

Modern Data Management Fuels Trusted Generative AI in Financial Services

Deliver Successful Generative AI Outcomes with a Solid Data Foundation

Key IDMC Capabilities

Informatica's AI-powered Intelligent Data Management Cloud™ (IDMC) for financial services is a unified and integrated platform to help financial services companies access and leverage use data to support their top business priorities and outcomes. Informatica's IDMC platform, a SaaS solution, enables the entire data lifecycle from discovery and integration to quality, governance, and mastering and democratizing the data.



Data catalog

Discover and manage data assets with metadata intelligence and data lineage



Data integration and engineering

Seamlessly connect and integrated data from multiple sources in the enterprise, multicloud and hybrid, to create a unified view



API and app integration

Enterprise grade API, end-to-end business processes, application integration and automation



Data quality and observability

AI-powered tools for profiling, cleansing, and enriching data to ensure high quality and accuracy



Master Data Management (MDM) and 360 applications

Comprehensive views of business-critical data and trusted intelligent insights



Governance and privacy

Data stewardship, lineage, data governance, and compliance helping financial institutions to manage data policies and maintain regulatory compliance



Data marketplace

Enable fast and safe data sharing with an AI-powered data shopping experience to access data with confidence



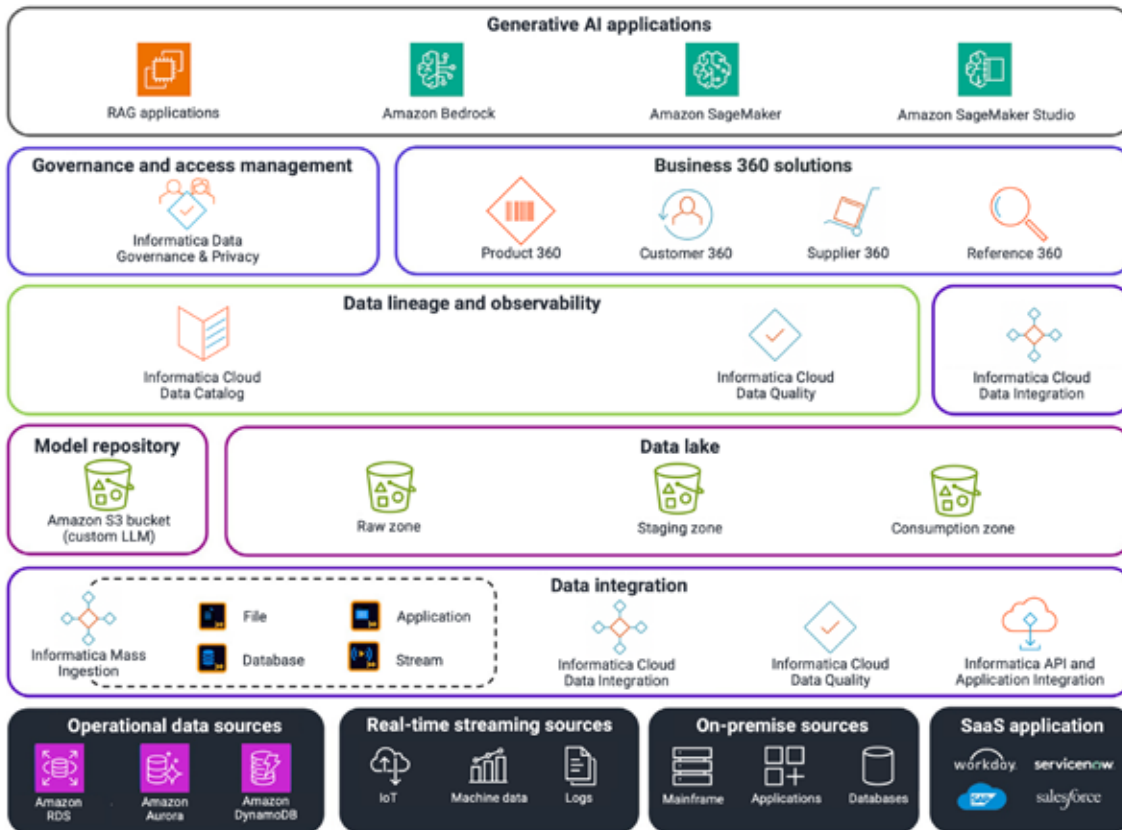
CLAIRE® AI

Deliver copilot capabilities for intelligent automation using unified metadata intelligence to drive productivity for data consumers

