

20 Jan, 2026

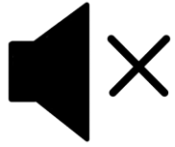
Informatica CLAIRE Innovations:

Agentic CLAIRE GPT and CLAIRE Agents Unleashed

- Vishwa Belur, Senior Director - Product Management, CLAIRE Product Management
- Akshada Sahebrao Sable, Senior Solution Architect, CSA

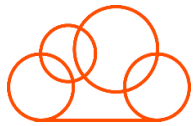
Where data & AI come to 

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.

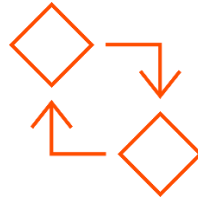
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POC Customers



Enriched Customer
Onboarding
experience



Product Learning
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Expert Sessions



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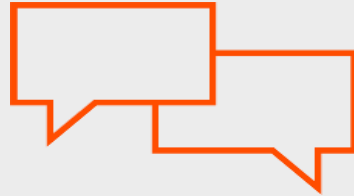
Tailored training and
content
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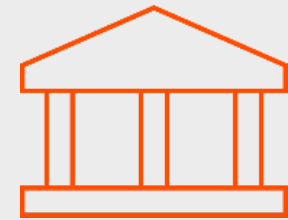
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University

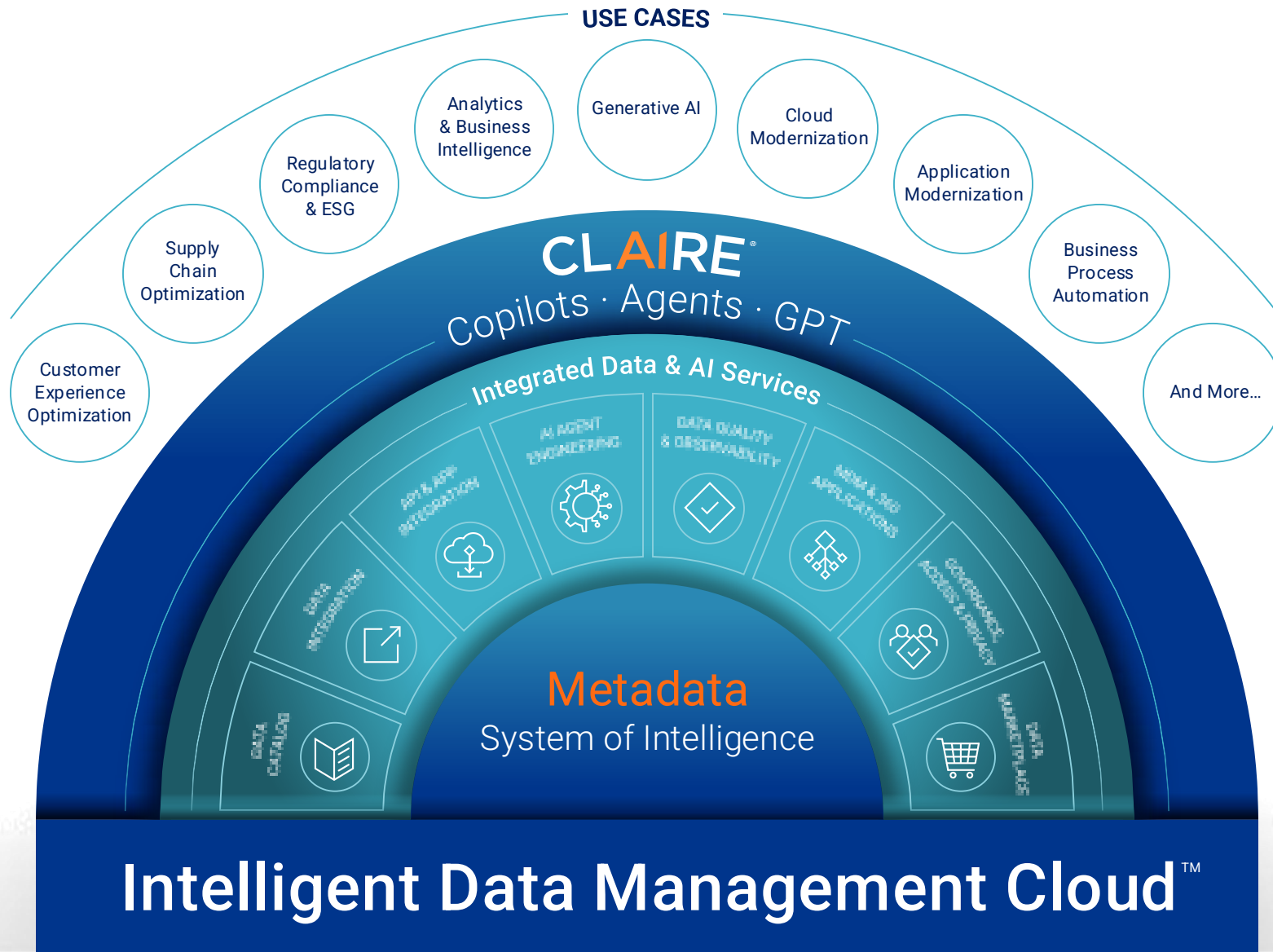
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Agenda

