


Scaling Your Data Management Strategy Utilising Artificial Intelligence

The background features a dark grey hexagonal grid pattern. A horizontal band of small, semi-transparent blue dots runs across the middle of the image. Several small, thin-lined circles are scattered across the grid, some containing a single dot.

We are faced with
new ways of doing business



According to a study by Gartner, generative AI could automate up to 30% of data management tasks by 2025. This could lead to significant cost savings and productivity improvements for businesses.

<https://www.gartner.com/en/newsroom/press-releases/2021-10-18-gartner-identifies-the-top-strategic-technology-trends-for-2022>

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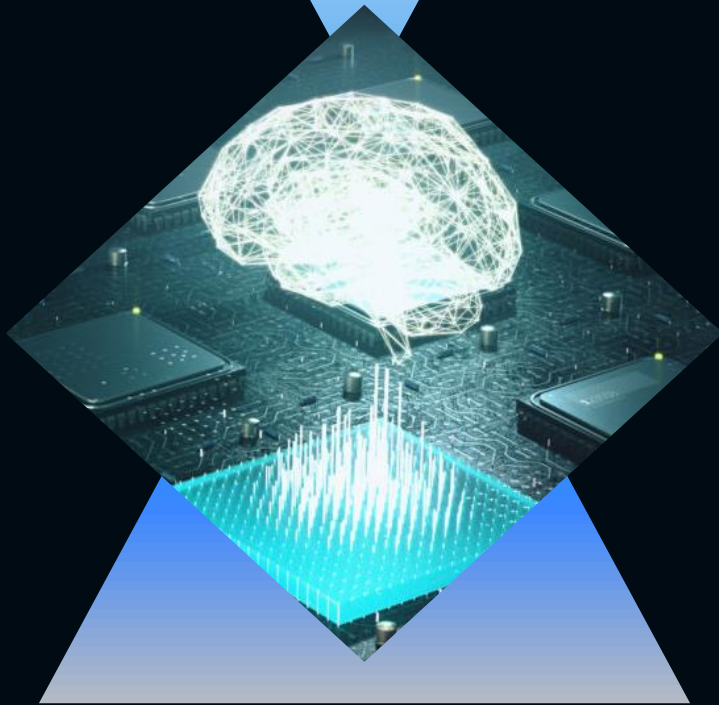
Global Data Outlook – Growing Complexity

180 ZB is the projection for data volume by 2025

80 % of the data generated today is unstructured data

68 % of data leaders plan to increase their investments in data management in 2023

WE ARE NOW LIVING IN AN AI WORLD



The Great Data Divide

- Unequal data access
- Low use of data to inform decision-making; 77% cite data intelligence is a challenge
- CDOs rank poor data literacy as one of the top internal roadblocks

Decentralized Data Products Dilemma

- Decentralized teams expected to produce datasets without relevant skills or tools
- Distributed data creation leading to declining data quality
- Dark data proliferation; 50% of useful data is not analyzed

Overwhelmed Data Teams

- Slow data supply chains due to overwhelming demand for data engineering resources
- Data Engineers spend 40% of their time in documentation, requirements gathering and maintaining pipelines

Challenges that AI paired with Data Management will address

Scale & Agility



Policy & Trust



Skills & Literacy



Challenges Facing Scale & Agility

1

Reliance on bespoke coding causing bottlenecks

2

Manual process to create and maintain data management structures

3

Need to scale beyond traditional data consumers



Challenges Facing Trust in Data

1

Lack of trust of business data leads to the inability to make timely decisions

2

Manual management of policies and other compliance considerations

3

Inability to spot anomalies



Challenges Facing Data Literacy

1

Increase competition for data engineer resources

2

The cost of data programs is increasing due to low availability of resources

3

Lack of literacy limits our ability to drive decisions with data



CLAIRE[®] AI Copilot

Powered by CLAIRE Intelligence and Automation



Create intelligent, contextual insights and recommendations to optimize the management and use of data