Top Ten Challenges to the Adoption of Generative AI Services in Financial Services

Adoption of generative AI in financial services requires organizations to address the following critical data management challenges:

- 1 Data quality and integrity**
Ensuring the data feeding generative AI models is of high quality and accurate so the model outputs are trustworthy
- 2 Regulatory compliance**
Navigating the complex landscape of regulations (BCBS 239, GDPR, PCI-DSS) with a trusted data management platform
- 3 Data silos**
Breaking down silos in disparate systems and data sources to create a unified data landscape
- 4 Data security and privacy**
Protecting sensitive financial and personally identifiable information (PII) data from breaches while leveraging it for generative AI
- 5 Scalability**
Scaling data management solutions to handle increased volumes of data with performance
- 6 Data governance**
Establishing clear data governance frameworks to manage ownership, stewardship, usage rights, and lineage
- 7 Fairness and bias**
Addressing responsible AI-related challenges to ensure model outputs are fair and unbiased and adhere to enterprise standards
- 8 Integration of diverse data types**
Effective integration of all types of financial services data (structured, unstructured, and semi-structured)
- 9 Grounding**
For generative AI to be useful in the enterprise, it needs relevant business context from both external and internal systems
- 10 Change management**
Implementing generative AI applications requires organization and operational shifts and needs data management solutions that are easy and efficient to support those shifts



Financial Services Use Cases: How IDMC Can Up-Level Your Organization

IDMC uses artificial intelligence and machine learning (ML) to automate and scale thousands of data management tasks across your financial institution and deliver hundreds of cloud data management services for a variety of use cases.

Improving customer experience and engagement

Use case: Client onboarding and data management for a digital omnichannel experience

Streamlining customer data integration with a complete view of each customer's relationship history for better onboarding and relationship management, enhancing overall customer experience.

Data-driven growth and sales opportunities

Use case: Advanced householding for cross-selling and upselling with improved marketing campaign efficacy

Optimizing lead management and enabling data stewards to maintain comprehensive documentation on business policies, thus improving the effectiveness of outbound marketing and sales strategies.

Strengthening risk management and compliance

Use case: Integrated risk management and streamlined regulatory compliance (BCBS 239/CCAR/AML/KYC)

Consolidating data for risk modeling, ensuring data quality for regulatory compliance, and providing rapid access to metadata and data lineage insights.

Blueprint for Enterprise-Grade Generative AI Applications in Financial Services

Generative AI holds significant potential to transform industries, but advancing from an initial prototype to a scalable, enterprise-grade application requires a strong data foundation. Informatica IDMC provides the necessary infrastructure to ensure your data is scalable, high-quality, and well-governed. The platform with Amazon Bedrock and Amazon SageMaker integrations facilitates smooth AI application development and deployment. This combination enables organizations to work with comprehensive, high-quality, and trusted AI-ready data across the entire enterprise. The blueprint allows data professionals to build, refine, and deploy governed, trustworthy generative AI applications using no-code/low-code tools, ensuring that these applications are scalable and future-proof, while delivering meaningful and reliable outcomes.

Where data & AI come to



Worldwide Headquarters

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Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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Are You Ready to Put Your Financial Data to Work?

Transform your financial services institution with Informatica IDMC for banking and financial services on AWS. This platform enables you to fully harness your financial data: from discovery and insight generation to integration across systems and business process automation.

Learn More at
Informatica and AWS