



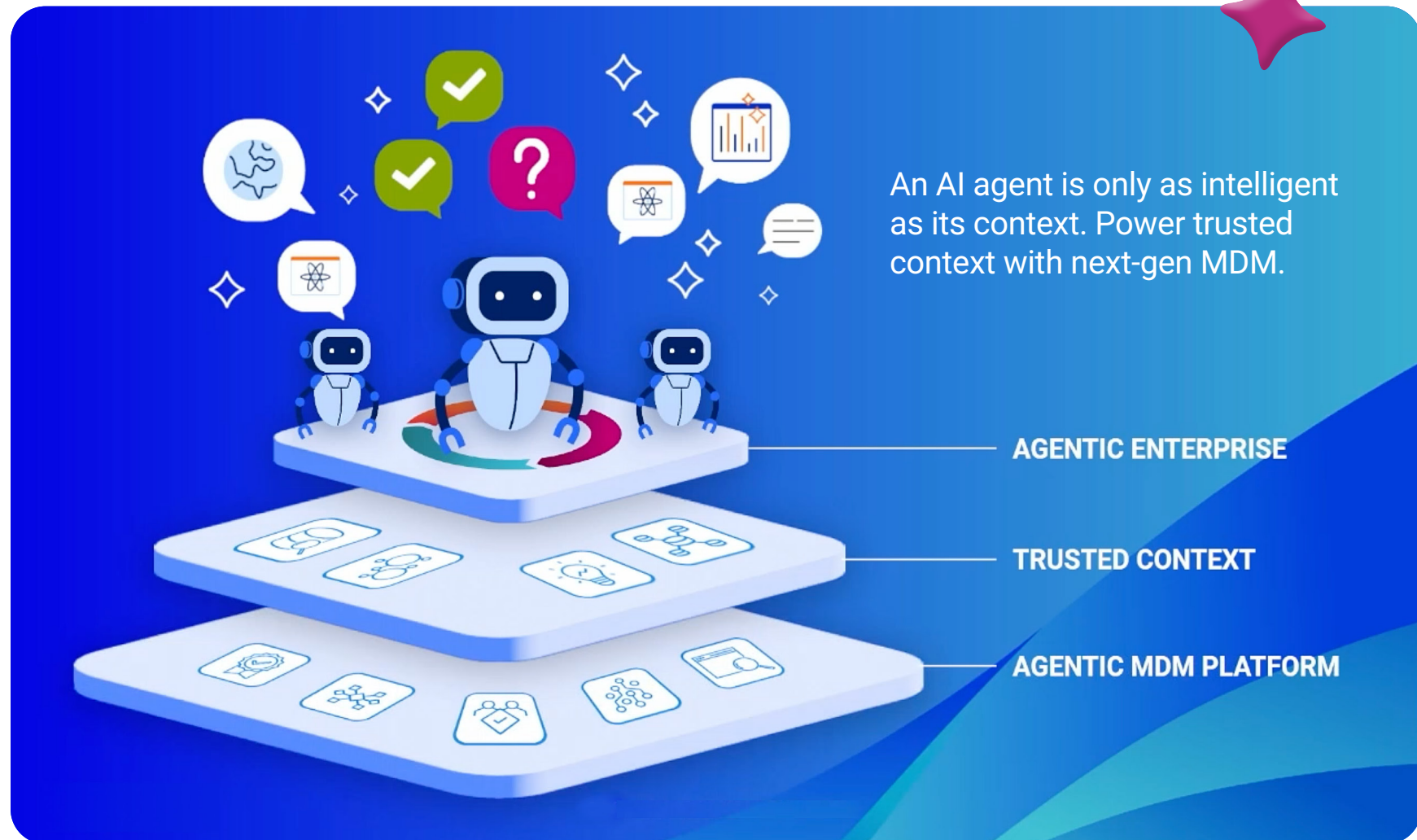
Informatica®
from  Salesforce

MDM: The Cornerstone of the Agentic Enterprise

Turn trusted context into your ultimate competitive advantage

Where data
& AI come to 

Root Agents in AI-Ready Data



Trusted Context: Your Strategic Edge



What is it?

Trusted context is your data — from every source and system — plus the meaning, history and relationships that make it accountable.



Why does it matter?

Poor context is why 88% of AI pilots never make it to production. Most organizations are data-rich but context-poor.

