



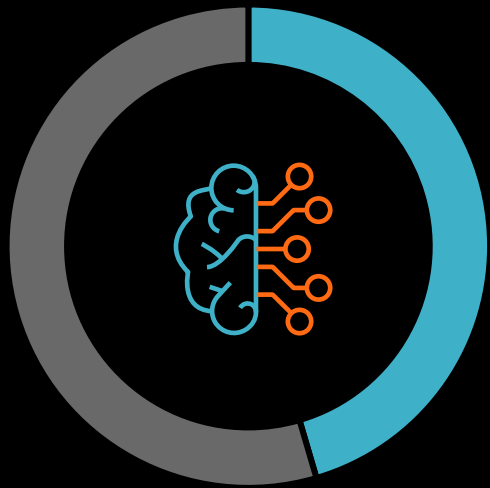
Keynote: Bring Your Data and AI to Life

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Sr. Director Channel Sales & Strategic Alliances,
Emerging Markets (CEMEA)



Where data
& AI come to **LIFE**

CDO Insights 2024: AI Is Top of Mind!




45% of respondents stated **AI** is **top of mind**, having already implemented generative AI, and another **54%** are planning to do so soon

99% of AI adopters have **encountered roadblocks** on their AI Journey

<https://www.informatica.com/blogs/600-chief-data-officers-share-insights-on-2024-data-strategy.html>

Source: CDO Insights 2024 (Informatica)

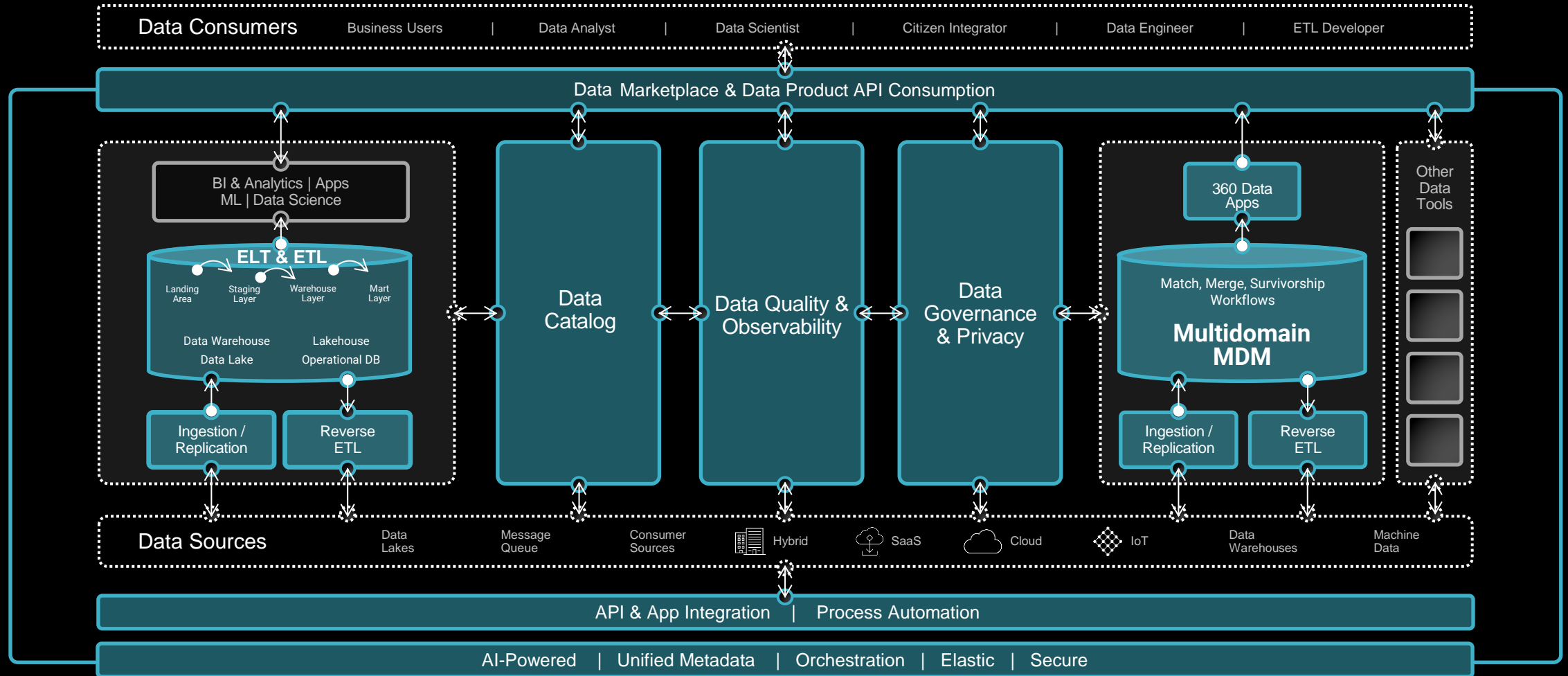
Everybody's ready for 
except your data™