- AI for Data Management - CLAIRE Evolution
- Overview of CLAIRE Agents for Data Management
- Agentic CLAIRE GPT & CLAIRE Copilot for MDM
 - Goal-based execution and advanced natural language understanding
 - Multi Agent Orchestration
- Agentic Use cases
 - BFSI, Healthcare
 - Retail, Manufacturing
- Demonstration of Agentic CLAIRE GPT
 - Enterprise Discovery Agent
 - Data Integration Agent
 - Data Quality Agent
- Q&A



Multi-Cloud
& Hybrid

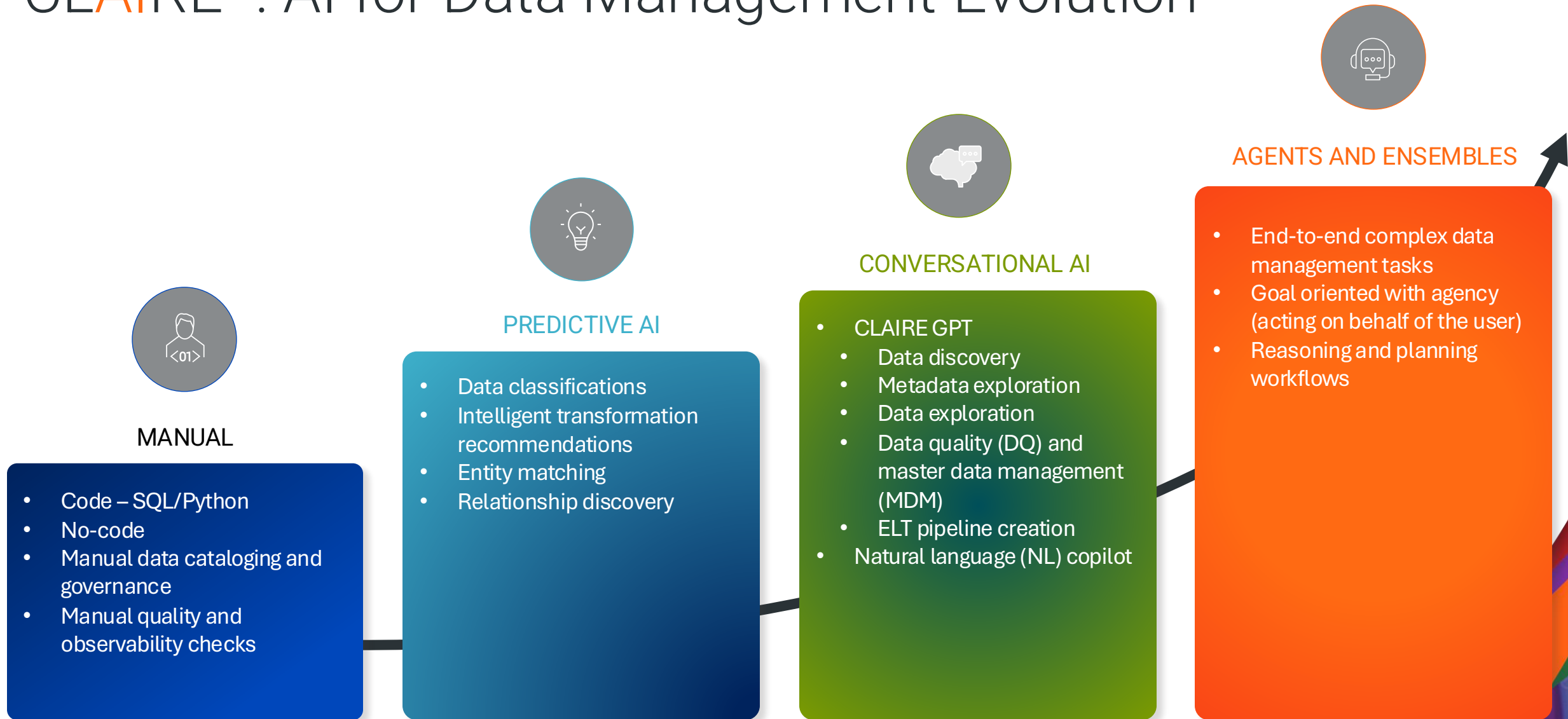
50,000+
Metadata-Aware
Connections

Global
Scale

Security
& Compliance

Flexible
Pricing

CLAIRE[®]: AI for Data Management Evolution



Q4 2025 Release Themes



CLAIRE Agents

- Discovery & Exploration Agent
- Product Help Agent
- Data Integration Agent
- DQ Agent
 - Bulk DQ Rule Creations, Cleansing of Cataloged Assets & External Files
- Product Experience Agent
 - Product Info Extraction from PDF
 - Execution of OnDemand Objectives
- Plan amendments based on user instructions



Agentic CLAIRE GPT

- Goal based executions w/ Planning & Reasoning
- Improved Natural Language Understanding
- Employs Skills and Agents
- Human-in-the-loop keeping user in the driving seat



Readiness & Consumption

- CLAIRE Copilot for MDM SaaS
- Enhanced GPT for MDM
- Use of 3rd party LLMs
- Regional deployment with Data Sovereignty