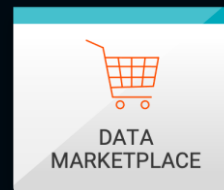
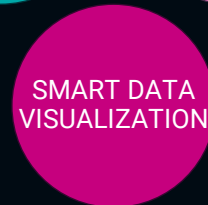
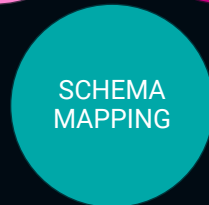
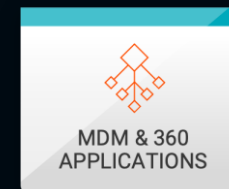
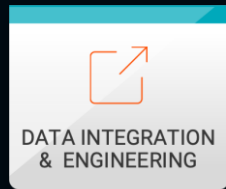
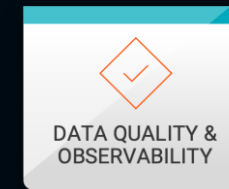
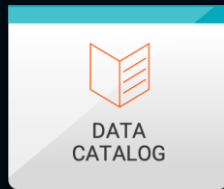
INTELLIGENCE



AUTOMATION



Automate numerous data management tasks and processes to dramatically reduce the time and cost of managing data



CLAIRE Copilot: CLAIRE Generated Classifications



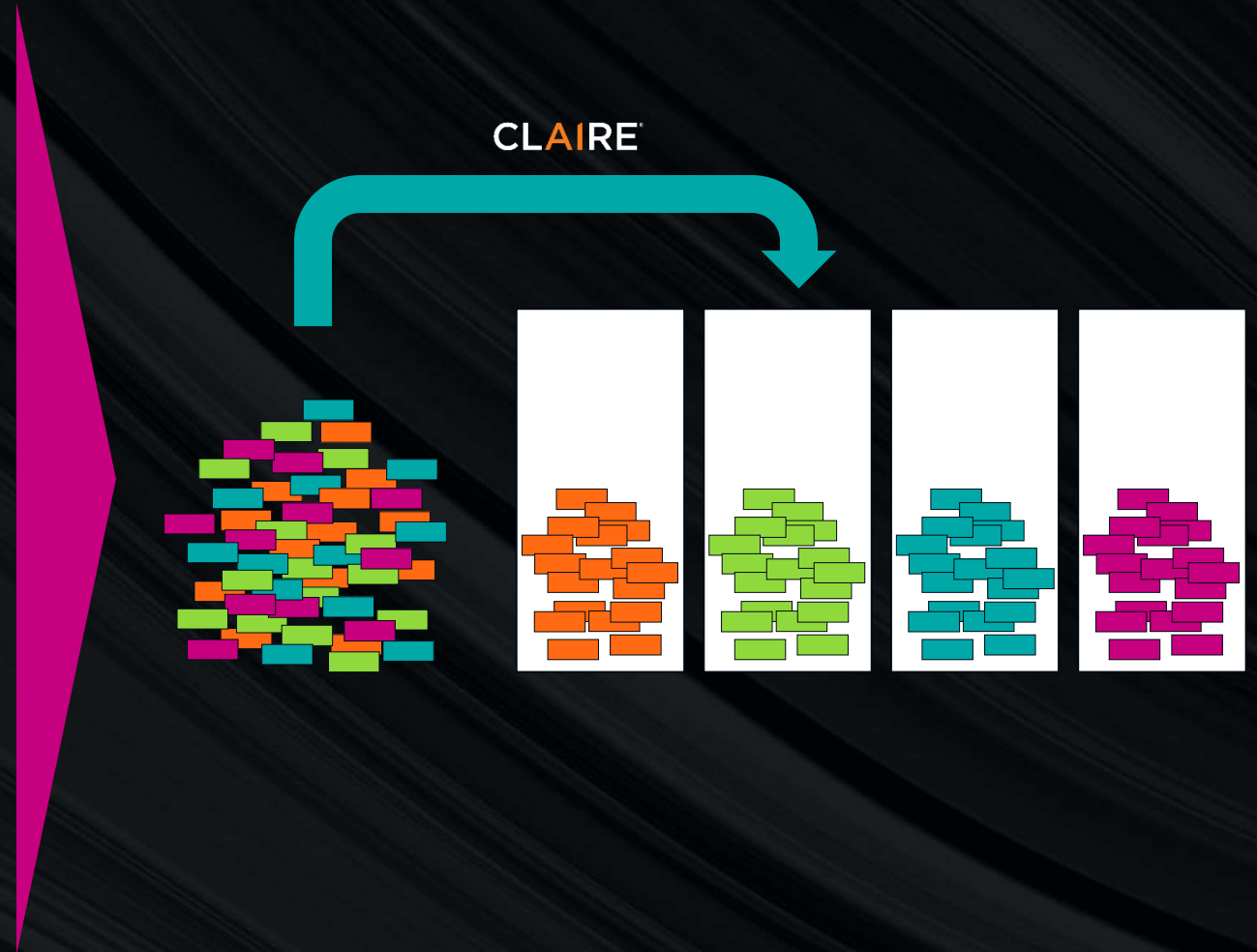
Key Highlights

- Conventional classification methods based on Regex, algorithmic pattern recognition and reference data requires a lot of manual development work initially to create organization specific classifications
- CLAIRE Generated Classifications can work without any access to data, using only metadata to generate classifications