“**AI-ready data** means that your data must be representative of the use case, of every pattern, errors, outliers, and unexpected emergence that is needed to train or run the AI model for the specific use case. **Data readiness for AI** is not something you can build once and for all nor that you can build ahead of time for all your data. It is a process and a practice based on **availability of metadata** to align, qualify and govern the data.”

Gartner

Quick Answer®: What Makes Data AI-Ready?

Modern Data Architecture

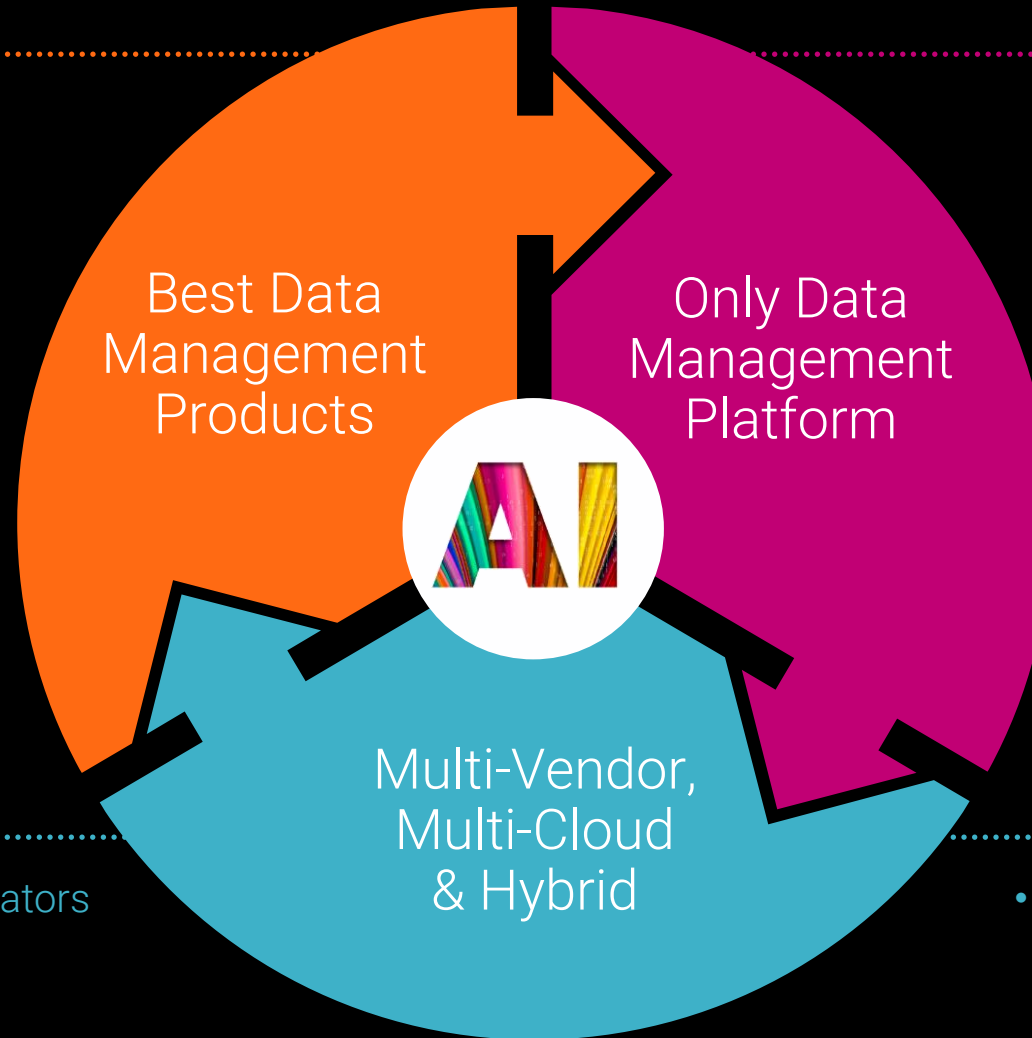


Informatica Today

The Data Management Choice for the Enterprise

- 'Born in the cloud' for the modern data architecture
- 3rd party validated leadership in every category
- AI-enabled products in production today

