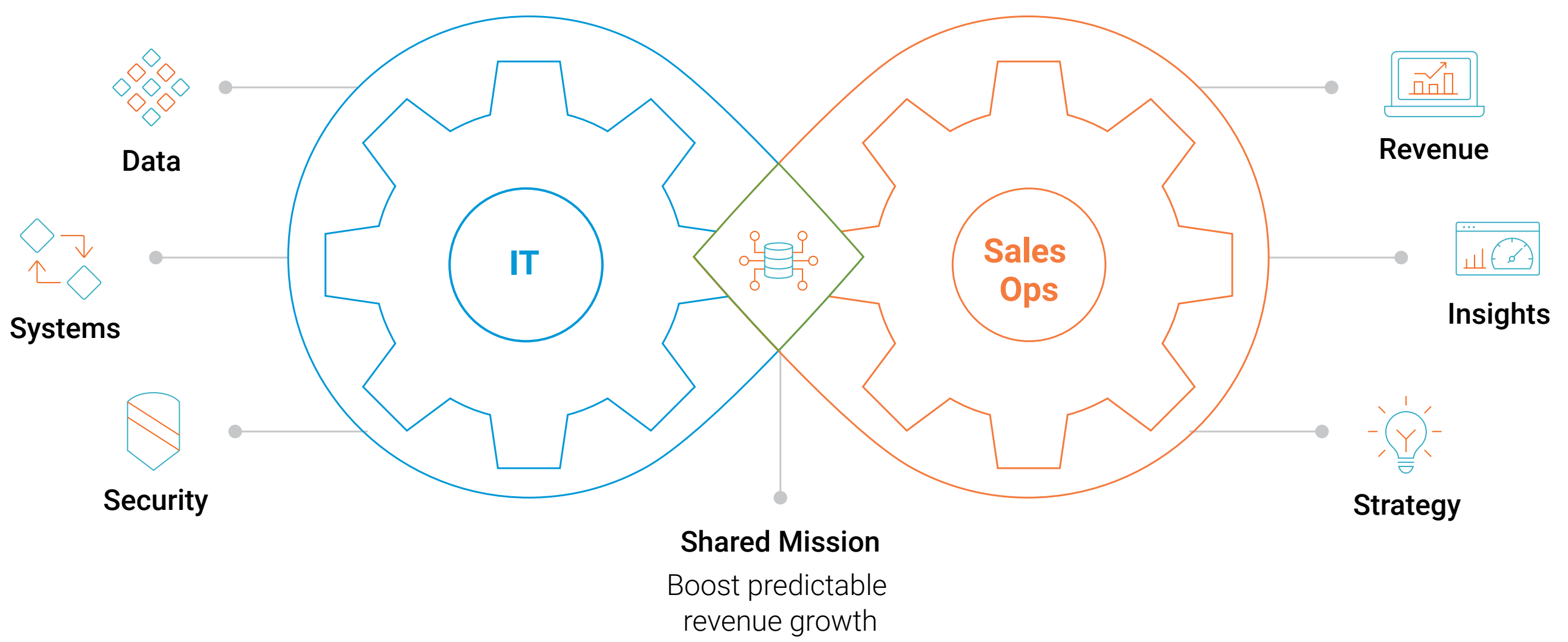


Driving Revenue Growth: How IT Powers Sales Ops with AI-Ready Data

For too long, IT and Sales Operations (Sales Ops) have worked independently, but the future of business depends on their partnership. Discover how artificial intelligence (AI)-ready data elevates this alliance into a powerful engine that accelerates sales velocity.

Unite IT and Sales Ops for Maximum Impact

See how IT and Sales Ops must work hand in hand toward shared objectives — no more wasted effort on the wrong projects. When both groups are tightly aligned and focused on common goals, the technology team evolves from a reactive subcontractor into a strategic partner that drives sales wins.





“I’m convinced that the single most important thing is to have the technology team focused on the business outcome that they enable through their hard work.”

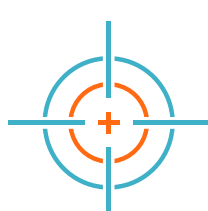
Graeme Thompson
CIO, Informatica



“We partnered with IT to make sure our systems are integrated. We’re looking at an end-to-end perspective, but also keeping the data clean and governed at all times.”

Arpit Sharma
VP of Revenue Operations, Informatica

Turn Data into Dollars with AI-Ready Data



Sharper
forecast accuracy



Faster
sales productivity



Higher
conversion rates



Smarter
lead prioritization



Lower
operational costs

Fast-Track Your Path to Results

1

Tackle fragmentation head-on by integrating your tech stack for seamless performance.

2

Make full use of your tools and regularly evaluate the quality of your data.

3

Build a strong data foundation with a unified view of holistic, trusted and governed data for AI.

4

Tap into advanced insights and automation to empower sales teams to focus on customers rather than manual processes.

5

Choose the right AI-powered data management solution that meets your evolving business needs.

Ignite sales momentum with AI-ready data.

LEARN MORE

Source: : Informatica, IT’s Playbook for Revenue Growth: Powering Sales Ops with AI-Ready Data, 2025

Where data & AI come to

LIFE



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.

Informatica. Where data and AI come to life.™

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