that ties up capital.

Hidden Compliance Risk: Failing to track supplier certifications or material origins exposes the business to regulatory fines and damages brand reputation.

⁴ 2025 Supply Chain Survey: ABI Research



Pillar 2

Resilient Supply Chain Operations (continued)

A Day in the Life of a Supply Chain AI Agent: What It Takes to Be Intelligent

“I’m an AI agent built to predict supply chain disruptions and optimize operations. To do my job well, I need a complete view of the entire supply network. That means every supplier, every product component and shipment in transit, in real time, with complete traceability from origin to delivery and compliance with ESG and regulatory mandates. Contextual intelligence like weather patterns, geopolitical events, port congestion or supplier financial health doesn’t hurt either.

“Now here’s what I actually get: Supplier data from procurement systems that’s three weeks out of date. Product bills of materials scattered across manufacturing ERPs that don’t reconcile. Shipment tracking from logistics providers with no connection to demand forecasts. No visibility into which supplier certifications are about to expire or which materials violate conflict mineral regulations.

“The result? I can’t predict the port congestion that will delay critical components by two weeks. I can’t flag the Tier 2 supplier bankruptcy that will cascade through the network. I recommend inventory levels based on demand signals I can’t see and reroute shipments around disruptions I discover too late.

“With a unified data foundation, I could shift from firefighting to forecasting; from reacting to disruptions to preventing them; from being a cost center to being your supply chain’s competitive advantage.”

Pillar 2

Resilient Supply Chain Operations (continued)

How IDMC Powers Supply Chain Optimization AI Agents

IDMC provides the trusted data foundation to transform the supply chain from a reactive function to an intelligent, predictive network.

- **Create end-to-end visibility:** Transformation begins with seeing everything clearly. IDMC's **multidomain MDM** creates a trusted, 360-degree view of suppliers, products, locations and materials. By mastering this data into a single source of truth, your AI agents gain the complete context needed to understand the entire supply chain — from raw material origin to final delivery.
- **Enable proactive, AI-powered decisions:** With a clear view, you can now predict the future. IDMC's data engineering capabilities feed clean, reliable data to your AI models in real time. This empowers your agents to move from reacting to predicting — accurately forecasting demand, simulating disruption impacts in a digital twin or autonomously re-routing a shipment around a predicted port closure before it becomes a crisis.

- **Build a governed, compliant supply chain:** Finally, your agents can act with full confidence. IDMC's integrated **Data Governance** and **Catalog** provides complete data lineage, making every decision — whether by a human or an AI agent — transparent and auditable. This powerful foundation helps you meet critical ESG and regulatory commitments, turning governance from a barrier into a guardrail for innovation.

The Outcome

The supply chain transforms from a reactive cost center into an intelligent, self-healing network. AI agents, powered by a trusted data foundation, proactively mitigate risk, optimize operations in real time and turn supply chain resilience into a powerful competitive advantage

Customer Case Study

IDMC In Action: Psycho Bunny Gains Real-Time Insight Across the Business

Psycho Bunny is a leading omnichannel fashion brand recognized for its exceptional quality.

The Problem

A lack of visibility and insight into inventory levels resulted in high numbers of short and split shipments, disrupting the customer experience. Their goal was to improve inventory accuracy, support high processing speeds across warehouses and stores, support omnichannel business needs and reduce short-shipments to near zero across all locations, in a short time window before the next shopping season.

The Transformation

Enabling seamless cloud data integration, eliminating manual work and providing a tier one architecture was paramount to supporting rapid growth and enhancing business agility at Psycho Bunny. Implementing the AI-powered data management platform from Informatica in under six months provided a variety of features such as business data integration, application integration and API management between cloud and local applications that enabled a seamless flow of trusted information.

The Outcome

A few months after deployment, Psycho Bunny's inventory accuracy rose to almost 99%. The company also reduced short shipments by 93%, decreased split shipments by more than 50% and realized a 30% increase in incremental revenue by year's end.

99%
inventory accuracy

"Informatica was the perfect fit to facilitate the real-time data Psycho Bunny needed to gain valuable insight into product performance, consumer behavior, supplier relationships, business planning and more."

