

The Agentic Life Sciences Enterprise: Powering the Future with Trusted Data Context

A Strategic Executive Brief for Life Sciences Leaders

Executive Summary: The Narrative

The transition to a true **Agentic Enterprise** in the Life Sciences industry is currently stalled by a massive “Data Fragmentation” crisis. While **Salesforce Agentforce 360 Platform** provides the orchestration (the “brain”) for clinical and commercial work, **Informatica Intelligent Data Management Cloud (IDMC)** delivers the essential “memory” and “truth.” Critical data — including clinical trial results, genomic data, HCP prescribing patterns and global supply chain logs — is typically trapped in legacy silos and disparate cloud environments.

By unifying **Informatica IDMC** with **Agentforce 360**, organizations establish a **Trusted Context** foundation, ensuring every AI agent — from trial recruitment to medical inquiries — is grounded in a “Single Source of Truth.” This eliminates medical hallucinations, ensure **GDPR**, **GxP** and **HIPAA** compliance and accelerate the path from research to remedy.

The Challenge: The Data Fragmentation Barrier

Life Sciences organizations face unprecedented pressure to bring therapies to market faster while navigating a complex regulatory landscape. Fragmented data across legacy ERPs, research LIMS and clinical systems creates high risks for AI inaccuracy and regulatory non-compliance.

AI is only as good as the data fueling it. Without a unified foundation, autonomous agents cannot reliably execute high-stakes workflows such as trial recruitment or Medical Information Requests (MIR) while maintaining the strict sovereignty and privacy standards required.

The Strategic Architecture: The Trusted Context Layer

To operate safely in a regulated environment, AI requires more than just access to data; it requires a governed infrastructure.

- **Enterprise Understanding (Informatica IDMC):** The “Execution Layer.” It provides the AI with a shared vocabulary and a verified map of all business assets across clinical, supply chain and commercial domains.
- **Real-Time Signals (MuleSoft):** The “Nervous System.” It delivers live operational signals, allowing agents to respond to supply chain shifts or safety signals instantly.
- **Unified Context (Salesforce Data 360 Cloud):** The “Harmonization Layer.” synthesizes behavioral and engagement data with the golden record, making context available without the risk of data movement.

Informatica IDMC: A Path to the Single Source of Truth

To evolve into an Agentic Enterprise, leadership must pivot from tactical data movement to strategic data mastery:

- **Connectivity & Ingestion:** Ingesting 70% of R&D data trapped in legacy silos (Veeva, SAP, Mainframes) into a unified stream.
- **Discovery & Automated Governance:** Using **CLAIRE® AI** to profile pharmaceutical assets and automate the protection of PHI, PII and intellectual property.
- **Multidomain Mastering:** Solving the “Identity Challenge” by creating Golden Records for HCPs, trial participants and molecules across global borders.
- **Compliance as an Accelerator:** Transitioning from “box-ticking” to automated **SPOR/IDMP compliance**, reducing the manual burden of regulatory submissions by up to 40%.

MDM: The Critical Enabler for Agentforce Life Sciences and Service Cloud

For organizations heavily invested in the Salesforce ecosystem, **Multidomain Master Data Management (MDM)** is the primary enabler of the Agentic Enterprise.

- **Deep Trusted Context:** MDM ensures AI agents reference a “Golden Record,” preventing hallucinations in clinical or regulatory data.
- **Service Cloud Integration:** By connecting MDM to Service Cloud, organizations ground agents in high-fidelity data, ensuring that “Next Best Actions” for field reps and support staff are accurate, timely and compliant.
- **Automated Privacy and GDPR:** IDMC automatically masks PII/PHI data before it ever reaches the Large Language Model (LLM), ensuring regulatory “Safe Zones” for AI.

The Agentic Agenda: High-Impact Use Cases

Domain	Agentic Use Case	Customer & Patient Benefits
Patient 360	Autonomous Trial Recruitment: Agents scan unified RWE and clinical data to match participants to trials in real-time.	Accelerates “time-to-therapy” and improves patient outcomes by removing manual screening bottlenecks.
Patient 360	Personalized Care Orchestration: Agents leverage a “Golden Record” of unified care histories and social factors to deliver tailored interactions via Agentforce across all channels.	Improves patient outcomes and trust through seamless, context-aware engagement while accelerating market share via superior digital and field rep connectivity.
HCP (Customer) 360	Medical Information Requests (MIR): Agents provide instant, GxP-compliant responses to complex HCP inquiries grounded in the latest research.	Increases HCP trust and satisfaction while ensuring 100% regulatory compliance.
Product 360	Global Order & Supply Management: Agents autonomously navigate supply logs to manage inventory and predict shortages.	Protects the “Golden Record” of the product across the lifecycle, surviving patent cliffs and M&A integrations.

Elevating the Human Element: Customer Experience Optimization

When transitioning to an Agentic Enterprise, Life Sciences enterprises must pivot to a **patient-centric model** to overcome the limitations of fragmented commercial data. By leveraging Informatica's AI-driven data management, organizations can unify disparate patient records, social factors and care histories into a comprehensive **Patient 360 view**.

This "Golden Record" empowers Agentforce to deliver tailored and timely interactions across all care channels – from digital engagement to field rep interactions – ensuring that every touchpoint is grounded in a trusted context. By prioritizing data privacy alongside seamless connectivity, leadership can boost market share and drive revenue growth while fundamentally improving patient outcomes and building long-term stakeholder trust.

Navigating the Regulatory Landscape: Compliance at Speed

Navigating the complex intersection of **GDPR, the EU AI Act and GxP standards** is a strategic imperative rather than merely box-ticking exercise. Informatica IDMC accelerates clinical trials and regulatory submissions by delivering high-quality, compliant data that respects regional data residency requirements. By automating governance and maintaining comprehensive audit trails for **FDA and EMA submissions**, the platform creates a "Safe Zone" for AI agents to operate. This unified approach to clinical and operational data reduces the risk of medical hallucinations and non-compliance, effectively lowering costs and shortening the critical path from research to remedy.

The Value of Multidomain Connectivity

While the immediate priority may be the Patient or HCP, **Informatica IDMC** provides a scalable foundation for **Product 360**. Mastering the relationships between trial participants, prescribing providers and chemical compounds enables the enterprise to survive patent cliffs and M&A integrations. This multidomain approach ensures AI never acts on outdated safety signals or inaccurate identity data.

Competitive Edge: How We Win

Unlike competitors who rely on "Shallow Context" (Vector Search) or closed proprietary silos that lock data away, the **Agentforce + Informatica solution** equals:

- **M&A Readiness:** A "universal plug" for data, allowing acquired R&D pipelines to be mastered and productive within weeks rather than years.
- **Automated Regulatory Safe Zones:** Privacy and compliance (GxP, GDPR, IDMP) are enforced at the **data layer**, not the application layer, reducing the risk of massive regulatory fines.

Conclusion: Transforming Silos into Excellence

Agentforce for Life Sciences, anchored by **Informatica IDMC**, orchestrates high-stakes clinical and commercial workflows using trusted AI agents grounded in a governed, single-source-of-truth data foundation.

Informatica IDMC is the indispensable execution layer for the modern Life Sciences enterprise. By unifying fragmented data and providing a governed “Golden Record,” we provide the context needed to turn AI from a high-risk experiment into a reliable catalyst for clinical and commercial innovation.

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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.

IN17-5353-0526

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