Benefits

- CLAIRE Generated Classifications will automate the process of classification creation by using organization's metadata and data patterns
 - This is expected to reduce time to curate and create classifications by 70%, saving each organization by upwards of \$100K per year



CLAIRE Copilot: Inferred Data Lineage



Key Highlights

- Complement existing derived lineage from auto-connection assignment and code logic parsing
- Fill the gaps and extend derived data lineage with inferred lineage
- Curation Inferred Lineage by subject matter experts



Benefits

- Enhance productivity of experienced data management professionals with fully automated workflows
- Democratize data and data management by enabling non-technical users create specifications and perform basic data management tasks on their own

- Visual curation on lineage diagram
- Bulk curation on tabular format
- Filtering
- Collaboration and Comments

The image displays two screenshots of the CLAIRE Copilot interface. The top screenshot shows a visual lineage diagram with nodes like 'Address' and 'Customer Address' connected by arrows. A modal window is open over the diagram, showing details for a specific connection: 'Address' to 'Customer Address', with a status of 'Pending Review', based on 'Column Similarity, Data Classification', and a transformation of 'Join'. The bottom screenshot shows a table titled 'QLabs Orders Reporting' with columns for 'CONNECTION ORIGIN', 'CONNECTION TARGET', and 'CONNECTION TYPE'. The table lists various data sources and their inferred lineage. A filter modal is open over the table, allowing users to filter by 'Lineage Type' (Inferred Lineage, Derived Lineage), 'Data Sources' (Order entry, Sales Analysis, Sales Report), and 'Recommendation Status' (Pending review, Accepted, Declined). A 'Confidence score' slider is also visible, set to 20.

CONNECTION ORIGIN	CONNECTION TARGET	CONNECTION TYPE
Order Entry	Sales Analysis	Inferred
Data Set 1	Data Set 2	Derived (2), Inferred (6)
Order number	Order Details	Derived
Customer Name	Customer Info	Derived
Customer Name	Transaction ID	Inferred
Customer Name	Sales Region	Inferred
Customer Name	Processing Status	Inferred
Address	Address Pin Code	Inferred

CLAIRE Copilot: CLAIRE Generated Data Quality Rules



Key Highlights

- Advanced algorithm to detect clusters of incomplete or incorrect data
- **Pioneering data quality analysis evaluating multiple columns**

Benefits



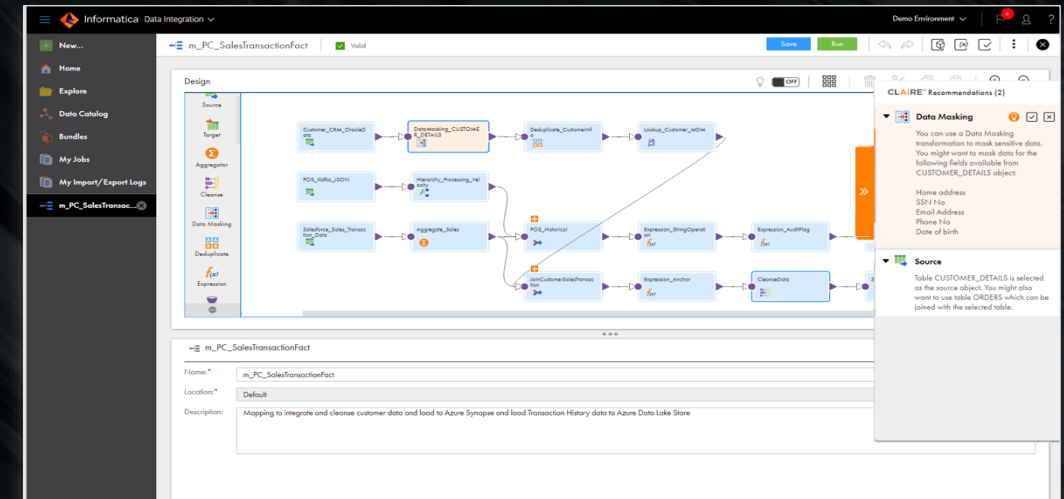
- Expand leadership on automated data quality detection

