

Supply Chain Optimization

Build a resilient and agile supply chain on a trusted data foundation

Maximize Value and Reduce Costs with AI-Ready Supply Chain Data

Controlling costs and mitigating risk in your supply chain starts with mastering your data. This means unifying all critical information – from vendors and products to materials, customers and locations. When integrated with technologies like AI and analytics, this data is what powers a truly resilient supply chain.

Yet, many leaders can't protect their business from disruptions. They are forced to make decisions using inaccurate, inconsistent and incomplete data. This undermines their ability to optimize inventory, accurately forecast demand and make confident decisions. Informatica's AI-powered data management platform provides the solution. By harnessing AI-driven **data integration, data quality, data governance** and **master data management (MDM)**, it creates a single source of truth for all your supply chain information. This empowers your teams to streamline operations, increase visibility and dramatically reduce costs.

Data Challenges and Business Impact

Key data challenges can impede an organization's ability to optimize supply chain data management.

Top Data Challenges	Business Impact
Integrating disconnected data into a single, unified view.	Fragmented data hides risks and prevents optimized procurement.
Inability to proactively detect potential supply chain disruptions.	Increased exposure to costly business disruptions and downtime.
Lack of a 360-degree view of suppliers and materials.	Higher operational costs and slower response to market changes.
Enabling strong data governance and compliance.	Greater supply chain risk and potential for regulatory non-compliance.
Modernizing the data foundation for AI and analytics.	Lack of trusted insights across the end-to-end supply chain.

Key Benefits

- Strengthen resilience and minimize downtime
- Accelerate time to market
- Increase trust and traceability
- Gain deeper insights
- Optimize inventory and procurement
- Integrate your ecosystem

Efficiently Manage Supply Chain Data with AI-Powered Data Management

Build resilience with accurate and timely data. Modern, AI-powered **data management** ensures your data is trusted and complete, enabling teams to detect early warning signs of disruption, gain crucial spending insights and achieve full visibility into supplier practices.

AI-powered data management helps you:

- **Strengthen Resilience and Minimize Downtime:** Mitigate risks and prevent disruptions by using reliable, timely data to make confident decisions.
- **Accelerate Time to Market:** Automate critical workflows, like supplier onboarding, with centralized processes and AI-driven insights.
- **Increase Trust and Traceability:** Boost visibility across the supply chain and support compliance with ESG and regulatory standards through comprehensive data governance.
- **Gain Deeper Insights:** Achieve end-to-end visibility across complex, multi-tier supplier structures with AI-powered multidomain MDM.
- **Optimize Inventory and Procurement:** Enhance supply chain efficiency and maintain optimal stock levels using real-time data and AI-powered forecasting.
- **Integrate Your Ecosystem:** Synchronize data in real time across all systems to eliminate bottlenecks, reduce costs and improve collaboration.

Powering Key Supply Chain Initiatives with a Trusted Data Foundation

A trusted data foundation supports the delivery of real-time visibility, end-to-end trust and governed data at scale to enable most enterprise supply chain initiatives. This helps ensure resilience, compliance and operational agility. Examples of top use cases include the following.

¹ KPMG, *The future of supply chain*, Sept 2023

² WTW *Global Supply Chain Risk Report*, 2025

87%

of supply chain leaders consider supply chain visibility to be critically important¹

8%

Fewer than 8% of businesses feel they have full control over their supply chain risks²

Powering the Supply Chain Digital Twin

From static simulations to a real-time command center

Digital twins create a real-time virtual copy of supply chain assets and flows. They help spot potential disruptions early and build resilience before problems affect operations. However, a digital twin is only as effective as the data powering it. If the data is fragmented, delayed or poorly managed, the twin becomes unreliable and loses its value for decision-making.

Informatica continuously integrates real-time data across suppliers, materials, logistics and customers, delivering a stream of governed 360-data that helps transform your supply chain digital twin into a predictive command center that's always accurate, current, contextual and compliant.

Empower engineering and operations teams with trusted supply chain insights that can reduce downtime, support resilience testing, accelerate innovation and help them take proactive decisions with confidence.

Mastering the Digital Product Passport

From regulatory burden to demonstrable, verifiable brand trust and transparency

As regulations such as the EU Digital Product Passport (DPP) and Battery Passport take effect, organizations are required to capture and connect granular data and ensure end-to-end traceability across the entire product lifecycle – from raw materials to recycling. However, manual processes and fragmented systems cannot support the accuracy and rigor needed for scalable, auditable and globally compliant DPP frameworks.

Informatica automates the aggregation, governance and lineage of multidomain data, delivering a single trusted and auditable record for every product while supporting the enforcement of data privacy and sovereignty requirements at enterprise scale.

Help teams meet complex regulatory demands with confidence, substantiate sustainability claims and turn a regulatory burden into a powerful statement of brand trust and transparency.

Accelerating Supplier 360 and Onboarding

From fragmented processes to resilient supplier networks

A complete and trusted view of every supplier's performance and risk profile reduces disruptions, helps meet ESG commitments and accelerates procurement cycles. However, manual onboarding, further slowed by supplier data fragmented across ERPs and operational systems, limits agility when speed matters most.

Informatica unifies legal, financial, operational and ESG supplier data into a single, governed source of truth — using intelligent matching, automated data quality and embedded governance to help streamline onboarding and maintain an accurate 360-degree supplier view.

Boost your ability to onboard suppliers up to 80% faster, pivot sourcing strategies with confidence, proactively manage supplier risk, improve negotiations and build a truly resilient supplier network.

