Informatica CLAIRE GPT: Powerful AI-Driven Data Management

Streamlining Data Discovery and Data Management Through a Natural Language Interface

Data consumers encounter several challenges when working with data. Key issues include the extensive time required to locate useful information, the difficulty in accessing reliable and trusted data and the need to acquire technical skills for various aspects of data management. Traditionally, data consumers had to navigate various structured query languages (SQL), multiple programming languages, such as C#, Java, Ruby, C++, PHP, JavaScript and Python or rely heavily on expensive data engineers and other data professionals to compile data. This process often resulted in data silos that were later passed to subject matter experts for validation and refinement. This approach was characterized by high costs, inefficiencies and lengthy lead times.

Complicating matters is that the data volume continues to grow, which necessitates the creation of high-quality data pipelines. As more organizations require answers from their data, the ability to scale becomes critical for success. Artificial intelligence (AI) and machine learning (ML) are emerging technologies that assist in data insight scalability, but it's heavily reliant on the technical skillsets to integrate and clean the data for actionable insights.

Key Benefits

- Empower data users and reduce data management costs
- Increase productivity across the organization
- Streamline data pipeline creation with fully automated workflow

Leveraging **CLAIRE**®, Informatica's unified metadata intelligence, introduces a natural language (NL)-based experience to the **Informatica® Intelligent Data Management Cloud**™ (IDMC). This dramatically simplifies tasks such as data discovery, integration, quality, governance and master data management. The Informatica CLAIRE GPT, a generative AI-powered version of our pioneering AI engine CLAIRE, will enhance data management and data utilization experience for all users. This rapidly improves a company's time-to-value and amplifies business insights.

Key Features

AI-Powered Insights

Search and discover data assets available in the data catalog through a natural language interface powered by Informatica's large language model (LLM). CLAIRE GPT helps simplify, accelerate and optimize data management operations, driving enormous gains in productivity for data teams. See Figure 1.
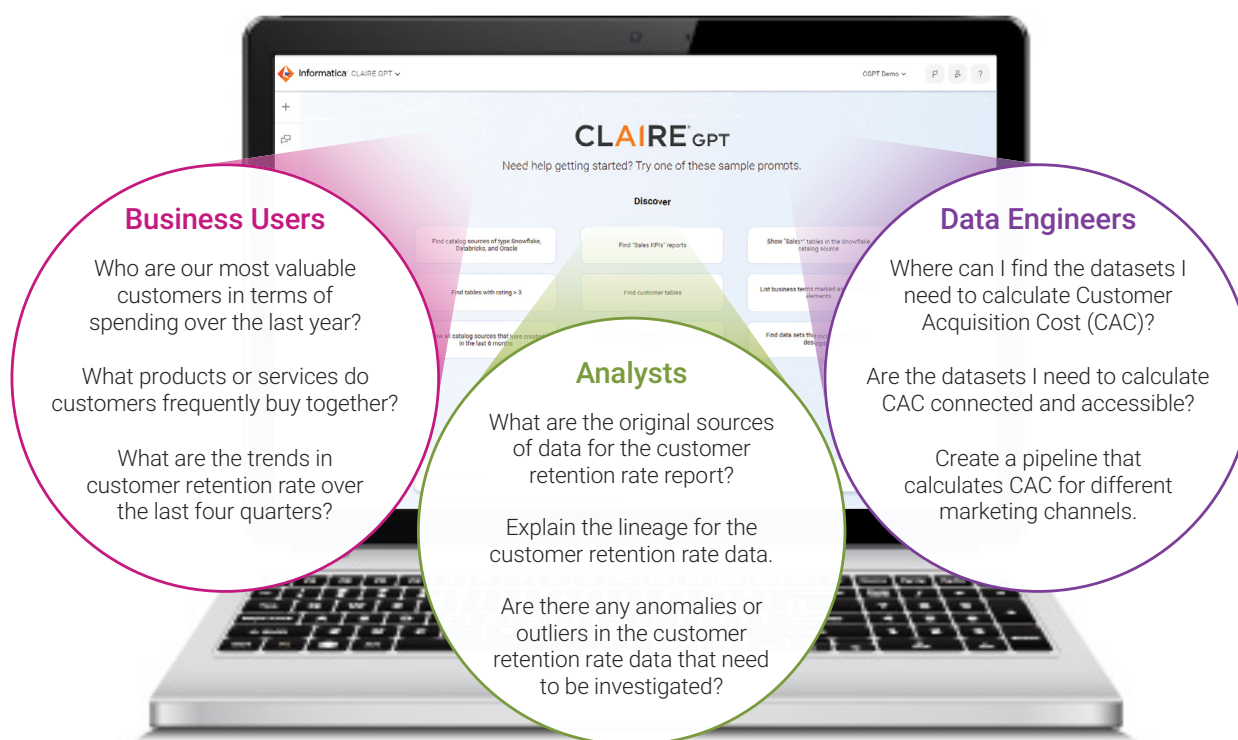

