



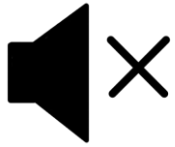
03 Sep, 2024

Demonstrating Integration Capabilities with CAI with Generative AI

Informatica Professional Services

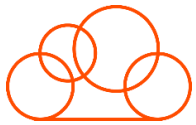
- Balavenkatesh Kaleeswaran, Solution Architect
- Giri Chintarlapalli, Sr Principal

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the [slide deck](#) for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

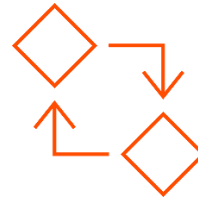
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**



**Informatica
Concierge**



**Tailored training
and content
recommendations**

Safe Harbor

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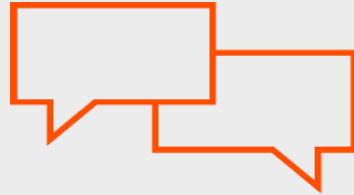
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More Information



Success Portal

<https://success.informatica.com>



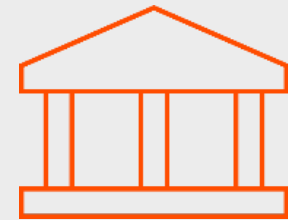
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University

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Agenda

- Getting Started with CAI
- Implementation Approach
- Best Practices - Org Chart, Naming Conventions, Promotion
- Low Code Integration Strategy
- How to implement a reusable process for updating DQ scores
- Implementing a Sentiment Analysis Use Case using Gen AI with a Demo for a restaurant business

Getting started with Cloud Application Integration

Challenges

- Data Integration and Orchestration Services
- Integration complexity

Solution

- Single trusted solution
- Numerous integration patterns for automation

Benefits

- ✓ Zero coding
- ✓ Sophisticated integration capabilities
- ✓ Out-of-the-box connectivity with over 400 endpoints
- ✓ Microservices architecture

Implementation Approach



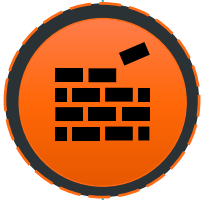
Analyze

Assess Business Needs with Leadership & Stakeholders prioritizing top issues



Design

Operational runbook/Repeatable and templated framework aligned with business goals



