



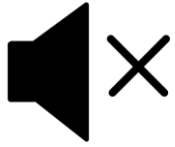
08 July, 2025

# MDM SaaS - Enrich Master Data using AI Powered Open AI LLM

- Kamal Abrol, Sr Principal Customer Success Architect, CSA

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.

# Agenda

- 1 Data Qualifiers
- 2 Data Quality + AI
- 3 Master Enrichment Data Flow
- 4 EVO Architecture
- 5 OOB Recipes for Master Data Enrichment
- 6 DEMO- Enrich Master Data using AI Powered Open AI LLM

# Data Qualified?

Data verification

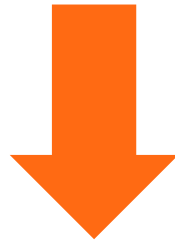
Data  
Standardization

Data validation

Data  
Enrichment-  
Open AI LLM

# Enrich Master Data in Realtime

**Data Quality +AI**



**Enrich Master data(UI/Api)**

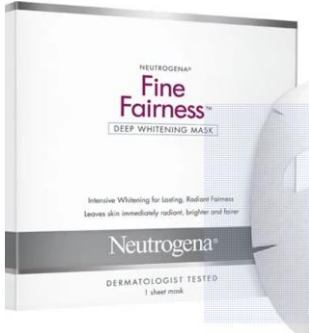
Prebuilt assets (CAI Recipes) to do translation, auto classifications using third party AI software like pinecone vector DB, Open AI LLM etc

# Orchestrate AI for Product data onboarding & Enrichment

## ➤ **Raw Product data**

- Lengthy Product Descriptions
- No Standardization
- No Structured attributes
- Duplicate Items
- No classification
- Supplier specific translations

# Business Use Case-Raw Item

SAP Item Code (KEY)	SAP Item Description	Standardization	Open AI Enrichment-Attribute based
21021676	#NEU FF DEEP WHITENING MASK 1S	NEUTROGENA FINE FAIRNESS DEEP WHITENING MASK 1S	<p><b>Specifications</b></p> <p>Brand: NEUTROGENA</p> <p>Model Name: Fine Fairness Deep Whitening Mask 1 Sheet</p> <p>Organic: Yes</p> <p>Ideal For: Men &amp; Women</p> <p>Applied For: Anti-marks &amp; Spots Removal, Skin Brightening</p> <p>Skin Type: All Skin Types, Combination Skin, Dry Skin, Normal Skin, Oily Skin, Sensitive Skin</p> <p>Container Type: Sachet</p> 
21021677	#NEU FF DEEP WHITENING MASK 1S	NEUTROGENA FINE FAIRNESS DEEP WHITENING MASK 1S	
21021679	#NEUT FF DEEP WHITENING MASK 1S	NEUTROGENA FINE FAIRNESS DEEP WHITENING MASK 1S	