CLAIRE Agentic Data Management Brings Data & AI to Life



CLAIRE Agents

Key capabilities for data management automation

	Discovery & Exploration	Data Quality	Product Experience	Product Help Agent	Data Integration Agent
					
Overview	<ul style="list-style-type: none"> Deep agentic discovery across IDMC repositories Conversation-driven experience for discovery & exploration 	<ul style="list-style-type: none"> Standardized creation of data quality rules from business specs High-quality data delivery for analytical and operational use cases Proactive data quality approach 	<ul style="list-style-type: none"> Product onboarding Content enrichment Product classification Translation and publishing 	<ul style="list-style-type: none"> Reduce IDMC Learning curve Deep Product Comparison and support questions 	<ul style="list-style-type: none"> Generation, validation and deployment of ingestion tasks, ELT mappings and taskflows Augmentation and summarization of existing flows
Skills	<ul style="list-style-type: none"> Enterprise Discovery Metadata Explore Data Exploration 	<ul style="list-style-type: none"> Data Quality Assessment Rule Generation and Recommendation Deliver Clean Data 	<ul style="list-style-type: none"> Product Enrichment from structured and unstructured data Product Classification 	<ul style="list-style-type: none"> Doc Research 	<ul style="list-style-type: none"> ELT Mapping Generation

Product Experience Agent

Key Highlights

- Goal: Enrich missing attributes and improve data quality of product records in MDM to accelerate **time-to-market** and boost **operational efficiency**
- **File-based enrichment**: Extract product attributes from PDF to enrich given product record
- **EVO OnDemand enrichment**: Invoke EVO OnDemand objectives to enrich record from 3rd party data or AI service
- Agent starts acting based on the record context, and **creates/updates draft** record as per the PDF provided
- Human intervention to **confirm/edit** the **proposed plan** and guide the agent in ambiguous situation
- User prompt > **PXM agent** > Plan of Action > Plan Confirm > Execution > Agent Summary > **Create/Update Draft Record** > **Review/Publish Draft**



Informatica Product 360

Category Search evoclairetail...

Hierarchy GPC defined for the breadcrumb could not be found

SKS121109 Active

Overview Additional Details Dynamic Fields Relationships Hierarchies Source Records History

Identifier: SKS121109 GTIN: Status: Active Brand: Nothing to display.

Brand: Sub brand: Availability: In Stock Country of origin: China

Country of origin: China Availability date: 11/10/2025 Expiration date: Availability: In Stock

Manufacturer: Manufacturer GLN: Manufacturer product number:

Description (0)

No entries found. To add an entry, click Add.

Product highlights (0)

CLAIRE Copilot

Ask CLAIRE Insights

Help me enrich this record

Comprehensive enrichment plan for this record (PXM + Objectives)

- 1 For PDF enrichment, please upload your PDF file. Once available, I will process it to extract data for all entities. Let me know if you want me to extract data for a specific set of entities instead.
- 2 I'll target all relevant fields with the extracted data by default. Let me know if you'd like to update a specific set of fields instead.
- 3 I'll update empty fields. Let me know if you'd like to overwrite existing values instead. Note: I can assist with overwriting single value fields only; Field Groups can't be overwritten, instead new field group will be added.
- 4 For objectives-based enrichment, I will find all objectives relevant for this record. Let me know if you want me to fetch specific ones using a name or description.
- 5 I will list the fetched objectives for you to select and confirm.

Ask CLAIRE...

CLAIRE Copilot might make mistakes and is not designed for high risk use cases. Verify all outputs before proceeding.

Informatica Product 360

Category Search evoclairetail...

Hierarchy GPC defined for the breadcrumb could not be found

SKS121109 Active

Overview Additional Details

Identifier: SKS121109 Brand: Country of origin: China Manufacturer: Description (0)

Data Extraction (125)

Enriched Field	Extracted Value
Language	English
Keyword	19.3 cu. ft. Total Capacity
Keywords (14)	
Language	English
Keyword	Remote Operations
Keywords (15)	
Language	English
Keyword	Water Filter
Keywords (16)	
Language	English
Keyword	Ice Maker
Consumer Package Depth	23.875
Consumer Package Width	35.75
Consumer Package Height	83.5
Consumer Package Gross Weight	532
Consumer Package Net Weight	483
Category-specific Dynamic Fields	
Benefits (1)	
Feature	Convertible Drawer with 5 Preset Modes
Benefit	Allows flexible storage as freezer, fridge/del, meat/seafood, cold drinks, o...
Benefits (2)	
Feature	Dual Inverter Linear Compressors and Dual Evaporators
Benefit	Minimizes temperature fluctuation to within 1°F for optimal food preservat...
Benefits (3)	

CLAIRE Copilot

Ask CLAIRE Insights

Help me enrich this record

Brand

The agent is trying to correct the values now.

A total of 125 values have been updated on the current record using information from the document Refrigerator_LG_SKSFD3604P_36-In_Built-In_French_Door_Refrig.pdf. The updated fields include Brand, Manufacturer, Manufacturer product number, Description, Meta information and many more.

Data Extraction (125)

DATA EXTRACTION

Extracted data

Based on the request 3 Objectives has been identified, for the record

Identified Objectives (3)

DATA EXTRACTION

Identified objectives

Ask CLAIRE...