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Φ	2010	55647	3,734
Φ	2012	55645	56,983
Λ	2011	94063	23,811
Λ	2010	95001	32,001
Ψ	2011	NULL	23,341
Ψ	2012	NULL	23,487



- ## Benefits

- ## Fully Automated Data Pipeline Generation

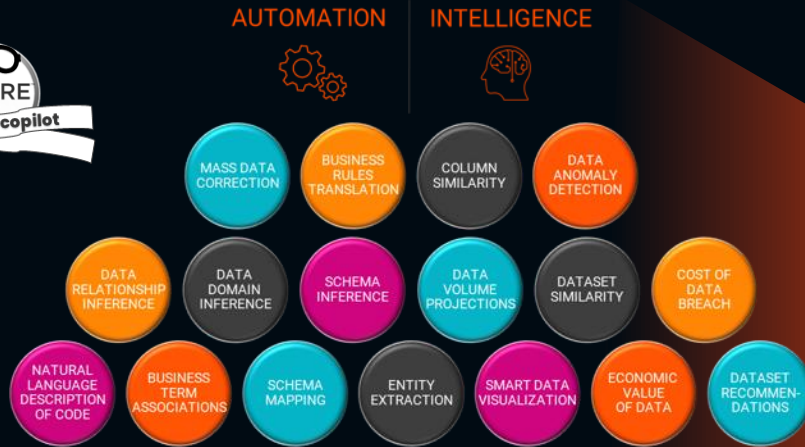


Design Time		Run Time		Operations	
Type	Manual vs. Automated			Avg Time	
Manual	Manual			Months/Weeks	
Augmented	Manual	Automation		Days	
Autonomous	Manual	Automation		Mins/Hours	

CLAIRE®: AI-Powered Data Management

CLAIRE AI copilot

IN PRODUCT AI-POWERED METADATA INTELLIGENCE AND AUTOMATION



Data Management Automation

Activated Metadata to provide automated data management capabilities

Reduced manual effort and improved operational efficiency across data management tasks

Proactive recommendations and alerts for potential issues

INTELLIGENT GLOSSARY

SMART DOMAINS

COLUMN SIMILARITY

ENTITY MATCHING

SCHEMA MATCHING

DATA QUALITY INSIGHTS

JOIN RECOMMENDATIONS

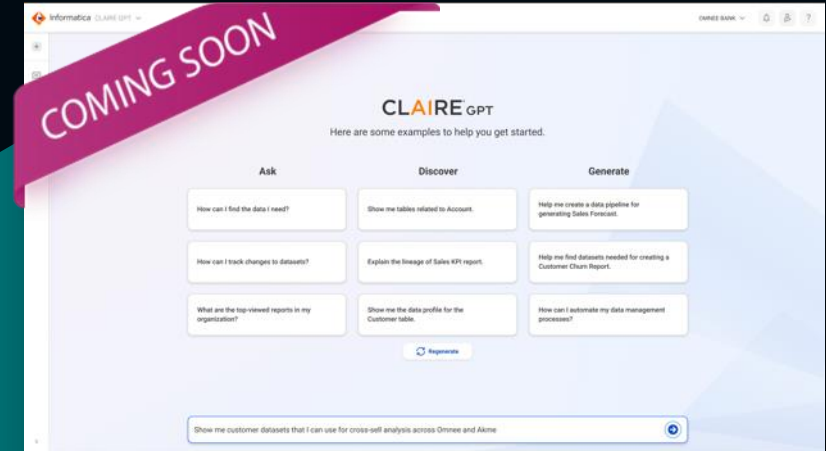
NEXT TX RECOMMENDATIONS

DATASET RECOMMENDATIONS

CLAIRE®
UNIFIED METADATA
INTELLIGENCE

CLAIRE GPT

NATURAL LANGUAGE INTERFACE TO DATA



Generative AI-powered Data Management

Enhance productivity of experienced data management professionals with fully automated workflows

Democratize data and data management by enabling non-technical users to create specifications and perform basic data management tasks on their own

