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WHITE PAPER

AI-Powered Data Management Drives AI Success

Get Data Ready for AI With Informatica's AI-Powered Data Management Platform

By Stephen Catanzano, Senior Analyst
Enterprise Strategy Group

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Abstract

The race is on to leverage AI to build competitive advantages, reduce costs, innovate faster, and create unique customer experiences. Chief data officers (CDOs) and other data leaders are laser-focused on getting the best data into the right hands to create value from AI and data analytics. But you're not paying attention if you think there is no race happening; your competitors certainly do. It's not as simple as saying you plan to use AI; it all starts with rock-solid data management as the foundation to build on. Data is the foundation that can build a tiny home or a skyscraper when done right.

This data strategy guide examines the critical role of AI-powered data management in enhancing the effectiveness of AI applications, including generative AI (GenAI), with a specific focus on the Informatica Intelligent Data Management Cloud (IDMC) platform. As AI technologies increasingly drive business processes and decision-making, the need for high-quality, trusted data becomes paramount. Trusted data is the cornerstone of trusted AI—without it, AI systems cannot function optimally nor deliver reliable outcomes. The IDMC platform, leveraging advanced AI and machine learning capabilities, ensures that organizations can access, integrate, manage, and trust their data at scale. We further explore key challenges in data management—including data integration, quality, governance, and security—facilitating the creation of a solid data foundation necessary for successful AI implementations and aim to guide leaders in understanding the importance of an AI-powered data management platform.

Top Generative AI Business Objectives

CDOs and organizations across industries understand that GenAI is transformative. According to TechTarget's Enterprise Strategy Group research, shown in Figure 1, organizations anticipate using GenAI across the organization.[1]

The research results show that organizations do not have a single focus on using GenAI; instead, they see nearly equal value in implementing it everywhere to increase profits; reduce costs; enhance customer experiences; empower better, faster, and more accurate decision-making; and truly transform the way business is done. But, having goals and looking for outcomes is one thing; execution is entirely another. This is further supported in the Informatica CDO survey, where GenAI readiness was found to be a key KPI for data strategy.[2]

[1] Source: Enterprise Strategy Group Complete Survey Results, *Navigating the Evolving AI Infrastructure Landscape*, December 2023.
[2] Source: Informatica, *CDO Insights 2024: Charting a Course to AI Readiness*, May 2024.

Figure 1. Business Objectives for GenAI

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

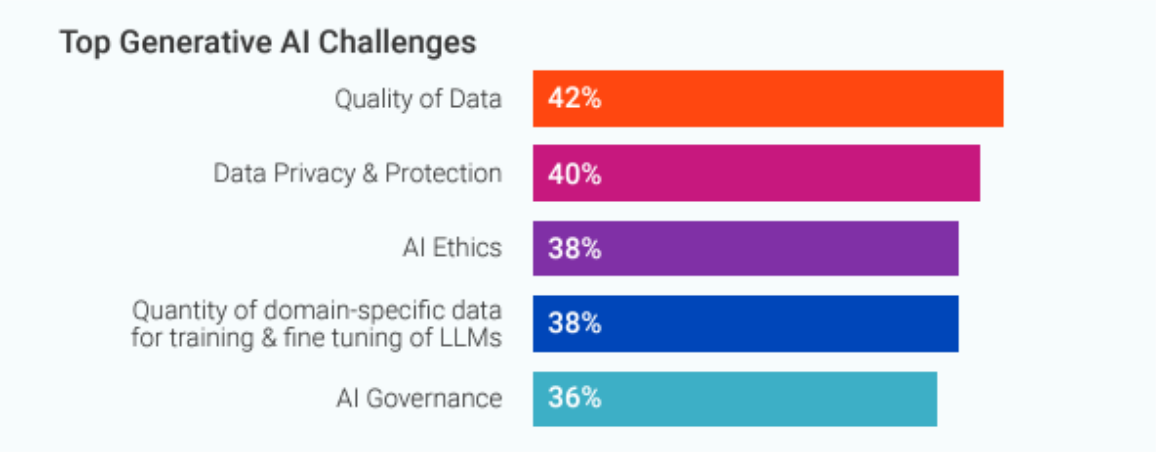
Generative AI Challenges From CDOs

One of AI's primary benefits is its ability to automate routine tasks, which significantly increases operational productivity and reduces costs. Its strength in data analysis also allows for the handling of vast volumes of information, uncovering insights that can predict market trends and inform strategic decisions. For consumers, AI excels in personalizing user experiences and tailoring products and services to individual preferences. AI's predictive capabilities also offer foresight in various domains, such as financial forecasting, weather prediction, and healthcare diagnostics. Overall, AI significantly augments human capabilities and makes systems and processes more intelligent, responsive, and efficient. However, some challenges exist.