4 Rules of Trusted Context



Precise



Entity-Scoped



Governed



Ready for Reasoning

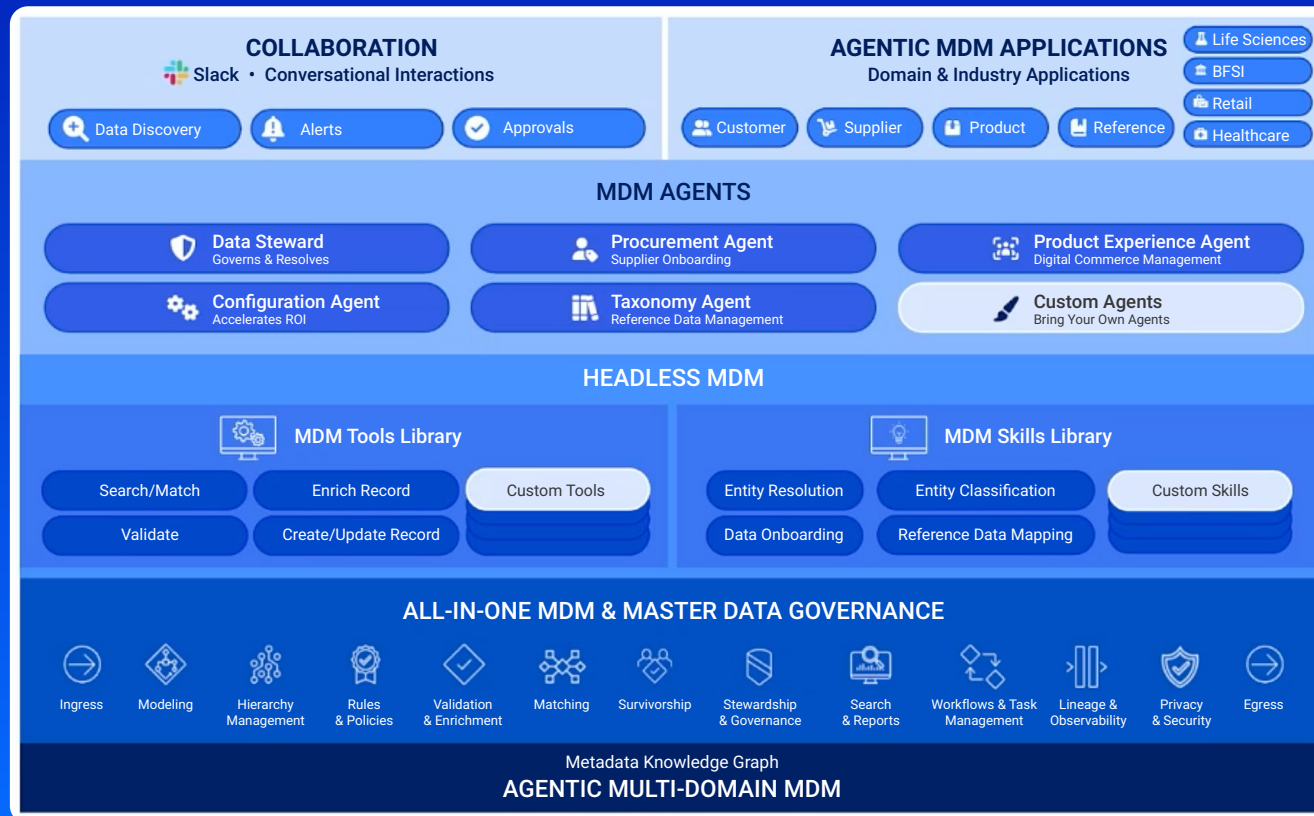
The Heartbeat of AI Agents: MDM

MDM handles the heavy lifting to forge the golden record for AI. By seamlessly connecting master records to your transactional reality, it creates the foundation of trusted context your agents demand.



MDM Blueprint for the Agentic Era

Power your agentic enterprise with Informatica's Agentic Multi-Domain MDM.



Google Cloud

Microsoft Azure



Engagement

MDM Agents

Headless MDM

Master Data Governance

All-in-One MDM

Real-World Success Stories

See how industry leaders are winning the agentic race by modernizing with cloud-native MDM, powered by Informatica.

*"We started in the business with a use case in data governance saying, 'How do we activate our business glossary? How do we **get our data ready for master data management** so we can consolidate records and create that golden record?' I sat down with the business and learned we had 41 different definitions of customer. I spent about four months coming up with one and that's now that trusted kind of data set — that **trusted context** so that when we go into the agentic era, we now have **clean and business-ready data** on customers to be able to analyze and to better make decisions on."*

*"We spent six months showing business value with Informatica's data governance solution. So we had **curated assets**, we had a **business glossary** and we had a **marketplace** live that people were using. I was able to prove myself a bit and get that trust that ultimately led to the yes."*

*"The idea of **having an agent to do some of that work** will truly transform some of the overhead that we have with teams right now and what they're doing manually. I'm really excited about it."*

*"For me personally, it was incredible to have a tool that was already **out-of-the-box** working because I could show **business value**."*



Molly Engleking
Global Director of Data Governance
Arrow Electronics



Real-World Success Stories

*"When we talk about AI, we don't talk about it as an add-on, but more of a foundational capability that really relies very much on the data — and having that **unified data platform that's trusted, governed and has the right context** to support all of our business needs."*

