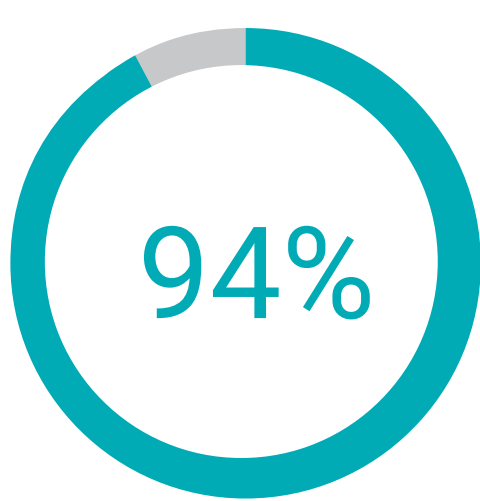


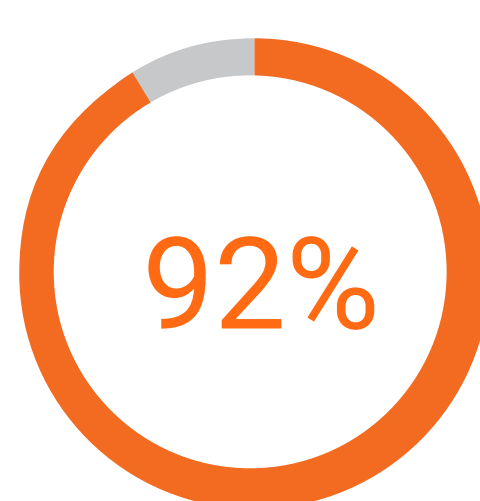
Fuel AI-Powered Insights with Smarter Data Integration

Explore the exciting opportunities artificial intelligence (AI) brings to data integration and analytics – and master the steps to make your data truly AI-ready.

Strategic Priorities at the Forefront



of leaders expect their data and analytics functions to play an important role in improving decision-making, competitive advantage and business value



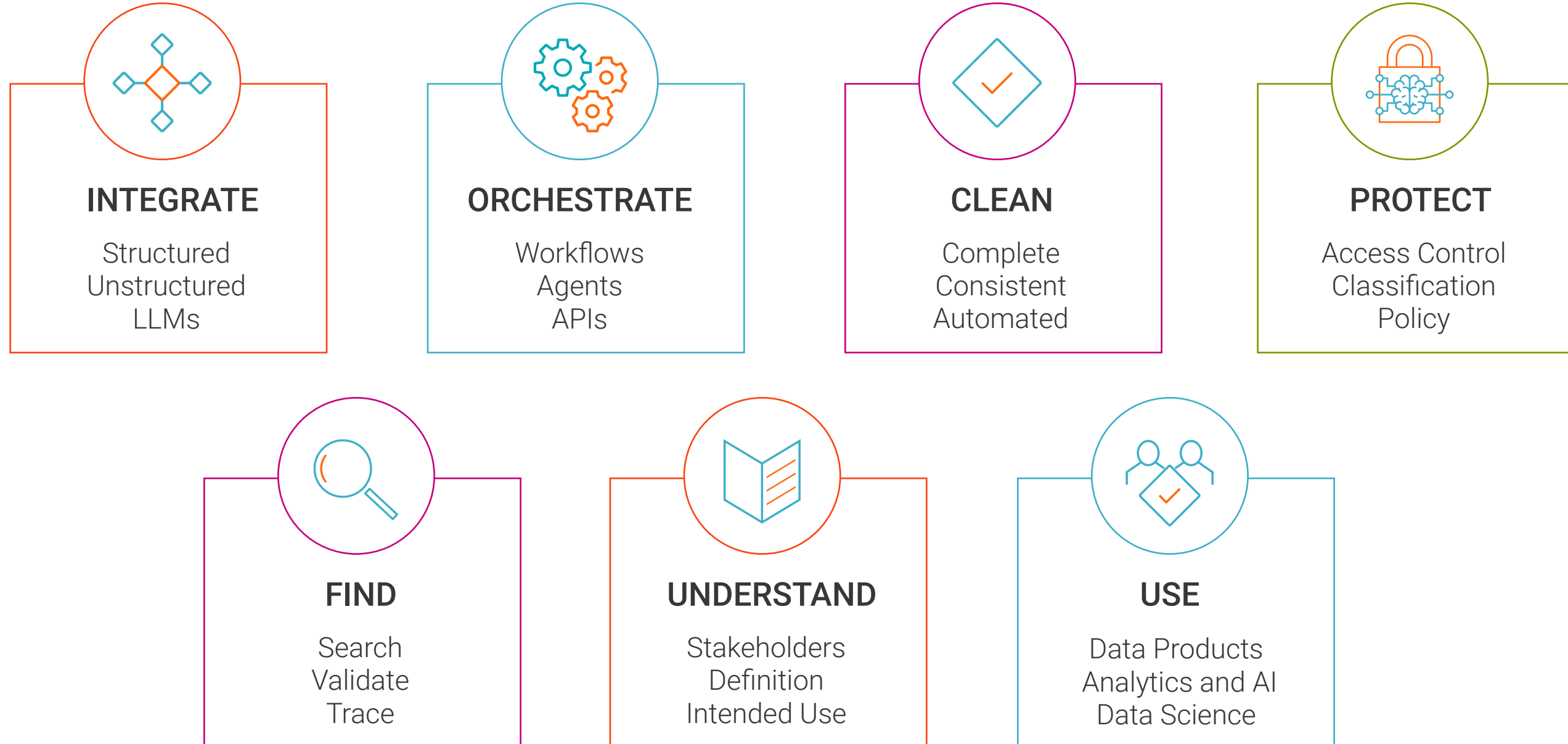
of companies plan to increase their AI investments over the next three years to boost operational efficiency, innovation and employee productivity

