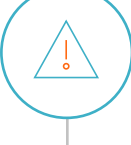


5 Business Intelligence Challenges You Can Solve with AI-Powered Data Management

Accurate, actionable analytics are vital to modern enterprises. High-quality business intelligence (BI) can optimize business operations, product development and customers relations — but only if your underlying data is reliable and AI-ready. Let's look at today's key challenges for BI and how you can leverage AI-powered data management to overcome them.

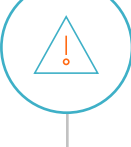
#1 Integration

Challenge	Solution	
Transforming huge volumes of disparate data into accessible and usable information	Revolutionizing integration by automating workflows to improve accuracy and enable real-time insights	
 Disconnected datasets that bias BI	Machine learning models (MLMs) that support compatibility and synchronization	
 Impaired strategic planning due to incomplete analytics	Automated pipelines allowing non-technical users to engage with BI capabilities	
 Bottlenecks in manual integration and standardization	Metadata-aware connectors, templates and wizards that lighten design and development	

#2 Data Quality

Challenge	Solution	
Going beyond the table stakes of normalized data to accurate and timely BI all users can trust	Unifying metadata to turn data pipelines into engines for reliable, contextualized analytics	
 Inconsistent validation, enrichment or deduplication	Automated data health tracking and profiling insights	
 Manual, ad-hoc cleansing processes that can't keep up	Intelligent rules that detect errors and validate data at scale	

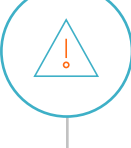
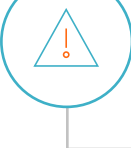
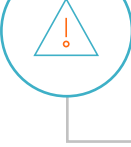
#3 Efficiency and Scalability

Challenge	Solution	
Lagging strategic innovation due to fragmented data, duplicative processes and siloed departments	Driving operational efficiency with reusable, scalable pipelines that reduce manual effort	
 Poor collaboration due to a lack of common systems across teams	No-code tools giving analysts more time to mine insights	
 Time wasted preparing data rather than analyzing for insights	A centralized framework that facilitates collaboration	

#4 Governance

Challenge	Solution	
Making decisions based on inconsistent data that lacks a unifying management strategy	Creating a single source of truth that enhances accessibility and supports responsible data use	
 Teams that don't know where data is or what it means	Streamlined metadata definitions that make data more discoverable	
 Tension between good governance and efficient access	Automatic data cleansing, validation and standardization while enforcing privacy	
 Competing definitions of metrics across departments	A central inventory of catalogued data that helps users get to insights faster	

#5 Compliance and Security

Challenge	Solution	
Leveraging data for BI while meeting evolving compliance standards in regulated industries	Automating discovery, classification and privacy to ensure compliance with industry regulations	
 Difficulty aligning data sources or formats to regulatory guidelines	Automatic compliance checks for standards like GDPR, HIPAA and SOC 2	
 Privacy or security breaches due to inconsistent data handling	Intelligent data standardization to industry-specific formats such as HL7 and FHIR	
 Increased risk exposure from AI-enabled business applications	Dynamic realignment of compliance frameworks as regulations evolve	

Drive better insights with better data.

LEARN MORE

Source: Informatica, 6 Ways AI-Powered Data Management Unlocks Enterprise Insights, 2025