Informatica | sparkcognition™

Democratizing Data Science:

SparkCognition Gives Customers Easy Access
to Data for AI

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leveraging more of their enterprise data for AI, which
will ultimately make their efforts more successful."*

Scott Armstrong
Head of Channels and Alliances
SparkCognition

Goals	Solution	Results
Give customers more options for innovating with and scaling artificial intelligence (AI) to gain competitive advantage from their data	Combine Informatica data management capabilities with SparkCognition AI-powered data science automation platform, Darwin™	Helps customers use AI to address business problems and outpace competitors
Allow customers to integrate data from their source systems to feed machine learning (ML) models	Implement seamless, automated integration using prebuilt Informatica Cloud Connectors	Simplifies data integration, enabling users to incorporate more data sources and generate highly accurate and useful results from models built using Darwin™
Enable real-time AI use cases for financial services customers	Use Informatica Cloud Application Integration and Cloud Data Integration to capture streaming data for use in ML models	

Informatica Success Story: SparkCognition

The operationalization of artificial intelligence (AI) has arrived, and it is redefining how companies compete and gain market share. In a few years, most industries will be dominated by model-driven enterprises: companies that have embraced and operationalized AI in the form of automated machine learning (ML) models.

SparkCognition is at the forefront of the AI revolution, helping companies embed AI within their business operations. Customers rely on SparkCognition to help manage important aspects of their businesses, such as predicting automotive sub-component quality during assembly, identifying the degradation in commercial aircraft components, or detecting impurities during iron ore manufacturing.

The company's Darwin data science automation platform helps customers adapt to a rapidly changing digital landscape by making it easier for them to create end-to-end AI solutions that accelerate their business strategies. With automated ML, a wide variety of users can quickly create and deploy models to enable rapid prototyping and business insights.

But AI-fueled insights require trusted data, and the more of it, the better. For instance, SparkCognition's customers in the financial services industry are generating ever-increasing amounts of customer and financial data from cloud and on-premises systems, and they need a simple, reliable way to get that data into Darwin to help identify customers at risk for loan delinquency, default, or at risk of being past due.

Darwin's automated workflows around data quality and model creation allow a faster turnaround of use cases, enabling organizations to more quickly operationalize the output of data science and innovation teams. This approach effectively transforms organizations into factories of use cases that efficiently operate on their data to positively impact what matters: the bottom line.

"We wanted to enable our customers to get more value from data science by opening access to diverse data sources across their business" says Scott Armstrong, Head of Channels and Alliances at SparkCognition. "This meant integrating with an enterprise-class data management and cloud integration toolset that our customers would recognize and trust."

A natural selection for a cloud integration partner

SparkCognition partnered with Informatica to offer the Darwin Integration Package, which uses pre-built Informatica Cloud Connectors to allow customers to connect Darwin to most common data sources with

just a few clicks. Customers can pull their data into Darwin from virtually anywhere, apply AI, and feed the results back into their data warehouse for decision-making.

"Partnering with Informatica will give our customers access to hundreds of prebuilt cloud connectors, a step-change in terms of access to data" says Armstrong. "Informatica Cloud Connectors come with security built-in, and they're easy to use. It also provides access to data with a known and trusted source. Our customers know that Informatica is an industry leader, so there's a high level of trust and confidence right off the bat."

Helping customers accelerate data science

By using the Darwin Integration Package, customers can better operationalize AI workflows and accelerate the model building process to provide value to their businesses faster. Customers benefit from an integrated, end-to-end environment where they can gather and manage their data, create highly accurate models in Darwin™ based off of that data, and use those models to support business decision-making.

"Data is the new oil, and Darwin is a high-performance engine," says Armstrong. "With Informatica, we're giving our customers the high-quality fuel they need to operationalize AI and solve difficult problems at scale."

Simplifying data integration will enable customers to incorporate more data sources, add more features, and generate highly accurate and useful results from their models using Darwin. Customers will also be able to pursue new AI use cases, such as fraud detection. As datasets grow larger, customers will be able to efficiently bring many data sources into Darwin using Informatica Cloud Mass Ingestion.

"Informatica gives our customers many options for leveraging more of their enterprise data for AI, which will ultimately make their efforts more successful," says Armstrong. "Customers get excited when we show them a proof of concept of the Darwin Integration Package; they understand the value right away."

Faster time to market for new AI solutions

As more customers start using the Darwin Integration Package, SparkCognition plans to use Informatica Cloud Connectors to offer prebuilt solutions designed to get Darwin customers started quickly on specific AI use cases, such as detecting fraud, predicting customer churn, and recommending next best offers to their customers.

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Informatica®

"Informatica makes it easy for us to seamlessly and securely ingest our customers' data, create specific models based on that data, and then add value by enabling a user experience on top," says Armstrong. "It really expands the scope of what we can offer to our Darwin customers in the future, and working with Informatica allows us to bring these solutions to market much faster."

Inside The Solution:

- Informatica Intelligent Cloud Services
  - Informatica Cloud Application Integration
  - Informatica Cloud Data Integration
  - Informatica Cloud Mass Ingestion

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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