Derek Corrick

General Manager for Data Management, Psycho Bunny

Pillar 3

Confident Regulatory Compliance

The Opportunity

AI can transform regulatory compliance from a cost center into a competitive advantage, automating policy enforcement, ensuring data lineage and enabling confident innovation, which in turn drives broader AI adoption with confidence. Given the importance of data reliability for AI initiatives to succeed, over 85% of companies are continuing to increase data management investments for 2026. The most common drivers for increasing data management investments are improving data privacy and security (43%) and improving data and AI governance (41%).⁵

The Challenge

Regulatory requirements are complex and constantly evolving across privacy (GDPR, CCPA, HIPAA), financial and risk reporting (CCAR, BCBS 239) and ESG standards. Without complete data lineage and automated governance, AI agents risk automating inaccurate regulatory reports or even compliance violations, especially when working with sensitive customer, financial and operational data.



⁵ CDO Insights 2026

Pillar 3

Confident Regulatory Compliance (continued)

A Day in the Life of a Compliance AI Agent: What It Takes to Be Intelligent

"I'm an AI agent built to automate regulatory compliance and governance. To do my job well, I need complete data lineage, including every data source, transformation and system that touched the data and every AI model that consumed it. I also need access to proof of consent and data retention policies across every jurisdiction where the business operates.

"Now here's what I actually get: Customer data from marketing systems with no record of consent. Financial data transformed through pipelines no one documented. AI models consuming data I can't trace to its source. And compliance requirements that change weekly while my data map is six months out of date.

"The result? When a customer submits a data deletion request under GDPR, I can't find all copies of their data across 47 systems. When the auditor requests complete lineage for last quarter's risk calculations, I discover the ETL pipeline that fed them was never documented. I become a source of regulatory risk instead of regulatory confidence — not because my algorithms are bad, but because my data foundation is unreliable.

"With a unified data foundation, I could become your governance advantage, backing up every innovation with a complete governance framework proving it's compliant and helping you move faster than competitors who are still managing compliance manually."

Pillar 3

Confident Regulatory Compliance (continued)

How IDMC Powers Regulatory and Compliance AI Agents

Help ensure data is consistent everywhere: IDMC integrates data from various sources, ensuring information delivered is consolidated and standardized across regulatory domains. This unified approach maintains the data consistency and accuracy crucial for compliance reporting and audit readiness.

Give the business a single source of truth: Clear, consistent, high-quality master data is essential for accurate and complete compliance reporting. **Multidomain MDM** creates a single source of truth through automated data reconciliation, cleansing and enrichment to create unified views of business critical data that AI agents can use to confidently and efficiently generate regulatory reports, understand audit trails and fulfill subject access rights.

Create reports with confidence: High **data quality** is essential for accurate regulatory reporting. IDMC's robust AI-powered data quality features cleanse, validate and enrich data across customer, risk, financial and ESG reporting requirements, ensuring AI agents work with reliable information.

Always be audit ready: IDMC's **metadata management** capabilities track and manage end-to-end data lineage, providing the audit trails essential for regulatory compliance transparency. Every data transformation and AI decision can be traced back to its source.

Build compliance into every step: **Cloud Data Governance & Catalog** capabilities provide a single source of truth with unified data discovery, classification, cataloging, profiling and security functionalities. This streamlines compliance management and improves operational efficiency.

Enable access controls: Advanced, metadata-driven **security and privacy controls** ensure sensitive data is protected and access is aligned to policies. Enforcing controls for GDPR, CCPA and HIPAA help organizations confidently meet regulatory compliance mandates.

Enable proactive responses with governance automation: CLAIRE provides advanced analytics for detecting patterns and anomalies, supporting automation of regulatory reporting while identifying potential bias, drift and compliance gaps before they become violations.

The Outcome

AI agents enforce compliance automatically, reduce audit risks and accelerate innovation by giving teams confidence to move faster within the governed guardrail, turning regulatory requirements into competitive advantages.



Customer Case Study

IDMC In Action: Gras Savoye Centralizes Data and Meets Compliance Requirements

Gras Savoye is an insurance lead brokerage firm that partners with companies of all sizes to manage risk and protect assets.

