Informatica
from Salesforce

Infographic

Power AI-Ready Analytics and Business Intelligence with Informatica

Activate your data for faster, smarter and safer AI.
Speed up your AI insights and validate every outcome with a trusted analytics and business intelligence (BI) foundation, powered by Informatica from Salesforce.

Pillars of Modern Data Management

Secure these essential data management capabilities for high-performance analytics and BI.

Data Governance & Privacy

Elevate data quality, ensure regulatory compliance and fortify security while empowering users to effortlessly locate, interpret and rely on credible data.

Data Integration

Take advantage of data fabric, data mesh, stacks and lakehouses for seamless flows, updates and a single source of truth with less delays.

Master Data Management

Unify, cleanse and enrich data across systems to establish a golden record, consolidating your foundation for reliable analytics and BI.

Data Quality Management

Oversee data replication and integration with real-time monitoring and quality tools, using intelligent data observability for a unified view of data health across the entire lifecycle.

Data Marketplace & Access Management

Provide teams with quick, secure self-service access to verified data while upholding safety standards.

Application Integration & API Management

Unlock real-time data sharing between multiple connected systems for instant access to up-to-date information and accurate analytics.

Data Ingestion & Replication

Rapidly find and ingest data to strengthen your cloud data lake and scale different use cases.

The Informatica Advantage

Equip your enterprise with Informatica Intelligent Data Management Cloud™ (IDMC), a cloud-native platform powered by CLAIRE® AI. Easily connect and manage your data across multi-cloud or hybrid systems, democratize AI-ready data and automate data management.

Optimize your analytics and BI with an intuitive, cost-effective data management solution, featuring:

Cloud-native architecture
to maximize flexibility and agility

Comprehensive features
to support diverse data patterns with low latency and massive scale

Wizard-based, low-code/no-code self-service tools
to democratize data and speed up insights

Robust data curation capabilities
to deliver high-quality data for analytics

Code support
for technical users and non-technical users to streamline data operations

Built-in, AI-powered capabilities
for rich metadata intelligence to automate repetitive manual data engineering tasks

Natural language processing
to boost data pipeline development, improve data quality and enhance decision-making

Clean data, superior insights.

LEARN MORE

Source: **Informatica, Accelerate Your Analytics and BI in the AI Era, 2025**

Where data & AI come to LIFE™
Informatica

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
Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: **www.salesforce.com**.

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