

Agentic AI Strategy

Unlock AI's potential quickly, confidently and cost-effectively with customizable and purpose-built agents

Accelerate decision-making, enhance customer experiences and drive innovation with AI agents powered by trusted data

As organizations pursue increasingly complex, cross-functional objectives, traditional automation is no longer sufficient. Modern enterprises require AI agents that can reason, adapt and autonomously orchestrate complex workflows across systems, teams and data domains. When deployed effectively, agentic AI has the potential to optimize operations and unlock new sources of growth and innovation at a speed and scale demanded by modern business.

However, realizing this potential is not straightforward. Many AI initiatives stall due to fragmented, unreliable data foundations and the complexity of deploying, orchestrating and governing AI agents across hybrid and distributed environments. Without trusted data and strong governance, AI agents can produce inconsistent or biased outcomes, increasing risk and eroding confidence. At the same time, managing AI agents at scale increases operational overhead and requires specialized skills.

To move from experimentation to enterprise impact, organizations need an AI-powered **data management** foundation that helps deliver trusted, governed data and simplifies AI agent development and management. This approach reduces risk and complexity while empowering the business to focus on innovation and strategic growth.

Key Benefits

1. Accelerate innovation and time-to-value
2. Maximize efficiency and resource savings
3. Build agents you can trust with a robust, high-quality data foundation
4. Enable enterprise-grade scale and growth with a flexible, cloud-native platform
5. Manage the end-to-end AI agent lifecycle

Data Challenges and Business Impact

Key data challenges can impede an organization's ability to leverage AI-powered agents at scale.

Data Challenge	Direct Business Impact
Ensure trusted, high-quality and governed data to prevent AI bias	Inconsistent or biased AI outcomes reduce decision confidence, increase regulatory and reputational risk and slow adoption of autonomous AI across critical business processes.
Unify your platform to help govern and connect diverse data sources	Fragmented tools and siloed data limit AI agents' ability to operate across domains, slowing automation, increasing integration effort and reducing the effectiveness of agent-driven workflows.
Reduce total cost of ownership and accelerate AI agent time-to-value	High infrastructure and operational costs delay returns on AI investments, making it difficult to scale agentic AI beyond pilots while increasing ongoing maintenance spend.
Simplify integration and centralize AI agent governance	Disconnected development and governance increase security, compliance and operational risk, slowing deployment and limiting consistent management of AI agents at enterprise scale.
Automate manual data operations to speed AI deployment and impact	Manual data preparation and governance extend development cycles, introduce errors and delay AI-driven outcomes, reducing agility and slowing time-to-value.

Efficiently Scale AI Agents with AI-Powered Data Management

To address these data challenges and unlock the full potential of AI quickly, confidently and cost-effectively, organizations need a streamlined solution that helps ensure trusted data, automates data management and simplifies AI agent lifecycle management.

A modern, AI-powered data management solution can seamlessly integrate with existing systems, deliver trusted, governed data at scale and simplify AI agent development and management. This supports accelerated deployment and AI adoption while reducing risk, complexity and operational overhead, empowering businesses to focus on innovation and strategic growth.

¹ <https://www.index.dev/blog/ai-agents-statistics>

² <https://www.coherentsolutions.com/insights/top-digital-transformation-trends>

³ <https://www.cio.com/article/3489045/ai-agents-will-transform-business-processes-and-magnify-risks.html>

85%

of organizations have integrated agents into at least one workflow, demonstrating rapid mainstream adoption¹

50% and 40%

The reduction in modernization timelines and delivery costs in enterprise digital transformation projects because of AI agents²

71%

of executives surveyed said that AI agents will increase automation in their workflows³

Choose a modern, AI-powered data management solution that helps:

- **Accelerate innovation and time-to-value** by rapidly building, connecting, orchestrating and managing custom and enterprise AI agents using low-code/no-code platforms. Simplify and standardize secure access to reliable and compliant enterprise data for AI agents without the need for custom integrations.
- **Maximize efficiency and resource savings** by automating routine data management and intricate workflows and orchestrating end-to-end tasks to eliminate silos, boost accuracy and deliver measurable cost savings.
- **Build agents you can trust** with real-time access to high-quality governed data enriched with essential metadata and lineage. This grounds agents in accurate data, empowering faster, more confident and compliant decision-making.
- **Enable enterprise-grade scale and growth** with a flexible, cloud-native platform designed for multi-agent orchestration and autonomous workflows, letting you deploy reliable agents more securely across any cloud or ecosystem without infrastructure limitations.
- **Manage the end-to-end lifecycle** of your AI agent portfolio with a chat-based console, advanced monitoring, logging, observability and versioning.

Powering Agentic AI with a Trusted Data Foundation

Trusted data is the foundation for confident, efficient and fast agentic AI deployment.

Examples of top priority use cases include:

Trusted Data for Agents

From low-trust data to reliable AI agents and seamless automation

As organizations increasingly deploy AI agents to automate processes and augment decision-making, data trust becomes mission-critical. AI agents can only perform as well as the data they consume. When powered by accurate, consistent and governed data, agents can drive operational efficiency, improve responsiveness and enable confident, autonomous decisions at scale.