*"On any given day, there'll be **7.5 million records** that are going through our process to identify who those unique guests are, as well as to assign all the transactions to that unique guest ID. When you think about manual stewardship, that can be overwhelming. And so I'm really excited about the **agentic stewardship agents** that are*

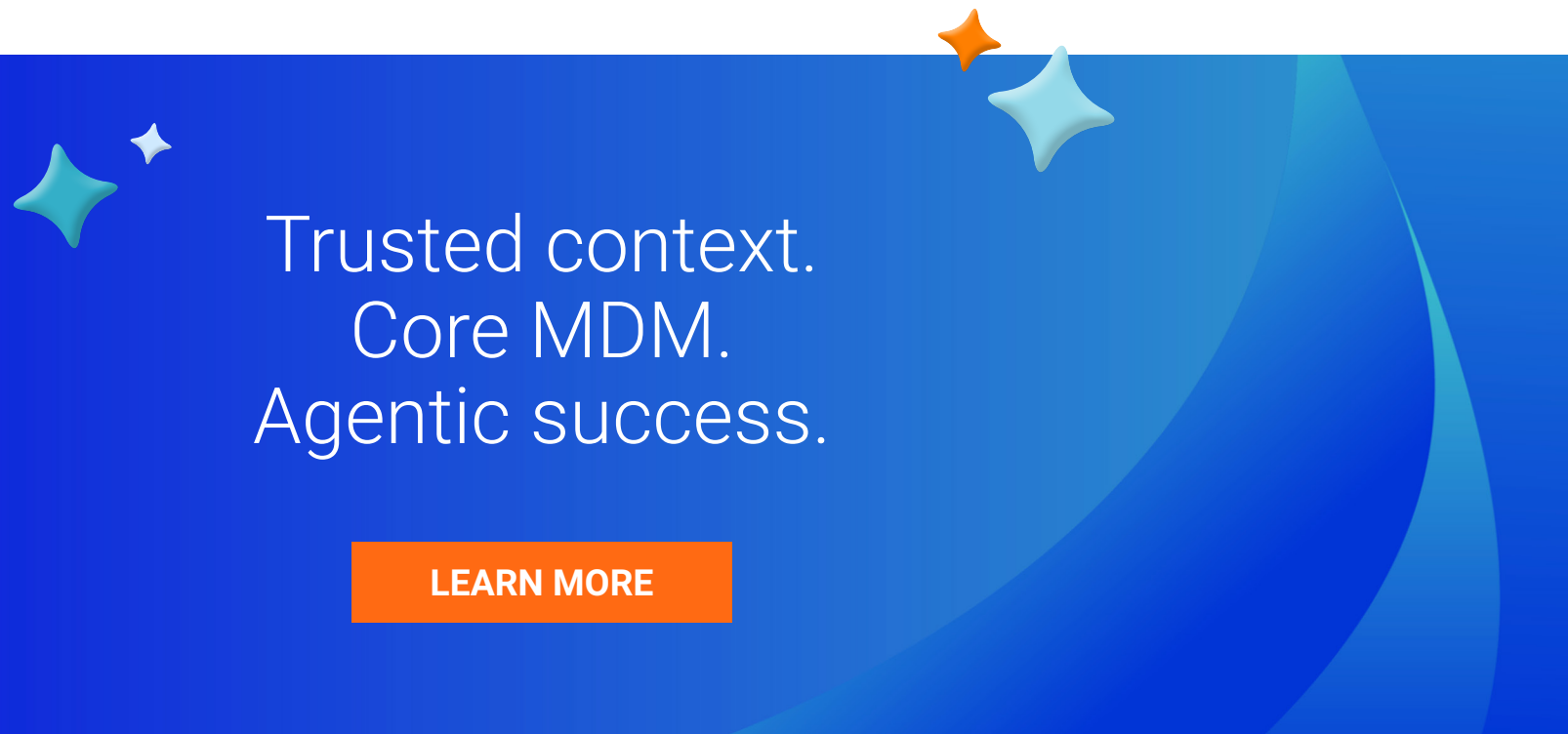
*going to be available so our **team members can really focus on the resolution of the issue, not all the research and identifying it.**"*

*"When you build something yourself, you don't realize all the hidden costs associated with it. And I think you really have to look at, 'Is this a commodity or is this something that's going to give me a competitive advantage?' And the platform in some ways is a commodity. **What gives you that advantage is the data that you put into that platform, the governance you apply and the rules on top of it.** So having the resources focus on that and spend the time on **that is where the real value-add is.**"*



Rob Avoletta
Sr. Director of Data Engineering
Hilton

Hilton



Trusted context. Core MDM. Agentic success.

LEARN MORE

About Informatica

Informatica from Salesforce is a leader in enterprise AI-powered cloud data management. Informatica helps organizations connect, manage, and unify their AI-ready data through its data catalog, data integration, governance, quality and privacy, metadata management, and Master Data Management (MDM) capabilities. Informatica continues to support and integrate with a broad ecosystem of partners while helping customers unlock the full value of their data and AI.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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