

# Analytics and Business Intelligence

## Transform raw data into actionable insights with AI-powered data management

### Simplify Processes, Reduce Costs and Complexity and Streamline Data Delivery

Enterprises today are inundated with vast volumes of data from diverse and siloed sources. Without a streamlined approach for integrating data to reduce data silos, improve data quality and optimize governed data workflows, organizations struggle to manage the data required to support analytics and business intelligence (BI).

An AI-powered approach to data management helps maximize the value of data, creating a reliable and scalable foundation for analytics and BI. By automating data integration, cleansing and governance, modern data management simplifies complex processes, enhances data quality and helps ensure timely access to insights — empowering teams to make data-driven decisions with ease and efficiency.

### Data Challenges and Business Impacts

Key data challenges can impede the organization's ability to gain valuable insights using analytics and BI.

Top Data Challenges	Business Impact
Difficulty managing vast data volumes and diverse data sources, formats and latencies	Reduced ability to maximize the value of data used by analytics and BI systems
Incomplete or erroneous data with poor accuracy, completeness and consistency	Lower trust in the accuracy of insights derived from the data
Siloed data that can't be discovered or accessed by relevant systems and applications	Missed opportunities to gain a complete view of the data or derive data-driven insights
Time-consuming manual data management tasks that make it challenging to optimize and govern data or control costs	Inability to make data-driven decisions quickly and easily at a lower cost
Limited data accessibility and complex privacy processes	Restricted availability of trusted data assets by users, compromising informed decision-making
Inability to effectively enforce compliance mandates for safeguarding data used for insight generation	Increased exposure to privacy and security risks, potentially leading to monetary fines and legal penalties

### Key Benefits

- Better understand data for improved insights
- Improve reliable decision-making
- Seamlessly integrate data from diverse sources
- Automatically discover, classify and enrich data
- Enhance data quality and accuracy of analytics models
- Enable a single, trusted source of truth
- Improve data accessibility for analytics while reducing risks

## Gain Deeper, More Reliable Insights Efficiently with AI-Powered Data Management

To solve these data challenges and maximize the value of your analytics and BI initiatives, ensuring your data is fit for business use is key. Modern, AI-powered data management solutions help make your data trusted, complete, accurate and timely – enabling you to transform raw data into actionable insights that empower decision-making.

Choose a modern data management solution that helps you to:

- **Better understand data for improved insights** with AI-enabled data cataloging and governance capabilities such as data discovery and classification, data lineage, data curation and relation mapping
- **Improve reliable decision-making** using data ingestion, data integration and data quality capabilities that efficiently ingest accurate data then replicate it so you can make data-driven decisions at scale
- **Seamlessly integrate data from diverse sources** with comprehensive data integration features and built-in connectivity to thousands of sources
- **Automatically discover, classify and enrich data** using centralized intelligent data cataloging that enhances data discoverability and availability for insight generation
- **Enhance data quality and accuracy of analytics models** with features that help you cleanse, standardize and validate data for increased accuracy and readiness for analytics
- **Enable a single, trusted source of truth** with AI-powered multidomain master data management tools that unify, cleanse and enrich data across different systems
- **Improve data accessibility for analytics while reducing risks** with a governed and secure data marketplace, allowing data users to access relevant data products for their analytics models readily

# 90%

of IT leaders believe that unifying the data lifecycle on a single platform is critical for analytics and AI<sup>1</sup>

# 45%

of BI professionals believe AI and machine learning are key to the future of BI as they improve accuracy and efficiency in generating insights<sup>2</sup>

# 40%

of business leaders anticipate creating data, analytics and AI-powered enterprises within the next five years, marking it as the top category for new-business initiatives<sup>3</sup>

<sup>1</sup> <https://www.cloudera.com/about/news-and-blogs/press-releases/2024-03-28-global-survey-reveals-90-of-it-leaders-believe-that-unifying-the-data-lifecycle-on-a-single-platform-is-critical-for-analytics-and-ai.html>

<sup>2</sup> <https://portal.dresneradvisory.com/publication/market-reports/2024/ai-data-science-and-machine-learning-market-study-2024/>

<sup>3</sup> <https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/charts/building-a-business-out-of-data>

## Powering Key Analytics and BI Initiatives with a Trusted Data Foundation

A trusted data foundation can power a range of analytics and BI initiatives that help deliver timely insight, build executive confidence and support measurable business outcomes. Examples of key use cases include:

### Self-Service Analytics

*From data dependency to insight independence*

Business teams need timely answers to make informed decisions, respond to change and uncover opportunities, without waiting in line for new reports or IT support. Self-service analytics promises this agility, but only when users can trust the data behind the insights.