Informatica conducted a survey of 600 CDOs and found that 99% of them are adopting or plan to adopt GenAI solutions. As shown in Figure 2, all 99% have encountered challenges, including issues related to data quality (42%), data privacy and protection (40%), AI ethics (38%), the quantity of domain-specific data for training and fine-tuning of large language models (LLMs, 38%), and AI governance (36%). These same CDOs identified other challenges for using GenAI as meeting regulatory compliance (33%), avoiding bias (32%), and preparing unstructured data to work with LLMs (32%).[3] These emphasize the importance of having an AI-powered data management platform, which can use AI to overcome these challenges faster and more efficiently.

[3] Ibid.

Figure 2. Informatica CDO Insights Survey: Top GenAI Challenges



Source: Informatica, LLC.

If organizations do not address these challenges while building a data foundation for GenAI applications, they will face major issues in building the trust needed from the insights derived by GenAI solutions, which, in turn, will slow down their progress toward meeting their GenAI goals.

An Organization's Data Sets It Apart

The reality of AI is that it will be everywhere, and every organization is likely to use it in some capacity. It might be a tool embedded in applications that are already being used, making them smarter, eliminating many routine tasks, and providing recommendations on improvements and on achieving cost reductions. These capabilities are some of the advantages of adopting an AI-powered data management platform like Informatica. Not only could such a platform be a major differentiator for an organization in terms of operational efficiency, but it could also help organizations take the necessary steps to create true competitive differentiation and innovation using AI.

Differentiation comes from how an organization manages its data to fuel its own AI, GenAI, and analytic solutions. Focusing on GenAI, organizations can leverage their internal, domain-specific data to create intelligent and accurate GenAI solutions. This starts by defining a GenAI use case, such as using GenAI for supporting customers. In most organizations, this involves many manual steps for customers and the organization, such as calling into a support line, opening tickets, reading a knowledge base, or using basic chat. To empower this use case with GenAI, organizations must do the following:

1. **Build a data foundation for the project.** This would include the support knowledge base, data sheets and product details, FAQs, tutorials, and more. To personalize this, customer records can be added to understand what products the customer owns, their prior history, survey results, and more. An important part of this foundation is ensuring data quality, data governance, and an understanding of the data lineage.

   The Informatica AI-powered data management platform can help organizations discover all of the right data across clouds as well as manage quality and governance. This data foundation can also tie into a data marketplace, which would allow other parts of the organization permission to access and use this trusted data source.

2. **Build out the GenAI solution.** There are three parts to this process:

- **Retrieval-augmented generation (RAG).** Start by implementing a RAG model. This model combines the power of natural language processing (NLP) with information retrieval to generate text that is not only fluent but also relevant to the support-oriented context. RAG ties into the support data foundation and transforms the data for AI.
- **LLM.** Next, incorporate an LLM into your solution. These models, such as OpenAI, Gemini, and others, are pretrained on vast amounts of text data and can be fine-tuned with the support data foundation to generate high-quality, context-aware text. By leveraging LLMs, organizations can enhance the quality and relevance of the content generated by their GenAI solution.
- **User interface.** Lastly, develop a user-friendly interface that enables users to interact with the GenAI solution. Many off-the-shelf ones are available. The UI should enable users to input queries or prompts, view the generated content, and provide feedback to improve the model over time. By designing an intuitive UI, organizations can personalize the experience.

This is a basic example, but it demonstrates how the data foundation an organization builds using AI-powered intelligent data management that incorporates RAG and LLMs creates a model where customers are, in essence, talking to the most knowledgeable person—AI—using that organization's data. The result is enhanced customer experience, reduced support costs, and a platform that will learn from inquiries and feed data insights back to the organization.