Modern Analytics and AI in Action

	Advanced Analytics	AI
New Products and Services	Market Trends and Insights Competitive Intelligence	Customer Behavior Analysis New Product Idea Generation
Business Process Automation	Performance Analytics	Outcome Forecasting Virtual Assistants Autonomous AI Agents
Customer Experience Enhancements	User Experience Improvement	Behavior Analysis Personalized Offerings
Operational Efficiencies	Real-Time Performance Monitoring	Dynamic Resource Allocation
Risk Management	Fraud and Asset Risk Detection	Fraud Prevention Risk Mitigation
Employee Productivity	Data Democratization	Augmented AI

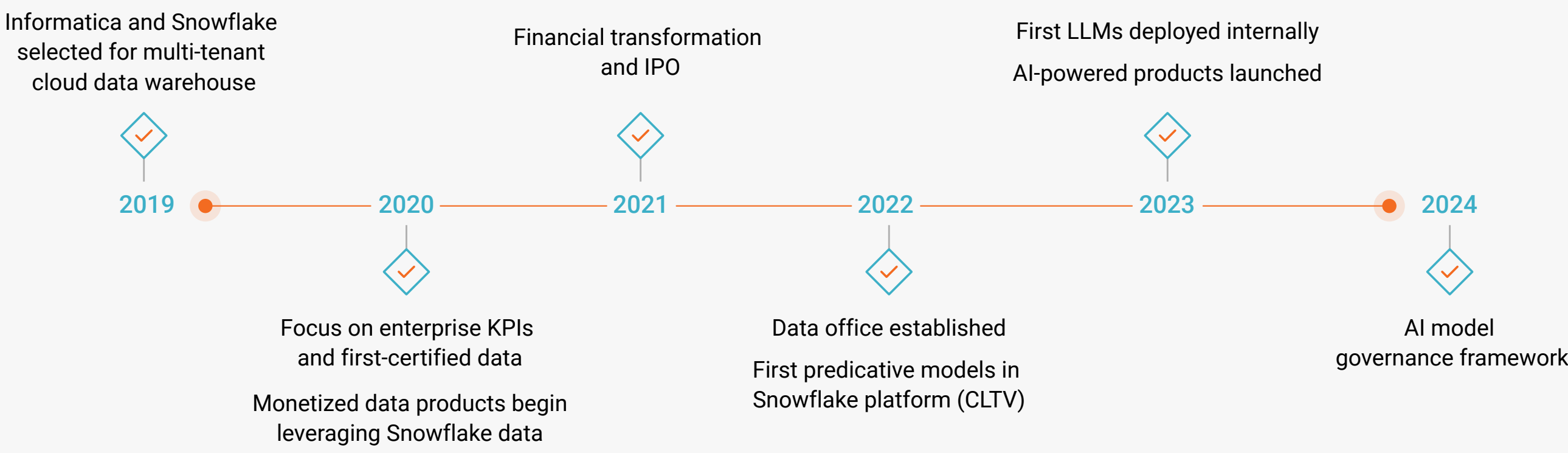
AI's Core: Trusted Data

AI success depends on building a data value chain grounded in robust, responsible and relevant data.

