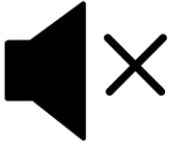Informatica®

09 July, 2024

Leveraging AI to Enhance Data Governance Adoption Best Practices

- Mary Wilson, Sr Principal Advisory Services Consultant, IPS

- Melanie Parker-Barnes, Principal Advisory Consultant, IPS

Where data & AI come to LIFE

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
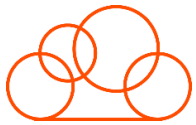
Bootstrap trial and POC Customers

Enriched Customer Onboarding experience
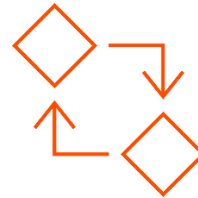
Product Learning Paths and Weekly Expert Sessions

Informatica Concierge

Tailored training and content recommendations

More Information

Success Portal

https://success.informatica.com

Communities & Support

https://network.informatica.com

Documentation

https://docs.informatica.com

University

https://www.informatica.com/in/services-and-training/informatica-university.html
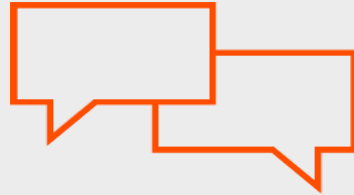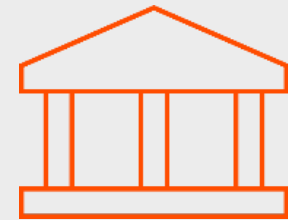
Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

Today's Speakers

Melanie Parker-Barnes

Principal Consultant

Mary Wilson

Sr. Principal Consultant

Topics

1 Introductions

2 How AI can enhance Business Adoption of Data Governance

3 Impacts on Business Process Development

4 Talent and Skills Development

5 Change Management Lens on AI and Data Emphasis

6 Questions and Wrap-up

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Generative AI productivity impact by sector

Generative AI productivity impact by sector (Total, $ billion)

Sector	Impact ($ billion)
High Tech	240–460
Retail	240–390
Banking	200–340
Travel, Transport & Logistics	180–300
Advanced Manufacturing	170–290
Consumer Packaged Goods	160–270
Health-care	150–260
Administrative & Professional Services	150–250
Energy	150–240
Basic Materials	120–200
Education	120–230
Real Estate	110–180
Advanced Electronics & Semi-conductors	100–170
Chemical	80–140
Construction	90–150
Public & Social Sector	70–110
Media & Entertainment	60–110
Pharmaceuticals & Medical Products	60–110
Telecommunications	60–100
Insurance	50–70
Agriculture	40–70

$4.4 Trillion in Productivity Impact ANNUALLY

Source: McKinsey report, The economic potential of generative AI: The next productivity frontier

QuantumBlack, AI by McKinsey 4

How AI can enhance Business Adoption of Data Governance

AI can significantly enhance data governance business adoption in several ways by automating processes, ensuring compliance, improving data quality, and providing actionable insights.

Automation of Data Management Tasks

Data Quality Improvements

Monitoring and Auditing

Improved Decision Making

Compliance and Regulatory Adherence

Predictive Analytics for Data Governance

Enhanced Data Discovery and Access

Where AI can be leveraged in a DG context

Data Discovery & Classification

Metadata Management

Data Quality Management

Data Lineage and Impact Analysis

Access Control & Data Privacy

Policy Management

Data Governance Telemetry

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What does this mean for your Data Strategy and Data Governance processes?

" The generative AI era does not call for a fundamental shift in data strategy. It calls for an acceleration of the trend toward breaking down silos and opening access to data sources wherever they might be in the organization."