The Trusted Data Challenge

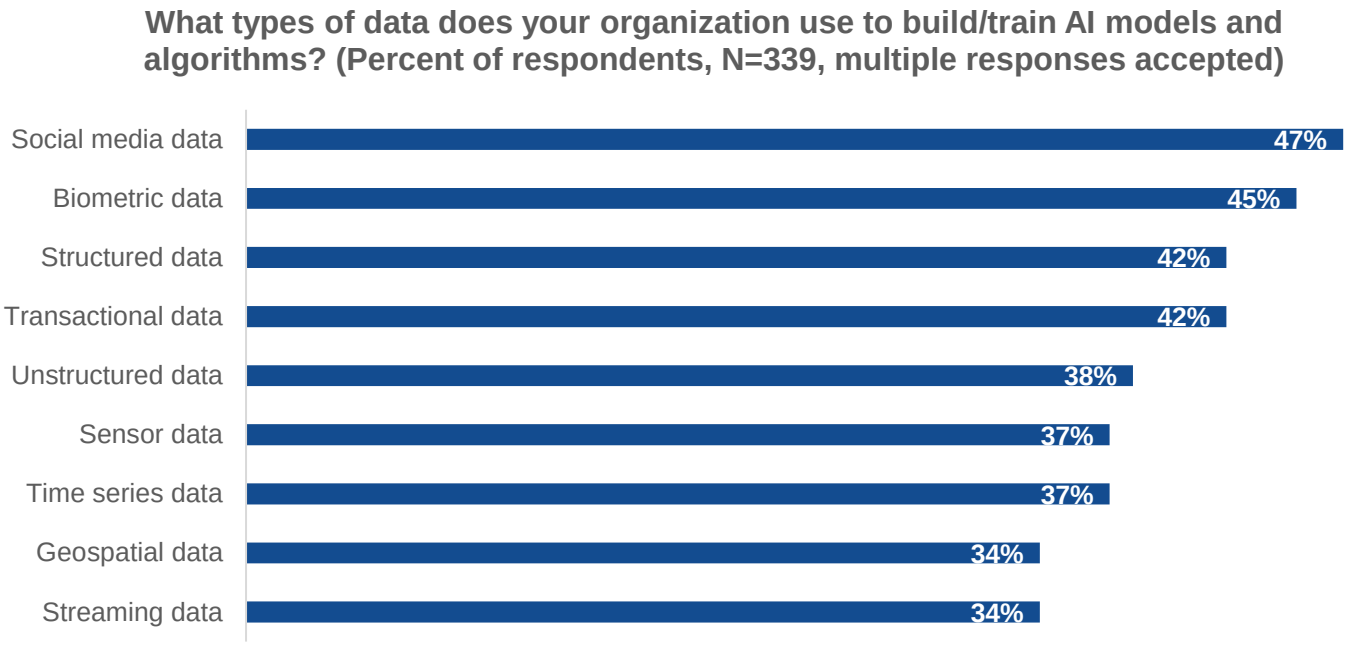
As organizations rush to build responsible AI solutions, they must start with trusted data as the foundation. This includes having complete and accurate data sets, adhering to compliance regulations, and meeting ethical standards. One of the challenges to overcome for GenAI is "hallucinations," which is when a model produces an output that is entirely fabricated or simply not grounded in reality. These are caused by flaws in foundational data where data has gaps, biases, or inaccuracies that the model picks up on and reflects in its outputs. This can all be avoided with a solid data foundation for each AI use case developed.

Sourcing, managing, and governing data is also crucial and comes with technical, compliance, and business challenges. Organizations must navigate complex regulations—including the GDPR, the CCPA, and the EU AI Act—as well as manage personally identifiable information and comply with data collection, usage, and consumer rights guidelines. Ethically, there is also a need to ensure that data is collected and used in a manner that respects individual privacy and consent, avoiding biases that could lead to discriminatory outcomes. Understanding the sources of data, the associated usage rights, and the ways to protect it, as well as its lineage, are all important to achieving responsible AI that delivers reliable results, in addition to managing the continuously growing volumes of data, sources, and format varieties that lead to both opportunities and risks.

As shown in Figure 3, Enterprise Strategy Group asked research participants what type of data they are looking to use for AI initiatives. The survey results show a long list of data sources, with a variety of data types and delivery methods.[4] This adds an abundance of complexity as organizations consider how to manage data responsibly for their GenAI projects. Manual processes cannot effectively deal with this level of complexity involving the enormous volume and variety of available data, leading to greater risk exposure instead of expected value.

[4] Source: Enterprise Strategy Group Complete Survey Results, *Navigating the Evolving AI Infrastructure Landscape*, December 2023.

Figure 3. Data Used for Building and Training AI Models



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Organizations need the right solutions to integrate the growing number of data sources, both for operational purposes through cloud modernization and to prepare the required sources to be used in LLMs for GenAI initiatives.

62% of line-of-business users stated that they only somewhat trust their organization's data for decision-making.

The Informatica AI-powered IDMC addresses this challenge to integrate data sources and consolidate data for operations or as a data foundation for AI solutions. When building AI solutions, there are foundational models (FMs) and LLMs such as OpenAI and Gemini. These are built on very large data sets, but they lack context. To get around this obstacle, company-specific (or domain-specific) data that includes both historical and current data can create a relevant and more precise context with the help of RAG. The data sources in Figure 3 represent some of the many types of data organizations can use for different use cases as part of a trusted data foundation to build unique and differentiated GenAI offerings.