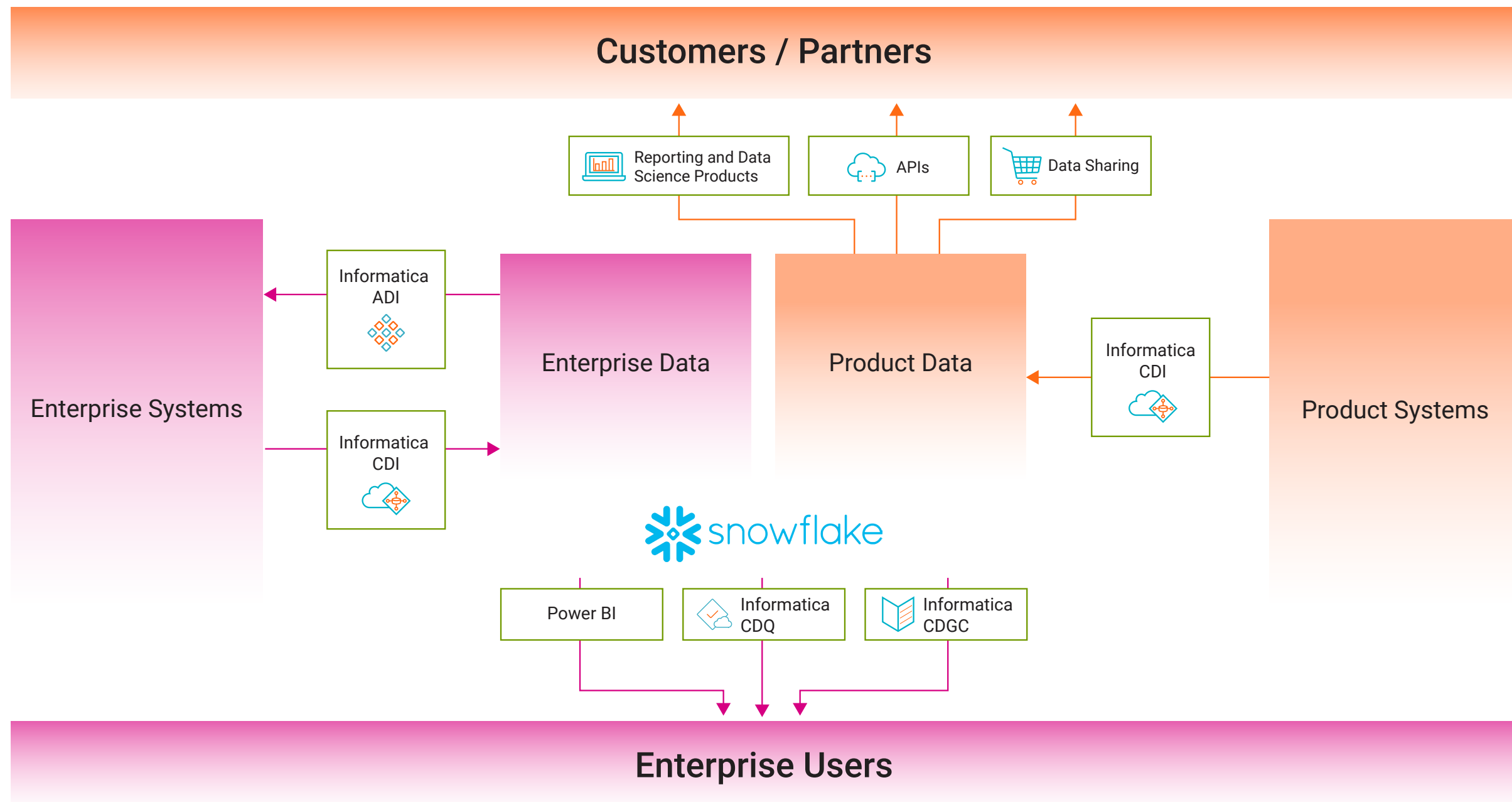


Paycor's Data and AI Journey

Take an inside look at how Paycor built a strong data foundation for AI with Informatica and Snowflake.



Reference Architecture



Business Impact

- Achieved 512% ROI for cloud data warehouse
- Reduced data wrangling time by 90%
- Rapid deployment of cross-functional datasets
- Fast feature development for AI models



"Going forward, one of the things we're really excited about doing is we want to continue to leverage the public and private datasets and the transformation tools and capabilities within Informatica and Snowflake."

David Samuels
Sr. Manager of Data Engineering, Paycor

Intelligent data integration starts with Informatica and Snowflake.

[LEARN MORE](#)

Source: **Reimagine Data Integration for AI-Powered Insights with Informatica, Snowflake & Paycor, 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 CLAIRES™ 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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