



Informatica®
from  Salesforce

White Paper

Accelerate AI Success: Act Now to Unify Your Data with Informatica

Transitioning to a unified data foundation is your most critical decision today. Make it with confidence.

Where data
& AI come to 

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Executive Summary

The Urgency Behind the Platform Imperative

The window for establishing artificial intelligence (AI) leadership in your industry is closing fast. The organizations pulling ahead aren't just experimenting with AI. They are leading because they've solved the foundational problem blocking most enterprises: trusted, governed, unified data at scale. They made the critical decision to invest in a unified data platform before it became urgent.

You're at that decision point now.

You already know what data fragmentation costs — failed AI pilots, mounting compliance exposure, data teams buried in integration work instead of delivering insight. These aren't future risks; they're your current operating reality.

Chief data officers (CDOs) and chief information officers (CIOs) who have consolidated their fragmented data management stacks onto Informatica's **Intelligent Data Management Cloud™ (IDMC)** are already reporting transformative changes. Sixty-one percent reveal that better data quality and completeness makes it easier to successfully transition generative AI (GenAI) pilots into production.¹ By shifting from managing data complexity to commanding it, they are able to accelerate AI readiness, reduce integration risks, back regulatory demands with end-to-end lineage and enable business teams to make confident decisions based on trustworthy data.

As the data leader, the next critical step to enable enterprise AI readiness and turn IT into a value driver rests with you. It's time to act decisively, with speed and confidence.

This paper gives you everything you need to do that. The business case to get internal alignment, proof points to validate your decision and a concrete path to value that starts immediately. If you're ready to move from evaluation to action, this is your playbook.

As the data leader,
the next critical step
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rests with you. It's time
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¹ Informatica CDO Insights 2026

PART ONE

The Business Case for Change

Address 5 Key Stakeholder Concerns for Platform Transition

Building alignment for a strategic platform decision means navigating stakeholders with fundamentally different concerns. The CFO cares about cost and ROI. The CTO or enterprise architect cares about integration risk and existing investments. Legal and compliance care about data sovereignty and governance. Business unit leaders care about workflow disruption. The board cares about AI competitive positioning.

Here's how to align each of them around the transition to a unified cloud data platform.

For the CFO: From Cost Center to Value Driver	
The Concern	The Informatica Advantage
What does this cost compared to what we already have? Most CFOs will look at this decision as the cost of a unified platform versus the status quo. But the status quo is not actually free and doing nothing will end up costing far more. The real comparison should be the cost of a unified platform versus the true fully-loaded cost of fragmentation, accounting for both visible and hidden costs (see Figure 1).	A consumption-based model that aligns investment with ROI Platform consolidation decisions often stall not because the business case is weak, but because the investment looks like a large capital commitment before value has been demonstrated. - IDMC's consumption-based model directly removes that barrier. Instead of committing upfront for the full platform, begin with one or two high-priority use cases like customer experience (CX) or supply chain optimization. - Once ROI is measurable at the use case level, the investment can scale in line with outcomes delivered rather than infrastructure acquired.

For the CIO & CTO: De-Risking the Future by Modernizing the Present

The Concern	The Informatica Advantage
We've already invested heavily in our current stack. Are we throwing that away? Enterprise architects tend to resist change due to familiarity, the assumption that staying with point solutions means less disruption, and the sunk cost fallacy. But the real architectural risk isn't moving to a unified platform. It's continuing to build on a foundation that cannot cope with AI's intensifying data demands, and where remediation only gets costlier. The question is not whether consolidation carries risk. It's whether continued fragmentation carries more.	Modernize without displacing - IDMC is designed to work with your existing investments, not replace them. The platform connects across multi-cloud and hybrid environments without requiring wholesale displacement of existing tools. - Informatica's cloud modernization program makes adoption phased and use-case led. There is no big-bang migration, no forced cutover. - Informatica invests heavily in AI-native capabilities precisely because a unified platform is the only viable foundation for enterprise AI at scale.