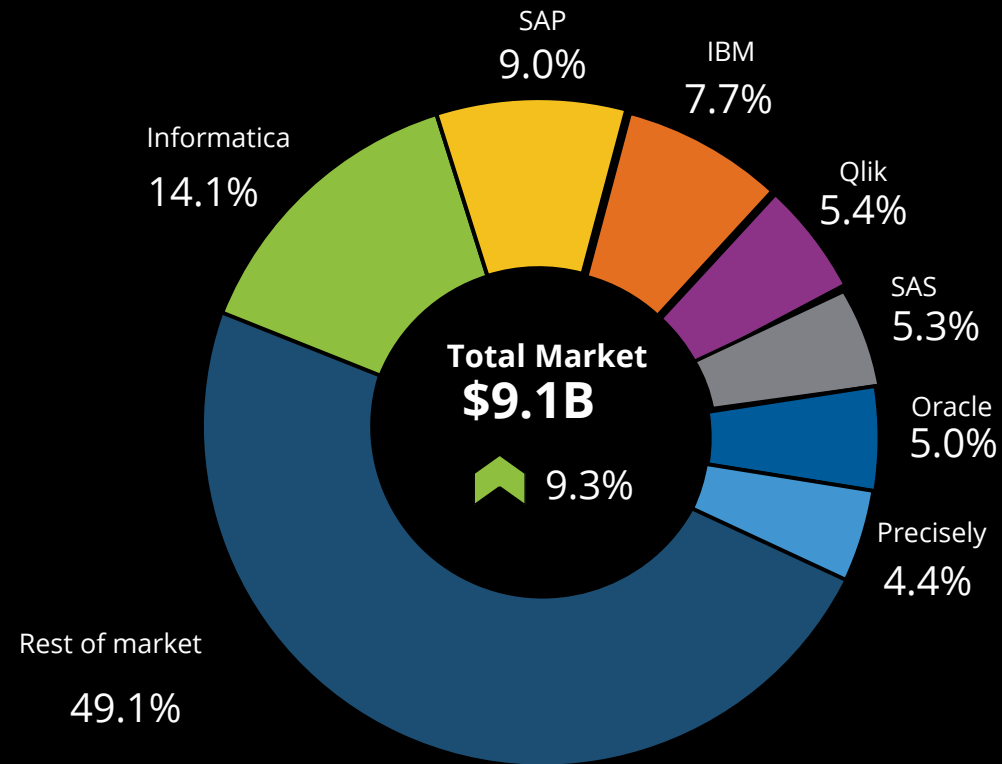
- Broadest set of connectors, accelerators and multi-cloud integration tools
- "Switzerland of data"



- Only true platform for data management
- Only AI-powered data management platform built on metadata system of record
- IPU consumption pricing model

- Manage data across any cloud platforms, on-premises, and hybrid environments

Informatica #1 in 2023 Worldwide Data Integration and Intelligence Software Market Share



Source: IDC, Worldwide Data Integration and Intelligence Software Market Shares, 2023: Hydrating AI, #US5171234, June 2024

Intelligent Data Management Cloud



DATA CATALOG



DATA INTEGRATION & ENGINEERING



API & APP INTEGRATION



DATA QUALITY & OBSERVABILITY



MDM & 360 APPLICATIONS



GOVERNANCE, ACCESS & PRIVACY



DATA MARKETPLACE

CLAIRE[®]