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Agentic CLAIRE GPT

Key Highlights

- A major **upgrade** to our existing CLAIRE GPT features that highlights goal-based approach and better user interaction
 - **Goal-based** approach to execute end-to-end tasks aligned with business goals
- Agentic AI framework utilizes planning and reasoning to decompose complex instructions, plan execution paths, and deliver precise outcomes
- Advanced **Natural Language Understanding** with 3rd Party models removes dependency on specialized IDMC syntax
- Collaboration between Orchestrator and Specialized agents based on user goals, and the skills required to perform the broader goal
 - Discovery Agent: data discovery, metadata and data explore
 - Data Integration: data transformation
 - DQ Agent: data profile, data quality, rule recommendation
 - Product Help: product help related questions



Informatica CLAIRE GPT

ClaireMDM_8Sept

I need to analyze loan default patterns in our portfolio. Can you help me calculate delinquency rates by loan type and identify correlation between interest rates and default probability? What's the best approach for c... Last modified: 09/21/2025, 08:49 AM

VT I need to analyze loan default patterns in our portfolio. Can you help me calculate delinquency rates by loan type and identify correlation between interest rates and default probability? What's the best approach for cohort analysis on this data?

Plan:

1. Use the Enterprise Data Discovery Skill to:
 - Locate relevant loan portfolio datasets containing fields for loan type, interest rate, and default status.
 - Calculate delinquency rates segmented by loan type.
 - Analyze the correlation between interest rates and default probability.
 - Provide recommendations or best practices for performing cohort analysis on loan default data.

Let me start by finding the relevant datasets and performing the requested analyses using the Enterprise Data Discovery Skill...

Reasoning

I searched your data catalog for datasets containing loan default, delinquency, interest rate, and loan type information to support your analysis. However, I could not find any datasets that contain all the required fields for this analysis.

To proceed, please refine your request by specifying:

- The exact data source or table name if you know where this information resides.
- If you want to analyze only a subset (e.g., just delinquency by loan type or just interest rate vs. default probability), let me know.
- If you have sample data or can upload a file, I can guide you on the next steps.

Let me know how you'd like to proceed!

Specify the data source or table for loan default analysis | Upload a sample of your loan portfolio data | Show me all datasets related to loans in the catalog

Ask CLAIRE...

CLAIRE GPT might make mistakes and is not designed for high risk use cases. Verify all outputs before proceeding.

Informatica CLAIRE GPT

ClaireMDM_8Sept

I am new here.. I am trying to find sales datasets and fix data quality in those datasets and move them to snowflake for my analytics. Can you help? Last modified: 09/21/2025, 09:56 PM

VT I am new here.. I am trying to find sales datasets and fix data quality in those datasets and move them to snowflake for my analytics. Can you help?

Plan:

1. Use the Enterprise Data Discovery Skill to find all sales datasets available in your environment.
2. Use the Data Quality Analysis Skill to assess the data quality of the discovered sales datasets and identify any issues.
3. Use the Data Quality Rule Recommendation Skill to suggest rules to fix the identified data quality issues in those datasets.
4. Use the Data Integration Skill to move the cleansed sales datasets to Snowflake for analytics.

Let me start by finding all sales datasets for you using the Enterprise Data Discovery Skill...

Reasoning

Retrieving all available sales datasets in the environment.

Query Analysis:

- I am looking into datasets in your environment.
- I will look into your catalog and MDM repositories.
- I will interpret the segment 'sales datasets' as searching for datasets that are related to the term 'sales' across your environment.
- I will search for all available datasets that are semantically similar to 'sales' and retrieve them.
- Once I get them, I will summarize the results for your question, highlighting the most relevant datasets at the top and explaining my reasoning.
- This may take some time depending on the number of datasets and the depth of search I perform on IDMC.

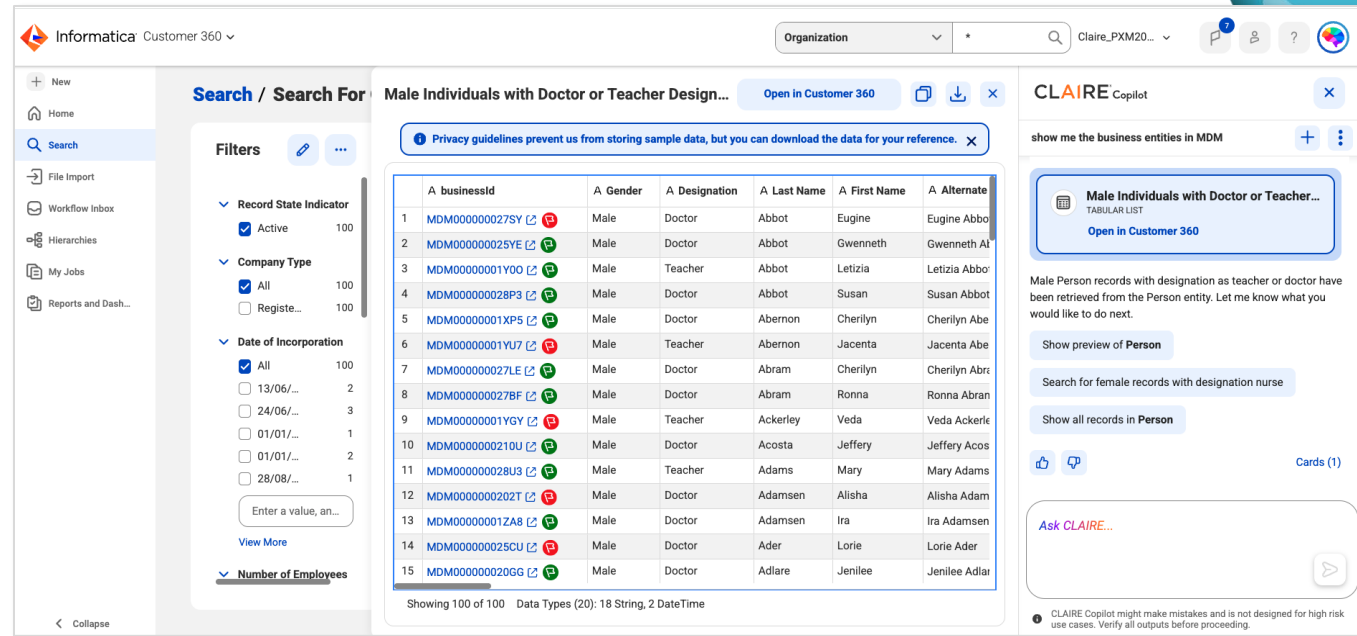
Ask CLAIRE...

