Informatica

4 Industries Leading the Way with Responsible AI

Where data & AI come to LIFE™

Artificial intelligence (AI) is expected to add $15 trillion to the global economy, and businesses are already racing to adopt it. However, enterprises must plan how they will use AI responsibly and ensure they have a trusted data foundation before charging ahead.

Get inspiration from four industries that are already embracing or are set to harness AI.



Leisure success story

Holiday Inn Club Vacations empowers resort teams with Informatica

Goal

Gain a deep understanding of each customer's preferences to enhance their experiences and automate data governance and security processes

Solution

Connected customer data in one place with a 360-degree view and used it to enable their resort teams, fueling a new era of customer obsession and AI-powered insights

Results

350,000+ unified member views, driving greater personalization and building long-term loyalty



Retail success story

IKEA transforms customer and employee experiences

Goal

Leverage AI transparently to modernize shopping experiences and ensure employees use AI in a way that meets ethical standards and operational goals

Solution

Created a GenAI assistant that generates images of how products could look in customers' homes and launched an initiative to train employees in AI literacy

Results

Enhanced customer engagement and increased job satisfaction



Sports use case

AI revolutionizes the Paris 2024 Olympics

Goal

Elevate the viewer experience and make the Olympic Games more sustainable

Solution

Generated highlight videos in different formats and captured real-time energy consumption data

Results

Personalized viewer experiences, reduced energy consumption and collected energy data to pave the way for sustainable future events



Health use case

AI's role in patient diagnosis

Goal

Improve patient experiences and elevate diagnosis

Solution

Use AI to analyze patient medical history, lifestyle details and genetic information while ensuring data is governed effectively

Results

Faster patient diagnosis and higher efficiency levels

Build a trusted data foundation ready for responsible AI.

WATCH WEBINAR



Source: **Informatica, Ready, Set, AI: Harnessing Responsible AI Data Governance for Better Business, 2024**

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.™**

Where data & AI come to



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