Another Enterprise Strategy Group survey questioned whether participants trusted their organization's data. The results were illuminating: 62% of line-of-business users stated that they only somewhat trust their organization's data for decision-making.[5] Without 100% trust, it's difficult to rely on data for decision-making, and building responsible AI solutions without fully trusted data could result in inaccurate query responses. When building trust, there are two key areas organizations should consider: (1) the quality of the data they are using and (2) the governance of that data, including questions of compliance, privacy protection, and ethical use.

Increase Data Quality and Observability

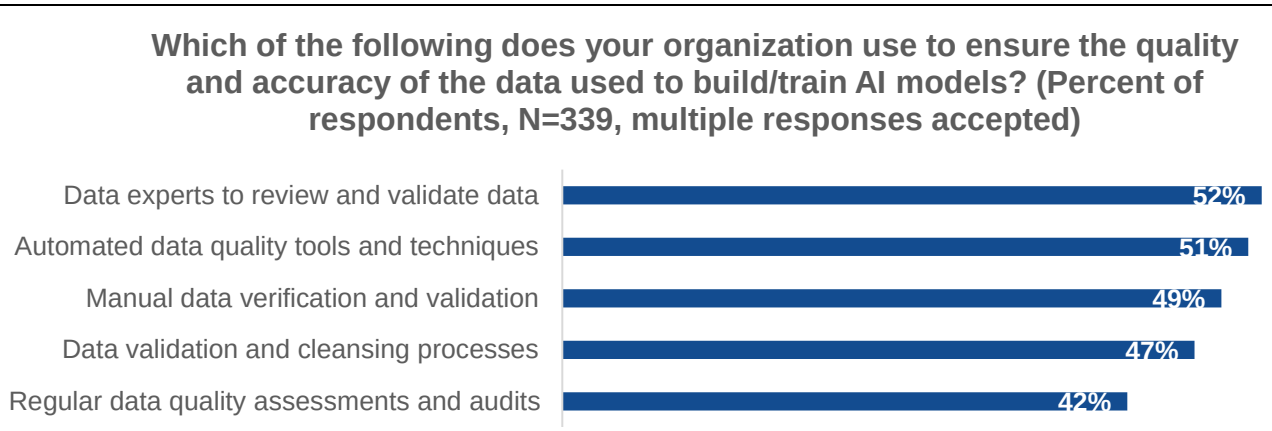
The quality of data used has a significant impact on AI- and GenAI-developed solutions. Poor-quality data can easily affect AI performance and reliability. When considering responsible AI as a strategic objective, inaccurate,

[5] Source: Enterprise Strategy Group Complete Survey Results, *The State of DataOps: Unleashing the Power of Data*, December 2023.

incomplete, or biased data can lead to ineffective AI models, incorrect predictions, or perpetuated biases, thereby reducing the trustworthiness of the outcomes. The consequences can be severe in high-stakes areas like healthcare, supply chain, or finance, where decisions based on faulty data could have serious repercussions. Increasingly, observability is needed comprehensively across pipelines to detect and fix anomalies to be able to scale out data used for AI. Strong metadata management and data lineage also contribute to building a strong data foundation for AI initiatives.

As shown in Figure 4, Enterprise Strategy Group asked research participants what they use to ensure the quality and accuracy of the data used to build AI models.[6] The top response was to have data experts review data (52%), while manual data verification and validation ranked third (49%). Organizations struggle with data quality for use in their operations, and when it comes to building a data foundation for use in AI, the quality bar is even higher. Clearly, greater AI-enabled automation is needed to prepare data for AI use cases.

Figure 4. Addressing Data Quality and Data Accuracy Challenges



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

To enhance the quality of data used and to ensure the effectiveness of these models in practical applications, organizations should consider some of the following actions—all of which can be achieved with the Informatica AI-powered IDMC:

- **Assemble comprehensive and varied data sets.** Collect large and diverse data sets that encompass a wide range of subjects, languages, and stylistic elements. This variety is crucial, as it allows for thorough learning and helps prevent biases by ensuring a balanced representation across various demographics, ideologies, and cultures.
- **Maintain data quality for timeliness.** Uphold strict quality standards by correcting errors, factual discrepancies, and formatting problems to keep the data up to date and scale out data pipelines. The data should reflect changes in language usage and societal trends, especially in dynamic fields such as social media, customer interactions, and content creation.
- **Use observability for continuous monitoring and data refresh.** Implement data observability mechanisms for constantly monitoring data pipelines and refreshing data sources to guarantee that the data used to train FMs, including LLMs, remains current and effective. This continuous oversight is essential to preserving the model's relevance.
- **Ensure data completeness and contextual suitability.** Aim for complete data sets to equip the model for managing diverse topics and inquiries effectively. Organizations can use master data management (MDM) to create and manage a single, consistent, accurate, and complete view of the organization's data assets. It is

[6] Source: Enterprise Strategy Group Complete Survey Results, *Navigating the Evolving AI Infrastructure Landscape*, December 2023.

vital that data for AI encompasses adequate contexts and scenarios, which prepares the model to handle real-world tasks accurately.