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CLAIRE Copilot for MDM

Key Highlights

- Discover/explore entities, search records and ask product help questions using NL in C/P/S 360 or Multi-domain MDM SaaS
- Start conversation in GPT, transition to MDM SaaS apps, contextualize conversation to MDM assets, and continue the conversation
- No need to discover business entities before asking record search questions, human in the loop for any clarifications
- All the MDM questions supported in GPT are supported in Copilot too
- Example:
 - Show me the split of person records by designation
 - Show me the organization incorporated after covid



Organization: Claire_PXM20...

Search / Search For: Male Individuals with Doctor or Teacher Designation

Filters:

- Record State Indicator: Active (100)
- Company Type: All (100), Registe... (100)
- Date of Incorporation: All (100), 13/06/... (2), 24/06/... (3), 01/01/... (1), 01/01/... (2), 28/08/... (1)
- Number of Employees

A businessId	A Gender	A Designation	A Last Name	A First Name	A Alternate
MDM000000027SY	Male	Doctor	Abbot	Eugine	Eugine Abbo
MDM000000025YE	Male	Doctor	Abbot	Gwenneth	Gwenneth Ab
MDM00000001Y00	Male	Teacher	Abbot	Letizia	Letizia Abbo
MDM000000028P3	Male	Doctor	Abbot	Susan	Susan Abbot
MDM00000001XP5	Male	Doctor	Abernon	Cherilyn	Cherilyn Abe
MDM00000001YU7	Male	Teacher	Abernon	Jacenta	Jacenta Abe
MDM000000027LE	Male	Doctor	Abram	Cherilyn	Cherilyn Abr
MDM000000027BF	Male	Doctor	Abram	Ronna	Ronna Abran
MDM00000001YGY	Male	Teacher	Ackerley	Veda	Veda Ackerle
MDM0000000210U	Male	Doctor	Acosta	Jeffery	Jeffery Acos
MDM000000012U3	Male	Teacher	Adams	Mary	Mary Adams
MDM0000000202T	Male	Doctor	Adamsen	Alisha	Alisha Adam
MDM00000001ZA8	Male	Doctor	Adamsen	Ira	Ira Adamsen
MDM000000025CU	Male	Doctor	Ader	Lorie	Lorie Ader
MDM000000020GG	Male	Doctor	Adlare	Jenilee	Jenilee Adlar