# Third party Enrichments

Available

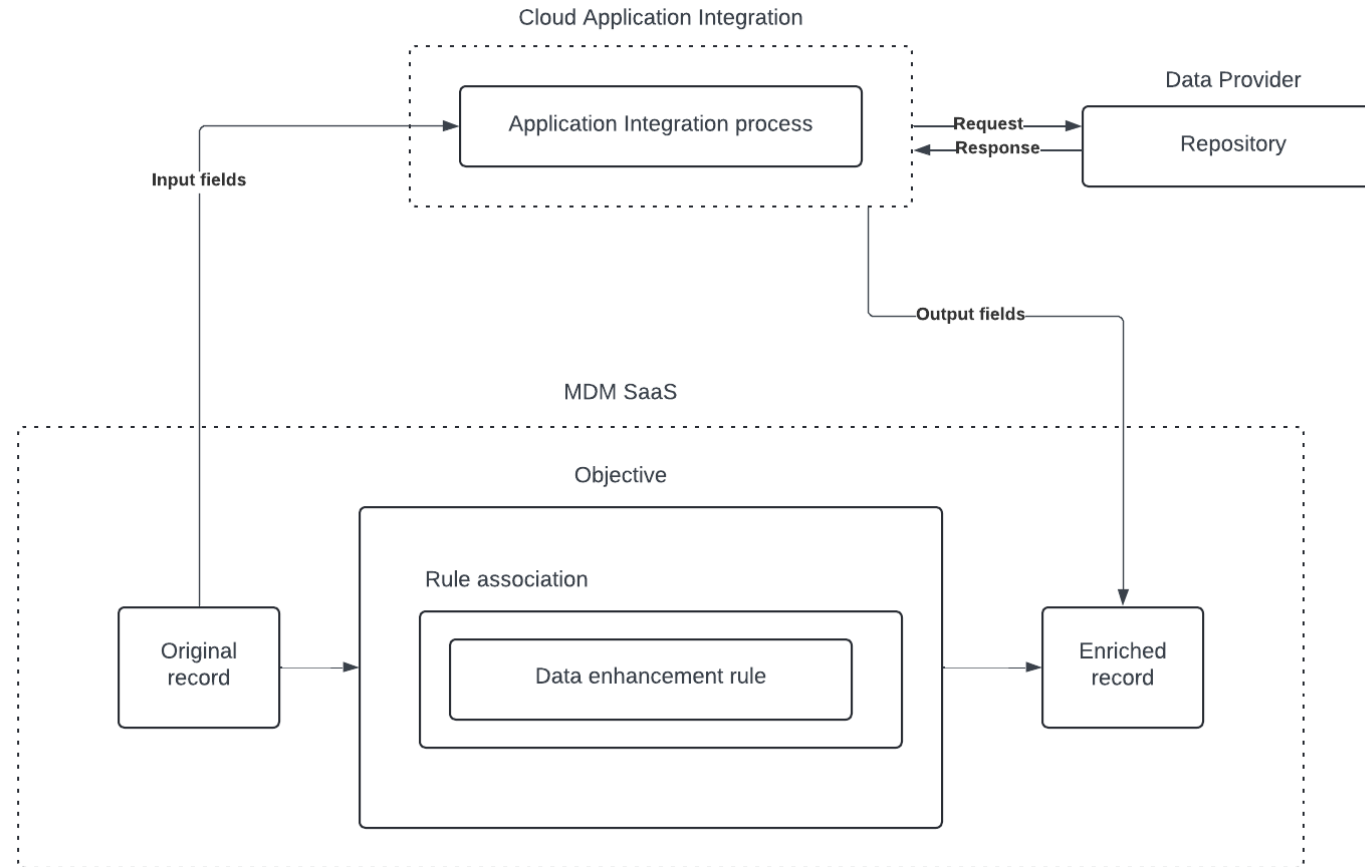
## Custom Enrichments via External Data Providers

- Real-time third-party Enrichments of Master data
- Enrich Business Entity and Hierarchy relationships using recommendations and direct enrichments

The screenshot displays the Informatica Multidomain MDM interface for the product 'Xperience 10 Pro 1TB'. The interface includes a navigation bar with 'Item' and 'Experience' dropdowns, a search bar, and a user profile icon. The main content area shows the product details, including a product image, a description in English and Spanish, and launch date controls. The right side of the interface features several enrichment cards, which are highlighted with an orange border:

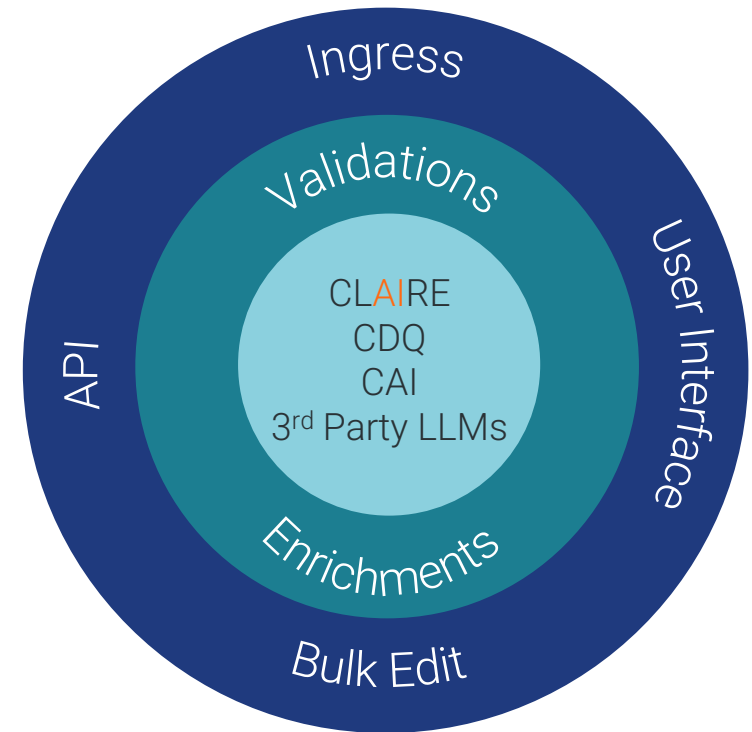
- CLAIRE™ Attribute Values identified (OpenAI)** (Score: 86): Lists attribute values such as Display: AMOLED, Processor: Octa-core, Screen Size (in): 6.8, and Storage (GB): 1024. Includes 'Accept' and 'Reject' buttons.
- CLAIRE Product Classification** (Score: 95): Shows the category 'No-Contract Phones'. Includes 'Accept' and 'Reject' buttons.
- Generate Description (OpenAI)** (Score: 84): Provides a long description: 'Discover the Xperience 10 Pro 1TB, a revolutionary smartphone that transcends...'. Includes 'Accept' and 'Reject' buttons.
- Spanish Translation (Google)**: Provides a long description in Spanish: 'Descubre el Xperience 10 Pro 1TB, un smartphone revolucionario que...'. Includes 'Accept' and 'Reject' buttons.

# ENRICHMENT ARCHITECTURE

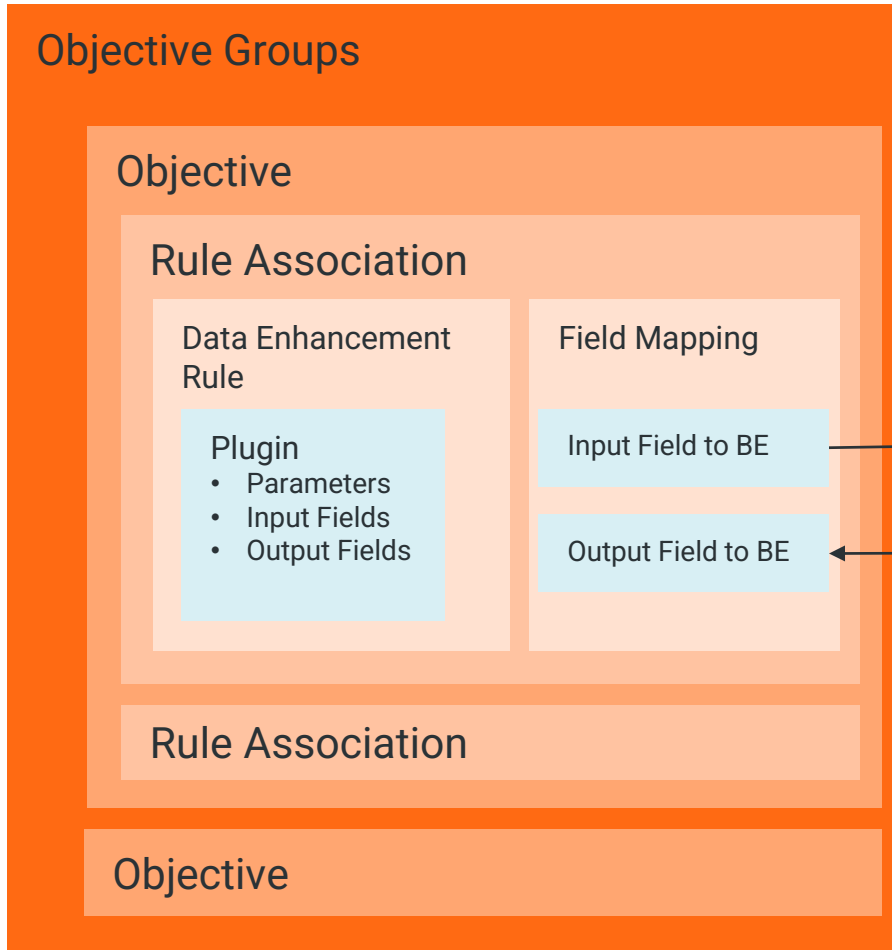


# Enrichment & Validation Orchestrator (EVO)

Orchestrate Enrichments & Validations Consistently across the full record lifecycle



