# Enterprise data governance: From *data chaos* to controlled *intelligence*

How active data governance enables digital ambitions

Capgemini × Informatica from Salesforce

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Trusted data is the foundation of digital business. As online channels become the dominant medium for interacting with customers and interpreting markets, large enterprises are adopting a data-first mindset that reshapes how they operate.

The effects are visible everywhere. Analytics are no longer confined to data-science teams. Non-technical employees increasingly generate insights on their own, a shift applauded as **“data democratization.”**

But such freedoms come with risks. When the information sources underpinning decisions are siloed, inconsistent, or governed by clashing standards, results differ and interpretations collide. Without reliable foundations, the value of any insight is open to debate.

The answer, firms are discovering, is active data governance. Analytics, intelligent automation, and AI all depend on trusted information. Modernizing data management in the cloud lets companies harmonize sources scattered across lines of business and geographies, while ensuring uniform rules and standards in every business unit and department.

As data is packaged into ready-to-consume products, active data governance ensures that every asset delivers value – safely and reliably. Instead of adding paperwork, it embeds governance into the data product lifecycle from start to finish.

Think of it like building a smartphone. If quality checks, secure design, and battery optimization are baked-in from day one, the device is more likely to work flawlessly; skip it, and even a premium handheld becomes a headache.

01

# Data challenges, market pressures

Data has long been central to business outcomes. Multinationals rely on it to refine product design, improve risk models, set prices, and shape strategy. The novelty lies not in data's importance but in the difficulty of managing it. Firms now have to deal with unprecedented levels of volume, variety, and velocity. Daily life for a chief data officer (CDO) is a struggle to extract value while staying ahead of regulatory demands.

**Three pressures loom largest:**

### Changing customer expectations

Digital channels are now the essential customer touchpoints. From late Gen X to millennials and Gen Z, consumers expect seamless experiences, whether shopping online, chatting with bots, or navigating mobile apps. Research by Capgemini shows that shortcomings in data often prevent firms from delivering. CDOs are therefore under pressure to modernize infrastructure, improving scalability, flexibility, and real-time access.

### Blocked innovation

Fears over privacy, regulation, and security hamper firms' willingness to democratize data access. Many AI initiatives never progress beyond the pilot stage. Instead of consolidating data in the cloud to enable digital transformation, companies persist with fragmented repositories divided by business unit or geography. Trust suffers as concerns mount over data quality, lineage, and compliance.

### New reporting requirements

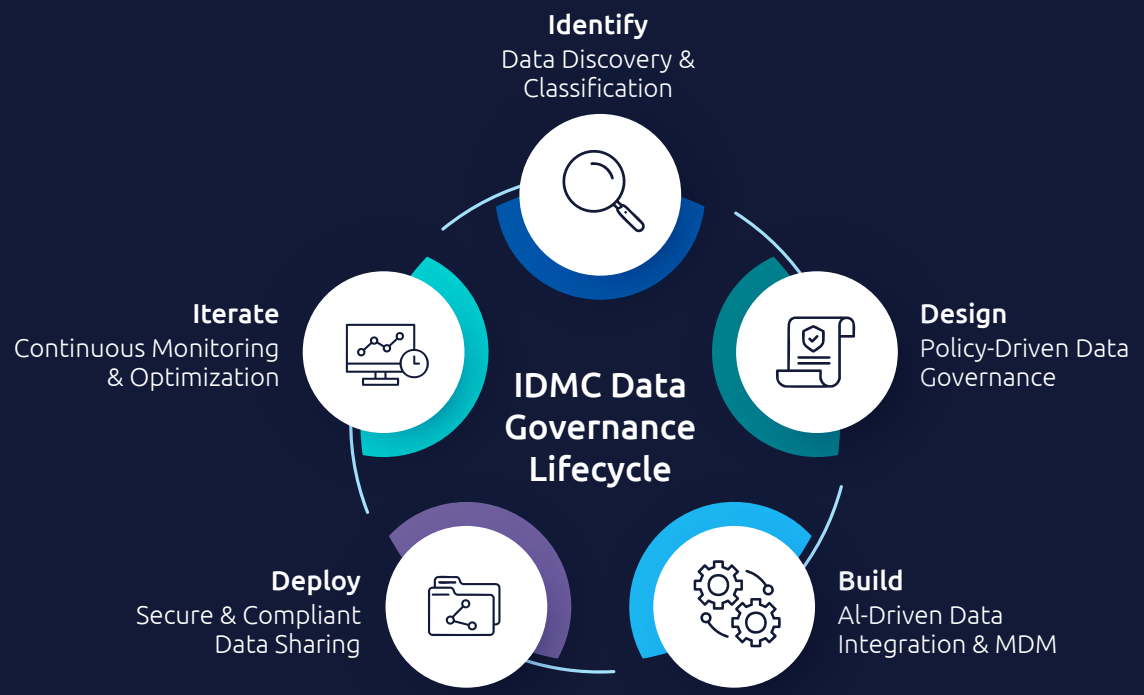
Regulation adds another burden. Businesses are now expected to collect, process, and disclose sustainability metrics with ever greater granularity. Most are unprepared for the technical challenges. The EU AI Act provides the perfect example. Any firm launching an AI solution of its own needs to show it follows the rules. Those that can't do so risk fines, penalties, unwanted scrutiny, and reputational damage.

