Informatica | Citizens

Infographic

AI-Driven Master Data Management: Perspectives from Industry Leaders

Discover how leading enterprises — Citizens Bank and Royal Caribbean Group — teamed up with Informatica to reshape customer experiences using advanced master data management (MDM) powered by artificial intelligence (AI).



Citizens Bank Elevates CX with Cloud Modernization

Anand Vijai M R
Unit CIO – Risk, Finance, Compliance & Enterprise Data Platforms
Citizens Bank

"The next-gen transformation initiative for Citizens required us to essentially modernize our technology stack and completely move off on-prem into the cloud."

"We want to kind of move away from a product-centric, a business-line-centric approach to a customer-centric approach."

"We decided that we'd take MDM, which was primarily running as a back-office analytical reporting function, and make it a first-class citizen that directly talks to our customers."

"One of the key pillars of that data strategy was to focus on building enterprise capabilities."

"We're already over 70% in the cloud and we hope to basically be 100% running on the cloud by end of this year."



Royal Caribbean Group Powers Competitive Edge with AI

Moaz Hassan
CDO
Royal Caribbean Group (RCG)

"My role with RCG basically focuses on unifying our data and analytics governance and management so that we can hyper-personalize the guest experience, optimize and automate business processes across the organization."

"MDM modernization complements and aligns perfectly with the strategy and it reinforces RCG's commitment to setting new standards and new vacation experiences in the industry."

"The emergence of GenAI just really cemented that topic in the board, even in the earnings call. And now I'm hearing it the earnings call that data, AI and GenAI are actually a competitive advantage."

"We really had demonstrable, measurable value from traditional AI that people can point to and say, 'This is something that's real and is actually generating massive business value.'"

"[GenAI] promised to essentially proliferate and democratize access to AI and essentially reach the far corners of the organization."

Master your data, transform your business.

LEARN MORE

Source: **Informatica World, Master Data Management: Your AI Secret Weapon for Success, 2025**

Where data & AI come to LIFE™

Informatica

Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and analytics tools — giving organizations the freedom of choice, avoiding vendor lock-in and delivering better ROI by enabling access to governed data, simplifying operations and scaling with confidence.

Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation.
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