For the CDO & Chief Legal Officer: Turning Governance into a Competitive Advantage

The Concern	The Informatica Advantage
How does this affect our compliance and data sovereignty obligations? Legal and compliance are often apprehensive of any changes to the data architecture and infrastructure. But siloed data is already creating the risk exposure and liability they fear. You cannot have defensible AI governance without knowing where every data element came from, how it was transformed and who accessed it. Across a fragmented stack, that's virtually impossible to prove.	Unified governance and compliance by design - IDMC turns governance into a competitive advantage, not a constraint. A unified platform means one audit trail and one control framework, not a patchwork of siloed controls that creates regulatory gaps. - IDMC's end-to-end lineage and privacy-by-design architecture addresses the EU AI Act and emerging data sovereignty requirements that point solutions cannot coherently satisfy.

For the CEO & the Board: Winning the AI Race

The Concern	The Informatica Advantage
Why is this the right strategic priority right now? Boards want to know whether your organization is winning or losing the AI race, and not the infrastructure choices behind it. That race is being decided not by who has the best models, but by who has the best data foundation to move from experimentation to execution. Sixty-one percent² of data leaders credit better data quality and completeness as key enablers for moving AI pilots into production.	The foundation for enterprise at scale A unified cloud data foundation is not an IT investment. It is the strategic infrastructure that determines whether your AI agenda delivers returns or remains a cost center. - Informatica's enhanced CLAIRE® AI copilot for Data Integration makes it easier to create data and AI pipelines with natural language prompts and guidance. - IDMC's unified platform converts fragmented, ungoverned data into the trusted, AI-ready asset that turns pilots into production and experimentation into measurable competitive advantage.

For the C-Suite Business Leader: Mitigating Risk and Accelerating Time-to-Value

The Concern	The Informatica Advantage
What if we commit and it doesn't deliver? What's our exposure? Every major platform decision carries political as well as financial exposure. That concern deserves a direct answer, not platitudes. It comes down to two things: finding the fastest, safest path to value, and choosing the right platform from the start. The latter matters because not every "platform" delivers true unification. When legacy vendors repackage on-premises technology as cloud-native without genuine architectural transformation, the risk of recreating fragmentation by replacing one set of point solutions with another is real.	Phased adoption and proven success - The structure of an IDMC commitment allows phased adoption scoped by use case, meaning no single stage represents an irreversible commitment. Demonstrate concrete value before taking the next step. - Proof-of-concept engagements are available before full deployment, with Informatica's implementation partner ecosystem providing structured support from day one. The most respected and innovative companies have already chosen to transition with Informatica, which is evidence that the implementation risk, integration risk and delivery risk have all been navigated successfully by organizations with data estates as complex as yours.



Bonus resource: See how a unified data platform could transform your outcomes. Get your customized demo.

²CDO Magazine, "Why Data Confidence Will Determine Enterprise AI Success in 2026," January 2026.