To unlock the full value of agentic AI, organizations must operationalize **data quality** and **governance** at enterprise scale. However, enterprise data is often fragmented across systems, formats and domains, with inconsistent quality and limited interoperability. Without alignment, standardization and governance, AI agents risk acting on incomplete or unreliable data, leading to inaccurate outcomes, increased risk and reduced confidence in AI-driven automation.

Informatica's **Intelligent Data Management Cloud™ (IDMC)** enables this foundation by unifying data across diverse sources in real time and automating data ingestion, quality, transformation and governance to ensure AI agents are consistently fueled by trusted data.

The result is safer, more reliable AI automation, faster decision-making, reduced risk and greater confidence in AI-driven business outcomes.

AI and Agents for Data Management

From limited access to automated and governed data-driven decision-making

As data volumes grow exponentially, organizations see unprecedented opportunity to use data to drive revenue growth, cost optimization and superior customer experiences. Yet realizing this value depends on the ability to manage, prepare and govern data efficiently at scale.

In practice, most data teams are overwhelmed by the volume and urgency of day-to-day data management tasks, often lacking the specialized skills required to integrate, govern and maintain complex data pipelines. At the same time, even tech-savvy business users are constrained by the complexity of data and tools, limiting their ability to make data-driven decisions and slowing innovation.

Informatica's AI-driven data management platform powered by **CLAIRE® AI** embeds intelligence directly into data management, automating, organizing and optimizing essential data processing and governance tasks. This simplifies access to trusted data, improves accuracy and reduces manual effort. Natural-language interfaces and AI copilots accelerate productivity by enabling both technical and business users to work more effectively with data, while suggesting the right mappings, transformations and quality checks tailored to their context.

The result is faster insights, lower operational costs, empowered teams and a data foundation ready to support agentic AI at scale.

AI Agent Engineering

From complex processes to streamlined AI agent development

Organizations are under increasing pressure to scale operations, accelerate processes and compete more effectively in fast-changing markets. To do so, they need a portfolio of trusted, custom and enterprise AI agents that can automate core workflows and support confident, autonomous decision-making at enterprise scale.

However, building and managing AI agents remains complex and resource-intensive. The AI agent lifecycle – from development to deployment and ongoing management – relies on fragmented tools, extensive custom coding and scarce AI talent. These challenges slow adoption, increase costs and introduce operational and governance risks, limiting the ability to scale agentic AI beyond isolated use cases.

IDMC simplifies **AI agent engineering** with a centralized hub to build, deploy, connect, orchestrate and manage custom and enterprise AI agents. Powered by seamless access to trusted enterprise data and systems, its pre-built agents, reusable tools and standardized integrations help dramatically shorten development cycles, reduce reliance on specialized skills and scale trusted AI agents with greater speed and confidence. Additionally, Informatica MCPs enable third-party agents to seamlessly access trusted enterprise data and IDMC services without the need for custom integrations, streamlining adoption and maximizing efficiency.

Cut agent development time from months to days, deliver faster time-to-value, lower operational costs and help enable more resilient, autonomous business operations.

Wescom Financial Redefines Member Service with AI

Wescom Financial, a credit union serving more than 250,000 members with over \$6 billion in assets, and handling over 50,000 customer calls a month, faced challenges with siloed data fragmented across systems and manual processes. This made it difficult for frontline teams to get a complete, real-time view of each member, slowing service delivery and limiting the effectiveness of customer support operations.

Wescom partnered with Informatica to unify disparate data from 35+ systems into a single, governed cloud data warehouse, with a view to make a 360-degree member view accessible to more than 700 support agents. The goal was to enhance member service and introduce AI-driven insights into core support workflows.

Leveraging Informatica's Cloud Application Integration and Azure OpenAI, Wescom implemented AI-driven call summarization and quality scoring, cutting call wrap-up times by 30 seconds, enabling targeted quality reviews and boosting efficiency. Agents now access customer insights instantly for faster, personalized service.

By breaking down data silos and applying AI insights to everyday workflows, Wescom not only improved operational efficiency but also elevated service quality and responsiveness, demonstrating how a strong data foundation is essential to delivering impactful, AI-driven member experiences.

“Informatica was a tried and trusted vendor, especially within the financial industry. Informatica's Intelligent Data Management Cloud (IDMC) platform offered unparalleled security and reliability, with proven successful use cases.”

Desigan Reddi, VP of IT Operations & Architecture at Wescom

Maximize the Value of Agentic AI with IDMC

Many organizations struggle to realize the full value of agentic AI using fragmented tools, siloed data and manual processes. Without a modern, AI-powered data management foundation that delivers trusted, AI-ready data and simplifies the full AI agent lifecycle, building, deploying and governing AI agents at scale can become complex, slow and risky. As a result, AI initiatives often remain stuck in experimentation rather than delivering enterprise-wide impact. That's where IDMC can help.

IDMC is an end-to-end, cloud-native data management platform powered by the CLAIRE AI engine (see Figure 1). The platform provides a unified foundation to deliver trusted data, automate data management and support the development, orchestration and governance of AI agents across hybrid and multi-cloud environments.