The Problem

After years of acquiring smaller companies, Gras Savoye had complex and siloed data and lacked central data governance. The company was under pressure to meet tight deadlines for complying with Know Your Customer (KYC) regulations, centralize data to better assess the risk of financing fraudulent and illegal activities and set the stage for a digital transformation by becoming more data-driven.

The Transformation

With Informatica's MDM solution, they created a trusted, comprehensive view of third parties across the organization to support Know Your Customer (KYC) processes and provided the compliance team with a single source of truth for KYC status.

The Outcome

Within a few months of deployment, Gras Savoye could meet KYC compliance requirements, verifying the legitimacy and trustworthiness of third parties. Combined with Informatica Data Quality, the connection with Thomson Reuters helps keep the data accurate, complete and up to date. A single third-party record ensures there are no discrepancies to resolve across divisions. Now that data is centralized with automated quality checks, Gras Savoye can confidently use the data to feed downstream applications.

Rapidly met

KYC compliance
requirements

"Thanks to the flexibility of Informatica MDM – Customer 360, we can meet our needs for ACPR compliance even as KYC legislation continues to evolve in France and beyond."

Stéphane Beneteau

Global Project Delivery Manager, Gras Savoye

Three Strategic Pillars, One Intelligent Platform

What executives ask for	The roadblock	How IDMC's unified AI-powered platform solves it
Chief Marketing Officer: We need personalized customer experiences at scale. We're losing deals because our recommendations are generic or worse, of products customers already own.	AI agents cannot deliver personalized recommendations or value without access to the right data sources.	Connect identity, preferences, purchase history, product data and consent across every system for a complete view of customers and deliver seamless AI-powered customer experiences.
CX outcome: Enable AI agents to deliver personalized recommendations, proactive service, qualified sales leads and connected omnichannel experiences that drive revenue, loyalty and lifetime value.		
Chief Operations Officer: Last month's supplier disruption cost us \$4 million because we found out three days too late. We need AI that can predict problems before they happen and automatically reroute around them.	AI agents can only predict disruptions and optimize inventory when they have comprehensive visibility across the entire supply network.	Set up resilient supply chain operations with complete supplier and product views, mastering data across procurement, logistics and manufacturing.
Supply chain outcome: Enable AI agents to predict disruptions, optimize inventory in real time and transform the supply chain from reactive firefighting to proactive intelligence.		
Chief Compliance Officer: We have AI pilots running across the business, but we can't tell you what data they're using or whether we have the right to use it. GDPR fines start at 4% of global revenue. Just one violation could be catastrophic.	AI agents can't enforce compliance without knowing exactly what data they're using and whether the organization has the right to use it.	Support confident regulatory reporting and compliance with complete data lineage and automated governance, tracking every data transformation from source to AI decision. Accelerate innovation by giving teams confidence to move faster within governed guardrails.
Compliance outcome: Enable AI agents to enforce compliance automatically, reduce audit risk and accelerate innovation by giving teams confidence to move faster within governed guardrails.		

Figure 1. Executive Matrix Mapping Business Challenges to AI Solutions

Why Informatica's IDMC Is Built for the Agentic AI Enterprise

Cloud-Native and AI-Powered

Informatica's Intelligent Data Management Cloud (IDMC) delivers the comprehensive, AI-powered platform that unifies what most organizations are stitching together from multiple vendors:

- **Cloud Data and App Integration** for real-time connectivity across any system
- **AI-Powered Data Quality** for automated cleansing and enrichment via CLAIRE
- **Cloud Data Governance & Catalog** for metadata management and complete lineage
- **Multidomain Master Data Management** for Customer 360, Product 360, Supplier 360
- **Data Access Management** for data privacy regulatory compliance
- **Cloud Data Marketplace** for democratized, self-service data access

Built cloud-native and AI-powered at its core, IDMC scales elastically across multi-cloud environments while reducing deployment time and cost.

Built for Humans and AI Agents

- Business users get self-service access to trusted data through the Cloud Data Marketplace
- Data engineers automate pipelines with low-code/no-code interfaces
- Data stewards manage governance policies with AI-powered assistance
- AI agents get trusted, governed context for automated decision-making

Future-Ready Data Foundation

By delivering the high-quality, connected data that AI requires, IDMC helps organizations scale innovation across customer experience, supply chain and compliance initiatives (**Figure 1**). This trusted foundation accelerates time-to-value for new initiatives, from product launches to market expansion to M&A.

