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from Salesforce

Infographic

The ROI of CLAIRE GPT: Measuring Business Impact

Kick your enterprise into high gear with artificial intelligence (AI)-driven cloud data management, powered by Informatica's CLAIRE® GPT. As demand rises, data leaders need concrete financial metrics to justify adoption. Here's a cheat sheet translating CLAIRE GPT into real business value.

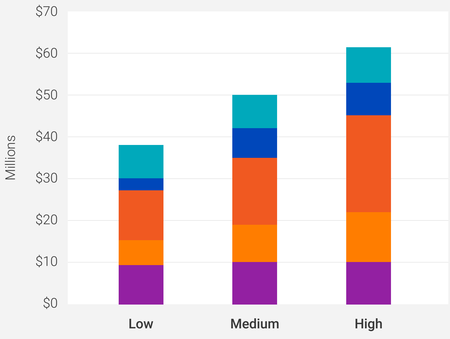
Impact You Can Quantify

Explore how a hypothetical organization can boost efficiency and achieve financial wins with CLAIRE GPT.

Cumulative Value Opportunity	$11,214,200
Improved Data Literacy and Professional Productivity	$ 3,465,000
Reduced IT Bottlenecks and Increased User Autonomy	$ 2,308,500
Democratized Data Access Through Natural Language Querying	$ 2,000,700
Enhanced Data Governance Through Integrated Catalog and Lineage Views	$ 1,760,000
Decreased Administrative Cost and Effort	$ 1,680,000

5-Year Aggregate Value

Examine low, medium and high benefit scenarios to estimate your organization's potential gains with CLAIRE GPT. The five value opportunities amount to a recurring annual benefit, following full deployment, between **$8.3 million (low)** and **$14.1 million (high)**.



- **Value Opportunity 5** Accelerated Decisions with Faster Insights and Collaboration
- **Value Opportunity 4** Enhanced Data Governance Through Integrated Catalog and Lineage Views
- **Value Opportunity 3** Improved Data Literacy and Professional Productivity
- **Value Opportunity 2** Reduced IT Bottlenecks and Increased User Autonomy
- **Value Opportunity 1** Democratized Data Access Through Natural Language Querying

A Closer Look at Value Opportunities

1 **Democratized Data Access Through Natural Language Querying**
Users ask questions in plain language and CLAIRE GPT handles the rest — finding the right data sets (within access rules), building complex queries with cross-tabulations and drilldowns, interpreting results and creating presentation-ready summaries. No IT scripts or delays, just quicker data analysis.

2 **Reduced IT Bottlenecks and Increased User Autonomy**
CLAIRE GPT saves data consumers time and speeds up IT cycles by automating manual tasks, such as approving access requests, monitoring data use and applying fixes. This empowers users to execute data management tasks more autonomously and frees IT teams to focus on strategic priorities.

3 **Improved Data Literacy and Professional Productivity**
Users, regardless of technical expertise, can strengthen data literacy and productivity with CLAIRE GPT by actively generating and governing accurate, usable and AI-ready data to fuel better outcomes. Access to reliable data sets reduces rework and accelerates confident decision-making.

4 **Enhanced Data Governance Through Integrated Catalog and Lineage Views**
Put governance tools in everyone's hands. Through simple natural language queries, users can explore data assets and metadata to spot stale, duplicate or unmanaged data. With CLAIRE GPT, you can swiftly identify and flag sensitive data like personally identifiable information (PII), enhancing security.

5 **Accelerated Decisions with Faster Insights and Collaboration**
CLAIRE GPT makes it easy for users to tap into enterprise-wide insights from relevant data assets to rapidly analyze patterns and outliers, build reports and forecast outcomes. Equipped with these insights, cross-functional teams can reach consensus more swiftly and seize new opportunities.

Turn your data into dollars with CLAIRE GPT.

LEARN MORE

Source: **Informatica, 5 Top Ways to Quantify the ROI of AI-Powered Cloud Data Management, 2025**

This infographic depicts anticipated future benefits for an imaginary organization but does not guarantee specific results that may be realized in a particular environment. Your actual costs and benefits may vary. Informatica and Blue Mesa Consulting make no representations that results of any magnitude will be achieved by an organization acquiring Informatica products.

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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