In reality, data is often fragmented across systems, inconsistently defined and poorly governed. This leads to duplicated datasets, inconsistent results and renewed reliance on IT to reconcile data and validate findings, which undermines confidence and slows decision-making.

Informatica unifies data from across the enterprise into a trusted, governed foundation that balances data availability with control. Access to metadata-enriched datasets helps business users discover, understand and use high-quality data with confidence, while automated **data quality**, lineage tracking and policy enforcement support compliance through the data lifecycle to help ensure responsible use.

Empower teams with scalable, trustworthy self-service analytics, supporting faster insights, better outcomes and a culture where data-driven decision making is encouraged across the organization.

### Enterprise Reporting

*From conflicting reports to a single source of truth*

Enterprise leaders depend on accurate, consistent reporting to guide strategy, manage risk and demonstrate accountability. When reporting data relies on fragile pipelines built across disconnected systems, leaders see inconsistent definitions and conflicting reports that erode confidence in enterprise metrics and stall decisions. Time-consuming manual reconciliations create further delays while increasing risk.

Informatica's AI-powered data management cloud automates **data ingestion, integration, lineage** and quality, while applying **governance** and role-based access to enable transparent, consistent and auditable reports across finance, operations, compliance and executive leadership.

Help teams access reliable enterprise reporting and auditing to support faster decisions, boost regulatory confidence and empower business leaders with trusted, governed metrics.

### Data Science and ML

*From experimental models to trusted, scalable intelligence*

Organizations invest in data science and machine learning to drive predictive insight, automation and competitive advantage. But the value of AI depends on the quality, transparency and governance of the data used to build and train the models.

Data scientists often spend significant time locating, cleaning and validating data across silos. Concerns around biases, drifts, privacy, data usage and manual processes make it difficult to scale AI models across the enterprise.

Informatica automates the curation of high-quality, reusable datasets, while embedding governance, lineage, data quality monitoring, policy enforcement and secure data sharing directly into the data and AI lifecycle to support transparent, explainable and responsible AI.

**Equip teams to operationalize models faster and build trusted AI models that transform data science from isolated experimentation to scalable, sustained competitive advantage.**

### Informatica Delivers AI-Powered Workforce Insights to Paycor

Making smart decisions requires analytics and BI informed by high-quality data and supported by the power of a comprehensive data platform. To cope with an uncertain business landscape during the pandemic, HR software leader Paycor needed to speed up its reporting cycles and satisfy a growing number of unique data requests. Using the AI-powered Informatica Intelligent Data Management Cloud™ (IDMC) with Snowflake, Paycor created a robust data foundation that generates reliable data-driven insights across the company. “The pandemic forced us to quickly change from monthly to daily reporting for a variety of business needs,” says Christopher Eldredge, Former Vice President of Paycor’s Data Office.

With IDMC, Paycor established ready access to trusted, reliable data, accelerating time to value and building confidence in the possibilities of AI-powered growth. “The flexibility of the Intelligent Data Management Cloud helps us quickly get data into Snowflake, without the need for unique skill sets or a wide variety of people,” says Eldredge. Paycor reduced data wrangling times by as much as 90% in some areas. The company retired multiple existing data vendors and homegrown systems, saving nearly \$400,000 in direct annual support costs. It also saved an estimated 36,500 hours of analyst work hours. These benefits equated to a 512% return on investment in the cloud data warehouse in less than 2.5 months.

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**“Thanks to our single source of truth and cloud connectors, we met and exceeded these requests.”**

Chris Eldredge, Former Vice President of Data Office, **Paycor**

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## Maximize the Power of Analytics and Business Intelligence with IDMC

Many organizations are unable to effectively address today's data management challenges using legacy tools and processes. Without a modern, AI-powered data management infrastructure that accommodates increasing data volumes while ensuring data accuracy, completeness and trustworthiness, and simplifying data handling, it can be almost impossible to gain maximum value from your analytics and BI applications. That's where IDMC can help.