Figure 1. CLAIRE natural language interface across the
Informatica Intelligent Data Management Cloud (IDMC) services

Secured Data Translation and Transformation

Users can interact with and manage their data through a text-to-IDMC interface using natural language as illustrated in Figure 2. They can create rapid first drafts of mappings and data quality rules and automate repetitive tasks in multiple sources (e.g. Snowflake, Databricks Delta Lake, Google BigQuery, Azure Synapse, Amazon Redshift, etc.). CLAIRE GPT never accesses or uses a customer's actual data for CLAIRE model training.
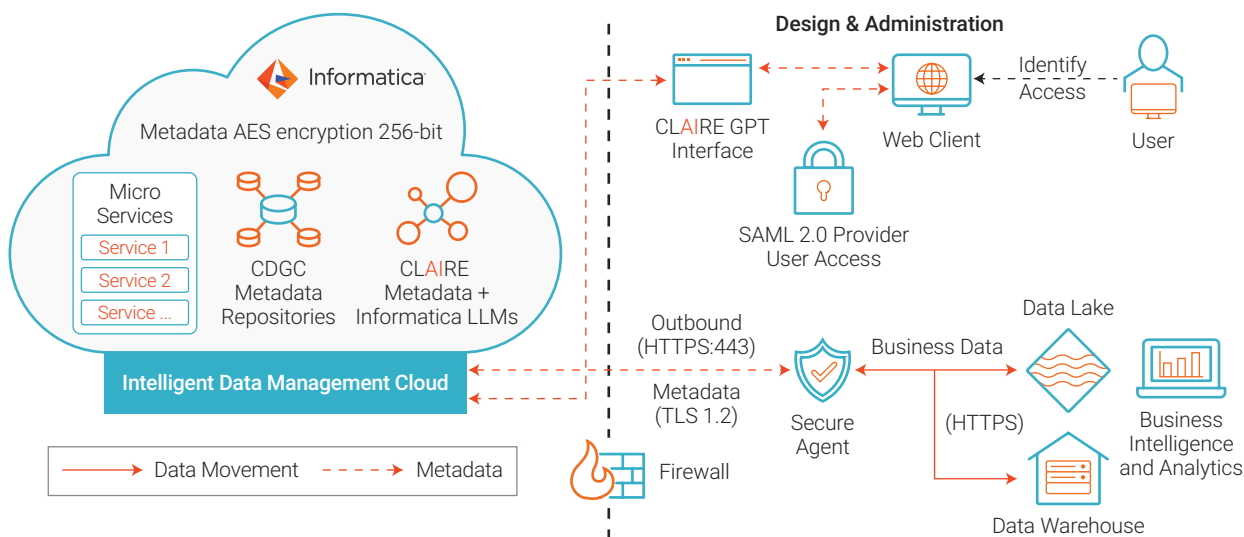
Figure 2: CLAIRE GPT security architecture diagram

Key Benefits

Empower Data Users and Reduce Data Management Costs

Perform data management tasks without specialized knowledge or training. CLAIRE GPT has a simple and easy-to-use interface, reducing the barrier-to-entry for more business and citizen users.

Increase Productivity Across the Organization

Improve quality and transparency of data by automating repetitive tasks such as debugging, testing, refactoring and documentation. CLAIRE GPT helps data engineers quickly explore the datasets and find data quality issues and helps document and test the pipeline.

Streamline Data Pipeline Creation with Fully Automated Workflows

Find the right datasets needed for the task directly from requirements specifications and generate the first draft of the data pipeline. CLAIRE GPT can create data mappings, data quality rules and governance artifacts, enabling the data team to refine them easily.