Why Informatica's IDMC Is Built for the Agentic AI Enterprise (continued)

How to Start Your Journey: The Multiplier Effect

One platform, three outcomes, infinite possibilities

The power of IDMC isn't just in what it does for customer experience, supply chain or compliance individually. It's in how one unified platform enables all three simultaneously, from the same trusted data foundation.

Start with One Pillar: Many organizations begin with customer experience to deliver quick wins and prove ROI. Once the foundation is established, expanding to supply chain optimization and regulatory compliance uses the same platform capabilities.

Scale Across All Three: Because IDMC unifies integration, quality, governance and master data management, the foundation you build for personalization also extends to supply chain visibility and compliance readiness. One foundation, multiple outcomes.

For example, **Takeda** implemented IDMC for customer experience and expected better personalization. What they found was that the same data foundation accelerated drug development, transformed their supply chain within six months and enhanced their compliance readiness within a year. Start with one pillar. Build one foundation. Scale to all three.

The Informatica Difference

Trusted by Leading Organizations: With 50,000+ metadata-aware connections and a global partner ecosystem, IDMC supports organizations across every industry as they build their agentic enterprise.

Security and Compliance First: Built-in certifications for GDPR, HIPAA, SOC 2 and industry-specific regulations ensure your data foundation meets the highest standards.

Consumption-Based Pricing: Simple, transparent pricing driven by data volume and usage, not the number of use cases you enable. This means you can expand from one pillar to all three without renegotiating contracts.

Proven Results: Organizations using IDMC report **40% higher data productivity**, faster vendor onboarding and millions saved in IT overhead, including **50% reduction on monthly IT hours** through platform consolidation.

Top 6 Considerations To Evaluate Unified Data Platform Vendors

A Decision Framework FOR CIOs and CDOs

Evaluation Criteria #1: Platform Comprehensiveness	
Key questions for vendor	What to look for
- Does the platform span integration, quality, governance, MDM and catalog? - Are capabilities truly integrated or loosely coupled point solutions under a single brand? - Can the platform support all 3 use cases (CX, supply chain, compliance) from 1 foundation? - Does it include streaming real-time and batch data processing?	- A single platform with pre-integrated capabilities sharing a unified metadata layer - Support for multiple domains within a single MDM (customer, product, supplier, location, finance and more) - Cloud data integration (batch, real-time, streaming, CDC) - AI-powered data quality built into every capability - Comprehensive governance spanning privacy, lineage, policy automation and cataloging - Self-service marketplace for business user access
Evaluation Criteria #2: AI and Automation	
- Does the platform use AI to automate data discovery, matching, quality and governance? - Can its AI capabilities scale across billions of records? - Does it have AI governance features (bias detection, lineage, explainability)? - Is the platform itself AI-ready, providing a trusted data foundation for your AI agents?	- Built-in AI engine embedded across all capabilities - Automated data discovery and domain identification - AI-powered matching and deduplication at scale - Intelligent data quality recommendations - Sensitive data discovery for privacy compliance - Purpose-built to provide a trusted data foundation for enterprise AI initiatives

Top 6 Considerations To Evaluate Unified Data Platform Vendors (continued)

A Decision Framework FOR CIOs and CDOs

Evaluation Criteria #3: Cloud-Native Architecture and Scalability	
Key questions for vendor	What to look for
- Is the platform truly cloud-native or legacy software repackaged? - Does it support multi-cloud and hybrid cloud deployments? - Can it scale elastically based on data volumes and usage? - How does the pricing model align with consumption? - Is it certified to the highest standards for data protection and privacy?	- Microservices-based architecture built for the cloud from the ground up - Support for AWS, Azure, Google Cloud oracle and hybrid environments - Elastic scaling with automatic resource optimization - Consumption-based pricing tied to data volume, not use cases or users - Automatic updates with the latest features and security
Evaluation Criteria #4: Governance and Compliance	
- Does the platform provide end-to-end data lineage across all operations? - Can it automate policy enforcement for GDPR, CCPA, HIPAA and industry-specific regulations? - Does it support ESG reporting requirements? - Are audit trails comprehensive and immutable?	- Automated data lineage tracking across integration, quality, MDM and consumption - Policy automation for major privacy and compliance regulations - ESG data collection, harmonization and reporting - Comprehensive audit trails per regulations - Metadata-driven security and access controls applied at role-based and attribute-based levels