Reduce data management costs

NL TO ETL/ELT

NL TO DQ

NL TO PREP

NL TO GOVERNANCE

NL-BASED DISCOVERY

NL-BASED EXPLORATION

NL-BASED TESTING AND DOCUMENTATION

AUTOMATED FINOPS

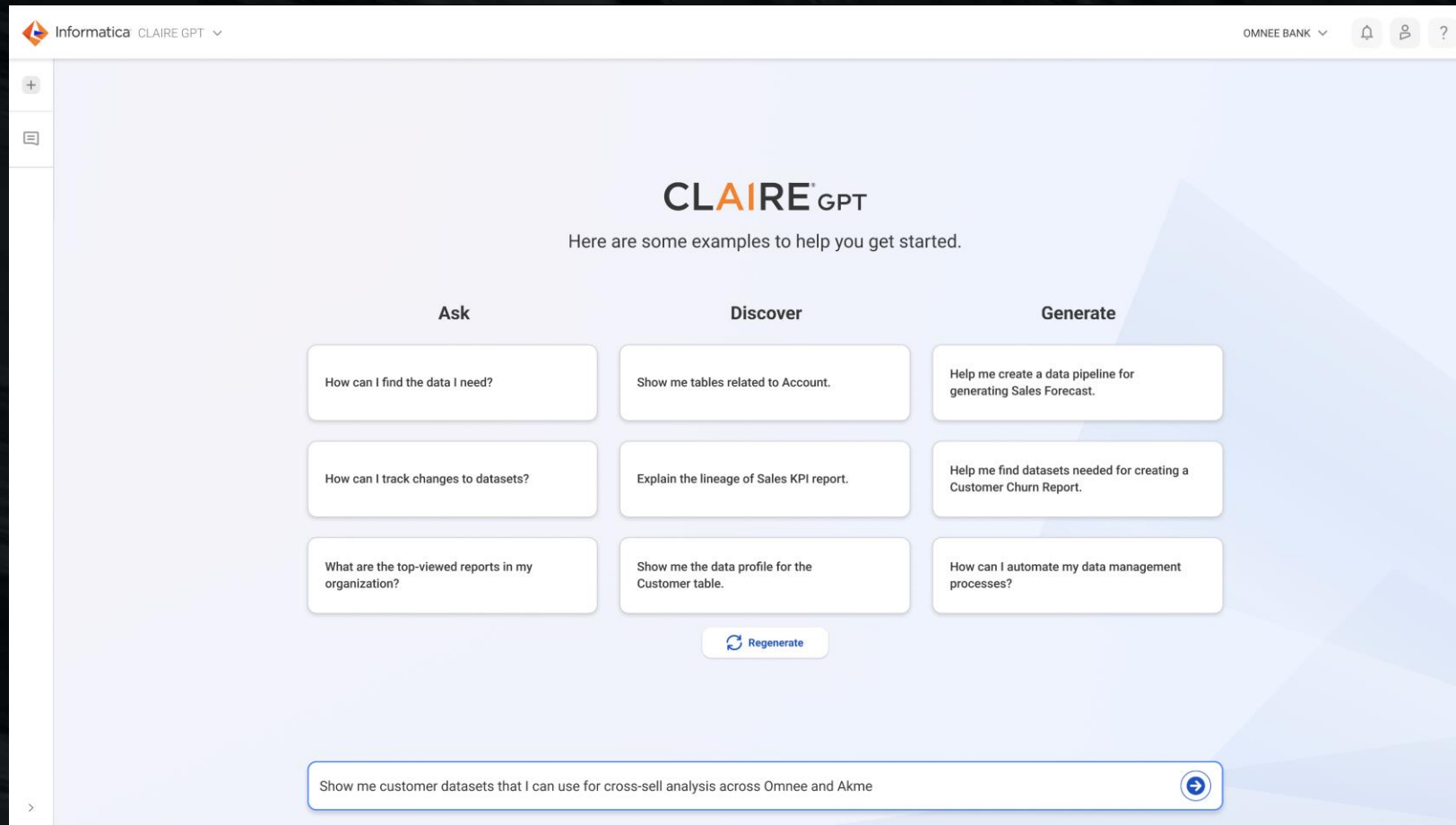
CROSS PRODUCT EXP.