Key Capabilities

Generate data pipelines to transform data within the same source instance (e.g. Snowflake, Databricks Delta Lake, Google BigQuery, Azure Synapse, Amazon Redshift, etc.) with NL conversational interface via the following steps:

- Search and discover data assets available in the data catalog through a natural language interface powered by Informatica's LLM.

- Explore metadata of assets of interests, and find out data quality, stakeholders, lineage, business context, data classification, and profiling information using simple prompts.

- Explore data, perform exploratory data analysis (EDA), and ask data questions to find out insights using natural language instructions.

- Generate the first draft of the data pipeline to transform data within the same source instances.

- Ask product help questions to understand various Informatica products and how to use them to perform specific data management tasks.
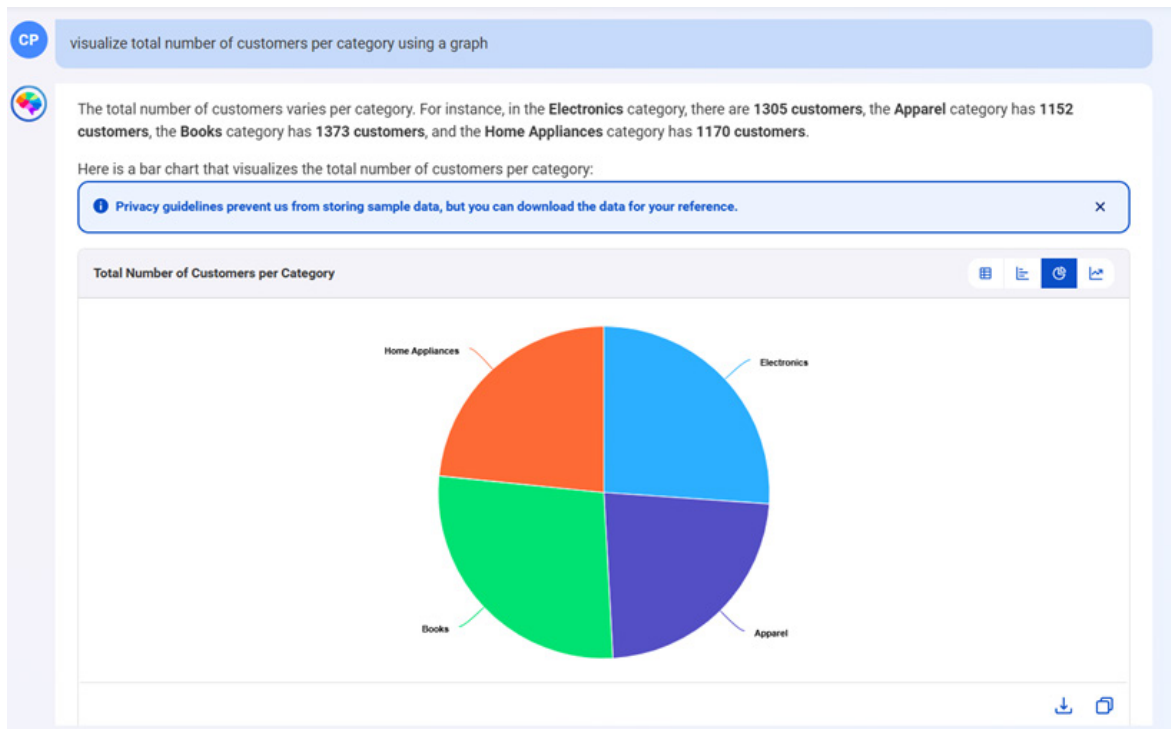

Figure 3. Users easily converse with CLAIRE GPT using simple natural language prompts

Speak the Language of Data with Informatica CLAIRE GPT

With CLAIRE GPT as the primary interface for data management, users can interact with and manage their data through a text-to-IDMC interface thus simplifying, accelerating and optimizing data management operations, driving enormous gains in productivity for data teams. CLAIRE GPT-powered capabilities are available in context through IDMC, BI Tools, AI Tools, enterprise social tools, browsers and search engines, providing contextual data intelligence tailored to individual needs when and where data is being consumed.

Learn More

Want to see CLAIRE® GPT in action? Check out the following demonstration: **https://video.informatica.com/detail/video/6346086397112**

Where data & AI come to

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.™**

IN06-4605-0425