



Informatica®
from  Salesforce

Power Modern Analytics and AI with Trusted Context

The data backbone for the agentic enterprise

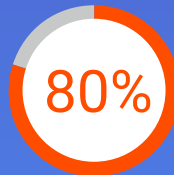
Where data
& AI come to 

The Rise of the Agentic Enterprise

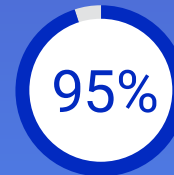
Organizations are racing to become agentic enterprises, moving from automation to autonomy.



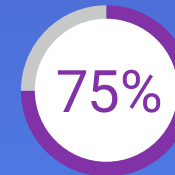
of organizations
plan to implement AI agents
within the next two years



of leaders
are expected to accelerate
AI agent investments



of AI pilots
deliver very low, measurable
bottom-line impact



of models
rely on probabilistic reasoning
rather than verified fact

AI Core Requirements

Together, these capabilities speed up operations, scale enterprise intelligence and transform reactive processes into autonomous, AI-driven decisions.

Democratization

Make trusted data accessible to every employee in your organization to accelerate strategic choices and improve business agility.

Adaptive Automation

Enable workflows to adjust dynamically and empower agents to make real-time actions as business conditions change.

Insights with Reason

Answer the why behind the data so users can probe deeper before taking next steps.

Leap Into the Agentic Era

To understand the impact of the agentic enterprise, let's track the technological shift across key business functions.

	Modern Analytics	Agentic AI
New Products and Services	• Market trend insights • Competitive intelligence	• Customer behavior analysis • New product idea generation
Business Process Optimization	• Past performance analytics	• Outcome prediction and forecasting • Adaptive automation
Customer Experience Enhancement	• Improved user experience	• Behavior analysis, needs anticipation and personalized offerings • Virtual assistants
Operational Efficiencies	• Real-time performance monitoring	• Dynamic resource allocation based on forecasts
Risk Management	• Fraud and asset risk detection	• Real-time fraud detection and prevention • Risk scenario simulations and mitigation
Employee Empowerment	• Accelerated collaboration, actions and decisions	• Accelerated productivity through human-agent collaboration and democratization of data and insights