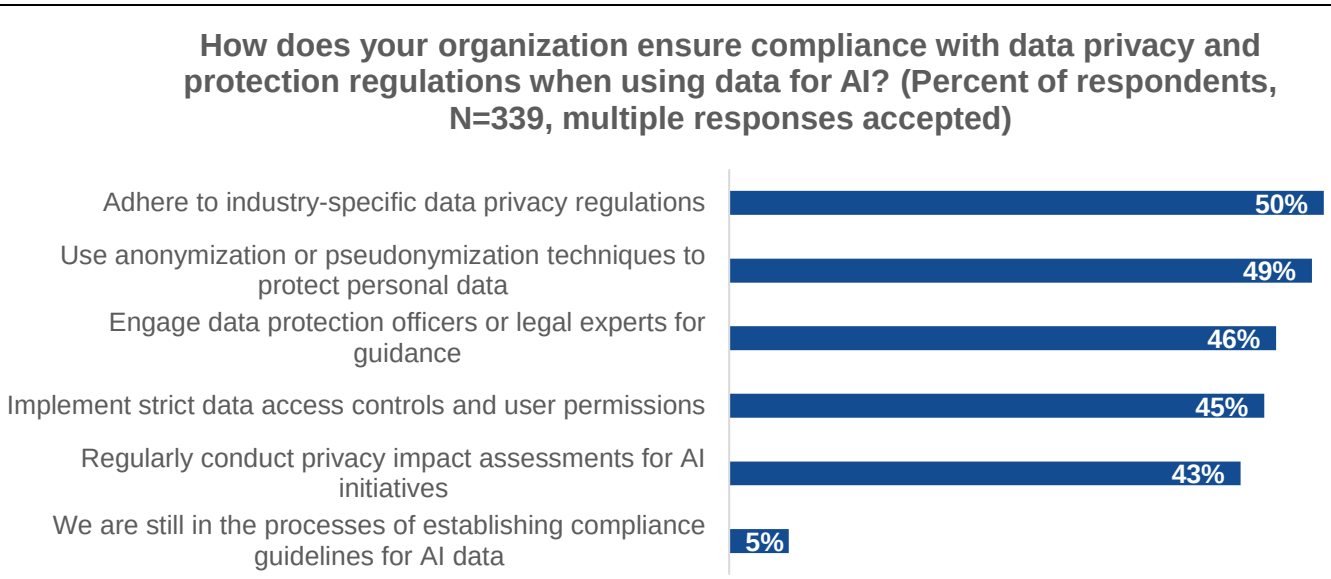
- **Enhance fine-tuning.** During the fine-tuning stage, employ a carefully chosen smaller set of specialized data that has been rigorously evaluated for quality. This high-quality data is fundamental to adapting the pre-trained model to requirements and significantly influences the fine-tuning's success as well as the model's precision for designated goals.
- **Enable data products and data marketplaces.** A data marketplace allows an organization to manage data products, which can be well-defined data sets consisting of the internal, high-quality, and governed data used to build GenAI solutions. The marketplace also helps organize this trusted data and democratize the data between departmental units. As an example, the marketing department might have marketing research that is useful for product development or even GenAI models.

By actively engaging in these actions, organizations can significantly improve the training and performance of LLMs, making them more reliable, fair, and suitable for a range of applications and achieve responsible AI use.

Manage Data Governance

Strong data governance ensures that the data used to build AI solutions meets compliance, regulatory, and data use ordinances. It also encompasses having high data quality, data protection, and other controls. An organized data governance program promotes regulatory compliance, helps reduce risk, and protects personal and sensitive data. Explicit data policies and standards that dictate the procedures for data collection, storage, sharing, and utilization should be included. The program should cover how data is applied within AI models to ensure ethical usage and prevent issues such as data leakage or misuse. Employing robust security practices such as encryption, access controls, and frequent audits is also essential to safeguard data from unauthorized access and breaches. Data governance ensures accuracy, quality, and protection for data used by business operations and is critically important for GenAI applications. Recently, Enterprise Strategy Group asked research participants how their organizations ensure compliance with data privacy and protection regulations when using data for AI. The results are shown in Figure 5.[7]

Figure 5. Balancing Innovation and Privacy: Adhering to Data Regulations in AI



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

[7] Ibid.

