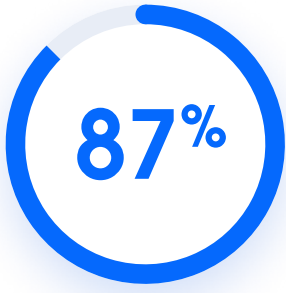


6 Ways CDOs Can Bridge the AI Trust Gap

The greatest obstacle to enterprise AI isn't technology, it's a fundamental lack of trust. To close this gap, people, culture and data governance need to move in complete lockstep. Break down six critical roadblocks stalling AI and map the strategic pathways to navigate them.

The Scale Problem Meets the Skills Shortage



of AI projects
stall before production



have the data skills required
to do their jobs effectively

6 AI Blockers & Strategic Fixes

Roadblock

Pathway

1 The Trust Paradox

Under a third of employees possess the data skills to do their work well. This raises a critical question: **If your teams cannot understand the data feeding the system, how can they genuinely trust the AI built upon it?**



Create a Trust Culture

Treat trust as a multi-dimensional strategy. Couple data governance directly with comprehensive user enablement so employees can confidently interpret and work alongside AI tools.

2 Restricted Customer Data

In highly regulated industries, strict privacy constraints prevent businesses from using real customer data to train custom AI models.



Generate Custom Testing Profiles

Feed general data profiles into GenAI tools to create custom datasets.

3 Siloed Operations

Different departments view data through different lenses without shared context. This leads to conflicting answers and eroded executive confidence.



Set Standard Golden Metrics

Establish clear metadata lineage, well-defined business context and golden metrics so both your teams and AI systems can easily reconcile differences and anchor around a single truth.

4 External Portals

Employees navigate external portals for data querying.



Meet Users Where They Work

Enable your teams with an AI-powered query agent directly inside the communication tools they already use so they can request and query information instantly.

5 AI Tool Sprawl

Businesses stitch together third-party AI tools to fix problems their core platform should handle, like metadata extraction.



Adopt One Unified Platform

Define business definitions and metadata logic directly inside a connected system instead of going elsewhere.

6 The Service-vs-Product Trap

Organizations navigate a complex tension where AI pilots are treated as one-off IT services rather than long-term products. This framing isolates projects in silos with zero operational ownership, causing less than **10% to survive the lab**.



Take on a Product Mindset

Align funding and governance around long-term business ownership to turn fragile pilots into permanent, reusable enterprise assets.

Shift from a data custodian to AI enabler.

[Learn more](#)

Source: Informatica World, Executive AI Summit, 2026

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

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