Build & Test

Jumpstart the Solution and Community Enablement



Deploy

Measure success, course correct and repeat. Build the program maturity

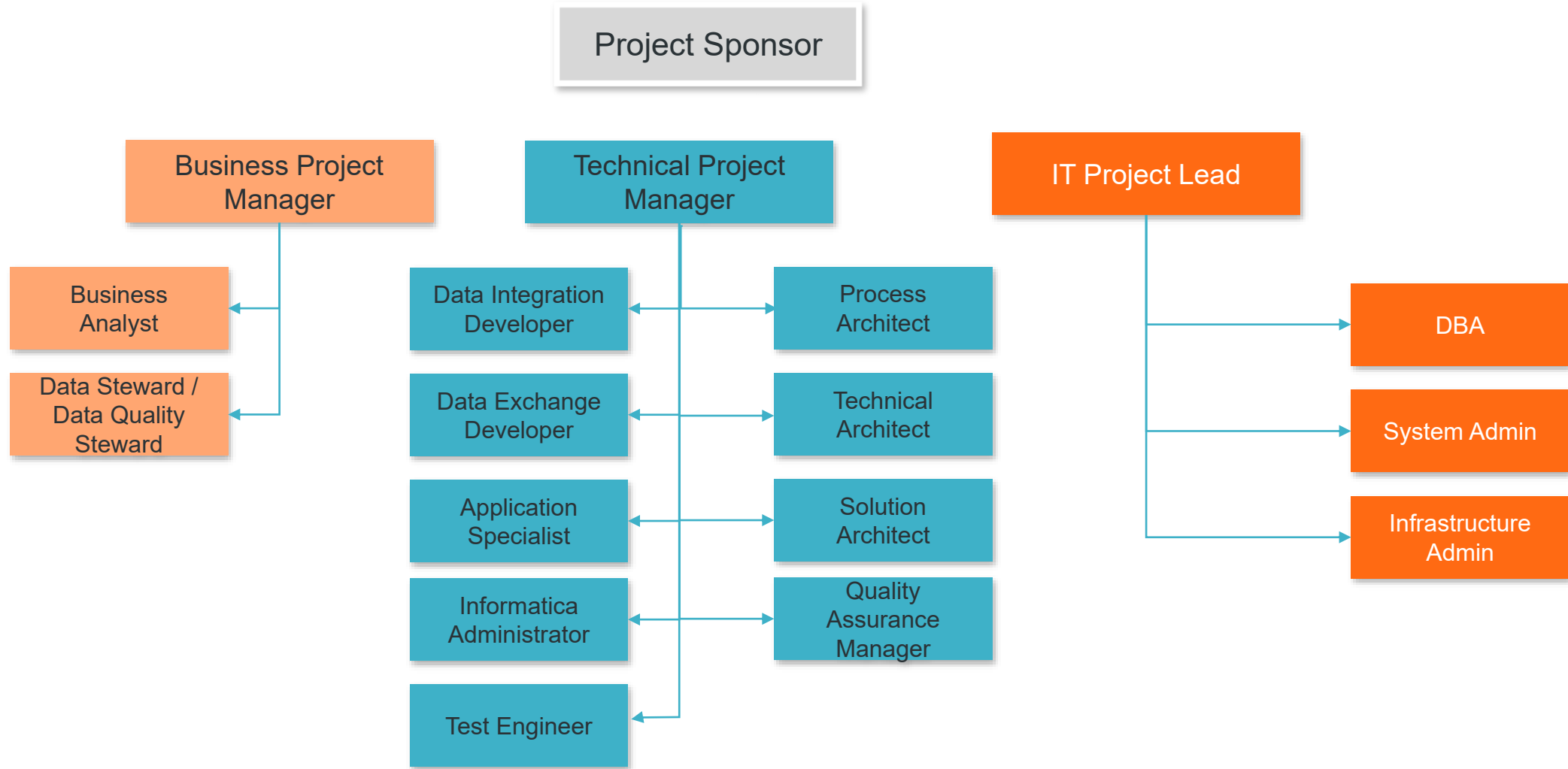


Expand

Measure success, course correct and repeat. Build the program maturity



Recommended Org Chart



Suggested Naming Conventions

Item	Naming Convention	Example
Secure Agent	SA_[ENVIRONMENT]_[ECOSYSTEM]_[SERVER]	SA_Azure_Wndws01
Secure Agent Group	SAG_[ENVIRONMENT/REGION]_[CAPACITY]_[ECOSYSTEM]_[SERVER SET]	SAG_AWS_CIH Linux02
Service Connectors	[system or site]-[optional endpoint name]-[action set]-SvcConn	IICS-RESTAPI-V2Admin-SvcConn
Cloud Application Process Objects	[optional type or group]-[objectName]-[optional list identifier]-PO	PurchaseOrderItems-List-PO wdr-worker-PO
Field names		
In	in_[fieldname]	in_optyID
Out	out_[fieldname]	out_filerunid
Sc	sc_[optional in/out]_[fieldname]	sc_out_errorcode
Var	var_[fieldname]_[optional list identifier]	sc_out_result_row_count
sys	sys_default_out	var_custdetails var_reportprocessed_List

Best Practices – Object promotion


- Use of Import and Export options
- Object grouping – Service/App connectors, Processes/Sub-Processes
- Steps to avoid re mapping after object promotion
 - Complete the project development
 - Test the project in non-prod
 - Consistent naming
 - Publishing, check the mapping
- Timeouts
 - Process tuning within the threshold
 - Use of milestone step

Design

Milestone Step

Use the Milestone step to specify one of two actions when the process ends.

The following image shows a Milestone step:



Milestone 1 Properties

General

Ending Type: Milestone: Send a Synchronous Response
 End of Process

HTTP Status: 200 OK

HTTP Response Headers (1)

Name	Content
Identifier	\$input.CurrentUser.FederationIdentifier

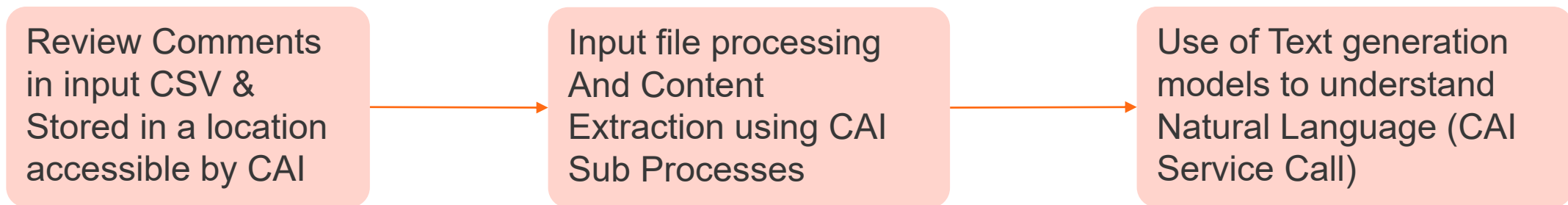
Implementing a reusable process to update DQ scores

Cloud Data Governance and Catalog integrates with Data Quality apps, enabling users to define and manage data quality rules, with results displayed in Data Governance and Catalog for a comprehensive view.