As shown, a variety of techniques and controls are employed to prepare data for use in GenAI applications, including adhering to privacy laws, using anonymization or pseudonymization to protect data, and implementing permission controls and audits.

AI-powered data management can help automate the end-to-end data governance process, including data quality, data privacy, data protection, data mastering and data lineage practices, which are all interlinked. By incorporating these practices, organizations can ensure that their data governance frameworks enable the safe, responsible, ethical, and efficient application of data in AI operations, especially during the training and deployment phases. This methodical approach not only improves the reliability and performance of AI models but also fosters trust among users and stakeholders.

Build the Right Data Foundations for GenAI Initiatives

Organizations need to know their data to maximize its value; it holds the keys to the success of GenAI initiatives. Increasingly, peers and competitors consider data to be a strategic business asset. But before organizations can gain value from their data, they have to find it. What's more, they need to understand it. There is more data being created every day. At the same time, this data is dispersed across a complex landscape involving on-premises and multi-cloud environments as well as warehouses, databases, applications, data lakes, and more.

As organizations prepare to use data for their GenAI journey, they should consider these suggestions:

- **Consolidate and unify data.** Begin by merging, classifying, and harmonizing data from various sources and extracting metadata insights to provide intelligence about the data. Manually managing dispersed data across multiple clouds, data stores, locations, and vendors is a major challenge. An AI-powered data management platform using AI-powered data discovery is critical and will automate the process, save time, and improve accuracy. By using AI-powered data management, the AI model continues to learn and find ways to improve.
- **Understand the data lineage.** Data lineage, or *data provenance*, is the record of data's origins, movements, transformations, and relationships throughout its lifecycle. By tracing data lineage, organizations can understand how data is created, used, and transformed, which is crucial for ensuring data quality, compliance, and trustworthiness.
- **Use metadata mapping.** Augmenting metadata mapping with AI can enhance the understanding of data relationships by automating the discovery and mapping of metadata attributes. AI algorithms can analyze data patterns, relationships, and usage to infer metadata mappings, helping organizations establish more accurate and comprehensive metadata repositories. This can improve data governance, facilitate data integration, and enable more effective data lineage analysis.
- **Establish trusted data sources.** Focus on creating reliable hubs of clean, well-managed data that serve as trusted data sources. This can be easily done using a data marketplace to manage safe and appropriate access, with data products representing collections of assets from trusted data sources. These sources should be accessible by consumers applying different AI models and analytics tools across the organization. Establishing these trusted sources is key to maintaining data integrity, ensuring consistency, and boosting the trustworthiness of data-driven decisions.

By executing these strategies, organizations can significantly improve their data management practices, supporting more dynamic and impactful AI applications.

How Your Data Influences Responsible GenAI Solutions

GenAI and specialized methods like RAG rely heavily on vast amounts of data to learn and make intelligent decisions. The quality, accuracy, and comprehensiveness of this data directly influences the effectiveness of GenAI. Data governance also becomes crucial in the context of responsible GenAI, as it ensures data integrity, security, and compliance as a data foundation that an organization can build on to increase reliable results. A careful eye is

needed on the data being used, the rights and fitness to use that data, and its lineage, and organizations must thoroughly monitor the output for accuracy, consistency, and even ethical considerations.

A high-quality data foundation is crucial for GenAI initiatives and is characterized by the accuracy, completeness, diversity, and relevance of the data being used. These attributes are essential, along with the following considerations:

- **Integrity and innovation of AI applications.** The integrity and innovation of AI applications hinge significantly on a robust data foundation. This foundation not only facilitates the operational aspects of AI models but also promotes innovation by supplying diverse, rich, and precise data sets that are integral to learning algorithms. A strong data foundation empowers AI systems to deliver more accurate predictions, produce more relevant content, and effectively adapt to new challenges. It is also vital for establishing competitive advantages and differentiation.
- **Influence of data quality on model training.** The quality of the underlying data foundation is crucial in determining the effectiveness of GenAI model training. Models trained on high-quality data are more likely to show enhanced performance, as demonstrated by metrics such as improved accuracy, reliability, and creative output. For example, a GenAI model trained with a varied and extensive image data set can generate more realistic and diverse images. In contrast, a subpar data foundation may result in AI models that are biased or that fail to perform adequately, making responsible AI goals harder to achieve.
- **Data diversity and ethical considerations.** The interplay between data diversity and the reduction of bias in AI outputs is essential. Employing diverse data sets is key to mitigating the reinforcement of stereotypes and biases, thereby promoting fairness and inclusivity in AI applications. Ethical data sourcing, which includes fair, transparent, and respectful data collection methods while honoring privacy and consent, is crucial for maintaining the trust and integrity of AI systems.
- **Metadata management.** Certain AI models, such as those involving RAG, rely on specific types of data to facilitate the effective amalgamation of retrieved and generated content. This not only demands suitable data but also requires sophisticated metadata management. Effective metadata management and a well-curated business catalog are indispensable for providing the necessary context and enhancing the discoverability of data. This capability significantly boosts the AI systems' ability to interpret and use data properly, thereby improving the performance and adaptability of AI across various business scenarios.