Showing 100 of 100 Data Types (20): 18 String, 2 DateTime

CLAIRE Copilot: show me the business entities in MDM

Male Individuals with Doctor or Teacher... TABULAR LIST

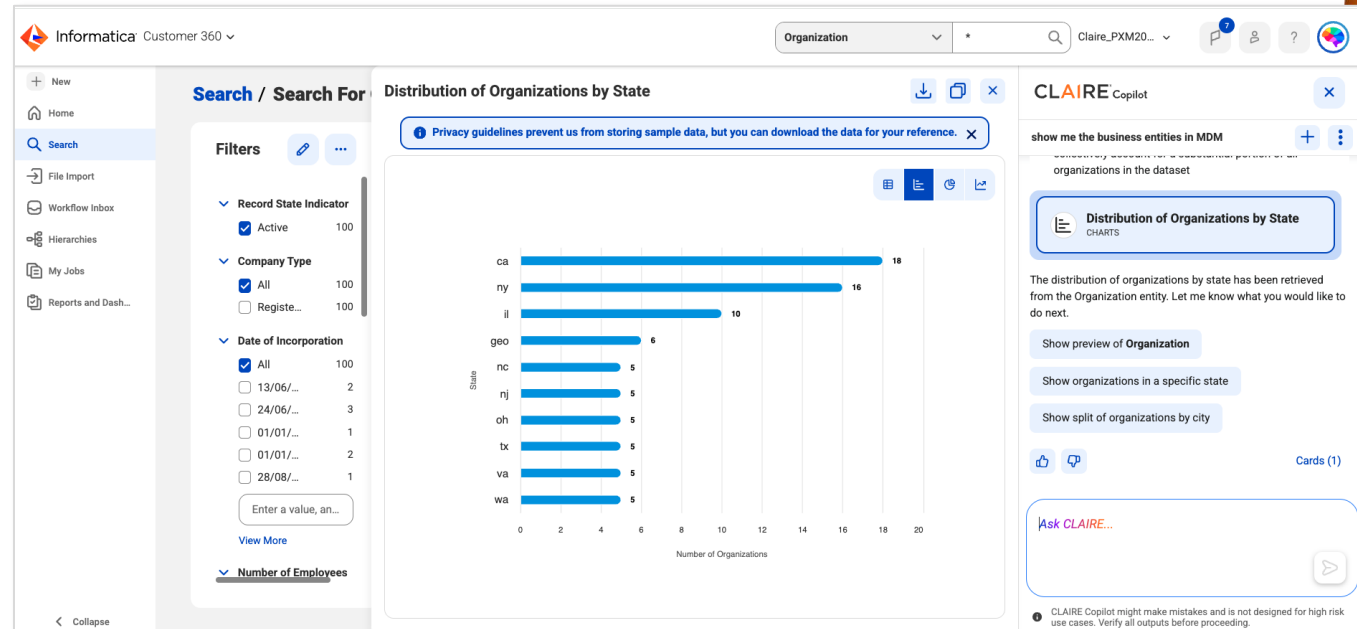
Male Person records with designation as teacher or doctor have been retrieved from the Person entity. Let me know what you would like to do next.

Show preview of Person

Search for female records with designation nurse

Show all records in Person

Ask CLAIRE...



Organization: Claire_PXM20...

Search / Search For: Distribution of Organizations by State

Filters:

- Record State Indicator: Active (100)
- Company Type: All (100), Registe... (100)
- Date of Incorporation: All (100), 13/06/... (2), 24/06/... (3), 01/01/... (1), 01/01/... (2), 28/08/... (1)
- Number of Employees

State

State	Number of Organizations
ca	18
ny	16
il	10
geo	6
nc	5
nj	5
oh	5
tx	5
va	5
wa	5

Number of Organizations

CLAIRE Copilot: show me the business entities in MDM

organizations in the dataset

Distribution of Organizations by State CHARTS

The distribution of organizations by state has been retrieved from the Organization entity. Let me know what you would like to do next.

Show preview of Organization

Show organizations in a specific state

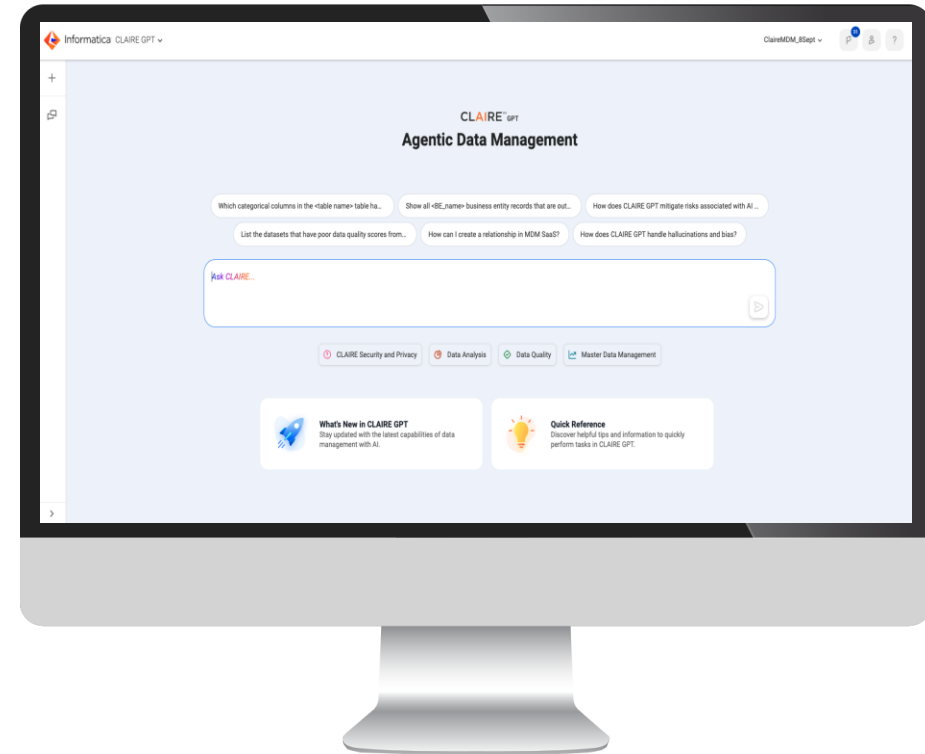
Show split of organizations by city

Ask CLAIRE...