By combining AI-powered data integration, quality, governance and agent engineering capabilities, IDMC ensures AI agents can securely access reliable data and operate confidently across enterprise systems.

IDMC offers an intuitive, efficient and cost-effective data management platform to support enterprise-scale agentic AI strategies. The solution includes:

- Cloud-native design that facilitates high flexibility and performance
- Built-in integrations supporting vector databases and native compatibility with top AI platforms, to help ensure autonomous agents are grounded in governed, high-quality data, enriched with complete metadata and lineage.
- A unified and trusted data foundation for AI that seamlessly ingests, transforms, enriches and structures data from varied formats, including documents, images and logs.
- AI-powered data management with CLAIRE agents automates critical data tasks, including discovery, quality, integration pipeline creation and master record enrichment.
- Low/no-code interfaces to enable rapid creation, deployment, connection and management of custom Informatica and enterprise AI agents and automated workflows, minimizing reliance on specialized IT and AI resources.
- A centralized management and integration hub that connects multiple AI agents – whether built in-house with Informatica's capabilities or from external/third-party providers – to enterprise trusted data and metadata. This removes the need to create custom integrations and helps to seamlessly orchestrate all your agents into a multi-agent workflow.
- Empower external and third-party AI agents with trusted, governed enterprise data through a unified platform. By connecting these agents to IDMC via the Informatica MCP server's simple API-like interface, they gain seamless access to a single source of truth, built-in governance and a unified metadata intelligence system. This approach removes the need for custom integrations.

In addition, flexible pricing options help you better plan and predict usage, budgets and optimal costs while automatically scaling compute power based on data management workloads.

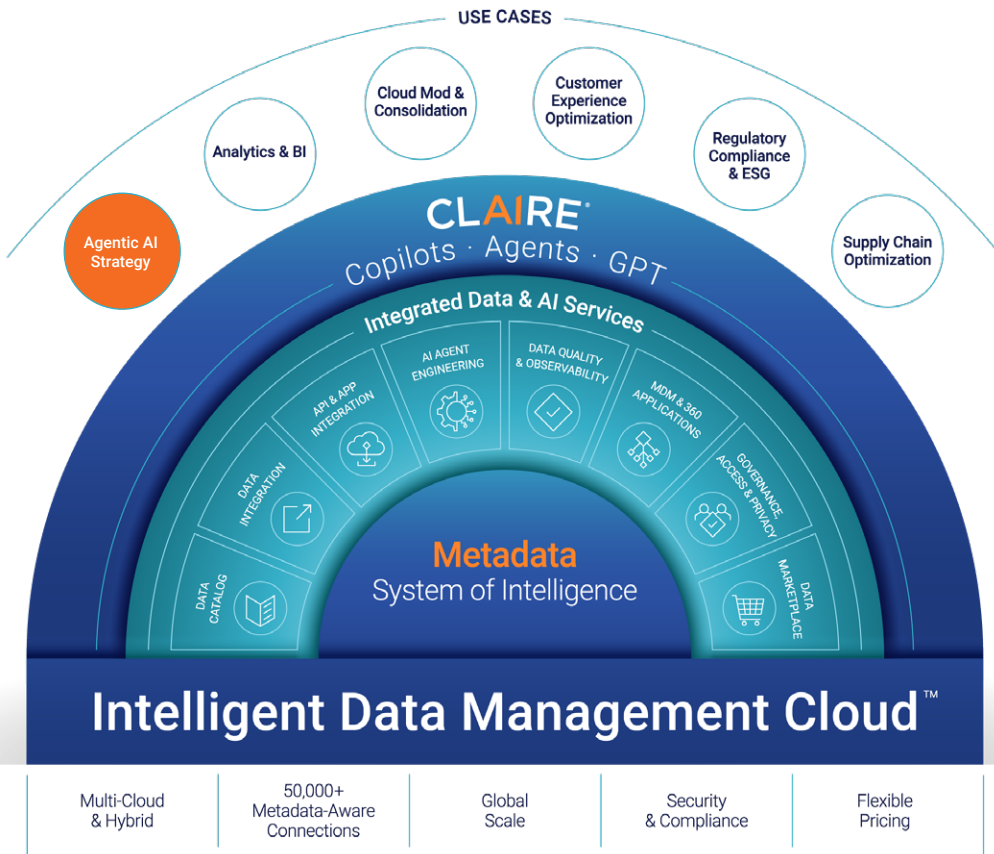


Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

Beyond Agentic AI: Exploring More Opportunities

As you tackle your agentic AI strategy challenges and begin to realize business value, you open the door to strengthening your overall data and AI foundation.

IDMC supports additional use cases, such as analytics and business intelligence, optimizing customer experiences and supply chain management, meeting regulatory and governance requirements, and cloud modernization and consolidation initiatives across the enterprise.

The Informatica Intelligent Data Management Cloud is your key to a unified approach for sharing trusted data and AI assets across your organization, enabling innovation, agility and long-term growth.

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.

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