-Jennifer Belissent

Principal Data Strategist

Snowflake Data + AI Predictions 2024

Top Challenges in Implementing AI Governance
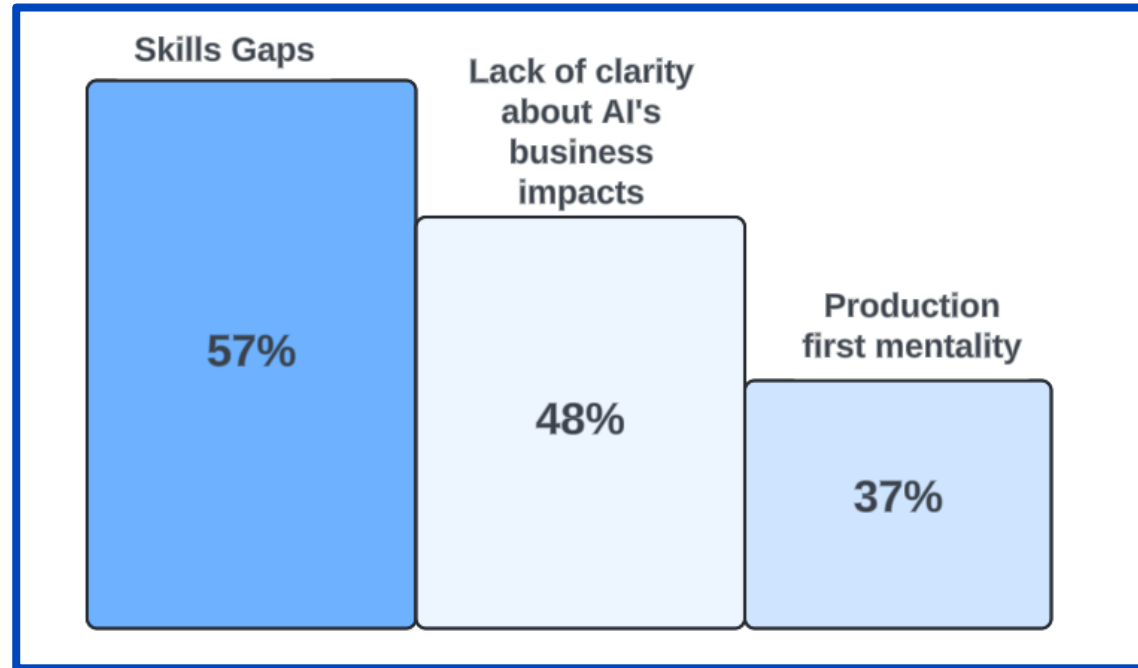
Challenges in implementing AI governance according to a Gartner survey of IT and Data Analytics leaders - Gartner

Endless Gen AI Use Cases

Product Development

Colgate-Palmolive Piloting Generative AI Chatbot With Potential To Shape Product Development

Conversational Shopping

Jan 24, 2022

How Walmart Builds Conversational Shopping To Create Innovative Customer Experiences

Virtual Stylists

Jun 29

How We're Revolutionizing Personal Styling with Generative AI - Stitch Fix Newsroom

Workforce Management

3 days ago

'Life Out Here' continues to look good for Tractor Supply Company

Product Search
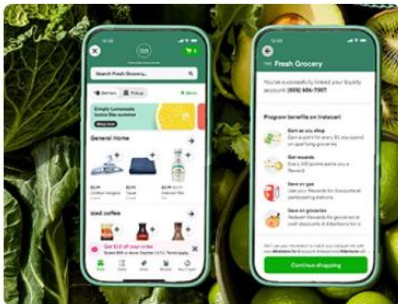
Jul 24, 2023

How Instacart Harnesses the Power of Generative AI

Content—Summarize Reviews

Nov 1, 2023

CarMax takes gen AI for spin

itbrew.com - Billy Hurley

Content—Update Product Pages
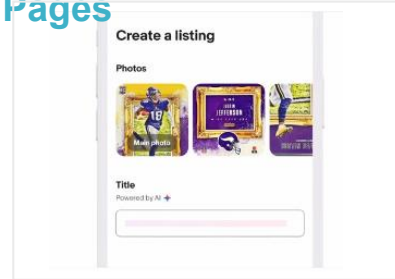
Sep 7, 2023

EBay rolls out its generative AI listing tool to all marketplace sellers in app

digitalcommerce360.com - April Berthene

Supply Chain—Automaton

Kraft Heinz Building KraftGPT Generative AI Assistant As It Moves Toward 'Self-Driving' Supply Chain

Lisa Johnston   1/14/2024
Editor-in-Chief

New Data & Information products

Characteristics

High degrees of automation

Highly intelligent

Based on self-service models

Integrated into the business & architecture

Combination of both data AND metadata

Timeliness aware

Physical AND digital

Data and analytics
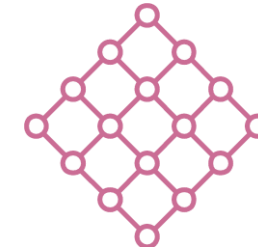
Impacts on Business Process Development

- Continuous Development and Improvement

- Training and Change Management

- Stakeholder Involvement – Not just IT

- Business process analysis

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Data Drives Process

Shift from traditional Business Process characteristics

Digital twins → Service based delivery → End-to-end traceability → More data, right data → Dynamic processes → Self-disruption → Shorter latency → External control → More / better insights → More automation