Agentic CLAIRE GPT Demo

Scenario

- **Role:** Marketing Analyst at Acme Corp.
- **Objective:** Identify top customers by sales for a marketing campaign
- **Strategy:** Use customer and orders data to find out top customers, blend the outcome with products to fetch product details, and create a data product
- **Outcome:** Marketing and data teams get a current, actionable list for campaigns and ongoing refreshes



Data Quality Agent

Key Highlights

- Goal: Ensure high data **accuracy, consistency** and **trustworthiness** by detecting, assessing, and resolving data quality issues across data sources in enterprise
- **DQ rules from business standards:** Generate executable DQ rules in bulk from NL statements or business specs in external files (csv, Excel etc.)
 - Validate Rule Specs > Identify Duplicates > Generate Rule Script > Validate with Sample Data > Persist Rules
- **Clean data for consumption:** Generate mapplet to deliver clean data based on external files or cataloged assets from CDW sources
 - Dataset > Profile > Infer Metadata of columns > CDE > Functional Dependency > Statistical Issues > Standardization Issue > Before and After value of Sample > Mapplet
- Change agent's execution plans based on user instructions

Informatica CLAIRE GPT

I want you to create rule specs based on the input file. Please use the 2nd sheet of the spreadsheet. Please persist the rules in CLAIRE project. Last modified: 11/15/2025, 07:16 AM

Generated DQ Rule Scripts (1)

Rules are generated based on business requirements and data patterns from uploaded file.

Rule Names

- check_accrual_period

check_accrual_period

Name: check_accrual_period

Description: Check Accrual_Period corresponds to difference between Accrual_Start_Date and Accrual_End_date

Dimension: ACCURACY

Rule Code

```
IF DATE_DIFF(Accrual_End_Date, Accrual_Start_Date, 'DD') = Accrual_Period THEN Output = 'VALID' ELSE Output = 'INVALID' ENDIF
```

Test Data

Accrual_Period	Accrual_Start_Date	Accrual_End_Date	Expected Output
10	2024-06-01 00:00:00	2024-06-11 00:00:00	VALID
0	2024-06-01 00:00:00	2024-06-01 00:00:00	VALID
5	2024-06-01 00:00:00	2024-06-06 00:00:00	VALID
9	2024-06-01 00:00:00	2024-06-11 00:00:00	INVALID
10	2024-02-25 00:00:00	2024-03-06 00:00:00	VALID
1	2024-06-01 00:00:00	2024-06-01 12:00:00	INVALID

Showing 1 of 1

Generated DQ Rule Scripts (1)
DQ RULES ARTIFACTS
CLAIRE identified and generated 1 new DQ rules from uploaded file.

- Number of rules for which we are successfully able to generate script: 1
- Number of rules for which we failed to generate script: 0

Generated DQ Rule Test Data (1)
DQ RULES ARTIFACTS
CLAIRE identified and generated 1 new DQ rules from uploaded file.

Ask CLAIRE...

CLAIRE GPT might make mistakes and is not designed for high risk use cases. Verify all outputs before proceeding.

Informatica CLAIRE GPT

Create a rule for - year-to-date interest should align with current balance and interest rate Last modified: 11/15/2025, 08:23 AM

Clean Data Sample credit_card

Reason for Fixes	CUST_ID	CRD_TYP	CRD_STAT	ISSUE_DT	EXPIRY_DT	CVV
Mapped all variants of card brands in CRD_TYP to a standard set and converted 'PHYS' and 'VRTL' in...	C000132	DISCOVER	ACTIVE	2022-03-19T00:00:...	2026-03-31T00:00:...	NaN
Mapped all status variants in CRD_STAT to a standard set and converted 'PHYS' and 'VRTL' in...	C000129	MASTERCARD	ACTIVE	2020-09-08T00:00:...	2025-09-30T00:00:...	456
Mapped all status variants in CRD_STAT to a standard set and converted 'PHYS' and 'VRTL' in...	C000125	VISA	ACTIVE	2021-01-10T00:00:...	2024-01-31T00:00:...	123
Mapped 'PHYS' to 'PHYSICAL' and 'VRTL' to 'VIRTUAL' in the PLSTC_TYP column.	C000147	AM	CRD_TYP: MSTR → MASTERCARD	2019-06-10T00:00:...	2023-06-30T00:00:...	9876
Mapped all variants of card brands in CRD_TYP to a single standard value and converted 'PHYS' and...	C000140	MASTERCARD	ACTIVE	2020-10-05T00:00:...	2026-10-31T00:00:...	789
Mapped all variants of card brands in CRD_TYP to a single standard value and converted 'PHYS' and...	C000125	MASTERCARD	SUSPENDED	2023-05-10T00:00:...	2027-05-31T00:00:...	987
Converted 'PHYS' and 'VRTL' in PLSTC_TYP to 'PHYSICAL' and 'VIRTUAL', and standardized all...	C000125	VISA	ACTIVE	2021-01-10T00:00:...	2024-01-31T00:00:...	123
Mapped all variants of card brands in CRD_TYP to a single standard value, standardized all status...	C000129	MASTERCARD	ACTIVE	2020-09-08T00:00:...	2025-09-30T00:00:...	456

Showing 15 of 15

Clean Data Sample credit_card
TABULAR LIST
Data preview showing before and after values for records affected by cleansing rules

Agent Log of clean data for credit_card
REPORT
Data quality analysis dashboard generated successfully.

Credit Card Data Cleaning Mapplet
MAPPLET ARTIFACT
Cleans and standardizes credit card data by removing duplicates and fixing key field inconsistencies.

Ask CLAIRE...