# Components of EVO



## Objective Group

Multiple objectives for the same use case, parallelly

E.g. all that is needed for my spanish target market

## Objective

Multiple rules can be connected sequentially

E.g. check current length, then translate long description to spanish

## Rule Association

Map the rule into the data model

E.g. translate the long description

## Data Enhancement Rule

Specific Enrichment, Validation or Cleansing

E.g. translate to spanish

# Pre-built Recipes for Enrichment

## Auto classification & Translation

Available

The screenshot displays the Informatica Application Integration interface. The main area shows a grid of recipes under the heading "All Recipes (89)". One recipe, "Auto Classification for MDM 360 Applications", is highlighted with a red border. A modal window is open over this recipe, showing its details.

**Recipe - Auto Classification for MDM 360 Applications**

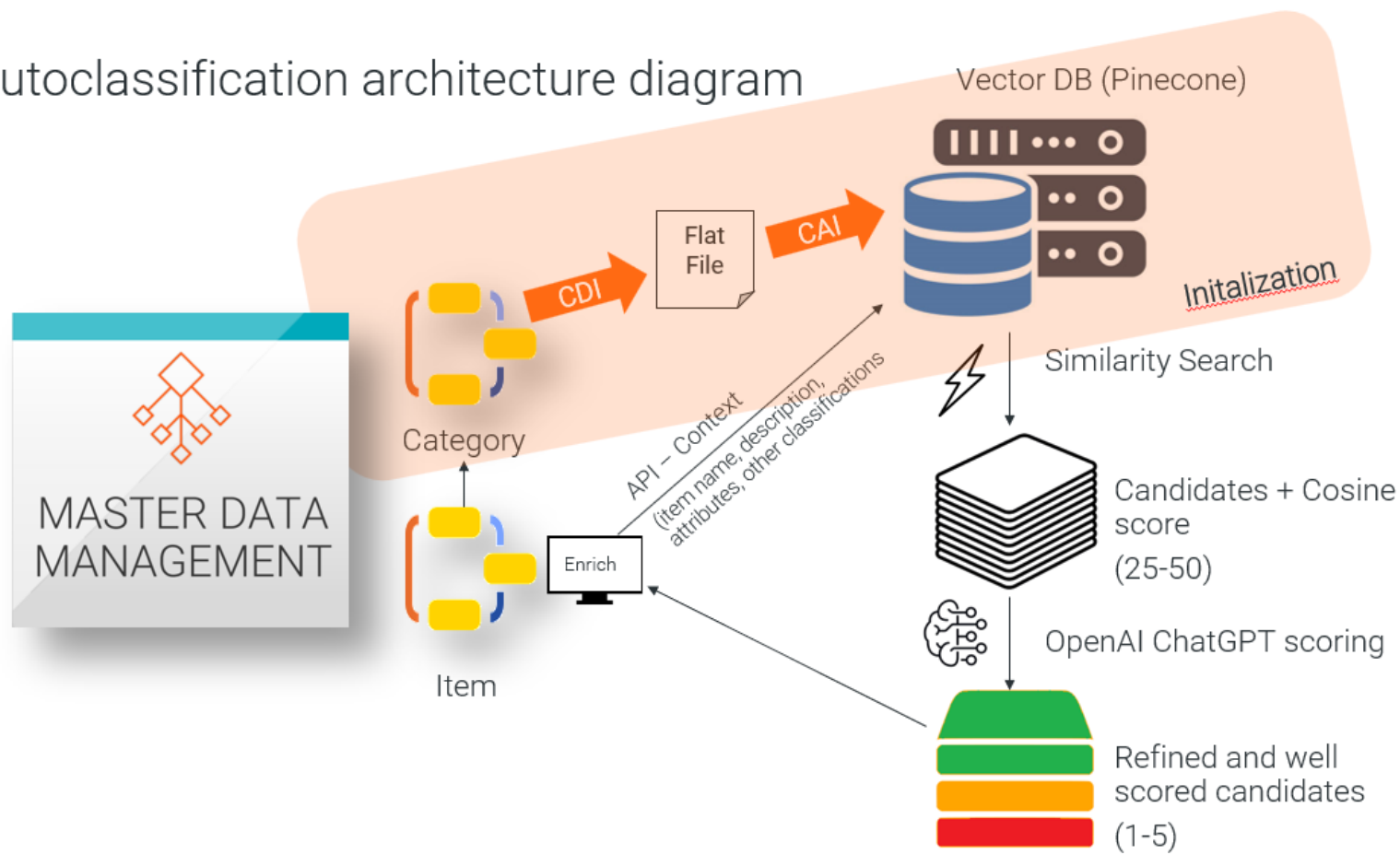
**Recipe Details**

<b>Name:</b>	Auto Classification for MDM 360 Applications	<b>Publisher:</b>	Informatica