**Informatica® Intelligent Data Management Cloud™ (IDMC)** is an end-to-end, cloud-native data management platform powered by the **CLAIRE® AI engine** (see Figure 1). The platform connects, manages and unifies data across virtually any multi-cloud or hybrid system, democratizing trusted data and helping you advance your business strategies. Using artificial intelligence and machine learning to automate and scale data management tasks across the enterprise, IDMC delivers a range of cloud data management services, including:

IDMC offers an intuitive, efficient and cost-effective data management solution for analytics and BI. The solution includes:

- Cloud-native design that facilitates high flexibility and performance
- Comprehensive features that support a wide range of data patterns with low latency and high scale
- Simple wizard-based, low-code/no-code self-service data management tools that enable data democratization, helping users gain valuable insights quickly and easily
- Natural language processing (NLP) and built-in generative AI capabilities that accelerate data pipeline development, improve data quality and enhance decision-making
- Code support for both technical users, such as data engineers and developers, and non-technical users, such as data analysts and line-of-business users
- Built-in, AI-powered capabilities with rich metadata intelligence to automate repetitive manual data-engineering tasks
- Robust data curation capabilities — such as data mastering, quality management and privacy enforcement — to ensure trusted, secure data for analytics

IDMC offers an intuitive, efficient and cost-effective data management solution for analytics and BI, with flexible pricing options that help you better plan and predict usage, optimize budgets and costs, while automatically scaling compute power based on data management workloads.

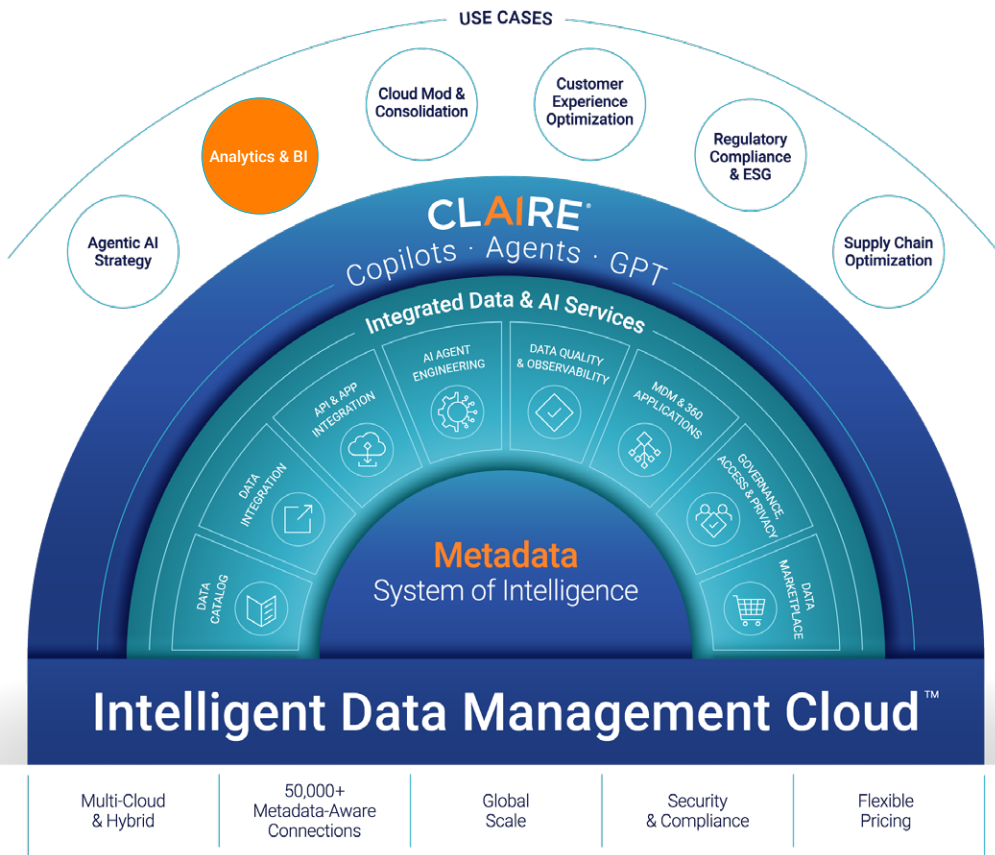


Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

**“Paycor continues to have aggressive growth and profitability goals. Our partnerships with Informatica and Snowflake are both growing as Paycor grows, and it’s great to know that they’ll be able to scale and support our needs today and in the future.”**

Chris Eldredge, Former Vice President of Data Office, **Paycor**

## Beyond Analytics and Business Intelligence: Exploring More Opportunities

As you tackle your analytics and business intelligence challenges and begin to see value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as meeting regulatory requirements, optimizing customer experiences, driving new AI initiatives and more. The Informatica Intelligent Data Management Cloud is your key to a unified approach to sharing critical data assets across your organization.

### Where data & AI come to



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#### 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](https://www.salesforce.com).

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Discover Informatica data integration and management use cases at [www.informatica.com/use-cases.html](https://www.informatica.com/use-cases.html)