Cost category	What it looks like in practice	The real, often hidden cost
Licensing & Vendor Sprawl	Multiple point solution contracts across integration, quality, governance, master data management (MDM) and cataloging.	Multiple renewal cycles, negotiation and support overhead increase costs and complexity, slowing down initiatives and widening compliance gaps.
The Integration Tax	Every new data source requires custom connectors across multiple tools. Data teams spend substantial time managing integrations between point solutions and re-training.	These often show up as headcount and capacity costs, not technology costs. They are often invisible in vendor comparison conversations. Over time, talent attrition also becomes a significant cost.
Case scenario: A healthcare system with separate MDM, data quality and governance tools spent \$2.1M annually on integration maintenance.		
Failed & Stalled AI Initiatives	With point solutions, AI pilots often fail to reach production because data quality, lineage or trust cannot be established at scale, consuming budget but delivering no business value. 57% of CDOs say data reliability is a key barrier to move AI pilots to production. ³	These failed AI projects are often accounted for as project write-offs, not as a data infrastructure cost, even though the root cause is always the data foundation, not the AI model.
Case scenario: A retailer's personalization engine failed because customer data in the MDM system wasn't connected to the product catalog in a separate PIM tool.		
Governance and Compliance Risk	The cost of audits, regulatory responses and remediation escalates when lineage is untraceable across siloed tools. The cost of non-compliance has risen by 45% in 10 years. ⁴	Fines, legal exposure and audit preparation are often treated as a legal or compliance budget item rather than a data architecture cost, even though unified governance would have prevented it.
Case scenario: A financial services firm faced a \$8.5M penalty when it was unable to demonstrate data lineage across disparate systems.		
Opportunity Cost & Delay	Point solutions are optimized for technical requirements without addressing business trust, causing a perception gap where IT and business operate with different views of data readiness. 62% of IT believe they're AI-ready vs. just 35% of business. ⁵	Despite heavy investment, IT still lags business users' fast-changing data needs. Organizations pay twice: once for infrastructure and again for user reluctance to adopt it. The true cost — blocked initiatives, delayed insights, low confidence — often surfaces only in hindsight, usually after competitors have moved ahead.

Figure 1. The Real Cost of Fragmented Tools

³Informatica CDO Insights 2026

⁴Informatica CDO Insights 2026

⁵Bodine & Co., "From Data Silos to AI-Enabled Customer Engagement," 2026.

PART TWO

From Fragmented To Unified: Start Now on an Optimal Migration Path

A 5-Step Approach to Data Platform Consolidation with Informatica IDMC

A phased approach directly addresses fragmentation, cloud sprawl and technical debt, while avoiding the potential operational disruptions that could accompany a full-scale platform-first transformation.

A typical phased approach involves the following steps:

Step 1: Assess current state (1-2 months)

Before committing to any platform decision, establish a clear picture of where data issues exist and what it is costing the business today.

- ☐ Map existing tools and capabilities.
- ☐ Identify data fragmentation points.
- ☐ Quantify costs of the current approach (quantify the impact of bad data on business delays and decisions).
- ☐ Map data flows and document gaps or issues in CX, supply chain and compliance capabilities.

Once you decide to transition to a unified platform, a phased approach is the least risky to cloud data consolidation because:

- It reduces execution risk while maintaining momentum.
- It balances financial prudence with strategic alignment.
- It builds organizational confidence.



Bonus resource: 5 Top ROI Drivers of Unified Data Management and Why It Beats Point Solutions

Step 2: Define your target state (2-4 weeks)

Work with the business to prioritize the domains where pressures are highest, often customer experience, supply chain or regulatory reporting and demonstrate measurable ROI before expanding.

- ☐ Prioritize use cases.
- ☐ Establish success metrics for each domain.
- ☐ Determine cloud strategy (multi-cloud, hybrid, specific provider).
- ☐ Define governance requirements.
- ☐ Create business case with TCO analysis (compare it with the cost of the current approach, quantified in Step 1).

Step 3: Evaluate platforms (4-8 weeks)

Choose the right cloud-native unified data management platform and avoid repackaged legacy tools that don't address the root of the problems.

- ☐ Request demos focused on your specific use cases: Require vendors to demonstrate all three use cases working from the same platform.
- ☐ Conduct proof-of-concept with your own data.
- ☐ Check customer references running production workloads at scale, in your industry.
- ☐ Validate technical architecture and scalability.
- ☐ Review pricing model alignment. Check for consumption-based and vendor agnostic pricing models that align with your growth trajectory.
- ☐ Score vendors using evaluation framework (see Figure 3, or for a more detailed vendor evaluation framework, see "**Power the Agentic Enterprise: One Data Foundation. Three Game-Changing Outcomes.**").

