

Intelligent MDM and 360 Applications

Empowering businesses to drive revenue growth, optimize costs and innovate through a unified 360-degree view of master data and AI-powered insights:

- **Increased adoption and productivity with a modern cloud experience**
- **Reduced total cost of ownership with AI-powered automation**
- **Faster time-to-value with quicker deployment**
- **Increased innovation and new revenue streams through connected business insights**

As businesses expand across multiple channels, data volumes increase exponentially across on-premises systems and hybrid cloud environments. Master data management (MDM) creates a unified 360-degree view of this distributed information, powering critical business strategies such as exceptional customer experiences, connected digital commerce, optimized supply chains and finance transformation.

Informatica® Intelligent Master Data Management and 360 Applications, powered by the Intelligent Data Management Cloud (IDMC), are cloud-native and built on a modern microservices architecture that simplifies and automates data mastering complexities. The solution transcends traditional MDM by deploying intelligent AI agents that collaborate with humans in a highly scalable environment, empowering innovation with remarkable speed and agility, and facilitating instant access to trusted master data to deliver business value in hours or days.

Key Features:

AI-Powered All-in-One Comprehensive Solution:

Informatica MDM and 360 Applications, powered by CLAIRE® AI engine, are built on a metadata-driven microservices architecture and are loaded with data management capabilities like data and application integration, API management, comprehensive connectivity, data quality and observability, reference data management and master data governance. These capabilities seamlessly interoperate to support both simple and complex enterprise MDM use cases. The Informatica CLAIRE AI engine helps automate master data discovery, determining domain type, identifying and classifying personal and sensitive data, mapping lineage and cataloging master data assets. Smart mapping functionality simplifies data integration and accelerates master data onboarding by automatically identifying source fields and field types and mapping them to appropriate master data models. Enrichment and Validation Orchestrator (EVO) provides a flexible framework to centrally manage and automate how records are validated and enriched throughout their lifecycle, coordinating the various rules used across IDMC services, third-party data providers and external LLMs.

Domain-Specific MDM & 360 Applications:

Informatica offers a range of pre-configured domain-specific 360 applications that unify data across the enterprise for a contextual 360-degree view and AI-powered insights. For example, Customer 360 helps with customer experience optimization and grow customer loyalty by creating a trusted customer profile and identifying customer relationships from customer data scattered across distributed source systems. Similarly, managing product information with Product 360 can enhance revenue by creating engaging product experiences across sales channels. Additionally, Supplier 360 helps reduce expenses by optimizing supplier information management and identifying supplier ESG risks. It also promotes ESG compliance by tracking emissions in the supply chain. Finance 360 supports precise planning and forecasting and minimizes risk by carefully managing financial hierarchies and crosswalks, empowering modern CFOs with accurate reporting and driving better decision making. By maintaining and sharing accurate reference data, Reference 360 provides business users with access to intuitive and self-service capabilities to power up other 360 applications. Similarly, the cross-industry 360 applications — such as Location 360 — manage location and site master data, whereas Material 360 helps centralize authoring and management of material master data.