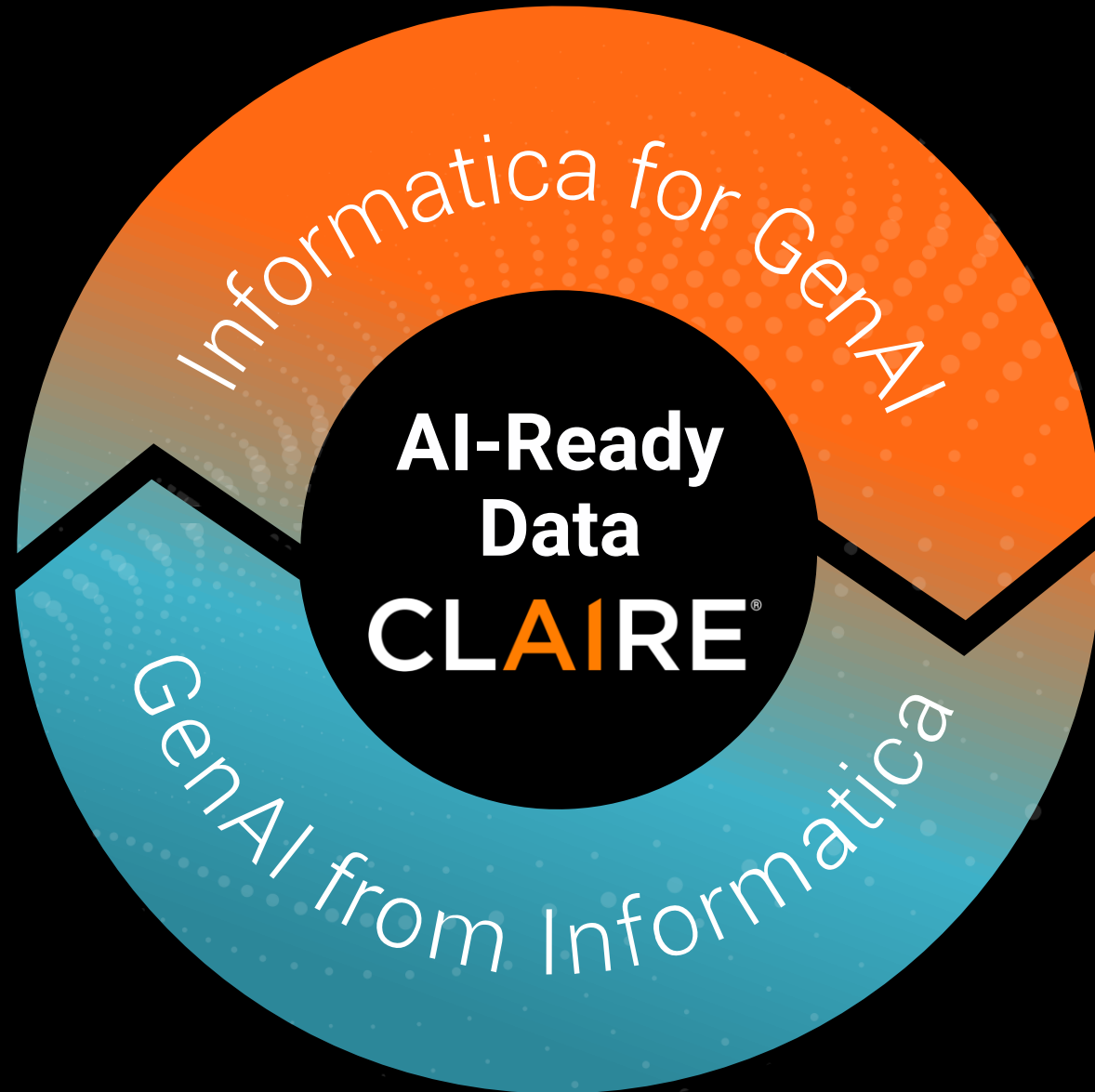
AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

IPUs

Consumption Based Pricing - Informatica **P**rocessing **U**nit



AI-Ready Data is...

Relevant,

contextual and transparent

Responsible,

secure, compliant and unbiased

Resilient,

Enterprise-grade scalable



CLAIRE[®]

49 petabytes*
of
metadata



Market Leader
in Gartner MQs
and Forrester Waves



Outstanding
Customer Support
from J.D. Power

*As of 7,

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Switzerland of AI

We free our customers' data by running on and interoperating with what they have today and tomorrow whether multi-cloud or hybrid