Step 4: Start with a phased approach (3-4 months)

Given the perception gap between IT and business stakeholders, proving value in one use case strengthens executive sponsorship and accelerates broader adoption.

- ☐ Begin with highest-value use case (**often Customer 360 or Supplier 360**).
- ☐ Establish clear success criteria.
- ☐ Involve business stakeholders early.
- ☐ Document results and ROI, showcase early wins to improve change management outcomes.
- ☐ Leverage the same platform to plan expansion to additional domains.

Step 5: Scale and optimize (ongoing)

This approach enables vendor consolidation, cost rationalization and capability expansion without requiring an immediate enterprise-wide overhaul. Mitigate capital risk (see Figure 2) while still aligning architecture with long-term convergence goals. Continue to add use cases, data domains and business users

- ☐ Decommission legacy point solutions as capabilities migrate to the platform.
- ☐ Train the broader user base.
- ☐ Continuously optimize based on usage patterns.
- ☐ Measure and report business value across the enterprise.

1. Start Scoped, Not All-In

- IDMC has consumption-based pricing
- Begin with one or two high-priority use cases such as CX or supply chain optimization
- Initial commitment is bounded and defined

2. Prove Value Before Expanding

- ROI is demonstrable at the use-case level before full platform commitment is required
- Build the business case based on real outcomes, not projections, as the basis for expansion

3. Opex Model, Not Capex Risk

- Consumption pricing converts a large capital decision into a predictable, scalable operating expense
- Align investments to value delivered, not upfront infrastructure commitment

Figure 2. Three Principles for Adopting IDMC with Confidence

PART THREE

Get a Head Start with Three Strategic Use Cases that Demand Unified Data

AI-powered customer experience, supply chain resilience and regulatory compliance are key business imperatives that underscore the urgency of a unified data foundation. Each mandate demands trusted, connected, real-time data. Each depends on scalable AI. And each exposes the limits of fragmented architectures.

Strategic Use Case #1: IDMC Accelerates Customer Experience (CX) Outcomes

The Cost of Inaction: What Disconnected Customer, Consent and Product Data Costs Your Business

- **Broken customer identity:** Disconnected CRM, ERP, marketing and commerce systems mean companies don't know customers across every touchpoint and employees can't access that information to personalize interactions and solve problems.
- **Inconsistent commerce experiences:** Disconnected commerce and product data lead to abandoned carts, increased returns and eroded brand trust.
- **Privacy as compliance burden:** Disconnected consent systems, manual policy enforcement and unclear data lineage slow down innovation, invite regulatory and reputational risk, and limit personalization.

The Reality

Ninety-three percent of organizations use customer data for retention, personalization and issue resolution. But a 19-point gap between IT (71%) rating customer data as excellent/very good versus business teams (52%) means organizations face a critical disconnect between technical capability and business confidence.⁶

According to executives, the two top internal challenges to creating great customer experiences are limited cross-department alignment/collaboration (43%) and siloed systems, technology integration challenges and/or fragmented customer data (38%).⁷

⁶ Bodine & Co., "From Data Silos to AI-Enabled Customer Engagement," 2026.

⁷ CMSWire State of Digital Customer Experience Report 2025

Take Action with the IDMC Advantage

IDMC delivers strategic value by converging integration, master data management, quality and governance within a single AI-powered cloud platform.

Transform fragmented customer, product, commerce and consent data into a trusted, real-time foundation for personalized, privacy — compliant and scalable customer experiences.

- **Single view of the customer: from blind spots to customer clarity.**
AI-powered intelligent matching unifies and reconciles records from any source, and real-time synchronization makes data available where it's needed.
- **Commerce & product experience: from shopping complexity to purchase confidence.**
The unified commerce and product information hub centralizes and enriches data with automated workflows and data quality rules.
- **Customer privacy and consent: from compliance burden to strategic enabler.**
Centralized consent management reconciles preferences across touchpoints, enabling ethical personalization, compliance and audit readiness for data collection and usage.

