

Brochure

Generative AI Data Solutions Professional Services Units

Unlocking Success in GenAI Transformation: The Power of
Relevant, Robust, and Responsible Data







Where data & AI come to **LIFE**™

Harness the Power of GenAI for Transformative Business Success!

Unlock unparalleled GenAI transformation with our cutting-edge data management solutions. Powered by GenAI-native and metadata-driven innovations, our offerings ensure you stay ahead in today's fast-paced world by integrating comprehensive knowledge across your enterprise.

Experience the capabilities of our IDMC platform to maximize and accelerate your GenAI agents and RAG pipelines. We deliver optimized solutions to streamline operations, uncover opportunities, and drive sustainable growth—all while ensuring compliance with AI and data regulations.

-  **Accelerate Innovation:** Revolutionize your data strategy and governance to tackle GenAI challenges with ease. Enhance IDMC's intelligent features and leverage metadata-driven automation using our best practice architecture blueprint and cutting edge GenAI-enabled accelerators.
-  **Scalable Growth at Controlled Costs:** Expand your GenAI architecture efficiently and affordably. Embrace a disciplined agile approach that combines open-source library flexibility with robust, secure, low-code solutions for seamless data and application integration.
-  **Maximize Value:** Get the most from your GenAI investments by aligning your roadmap with business goals, technical complexity, and regulatory needs. Stay ahead by exploring the latest IDMC features and timely release opportunities.
-  **Empower Your Workforce:** Boost your team's AI proficiency as we deploy transformative solutions. We emphasize empowering your team with best practice GenAI solution patterns and trustworthy AI metrics and safeguards, teaching them to "fish" and navigate the AI landscape confidently.

"Navigating the agentic AI wave is not a solo endeavor. Success will depend on strong partnerships between enterprises, data professionals and AI solution providers—because AI agents are only as good as the data that powers them."

Amit Walia, CEO
Informatica



What You Get

I. Redefining Strategic Alignment

Embark on a transformative journey with our GenAI Strategy and Governance framework. Our in-depth workshops are designed to align your AI initiatives with your most critical business goals, ensuring maximum impact and innovation.

- **Identify Key Drivers:** Discover the AI business drivers that matter most to align your strategies effectively with core business goals.
- **Opportunity Mapping:** Reveal untapped opportunities in your data landscape to fuel innovation and strategic growth.
- **Unified Vision:** Forge a collective vision for AI implementation, aligning stakeholders across the board for maximum business impact.
- **Prioritize Initiatives:** Craft a roadmap prioritizing high-value AI initiatives for optimal resource allocation.
- **Tailored Frameworks:** Customize AI governance structures to suit your unique organizational landscape and industry requirements.
- **Sustainable Growth:** Develop strategies that deliver immediate results while nurturing long-term, AI-driven business expansion.
- **Data-Driven Decisions:** Empower leaders with data insights for informed, strategic decision-making.

“With people, the goal is to inspire a growth mindset toward GenAI. With processes, the goal is to evolve toward a “new normal” way of working in which a cognitive value chain enables knowledge to infuse workflows, at pace and scale, in order to reduce error.”

CIO.com



II. Architecting Successful Innovation

Leverage our Architecture Assessment Service to secure a blueprint for success, enhancing data management and integration in an ever-changing market landscape.

- **Blueprint for Success:** Develop a tailored architecture plan that aligns with your strategic goals and future aspirations.
- **Data Management Excellence:** Boost your data management systems to ensure AI processing benefits from high-quality, accessible data.
- **Seamless Integration:** Create integration pathways that effortlessly connect diverse data sources and systems.
- **Scalability at Core:** Design AI architectures that scale and adapt to support your growing organization's future needs.
- **Innovation Enablement:** Integrate cutting edge technologies to maintain your AI architecture at the industry's forefront.
- **Performance Optimization:** Streamline AI workflows for peak efficiency, minimizing redundancy and optimizing performance.
- **Future-Ready Design:** Construct architectures robust enough to incorporate emerging AI technologies and trends seamlessly

Catalog Item	Included
GenAI Strategy, Governance, and Use Case Validation	✓
GenAI Architecture and Proof of Concept Roadmap	✓



About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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Where data & AI come to



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