02

# IDMC: A platform for enabling trusted data

Informatica's Intelligent Data Management Cloud (IDMC) helps firms meet these challenges head-on. It's a powerful, scalable, and cost-effective SaaS cloud solution that unifies active data governance on a single platform.

These include AI-driven data ingestion, data integration, change data capture, data replication, data governance, data quality, data catalog, data lineage, and master data management – all accessible through a marketplace that lets business users browse, search, find, and understand the data they need in an intuitive online "shopping" experience.




*IDMC's focus on user experience makes it easier to democratize data consistently across the organization.*

*Recognized as a Leader on Gartner's Magic Quadrant, Informatica has made IDMC the world's most comprehensive intelligent data management cloud. Cloud-first IDMC is elastic, serverless, open-source, and API microservices-driven.*

*It's a complete data management platform, designed to help large enterprises create a single store of trusted data. Whether on-premises, in the cloud or hybrid, IDMC is built to turn data into business value.*

# 03

# Active Data Governance from Capgemini

Capgemini complements this with its Active Data Governance (ADG) framework. It puts efficiency, enforcement, and enablement at the core, transforming governance into a catalyst for business value.

Traditional data governance models can be slow and reactive, too focused on addressing issues of quality or completeness post facto. Capgemini's framework weaves governance rules into each step of the software development lifecycle, establishing rules and embedding them in processes from day one.

Beyond SDLC integration and shift-left, ADG embeds autonomous, agent-driven automation to transform traditionally manual data governance tasks.

**The framework uses three guiding principles:**

### Software lifecycle integration

Rather than treating governance as an afterthought, we build it into the development process. Policies are embedded upfront as new applications and services are built, reducing the risk of afterthought fixes.

### Proactive compliance

Policies are applied dynamically, not reactively. Real-time enforcement and observability take precedence over retrospective audits and health checks

### Greater scalability

Governance must operate at enterprise scale. Capgemini combines rule-based, AI, generative, and agentic approaches in a best-of-breed framework to deliver autonomous, scalable data governance. The goal is to transform governance from gatekeeper to enabler, unlocking business value instead of standing in its way.

04

# When trust equals success

The benefits are not theoretical. Firms that embrace the power of trusted data are already reaping rewards.

Brazilian bank Rodobens reimagined its data strategy with IDMC. The result: improved sales and IT efficiency, with hours spent on monthly data maintenance nearly halved, while beating its gross merchandise value (GMV) target by 180% within six months of launching new CRM campaigns.

Japanese life sciences firm Takeda has taken a similarly ambitious approach. More than 450,000 integration jobs run on its data infrastructure each month, processing over 30 billion records. IDMC has cut millions from IT overheads and TCO. The flexibility of cloud-based data management lets Takeda scale resources up or down as needed, syncing costs to business levels.

Global hospitality brand Holiday Inn Club Vacations (HICV) chose to unify its customer data on IDMC, taking advantage of its proven master data management (MDM), governance, and data quality capabilities. The outcome: a 360-degree view of each club member, allowing greater personalization, more effective cross-selling, and stronger brand loyalty.

05

# Capgemini and Informatica Turning data into strategic assets

Data and analytics are launchpads for innovation. They enable new revenue streams through improved products and services, deliver business optimizations that raise ROI, and reduce exposure to risk by enabling data sharing underpinned by trust.

But these opportunities require guardrails. Firms must operate within a framework of regulatory compliance, ethical standards, transparency, and security. Data must be governed before it can be exploited.

This is where Capgemini and Informatica's shared values demonstrate value. Our partnership provides a coherent governance framework with proven solutions, allowing global businesses to launch new services and exploit AI without fear of overreach.

The technologies enforce transparency and trust while safeguarding against misuse. Access controls ensure privacy and compliance; automation ensures consistency. For companies seeking to treat data as a strategic asset, the combination offers both the technical backbone and the governance scaffolding required.

Building trust in data isn't optional—it's a strategic imperative. Companies that prioritize data integrity accelerate innovation, expand with confidence, and stay ahead of regulatory demands. Trust your data, and you'll trust your decisions."

06

# About the authors

## Mahesh Krishnan

### Head of Data Governance, Insights & Data, Capgemini

Mahesh Krishnan heads Capgemini's global data governance practice for Financial Services. With 25+ years of hands-on experience in data governance, he has guided major FS organizations in building and scaling data trust platforms rooted in real-world challenges and practical execution. His work focuses on making data governance tangible, actionable, and enterprise-ready. Today, he partners with leading financial institutions worldwide to operationalize unstructured data governance and drive the next wave of AI governance.

## Deepak Juneja

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Deepak is a Senior Data Management Executive and Chief Data Strategist with over 25 years of experience in the financial services industry in leading teams in defining and operationalizing data and analytics strategies to become data- and insight-driven enterprises.

## About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organisations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2024 global revenues of €22.1 billion.

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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 cataloguing, 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.

**Visit www.informatica.com to find out more.**

## 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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