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CLAIRE GPT

Use Cases

Where data & AI come to **LIFE**

DATA QUALITY AGENT USE CASES



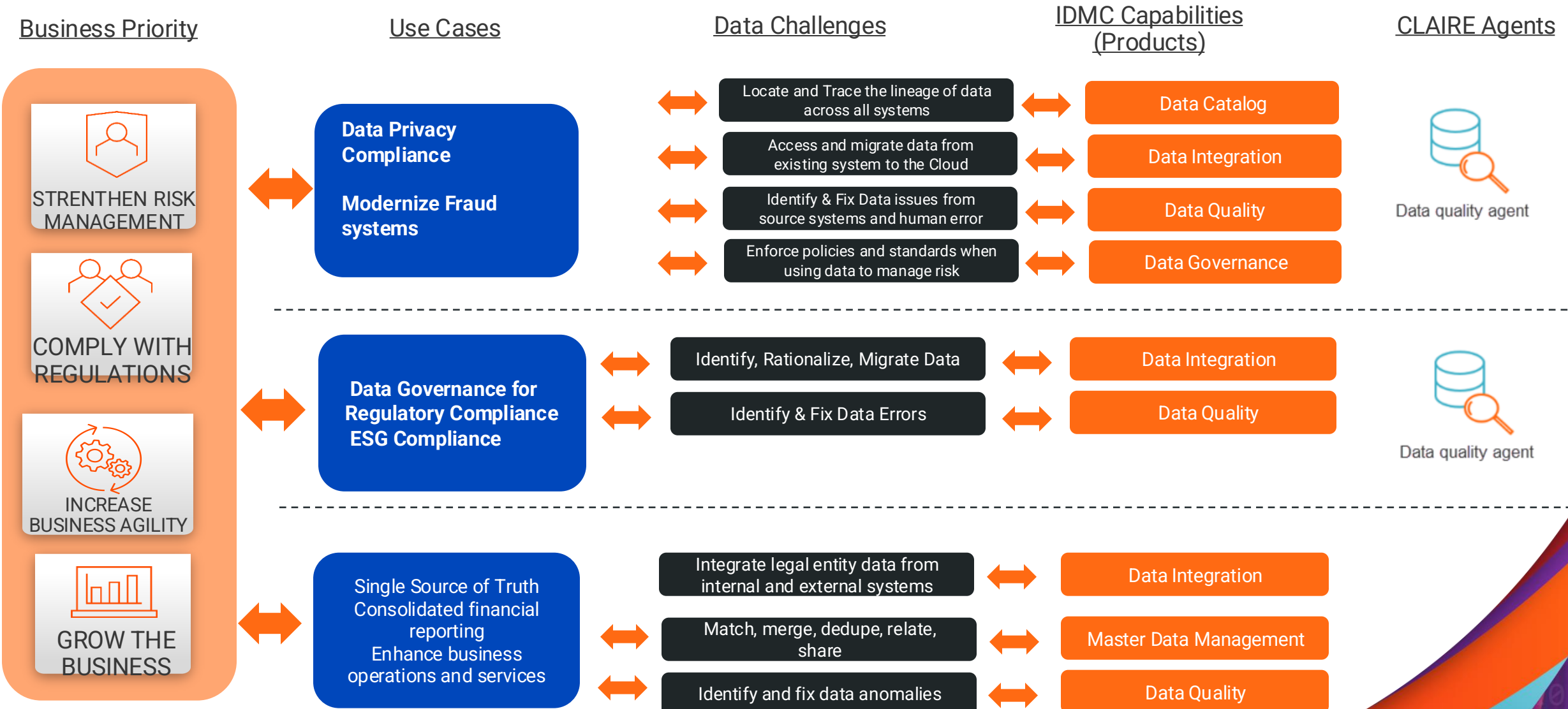
Data quality agent

Continuously monitors and remediates the data quality of assets in the catalog.

This agent has the following skills:

- Data quality assessment. Analyze assets based on data quality scores, status, or any specific data quality criteria.
- Data quality diagnosis. Diagnose the data quality of assets to gain additional insights into your assets.
- Data quality rule recommendation. Get recommendations for data quality rules for assets that don't have rules associated with them.

IDMC for Financial Services – Use Cases



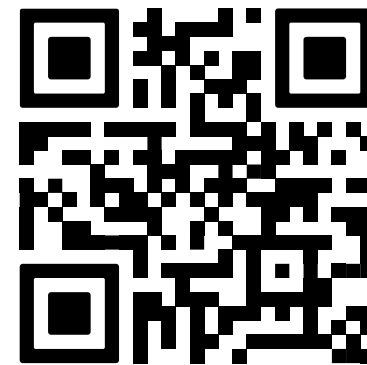
DEMO



Learn More about CLAIRE[®] Agents

- Press release: <https://www.informatica.com/about-us/news/news-releases/2025/05/20250514-informatica-unveils-agentic-ai-offerings-on-industrys-first-ai-powered-cloud-data-management-platform.html>
- Agentic Data Management with CLAIRE: <https://www.informatica.com/blogs/agentic-data-management-a-game-changer-for-the-modern-enterprise.html>
- Whitepaper on Simplifying Data Quality with CLAIRE GPT: <https://www.informatica.com/resources/articles/claire-gpt-data-quality.html>

Scan QR code to register for the **CLAIRE Agent preview!**



Where data & AI come to

