



eBook

# The Gap Between AI Ambition and AI Reality — and How to Close It

What PowerCenter® customers are doing today to stay ahead  
as AI puts new demands on data infrastructure

Where data  
& AI come to 

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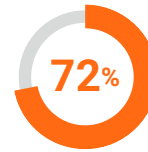


# Recognize That AI Readiness Starts With a Decision

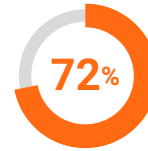
**PowerCenter® has been the backbone of data management for organizations worldwide. Now those same organizations are being asked to do something new with that foundation: power AI.**

With 99% of organizations actively advancing AI/ML initiatives and 85% saying cloud modernization is critical to achieving those goals, most organizations are carrying AI ambitions that their current on-premises environment is not yet equipped to support. Closing that gap is the difference between an AI strategy and an AI outcome.

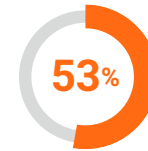
## What's driving organizations to act now:



are modernizing to improve operational efficiency and reduce costs



cite innovation and technology enablement as a primary driver



are focused on gaining agility and faster time to value



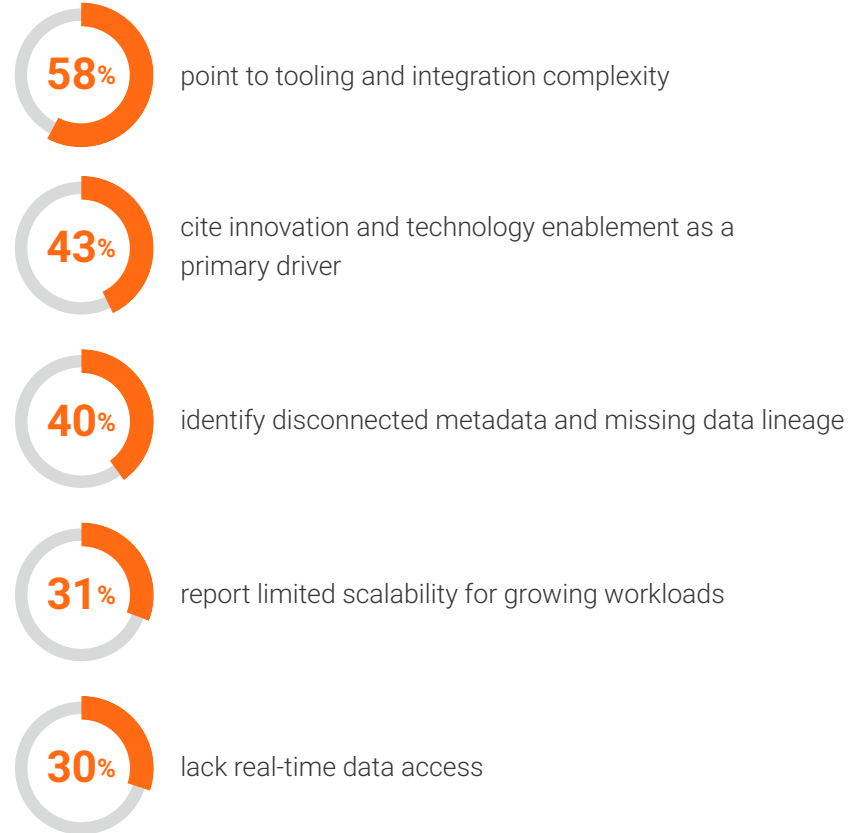
are prioritizing trusted data and business continuity

# Understand Where the Gap Actually Lives

**PowerCenter customers know their data well. The problem is not the quality of the work done on-premises. It's the limitations of where that work runs.**

83% of organizations say on-premises data foundation gaps are actively blocking AI/ML adoption. A further 13% say they want to do more with AI but are directly constrained by their current on-premises environment.

## The most common sources of the data gap:



# Move PowerCenter Workloads Without Disrupting What Works

**50% of PowerCenter customers cite disruption, complexity and cost as the chief hurdles to cloud modernization. Protecting existing business logic isn't a nice-to-have. It's the foundation of a viable transition plan.**

Organizations that have moved PowerCenter workloads successfully share a consistent approach: Reuse first and rebuild only when necessary.

**What that looks like in practice:**



Dallas Fort Worth International Airport (DFW) moved over 12,000 mappings to the cloud with 90% auto-converted



Takeda shifted 11,000 job mappings to the cloud and moved 96% of its data within 18 months



Jotun Paints connected 100+ countries and completed a full modernization in six months

# Build a Cloud Data Foundation That AI Can Use

**Moving PowerCenter workloads to the cloud is the first step.  
Building a foundation that can sustain AI at scale is the goal.**

87% of organizations that modernize are prioritizing cloud platform build-out over the next 18 months. These organizations already seeing results built the data foundation before they scaled the AI.

**What PowerCenter customers are prioritizing in their cloud platforms:**



# The Time to Modernize is Now

**Most PowerCenter customers already know modernization is necessary. The harder question is knowing where to begin.**

See how 300 of your peers across North America, Europe and Asia Pacific are navigating that question in the full Global State of PowerCenter Modernization 2025 report.



**The Global State of PowerCenter Modernization 2025**

**GET FULL REPORT**

Source: Informatica, The Global State of PowerCenter Modernization 2025

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# About Us

## About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

## 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](https://www.salesforce.com).

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## Where data & AI come to



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