RS Group's CX Outcomes with IDMC

"We have consolidated over 1 million records for our customers and contacts across disparate systems and are predicting that our work will support up to 33% reduction in fraud."

Amanda Fitzsimmons
Sr. Director of the Customer Data and Insights Group, RS Group

[Watch the Video](#)

Strategic Use Case #2: Supply Chain Optimization

The Cost of Inaction: What Fragmented Supply Chain Data Costs Your Business

Without a centralized, cloud-native data management approach, supply chain data becomes fragmented across enterprise resource planning (ERP), supply chain management (SCM), product lifecycle management (PLM) and legacy systems.

- **Uncontrolled procurement spend:** Duplicate supplier profiles lead to missed volume discounts and millions in overpayment.
- **Inability to mitigate geopolitical & financial risk:** A lack of multi-tier supplier visibility makes you blind to upstream disruptions until it's too late.
- **Hamstrung operational agility:** Without a single source of truth for materials and products, launching new products or pivoting sourcing strategies becomes slow, manual and error-prone.
- **Limited visibility:** Unclear supplier locations, risk factors and backup options hamper risk assessment and responsiveness to disruptions.
- **Failure to meet emerging mandates:** Missing end-to-end data lineage makes it impossible to support critical initiatives like Digital Product Passports or provide auditable ESG reporting.

The Reality

Supply chain resilience is the top challenge for CEOs in the short term.⁸ Yet, fewer than 8% of organizations report having end-to-end control over supply chain risks. 87% of supply chain leaders say geopolitical risks are driving them to more flexible operations, raising the pressure for more effective scenario planning and adaptability in supply chains.⁹

⁸ KPMG US CEO Outlook 2025

⁹ PwC's 2025 Digital Trends in Operations Survey

Take Action with the IDMC Advantage

IDMC delivers strategic value by transforming fragmented supply chain data into a resilient, transparent and regulation-ready operational backbone. A 2025 study found that highly digitized supply chains outperform the rest across the board, being twice as transparent, 54% easier to manage and 30% more on schedule.¹⁰

- **Seamless integration and real-time visibility with digital twins**
Integrates real-time, multi-source data into governed, AI-enriched pipelines that keep digital replicas accurate, contextual and compliant, while AI forecasting optimizes inventory to prevent stockouts and overstock.
- **Data readiness with digital product passport (DPP)**
Orchestrates multi-domain master data, automates provenance tracking and enforces privacy and sovereignty controls, for scalable, auditable, compliant DPP frameworks.
- **Resilient and governed supplier management**
Unifies supplier data across legal, financial, operational and ESG domains into a trusted 360-degree view. Real-time transactional sync, intelligent matching and embedded governance enable data-driven supplier decisions.

Lagardère's Supply Chain Optimization Outcomes with IDMC

"We selected Informatica because of its robust services organization, strong local partnerships and close alignment with our cloud-first strategy."

Shaun Stanyer
IT Director, Lagardère
Travel Retail Pacific

[Read the Case Study](#)

¹⁰ QIMA Global Sourcing Survey 2025

Strategic Use Case #3: Regulatory Compliance

The Cost of Inaction: What Fragmented Compliance Data Costs Your Business

Legacy disconnected IT systems cannot adequately address modern compliance and privacy requirements with consistency:

- **Unverifiable ESG claims:** Manual data collection makes consolidated reporting impossible. Without end-to-end data lineage to substantiate claims, organizations face stakeholder mistrust and greenwashing accusations.
- **Regulatory audit failures:** Inconsistent data definitions trigger costly manual reconciliation, while non-compliance with BCBS 239, CCAR and DORA exposes organizations to financial penalties, higher operating costs and reputational damage.
- **Blocked AI innovation:** Models trained on biased or low-quality data produce discriminatory outcomes. AI decisions are hard to explain to regulators, AI drift goes undetected and privacy violations occur when AI accesses data without proper consent tracking.