Top 6 Considerations To Evaluate Unified Data Platform Vendors (continued)

A Decision Framework FOR CIOs and CDOs

Evaluation Criteria #5: Proven Results at Scale	
Key questions for vendor	What to look for
Do they have customers successfully running all three use cases in production? What results have customers achieved (cost savings, time reduction, revenue impact)? How many data sources can the platform integrate? What is the typical time-to-value?	Compare the response to a best-in-class enterprise-grade unified data platform such as Informatica IDMC, which has: - Hundreds of customers globally across every industry 50,000+ metadata-aware connections Proven results in key domains: • Reduction in vendor onboarding time • Higher data productivity • Millions saved in IT overhead • Improvement in data accuracy
Evaluation Criteria #6: Business Model Alignment	
Is pricing transparent, aligned with consumption? Does the vendor lock you into long-term contracts or allow flexibility? What is the vendor's investment in R&D and innovation? How strong is the partner ecosystem for implementation and support? What is the vendor's financial stability and long-term viability?	Consumption-based pricing driven by data volume FinOps to drive cost transparency and optimization Flexibility to start with one use case and expand without renegotiating contracts and with IPU's that can be applied to various services on the platform Consistent R&D investment and leadership in AI, cloud capabilities and new integrations Global partner ecosystem for implementation, integration and industry-specific solutions Financial stability as established market leader Recognition as leader in multiple Gartner Magic Quadrants

Top 6 Considerations To Evaluate Unified Data Platform Vendors (continued)

A Decision Framework FOR CIOs and CDOs

Evaluation Scorecard Template: Use this framework to score vendors based on the key considerations.
Rate each vendor 1-10 on each criterion. Multiply by weight. Sum for total score.

Criteria	Weight	Vendor A	Vendor B	Informatica IDMC	Notes
Platform Comprehensiveness	25%				
AI and Automation	20%				
Cloud-Native Architecture	15%				
Governance and Compliance	20%				
Proven Results at Scale	15%				
Business Model Alignment	5%				
Total Score	100%				

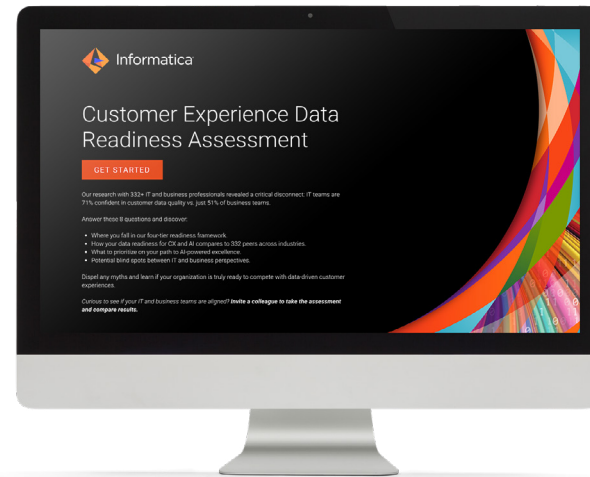
Next Steps

Build Your Trusted Data Foundation

On your path to agentic AI, the real choice isn't which problem to solve first: CX, supply chain or ESG. It's whether to build three separate foundations that never connect or one unified, intelligent platform that solves all three and evolves with your needs.

Here are your next steps to get started:

- **Assess your current state:** Take the 2-minute **CX Data Readiness Assessment** to understand your foundation gaps.
- **Learn more about how IDMC supports:** **Customer experience optimization, regulatory compliance and ESG** and **supply chain optimization**.
- **See IDMC in action:** **Request a personalized demo** to explore how IDMC powers your specific use cases



Power the Agentic Enterprise: One Data Foundation. Three Game-Changing Outcomes.

About Us

About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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