Trusted Context: The Key to Analytics & AI Success

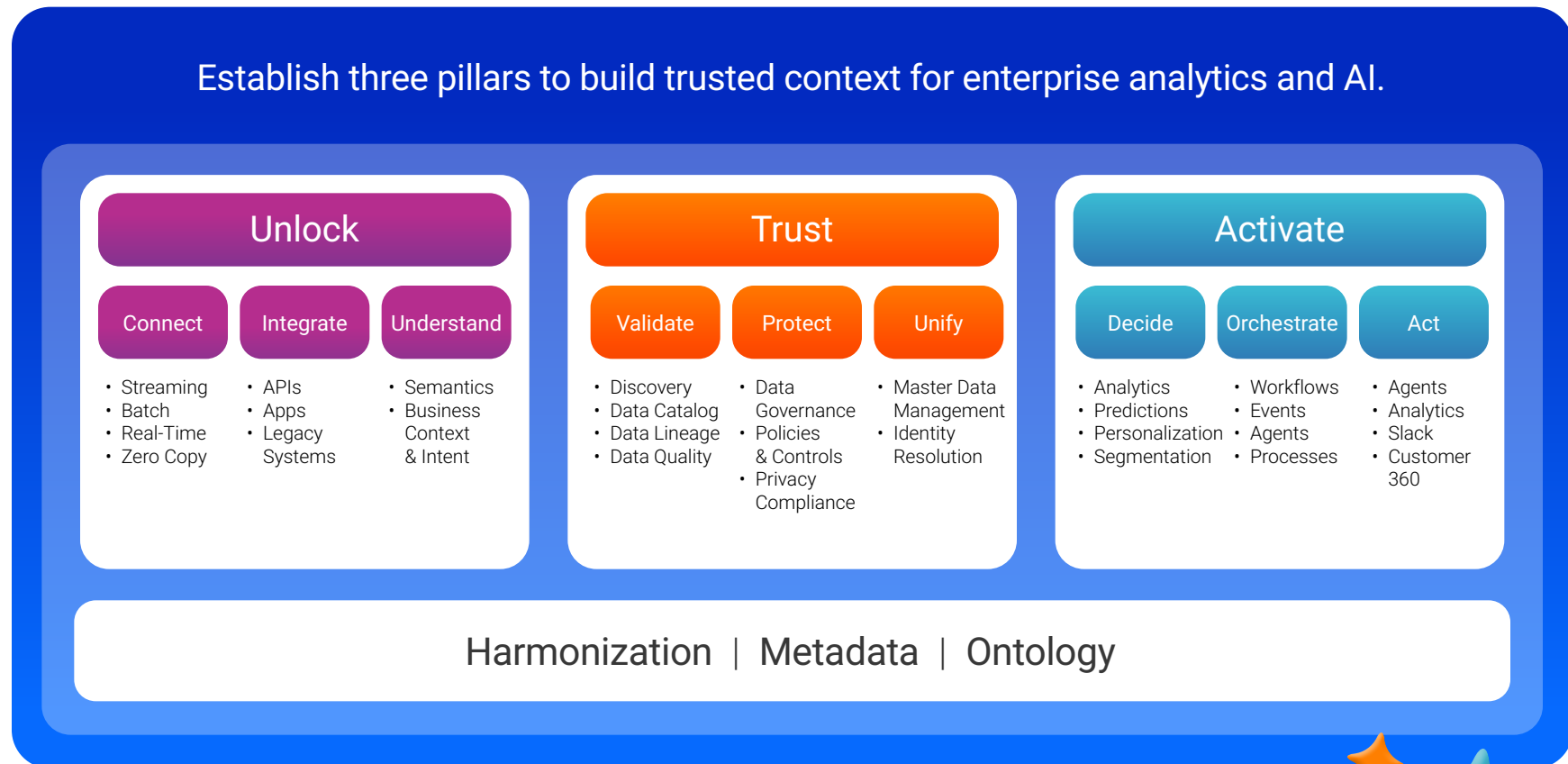


¹ TELUS Customer Success Story

² Great Clips Customer Success Story

³ Nucleus ROI Guidebook

Modern Data Value Chain



Command Agentic Innovation

Systematically evolve our data strategy from basic integration to full-scale AI engineering.

Traditional Analytics

- Structured Data
- On-Prem Endpoints
- Data Warehousing
- ETL
- Data Quality
- Data Lineage
- Metadata Management

Modern Analytics

- Structured & Semi-Structured Data
- On-Prem & Cloud Endpoints
- Cloud Data Lake, Warehouse, Lakehouse
- Data Fabric, Data Mesh
- ETL, ELT, Real-Time
- Data Quality
- Data Lineage
- Data Catalog
- Data Ops
- Data Governance

Agentic AI

- Structured, Semi-Structured & Unstructured Data
- On-Prem & Cloud Endpoints
- Cloud Data Lake, Lakehouse
- AI-Ready Lakehouse, Data-as-a-Product
- ETL, ELT, Real-Time
- Data Quality, Data Labeling & Enrichment
- Vector Embeddings, RAG
- AI-to-Data Lineage
- Knowledge Graph, Active Metadata, Enterprise Catalog
- Synthetic Data
- Data-Driven SDLC
- Data & AI Governance & Observability

Data Integration → → → Data Engineering → → → AI Engineering

Real-World Impact

See how Cox Communications is winning the agentic race with AI-ready data and cloud modernization, powered by Informatica.