AI COPILOT

IN-CONTEXT DATA INTELLIGENCE

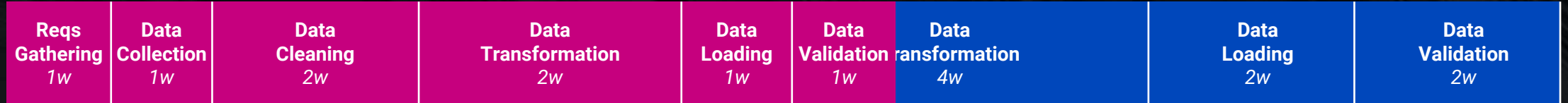
OPEN, POLYGLOT

Introducing CLAIRe GPT: Generative AI-Powered Data Management



Increased Productivity With CLAIRE GPT

Data Engineer + CLAIRE GPT: Data pipeline creation



CLAIRE GPT

CLAIRE BENEFITS

CLAIRE GPT serves as an assistant SME helping data engineers understand the business context.

CLAIRE GPT helps find the right datasets needed for the task directly from the requirements spec.

CLAIRE GPT helps data engineers quickly explore the datasets and find data quality issues.

CLAIRE GPT generates the first draft of the pipeline from the finalized requirement spec. It also helps document and test the pipeline.

Increased Productivity With CLAI**R**E GPT

Data Analyst + CLAI**R**E GPT: New report creation

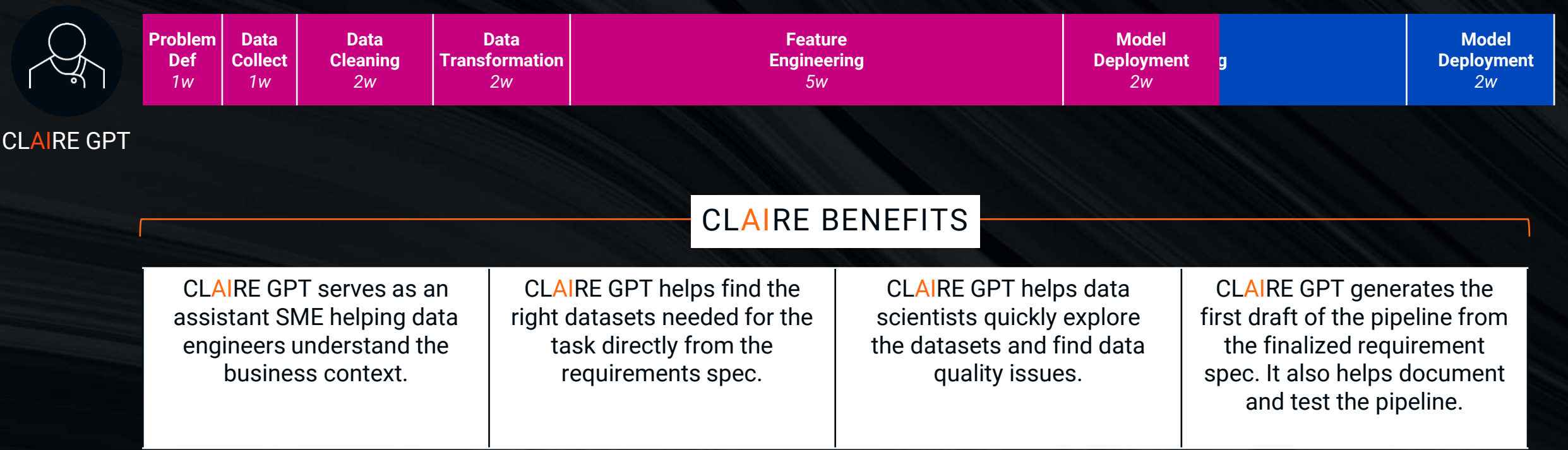


CLAI**R**E BENEFITS

CLAI R E GPT serves as an assistant SME helping data engineers understand the business context.	CLAI R E GPT helps find the right datasets needed for the task directly from the requirements spec.	CLAI R E GPT helps data analysts quickly explore the datasets and find data quality issues.
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Increased Productivity With CLAIRe GPT

Data Scientist + CLAIRe GPT: Creating a new AI model



The Impact of AI for Data Management

Allowing the World to Speak the Language of Data



Data for All

Allow everyone in the organisation to be data driven, regardless of technical ability



Create Usable Data

Enable decentralised data producers to create, document, catalog, and test new data assets



Drive Exponential Productivity Growth for Your Data Team

Drive exponential growth in productivity of your existing data professionals with AI

Want to Continue the Conversation?

- Your account executive can arrange a consultation with Informatica Advisory Services on a broad range of topics, including:
- Creating value from your data investments
- How to grow data maturity in your organisation
- Aligning your data strategy with business priorities
- Overall data strategy and business adoption



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Thank you

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