Psycho Bunny Enables a Seamless Flow of Supply Chain Information

A leading men's clothing company recognized for its exceptional quality, **Psycho Bunny** grappled with a lack of visibility and insight into inventory levels. This resulted in high numbers of short and split shipments, disrupting the customer experience. Using the AI-powered **Informatica Intelligent Data Management Cloud™ (IDMC)** with Pivotree Fluent Order Management and Amazon Web Services cloud, Psycho Bunny created a robust supply chain data foundation. "In less than six months, we had a configurable order management solution that offered a rich catalog of APIs, enabled continued business growth and provided the agility required for evolving priorities," says Patrick Lagacé, Senior IT Director at Psycho Bunny.

A few months after deployment, Psycho Bunny's inventory accuracy rose to almost 99%. The company also reduced short shipments by 93%, decreased split shipments by more than 50% and realized a 30% increase in incremental revenue by year's end. "Informatica was the perfect fit to facilitate the real-time data Psycho Bunny needed to gain valuable insight into product performance, consumer behavior, supplier relationships, business planning and more," says Derek Corrick, General Manager for Data Management at Psycho Bunny.

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Patrick Lagacé, Senior IT Director, **Psycho Bunny**

About Informatica Intelligent Data Management Cloud (IDMC)

Many organizations are unable to effectively address today's supply chain data management challenges using legacy tools and processes. Without a modern, AI-powered data management platform unifying fragmented data across materials, products, customers, locations and vendors, it can be nearly impossible to gain maximum value from supply chain optimization initiatives. That's where IDMC can help.

IDMC is an end-to-end, cloud-native data management platform powered by **CLAIRE® AI** (see Figure 1). The unified platform centralizes and cleanses supply chain information, ensuring that data is both accurate and consistently up to date. IDMC helps teams make data-driven decisions with confidence, streamline processes and significantly reduce operational costs. The platform also empowers companies to enforce quality and ethical standards, ensuring complete visibility into supplier practices.

IDMC offers a powerful, efficient and cost-effective data management solution for supply chain optimization.

The solution includes:

- **Cloud-Native Platform:** High flexibility and performance to scale with your needs.
- **AI-Powered Multidomain MDM:** Provides a 360-degree view across suppliers, products and materials for end-to-end visibility.
- **Comprehensive Data Governance:** Helps you meet regulatory and policy standards with trusted, auditable data.
- **Data Integration and Engineering:** Optimizes inventory and synchronizes data in real time across all your systems.

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

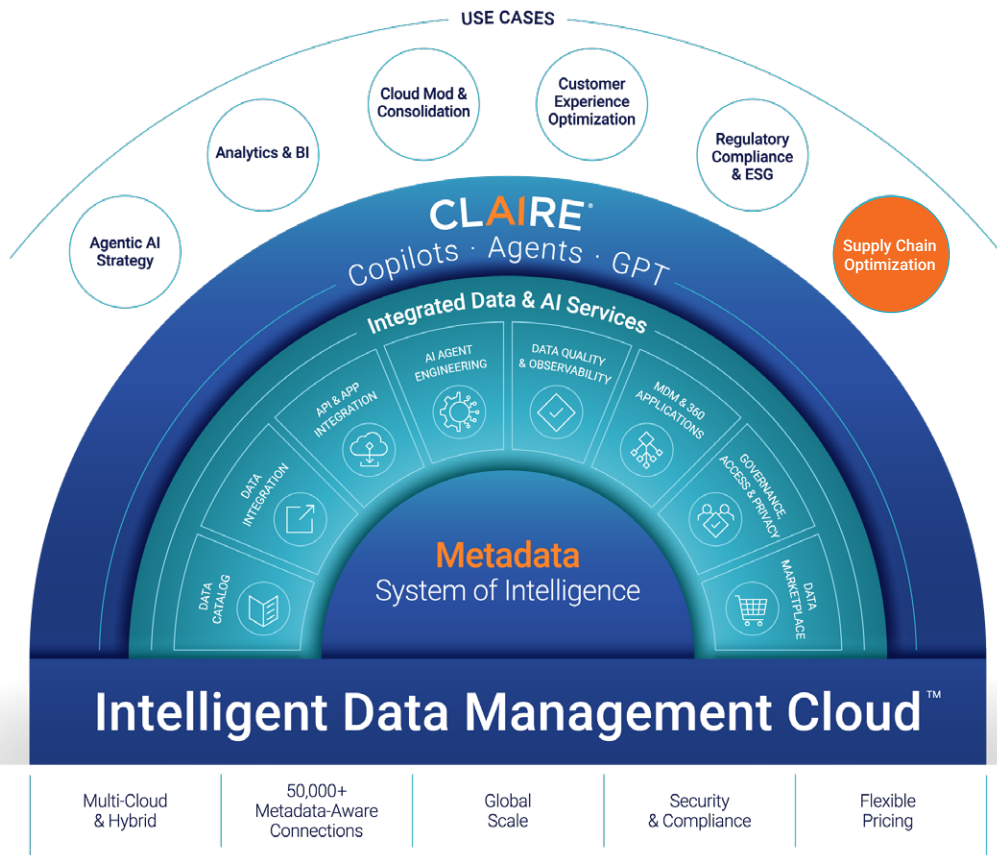


Figure 1. Informatica’s end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

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Derek Corrick, General Manager for Data Management, **Psycho Bunny**

Beyond Supply Chain Optimization: Exploring More Opportunities

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

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