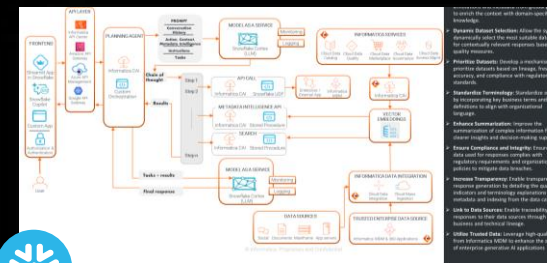
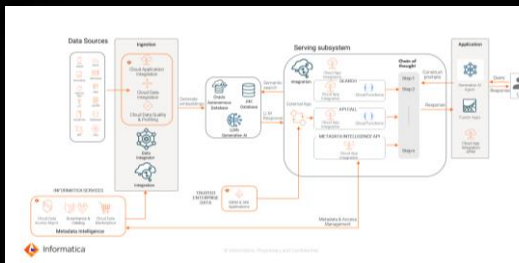
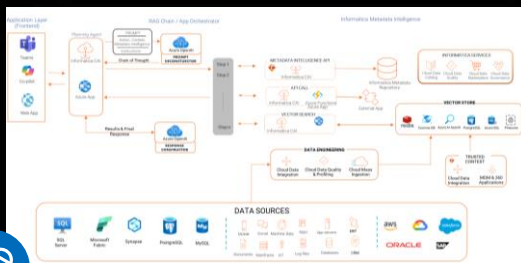
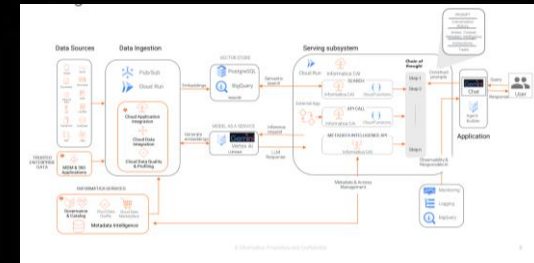
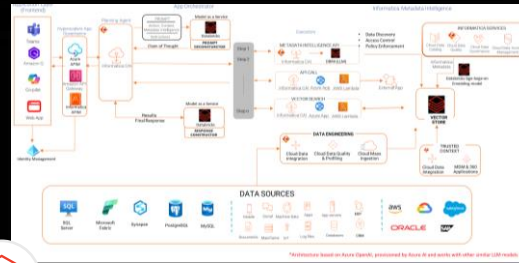
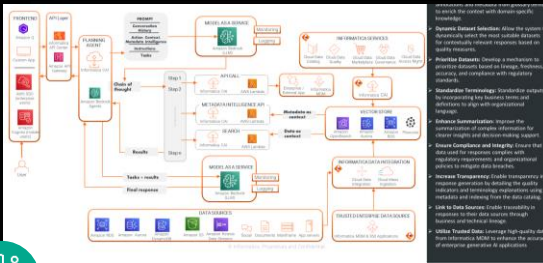
Strategic Partnerships to Cloud Ecosystem Partners



Blueprints for Enterprise-Grade GenAI



databricks



Global Systems Integrators

accenture

Capgemini

Cognizant

Deloitte.

Infosys

KPMG

LTIMindtree

tcs TATA
CONSULTANCY
SERVICES

wipro

Global Channel Partners

ADAstra

agile solutions

aiDataWorks

Aman

Apptad
Your Digital Transformation Partner

asp

AVM
AUDIO+VIDEO+DATA MANAGEMENT

AV

bi

BD/CONSULTORES

bitwise

Blumetra

carahsoft.

CGI

CLOUD PERSPECTIVE

CREDON

CTI DATA

DATA FACT | Z

DataINFA
TRANSFORMING DIGITAL TRANSFORMATION

Data Nutts
IT Solutions

devoteam

DIS GROUP

DXC TECHNOLOGY

in-factory

Fiwe
FRESH VENTURE SOLUTIONS

HCLTech

Manage Data ... Drive The Change
IDC SOLUTIONS

info@management

INFOFLOW

intelliTide

NTT DATA

integrationworx

JADARA Solutions

KOMTAS

IS Integral Solutions

master works

MAGNOOS

MASTECH INFOTRELLIS

إجادة ejada

MICROPOLIS

MIRACLE SOFTWARE SYSTEMS

MJV

LUMENDATA

PERFICIENT

plante moran

pivotree

PowerData

PROMINENCE

ORYS

relational
THE FINANCIAL SOLUTIONS COMPANY

SCSK

sempre | analytics

SHI

SIRIUS
A CDW COMPANY

slalom

INFOVERITY

ZCLAP
Analyze This

ZS

ISVs

ANONCS

neo4j

dun & bradstreet

ProductsUP

SingleStore™

zoominfo

**Where data
& AI come to**



Informatica®