*"We have a lot of data centers, a lot of local data, but over the years that has started to **shift to the cloud**. It made sense to **also shift our data integration to the IDMC cloud, which was a smooth process**. We're now **working with Informatica IDMC very successfully**. We actually started with the data catalog initially and then brought along the data integration."*

*"Allowing our developers to leverage the cloud has been a **game changer** for us and we're **very excited to get into some of the new headless capabilities** as well."*

*"I think building an agent is the easy part — **how you orchestrate it, manage it and monitor it is really the hard part**. And that's the sort of ecosystem that Informatica is bringing to bear and allowing us to **focus more on context**."*

*"A lot of our **focus has been around data quality and agents that can help speed the delivery process along**. Definitely excited about what we're seeing and how **Informatica is bringing it all together**."*

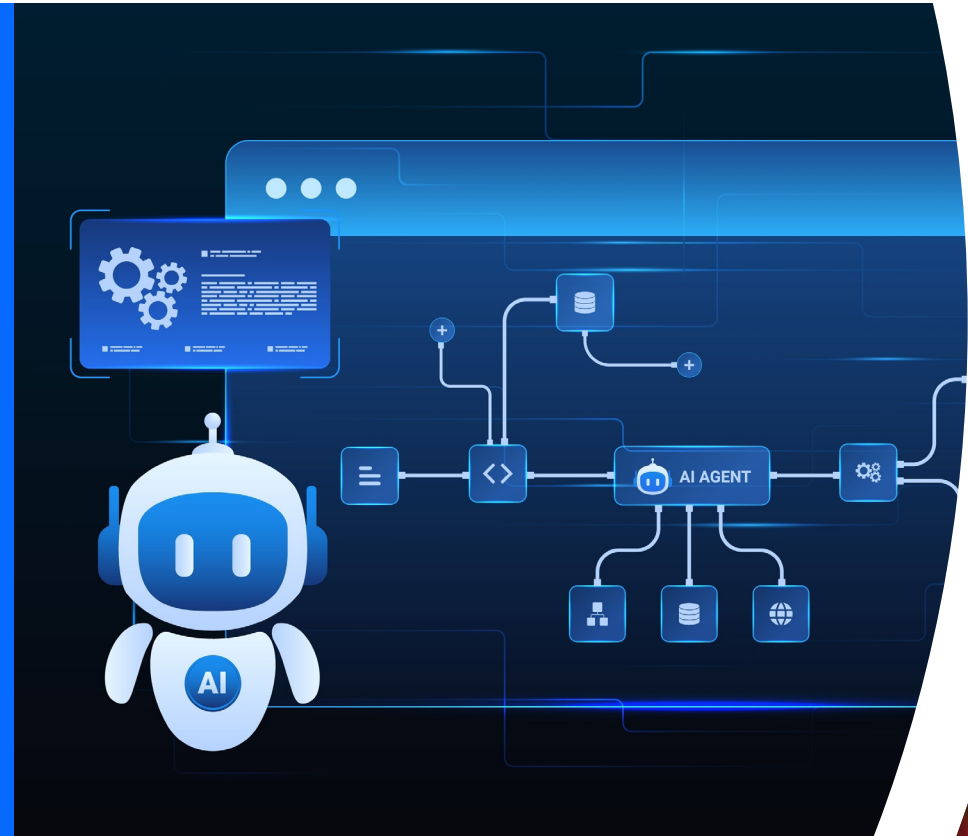


Jake Edwards
AVP of Enterprise Data & Applications
Cox Communications



Lead analytics
and AI in the
agentic era.

LEARN MORE



Source: **Informatica World, Powering Modern Analytics and AI with Trusted Context, 2026**

About Us

About Informatica

Informatica from Salesforce is a leader in enterprise AI-powered cloud data management. Informatica helps organizations connect, manage, and unify their AI-ready data through its data catalog, data integration, governance, quality and privacy, metadata management, and Master Data Management (MDM) capabilities. Informatica continues to support and integrate with a broad ecosystem of partners while helping customers unlock the full value of their data and AI.

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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