<b>Description:</b>	Use the Auto Classification for MDM 360 Applications recipe to automatically classify records from MDM 360 applications using a Large Language Model (LLM). This recipe uses Pinecone VectorDB and OpenAI to identify classifications and categories that are semantically similar to your records. The recipe is designed for use with the MDM validation and enrichment framework (Objective Groups). For example, the recipe automatically identifies and assigns categories to an item in Product360. In this context, you can utilize standard taxonomies, such as UNSPSC, eClass, Google, or Amazon, as well as custom taxonomies, by employing the category business entity as the source.	<b>Published On:</b>	May 28, 2025, 12:05:36 AM
<b>Access Type:</b>	Public	<b>Version:</b>	1.0.1
<b>Permissions:</b>	Copy		
<b>Details:</b>	<a href="#">How to use this recipe</a>		

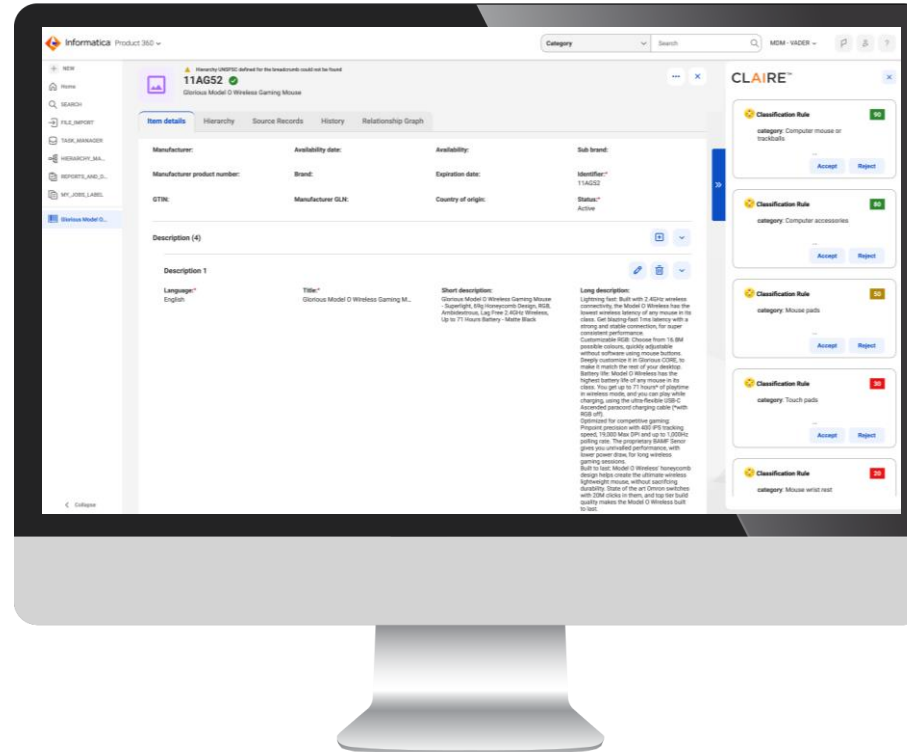
**Recipe Content (14)**

☆ Primary Asset

# Autoclassification architecture diagram



# DEMO





Questions?



Kamal Abrol-Speaker

Customer Success Architect



Thank You!

• Customer Success Architect