The Reality

CDO Insights 2026 report reveals that 93% of CDOs report the regulatory environment has held back AI efforts, 39% have AI projects stalled due to compliance concerns and 46% cite cybersecurity and privacy compliance as the biggest barrier to demonstrating GenAI business value.¹¹ According to PwC's Global Compliance Survey 2025, only 7% of respondents currently consider themselves to be leading in compliance, yet 38% aim to be leading within three years.¹²

¹¹ Informatica CDO Insights 2026

¹² PwC Global Compliance Study 2025

Take Action with the IDMC Advantage

IDMC delivers strategic value by transforming compliance from a reactive obligation into a continuous, defensible and strategic capability to meet ESG obligations.

Sustainability reporting: IDMC automates ESG data ingestion, governance and lineage tracking, enabling accurate sustainability reporting enriched with metadata Intelligence.

Financial risk and compliance: IDMC unifies transactional and third-party data in governed pipelines, automates policy enforcement for industry-specific regulations and protects reporting integrity with continuous data quality monitoring.

AI governance: Responsible AI requires transparency, accountability and ethical oversight across the lifecycle. IDMC embeds governance into data curation, model training, lineage tracing and bias detection, while Cloud Data Governance and Catalog supply metadata intelligence for risk alignment and audit readiness.

Gras Savoye's Compliance Outcomes with IDMC

"We were confident that with mature MDM software from Informatica and an experienced integrator, we could meet our KYC compliance deadlines."

Stephane Beneteau
Global Project Delivery
Manager, Gras Savoye

[Read the Case Study](#)

Criteria	Point Solutions	Informatica IDMC
Coverage	Separate tools for MDM, data quality, integration, governance, catalog	Single platform spanning all capabilities
Integration Effort	Custom connectors between each tool; ongoing maintenance burden	Pre-integrated capabilities; unified metadata layer
Time to Value	6-12 months per tool; sequential rollout	3-6 months for initial use case; rapid expansion to additional domains
Data Lineage	Gaps between systems; manual tracking	End-to-end automated lineage across operations
AI Readiness	Siloed data limits AI access	Unified data foundation purpose-built for AI
Scalability	Each tool scales independently; integration complexity grows exponentially	Elastic scaling across all capabilities; complexity stays flat
Cost Model	License per tool, per user, per capability	A transparent consumption-based model
Governance	Inconsistent policies across tools	Unified governance across all data operations
Skills Required	Specialized expertise for each tool	Common skillset across all capabilities; low-code / no-code reduces dependency
Vendor Management	7+ vendors average for data management	Single vendor relationship; single support contact

Figure 3. Comparison Table: Deploying Fragmented Point Solutions vs. a Unified Data Platform

Comparing the Total Cost of Operations (TCO): Point Solutions vs. Informatica IDMC

Compare a 3-year cost along the following parameters:

- Initial licenses (MDM, quality, integration, governance, catalog) vs. a one-time initial implementation
- Annual maintenance and support vs. an annual consumption-based subscription cost
- Integration development and maintenance across multiple tools vs. single-window integration
- Training and specialized skills on multiple vs. a single platform
- Infrastructure (if not cloud-native) vs. cloud-native infrastructure

Add to this additional savings only IDMC delivers:

- Faster time-to-market for new initiatives
- Reduced compliance risk and penalties
- Improved customer experience driving revenue growth
- Supply chain optimization reducing operational costs

PART FOUR

Act Now or Risk Being Locked Out of the Data Economy

Convergence is inevitable. Delaying action means being locked into fragmented ecosystems that cannot converge later without massive cost. CDOs who act now know this is not just about saving money or driving efficiencies. It's about avoiding obsolescence.

Give Your Organization the Informatica IDMC Advantage

For thousands of enterprises across industries, Informatica IDMC is the preferred future-proof convergence layer across ecosystems. Here's why.