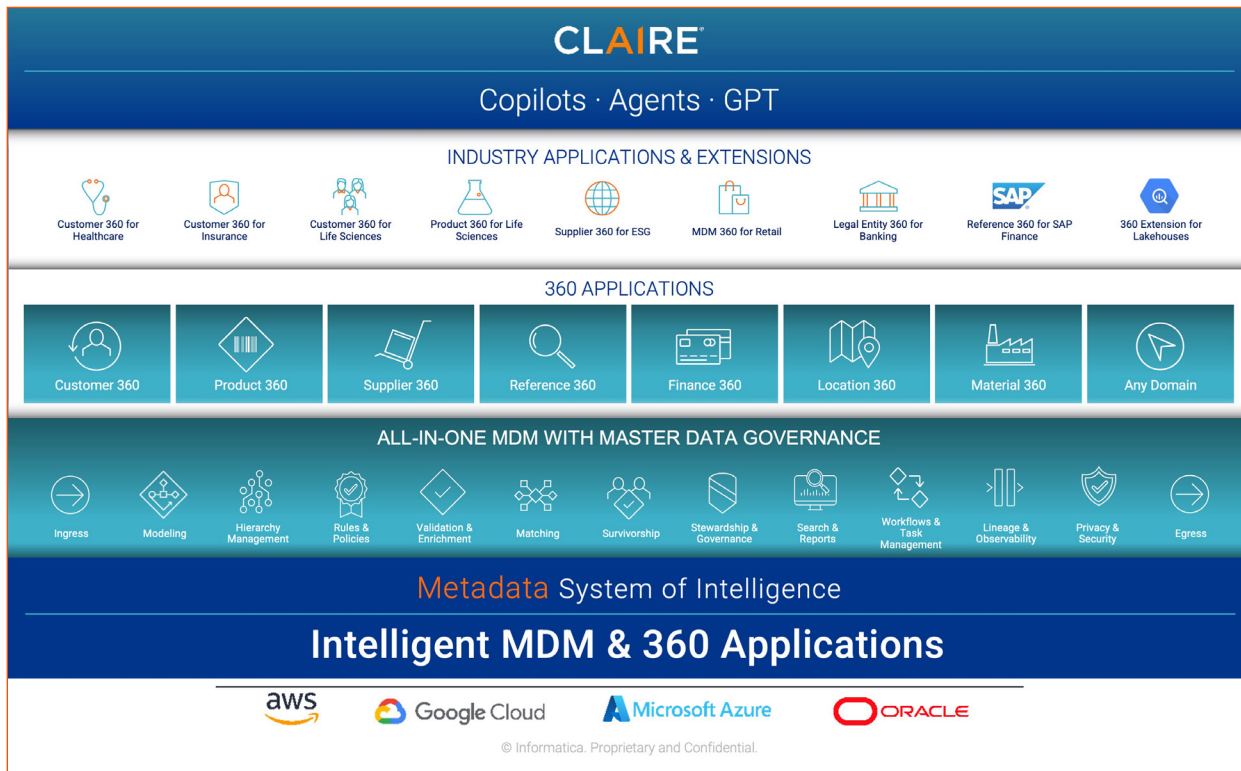


Figure 1: Master data management capabilities and 360 applications

Industry 360 Applications and Integration Extensions:

Informatica's pre-built industry 360 applications accelerate MDM implementations up to 20 times faster and provide tailored industry blueprints for key industries like healthcare, insurance, banking, finance, retail. These industry blueprints entail preconfigured data models customized to specific industries and hierarchical relationships between the related business entities. Additionally, some integration extensions help connect our 360 applications seamlessly with critical business applications like SAP and Salesforce, while others help drive analytics and AI initiatives by providing master data consumption directly in cloud analytics platforms like Snowflake, Google BigQuery and Microsoft Fabric.