The Value of AI-Powered Data Management

Organizations and data leaders are aggressively moving to adopt AI responsibly throughout their business to improve processes, reduce costs, increase efficiencies, and enhance their engagement with customers. The success of AI starts with effective and efficient data management. With this commitment to responsible AI and its ability to transform the business, it only makes sense to choose a platform that also leverages all of the capabilities that AI can bring to power GenAI solutions as well as the organization's operational data.

Data leaders are investing heavily in data management to make the most of GenAI as well as their data strategy. The CDO Insights survey found that the top data management investments by organizations to support their data strategy priorities are data privacy and protection (45%), data quality and observability (41%), and data integration and engineering (37%). Among those predicting increased data investments in 2024, data readiness for AI is a primary driver for more than 2 in 5 organizations (41%).[8] *Data readiness* encompasses the preparation, quality, and governance of data as a trusted source for any AI or GenAI initiative. The readiness of data is a strong determining factor for AI-powered results.

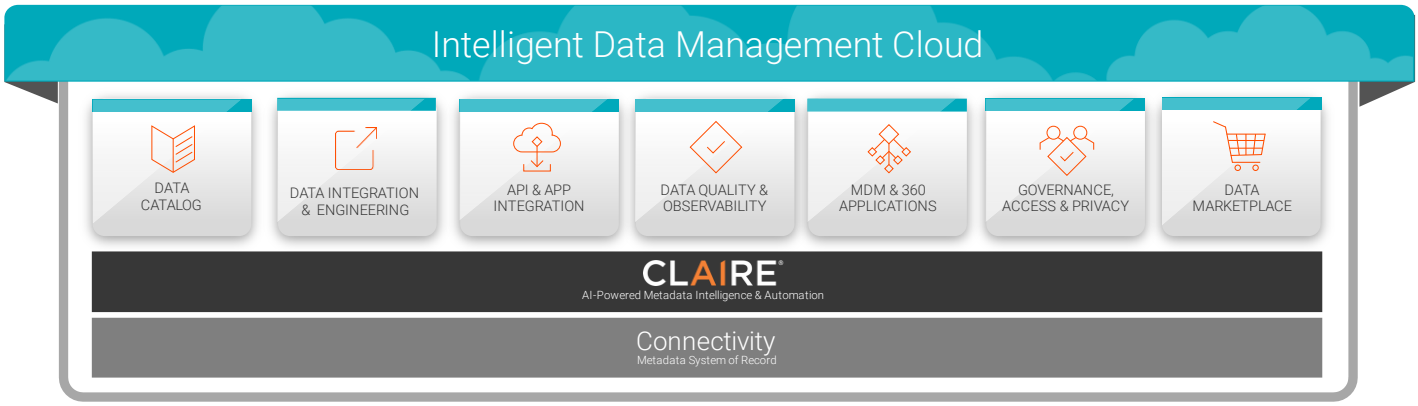
Cloud platforms are uniquely positioned to offer the agility and scale organizations need for their operational data and to quickly position them to utilize data for effective, responsible GenAI solutions. This is particularly crucial as

[8] Source: Informatica, *CDO Insights 2024: Charting a Course to AI Readiness*, May 2024.

the need for speed and scale in data processing is paramount. The Informatica AI-powered IDMC provides a comprehensive solution for organizations seeking excellence in AI. By leveraging a single cloud-enabled approach, organizations can accelerate service integration and time to value by using a common metadata foundation. This approach ensures that data is managed consistently and intelligently across the organization, leading to more informed decision-making and a competitive edge in the market.