All-in-One Platform

IDMC consolidates cloud data and application integration, AI-powered data quality, governance, multidomain MDM, and data privacy. By providing a cloud data marketplace for governed, self-service access, it democratizes insights across the organization (see Figure 4).

Cloud-Native Architecture

IDMC is a complete convergence hub, with future-proof architecture designed to evolve with new paradigms such as data mesh, lakehouse, vector DBs, generative AI and agentic AI. The microservices-based platform delivers elastic scaling, multi-cloud flexibility, automatic security and feature updates and consumption-based pricing tied to data volume, not use cases.

AI-Powered at Scale

The CLAIRE AI engine learns your data landscape to reduce manual effort and accelerate time-to-value, so you can mitigate risk and boost innovation simultaneously. IDMC uniquely operationalizes responsible AI by embedding governance, lineage and trust into the data fabric.

Built for Humans and AI Agents

- **Business users:** Self-service access to trusted data through **Cloud Data Marketplace**
- **Data engineers:** Low-code / no-code interfaces for pipeline automation
- **Data stewards:** AI-powered assistance for governance policy management
- **AI agents:** Trusted, governed context for automated decision-making

Proven at Enterprise Scale

Deploy with confidence the platform powering AI-driven customer experiences, supply chain optimization and ESG for the world's most demanding enterprises. IDMC is trusted by **5,000+ customers including 80 of the Fortune 100 companies.**

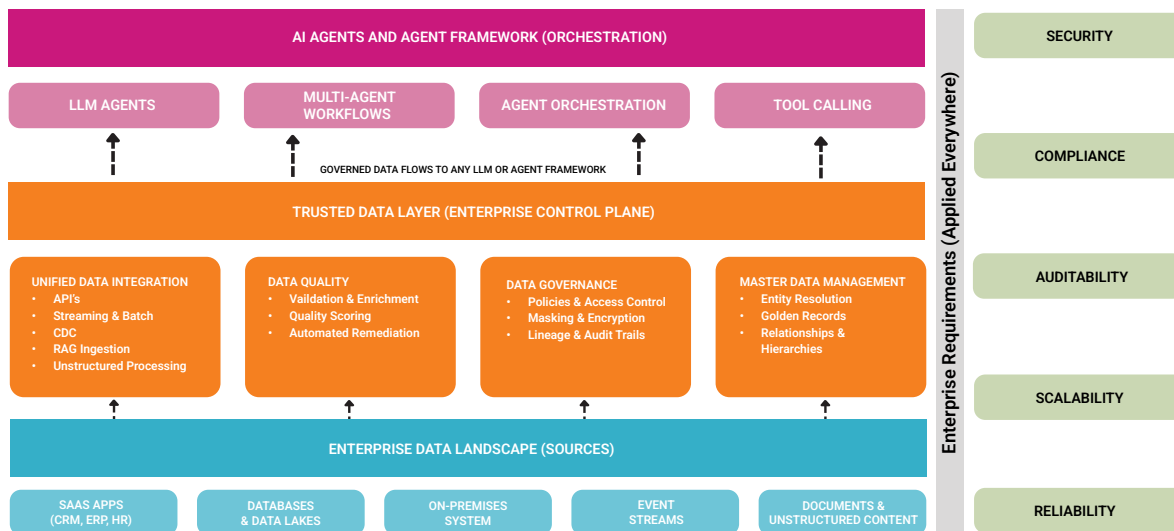


Figure 4. IDMC's Unified Data Foundation Enabling Future-Proof AI Readiness

Your Next Step

The cost of fragmentation compounds daily. The advantage of unification begins immediately. Give yourself the advantage of a single vendor relationship, reducing complexity and total cost of ownership by a significant margin.

Take the next step to chart your course from data fragmentation to consolidation today. Request a **personalized demo** focused on your use case.

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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