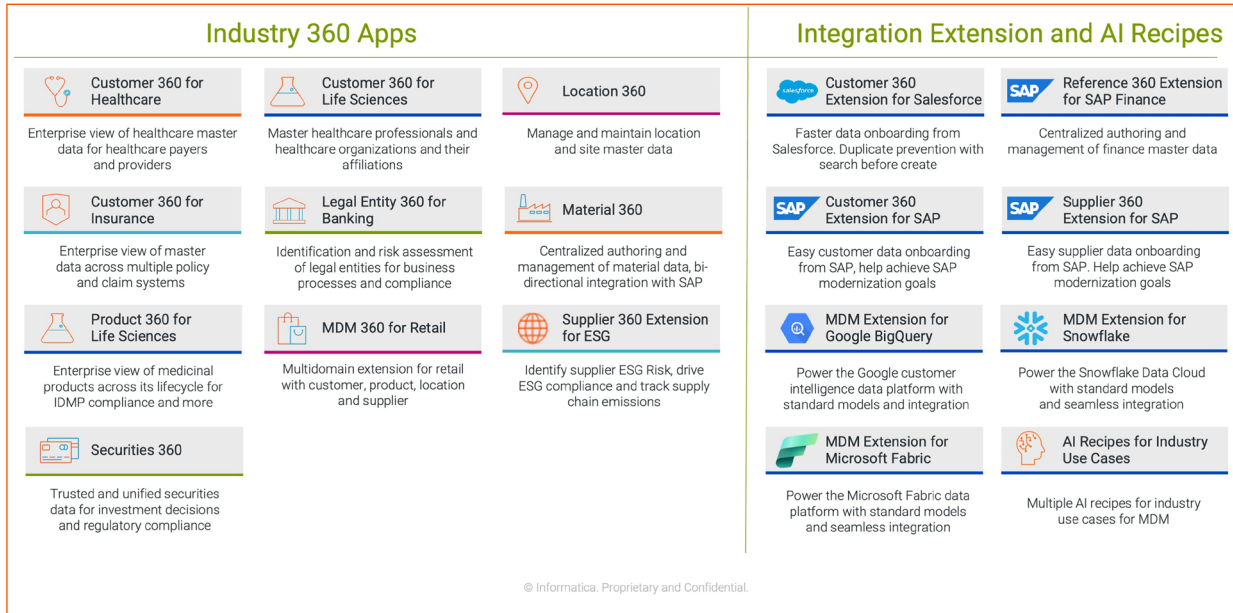


Figure 2: List of Industry 360 applications and extensions

Multidomain Mastering and Data Modeling:

Informatica Intelligent MDM is a flexible, multidomain solution offering powerful no-code configuration for managing diverse data domains. It enables dynamic modeling of business entities and relationships within a single platform, providing prebuilt, extensible and customizable data models for any type of master data, such as customer, product, supplier, employee, location, asset, and cost centers and more. The “Smart Fields” feature automates the data modeling process by providing context-aware fields, which have predefined properties, such as validation and match rules. These smart fields are the building blocks for common entity attributes like addresses, phone numbers and emails. Metadata-driven architecture allows modeling flexibility, enabling our solution to adapt to any use-case complexity and one-to-many relationships between domains, as well as complex hierarchical structures.

AI-Powered Matching:

Our AI-powered matching combines pretrained, rule-based methods to enhance match accuracy with a supervised learning model that continuously refines its matching precision by learning from data stewards' actions and the specific data profiles of your data domains. Detailed match analysis and explainability capabilities, including support for KPI trend analysis, provide transparency across the whole matching and survivorship process, further enhancing trust and adoption by data stewards. It enables self-service tuning of match rules and ongoing assessment of match results, allowing users to tweak match rules without IT support, increasing accuracy and reducing errors for higher data confidence across the organization. The patented Trust Framework defines survivorship rules and calculates trust scores at the attribute level, allowing data stakeholders to pick the latest, most relevant and trusted source for each field. The survivorship rules are then applied automatically when two records are merged to create a “golden record” — the single source of the truth — ensuring consistent, high-quality master data for all business needs.

Copilot and Generative AI Capability Powered by CLAIRE AI Engine:

Powered by unified metadata intelligence, our CLAIRE AI engine leverages predictive, prescriptive and generative AI technologies to drive business outcomes faster while reducing complexity, enabling scale and speeding master data delivery to a broader data team. As the number of master data sources, users and business use cases grow, CLAIRE copilot capabilities can help automate and scale key master data management processes. For example, CLAIRE AI engine automates the creation of a cross-domain, cross-department knowledge graph by inferring relationships between master data, providing business-critical insights. CLAIRE GPT can simplify MDM data exploration, enabling citizen data consumers to access the required master data for their AI and analytics initiative.