Achieving excellence in AI hinges on excellence in data management, a task increasingly powered by AI itself. As highlighted in the Informatica CDO Insights survey, data leaders recognize the need for multiple tools (five or more) to prepare for AI, emphasizing the necessity of a comprehensive solution. The rationale for a single data management cloud extends beyond mere convenience; it streamlines procurement, ensures unified support and upgrades, and shields organizations from vendor lock-in promoted by hyperscalers. A multi-cloud-agnostic solution offers the flexibility needed to navigate diverse cloud environments seamlessly. As shown in Figure 6, the Informatica IDMC is a comprehensive solution for data management.

Figure 6. Informatica's AI-Powered Approach to Data Management



Source: Informatica, LLC

Some of the key services for data readiness in IDMC to address the development of GenAI solutions include:

- **CLAIRE® AI-powered metadata management.** At the core of IDMC lies CLAIRE AI, a system that streamlines unified metadata intelligence. CLAIRE harnesses 48+ petabytes of metadata sourced from 92 trillion cloud transactions monthly.[9] Its AI copilot features automate various data management functions, simplifying processes, facilitating scalability, and expediting data delivery to data teams. Leveraging GenAI, Informatica CLAIRE GPT enhances data exploration, comprehension, and quality, enhancing productivity and efficiency throughout the organization.
- **AI-powered data catalog.** Organizations can find, understand, and trust data with AI-powered data cataloging that automates data discovery, curation, and lineage across clouds and on premises. This increases the efficiency of locating data assets and identifying their content, structure, and relationships for a complete view of the data, its transformation, and relationships between data assets.
- **AI-powered data integration.** Data experts can seamlessly ingest, integrate, and cleanse data using a unified solution, resulting in quicker, simpler, and more cost-effective integrations. IDMC provides the ability to integrate data on any cloud using extract, transform, and load (ETL); extract, load, and transform (ELT); Spark; or a completely managed, serverless alternative. Productivity is enhanced through CLAIRE-powered suggestions for source data sets and optimal transformation steps.

[9] Informatica IDMC metric (as of March 2024).

- **AI-powered data quality and observability.** Ensuring data quality and observability are vital aspects of preparing data for AI projects. Companies can leverage AI to automate processes, streamlining the entire data lifecycle from collection to consumption. This approach scales data profiling and enhances data accuracy and reliability at scale. Prebuilt AI-powered rules and accelerators can automatically generate common data quality rules for nearly any data set from various sources. Data observability enhances insights by accessing data health across different perspectives, including data, pipelines, and business aspects, continually analyzing data to detect and understand issues.
- **AI-powered data mastering for an accurate source of truth**: MDM is the process of creating a single, accurate, and consistent record for critical data entities within a business. These could include customers, products, suppliers, locations, and more. Informatica offers a suite of tools and services to help organizations achieve MDM and prepare data for use in AI initiatives.
- **AI-powered governance, access, and privacy for data delivery.** With IDMC, organizations can align policies to data strategy to power reliable AI and analytics, obtaining insights into data origins and AI models that deliver trustworthy results while promoting explainable and responsible AI. Automatically connecting metadata with business context provides a comprehensive view with enhanced transparency to meet compliance mandates. IDMC also delivers data to business users through a regulated data marketplace, implementing policy-based access for secure utilization. Using CLAIRE AI-powered intelligence and automation to expedite outcomes, organizations can leverage active metadata to streamline data governance processes, enhance efficiency, and deliver reliable data promptly.
- **Consumption-based pricing.** Additionally, consumption-based pricing enables organizations to utilize resources as needed, optimizing costs and enhancing operational efficiency. Unlike legacy pricing models that typically focus on per-seat licensing, regardless of end-user value or ability to utilize capabilities, a cloud-native consumption-based approach offers the widest range of services on demand with efficiencies to scale according to growth strategy. This enables business users to be on-boarded as demand arises.

Conclusion

As data leaders shape their data strategies, the synergy between governing AI responsibly and AI-powered data management emerges as a crucial intersection to focus on. Realizing value from AI is intrinsically linked to effective data management, while AI itself can significantly advance data management objectives through operational efficiencies due to automation. Despite the historical challenges posed by managing multiple disparate tools across numerous data sources, organizations and data leaders are increasingly recognizing the need for a consolidated solution to accelerate the time to value of their AI initiatives. This holistic approach to AI and data management heralds transformative change with a greater ability to scale out today's digital businesses and realize value from responsible AI use. The Informatica AI-powered IDMC is a unique platform designed to meet an organization's data strategy, optimizing business operations while also guiding organizations through the necessary steps to utilize valuable, domain-specific data to create powerful GenAI solutions across the organization. For any organization looking to transform its data management capabilities, democratize data across the organization, and power AI solutions, Enterprise Strategy Group strongly recommends engaging with the Informatica team.

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contact@esg-global.com
www.esg-global.com