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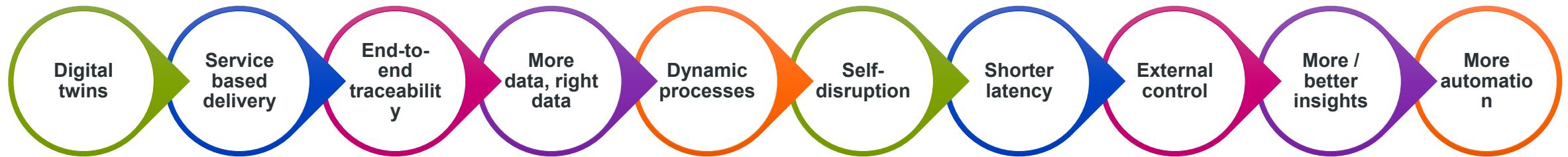
People & Skills Strategy

When data literacy is low, the organization may not benefit from the ability to **access, interpret and utilize the outputs** produced by AI-enabled applications.

Identifying **skill gaps**, **reimagining roles**, fostering a culture of experimentation and equipping data users with **intuitive AI tools** that **boost productivity** can improve the overall awareness of how data and AI can be leveraged across the organization

Data Literacy Execution Plan: AI FOCUS

1

Assess the Stewardship, Consumer, and Admin needs
Focus on the technologies to be implemented

Determine go-forward requirements and Assess Needs

2

Develop Plans and Identify existing Resources
Harvest existing courses / resources, Identify Gaps

Build Training, assets, anticipating key Persona Skill Targets (ongoing)

3

Build a Communication Plan
OCM Resources help to make it comprehensive

Engage Change Management

Run Real-time Training and Implement Use Cases
Conduct AI Basics and Focused Topics for key roles. Apply the training immediately if possible

5

Identify Stewards and Determine Capabilities
Targeted Individuals will come from varied backgrounds

4

Apply Curriculum to the Use Case, Refine and Streamline

Engage your Team, Personalize Training Plans

6

Develop Supplemental Assets
As the execution is under way, develop job aids and other videos as new needs arise

7

Implement Refinements and Prepare for the next Phase
Identify new courses as needed, prepare onboarding for the next community of users

Ad-hoc development, Job Aids and Videos

Optimize and prepare for the next group of Stewards and Consumers

Talent Skill Guide for AI Strategy

Skill \ Role	DGO Lead	Data Domain Owner	Business Data Steward	Data Consumer	Data Scientist	Business & DQ Analyst	Security / Privacy Admin.	Tech Steward	Enterprise AI Architect	AI Developer
Data Governance/Strategy	Essential	Essential	Essential	Useful	Useful	Useful	Useful	Essential	Essential	Useful
AI Concepts	Essential	Essential	Essential	Essential	Essential	Essential	Essential	Essential	Essential	Essential
AI Models	Useful	Useful	Useful	Useful	Essential	Useful	Optional	Optional	Essential	Essential
Data Visualization	Essential	Essential	Essential	Useful	Essential	Useful	Optional	Optional	Optional	Useful
AI Programming Skills	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Useful	Essential
Application Knowledge / DBA	Optional	Optional	Useful	Optional	Useful	Optional	Useful	Useful	Essential	Essential
Business / Functional Domain Knowledge	Essential	Essential	Essential	Essential	Essential	Useful	Useful	Useful	Useful	Optional
Glossary / Data Dictionary	Essential	Essential	Essential	Useful	Useful	Essential	Useful	Essential	Optional	Useful
Security / Privacy	Essential	Essential	Essential	Useful	Useful	Optional	Essential	Useful	Essential	Essential
Data Analytics	Essential	Useful	Useful	Useful	Essential	Essential	Optional	Useful	Optional	Optional

Skills

● Essential   ◐ Useful   ○ Optional

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Change Management Lens on AI and Data Emphasis

Foster a Data Culture

- Understand functional need for data

- Become proficient in collecting data and maintaining it

- Begin curation of ethical and regulatory frameworks

- Train for AI modelling and bias recognition

- Promote responsible use of metadata

Service Design Considerations

- Information product vs physical product – smart products & 'digital ubiquity'

- Functional design vs service delivery

- What and where are the trade-offs with core processes

Seize this once in a lifetime opportunity!

- Pick your AI projects carefully

- Understand the difference between "pilot" and "production"

- Plan for evolving regulatory requirements

- Quantify expected business value from the start

- Build your business case to create a **sustainable** AI capability

Need additional information

- Contact your Customer Success Manager (CSM) or

- EMEA and APJ: Melanie Parker-Barns (mparkerbarnes@informatica.com)

- The Americas: Mary Wilson (mwilson@informatica.com)

Q&A