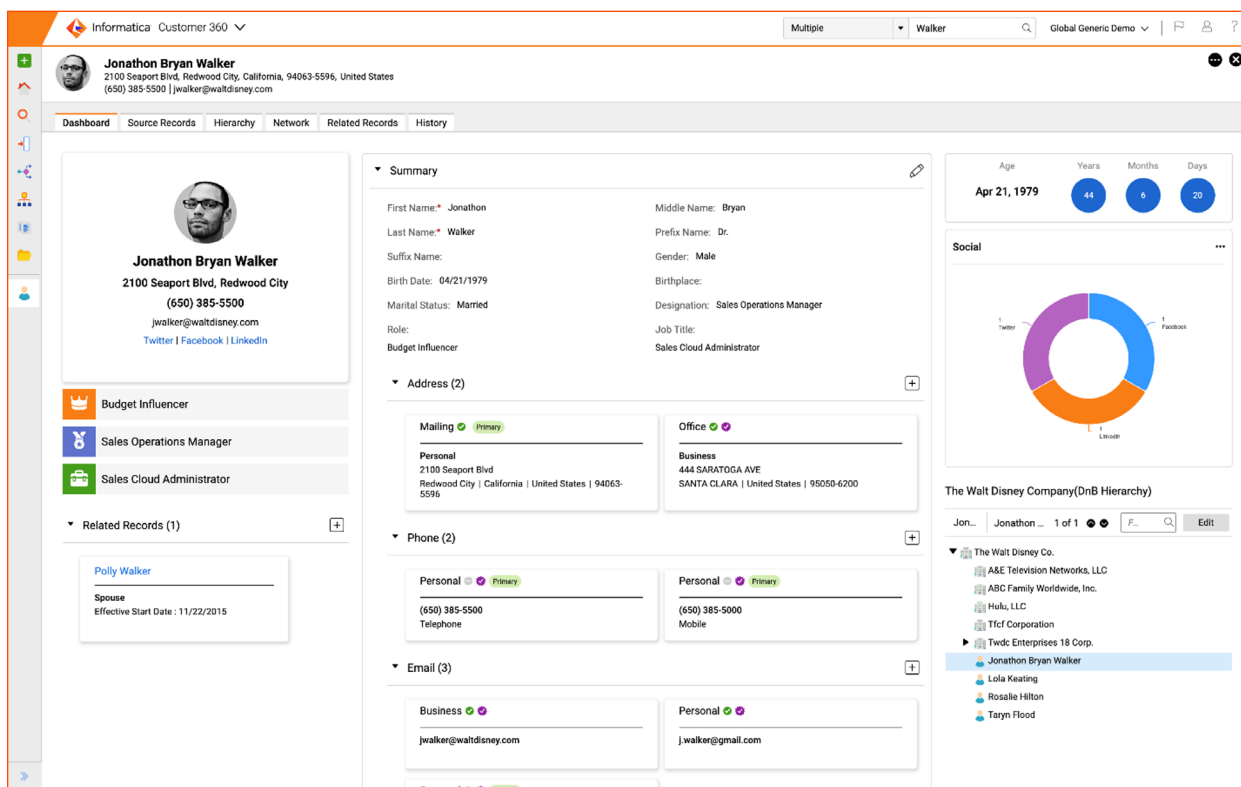


Figure 3: Detailed customer profile and hierarchy

Key Benefits:

- **Increased adoption and productivity with a modern cloud experience**

The intuitive interfaces, guided workflows, and machine learning recommendations simplify and accelerate the discovery, curation and consumption of master data for a range of data consumers including data stewards, application administrators, business analysts and analytics teams.

- **Reduced total cost of ownership with AI-powered automation**

Informatica MDM and 360 Applications drastically reduce the total cost of ownership by integrating all the data management capabilities required for the practice of master data management — such as data and application integration, API management, data quality and observability, data modeling, reference data management, workflow and task management, and privacy and security — in a single unified solution powered by CLAIRE.

- **Faster time to value with quicker deployment**

An extensive portfolio of pre-built 360 applications covering customer, product, supplier, finance and reference data domains — combined with industry-specific solutions and integration extensions — accelerate time to value, unlocking deeper business insights within weeks.

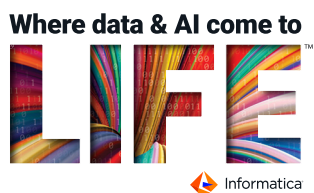
- **Increased innovation and new revenue streams with connected business insights**

By identifying cross-domain relationships, such as customer-to-product and product-to-supplier, as well as between master data and transactional data, the solution supports a broad range of digital transformation use cases, such as customer experience, digital commerce, supply chain optimization and finance transformation. This ability to scale across functional areas of the business ensures long-term value.

Next Steps

Explore Success Stories

Learn how **Takeda**, **Holiday Inn Club Vacations**, **TELUS** and **Citizens Bank** achieved measurable business outcomes with Informatica MDM.



Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and analytics tools — giving organizations the freedom of choice, avoiding vendor lock-in and delivering better ROI by enabling access to governed data, simplifying operations and scaling with confidence.

Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation.

Informatica. Where data and AI come to life.™

IN06-4305-0925

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Learn more about Informatica AI-powered Master Data Management at <https://www.informatica.com/products/master-data-management.html>