- Out of the box integration of CDGC with Data Quality
- Scenarios where custom updates may be required to update Quality scores in CDGC
- The custom update of Data Quality can be achieved using API functionality
- Updates can be done in bulk or individually using the API
 - Use of right URL
 - Asset ID from CDGC
 - Authorization (bearer token)
 - Session ID
 - API call execution

Demo: Implementing Sentiment Analysis using CAI

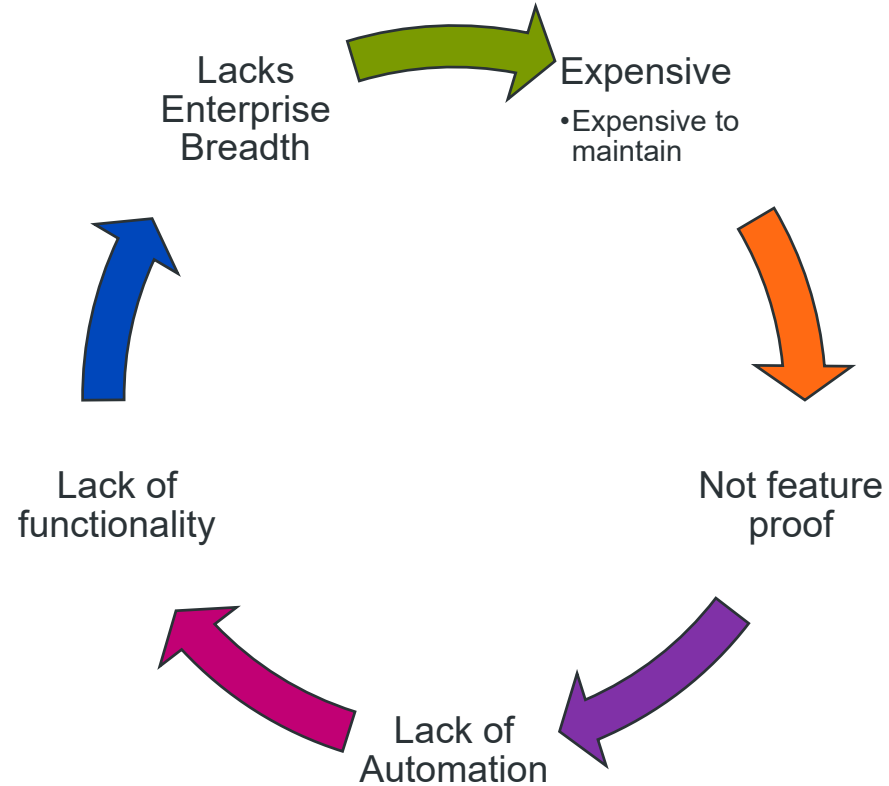
A restaurant leverages CAI's integration capabilities and Gen AI to analyze and summarize thousands of customer reviews and complaints, enabling them to take informed actions in response.



IDMC – Low Code Solutions

Where data & AI come to **LIFE**

Drawbacks to Hand coding for IT



Drawbacks to Hand coding for Business



Higher Risk

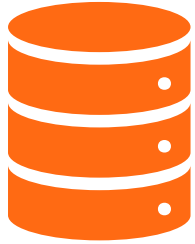


Higher Costs



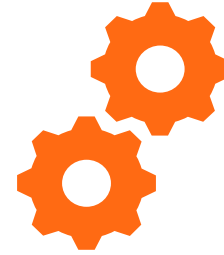
Slower Time to value

IDMC Solutions



Data Integration

- Codeless integration templates
- AI Recommended transformations
- Data replication (Mass ingestion for files, databases, CDC, Streaming)
- Serverless and elastic scaling
- Spark-based processing
- Broad and Native connectivity
- AI and Machine learning to handle schema drift and complex file parsing
- Data and ML operations support (Data Ops and MLOps)



Data Quality

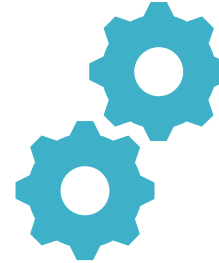
- Data Profiling
- Data Quality rules and automated rule generation
- Data dictionaries
- Cleansing, Standardization, parsing, verification and deduplication
- Integration with DI solution
- Data quality analytics
- Spark-based processing in cloud

IDMC Solutions - Continued



Metadata Management

Data Discovery
End-to-End lineage
Asset tagging and data curation
Understanding of technical, business, Operational and usage metadata
On-premise and Cloud connectivity



Cloud-Native Capabilities

AI/ML-powered automation

- Transformation recommendations
 - Data Pipeline similarity
 - Operational alerting
 - Auto-tuning
- Containerization
Serverless architecture
Minimal install and setup
Auto upgrades
IPU (Usage) based pricing

Challenges addressed by IDMC

Lower TCO

Out of the box connectivity

Eliminate risks of using handcoding

Simplify data management solutions

Adapt to technical and data changes

Faster time to value

Benefits of as-a-service cloud solution: scale, agility, minimal install and setup, automatic upgrades, HA, Advanced security

Future proof

Modern data management solutions

Demonstration

- Use case
 - Cleanse all string fields
 - Scalable solution
 - Minimum coding (Low-code)
- How is solution implemented
 - Use Macro expression fields
 - Use mapping with parameters
 - Use Dynamic mapping tasks
 - Task flow orchestration