



Cloud Data Quality

Where data & AI come to **LIFE**

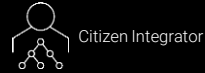
DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

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

DATA SOURCES



SaaS Apps Sources

+



On-premises Sources

+



Real-time / Streaming Sources

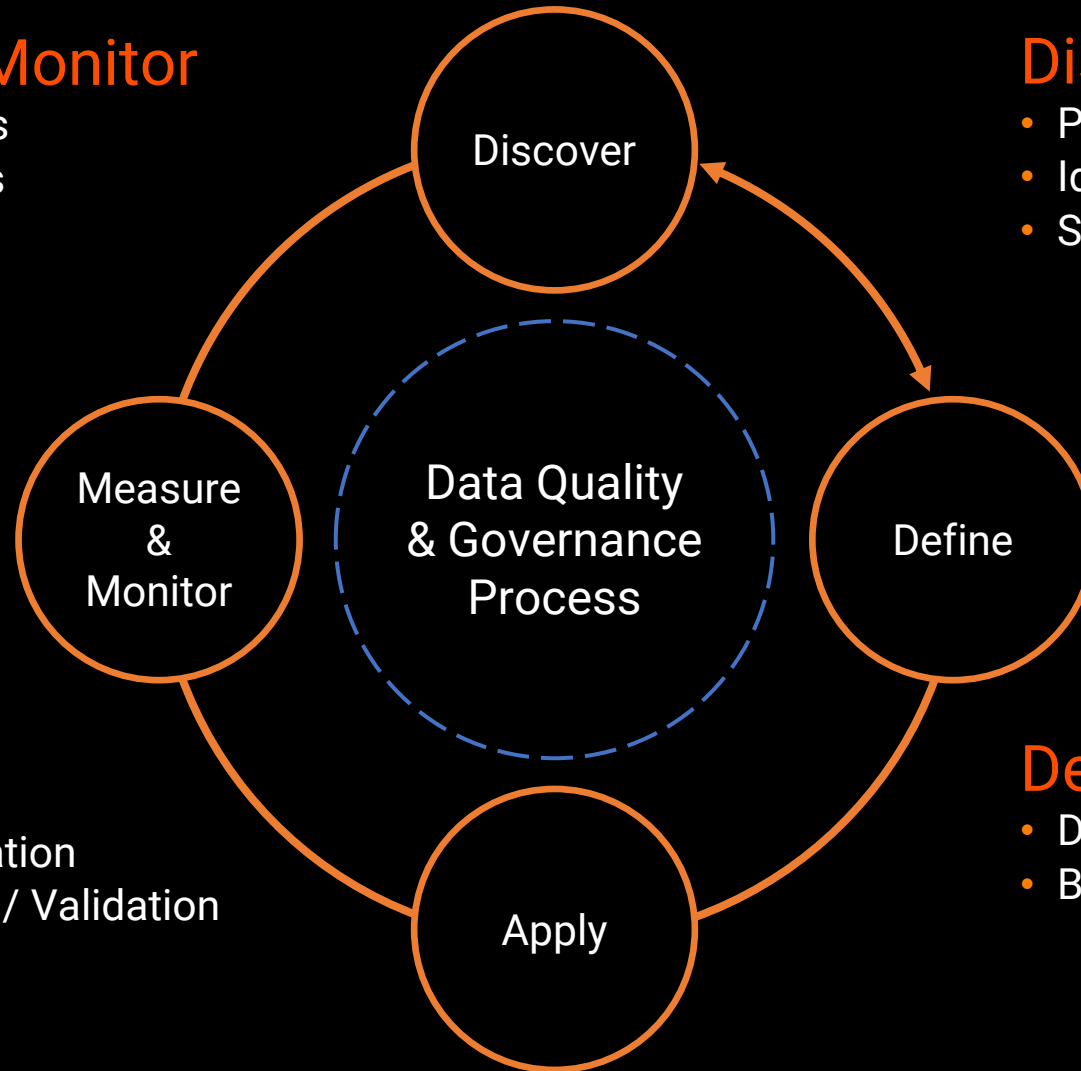
Data Quality Methodology

Measure & Monitor

- Review Progress
- Threshold Alerts
- Scorecards

Discover

- Profiling
- Identify Data Issues
- Set Data Quality Goals



Apply

- Mapping Generation
- Standardization / Validation

Define

- Dictionaries
- Build Cleanse, DeDupe... Rules

Where data & AI come to

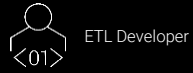




Cloud Data Governance and Catalog

Where data & AI come to **LIFE**

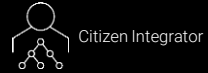
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AI Powered Data Governance: The Value Proposition

Where data & AI come to **LIFE**



Internal Challenges Create **Lack of Trust** in AI



Ethical Concerns

Biased decision-making, leading to unfair treatment or discrimination



Privacy Issues

Massive datasets of sensitive data pose risks if not handled appropriately



Explainability

"Black box" algorithms where decision-making is not well understood



Transparency

Data transformation that loses trust from source to delivery when used for AI



"I don't know"

Fear of unknowns creates hesitancy when adopting AI applications

First AI Regulations Have Been Enacted

EU AI Act



First comprehensive artificial intelligence regulation (effective now with obligations in stages through August 2027)

Risk-based: Defines unacceptable risk, high risk, limited risk, or minimal risk.

- AI systems with listed high-risk use cases are subject to strict obligations,
- AI systems with limited risk require transparency.

Colorado AI Act



First comprehensive AI law in the USA (effective February 2026)

Also risk-based: Detailed obligations for high-risk AI systems = systems that make consequential decisions on the provision or denial of listed services

- Focus on risk of algorithmic discrimination

US Executive Order 14110



Safe, Secure and Trustworthy

Development and Use of AI (issued October 2023)

- Requires US government agencies to assess and consider the implications of AI

Other AI Legislation



Substantial AI legislation is in development

worldwide -

- Australia
- Canada
- Japan
- India
- UK

Data Foundations :

Unlocking AI's Potential Starts with Strong Data Foundations

AI



Data
Governance



While the captain is steering the ship,
the crew is working on...

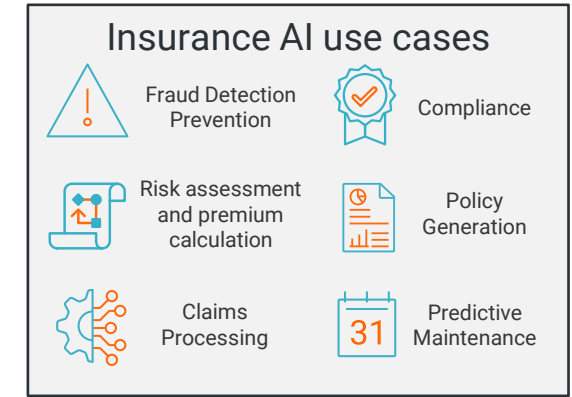
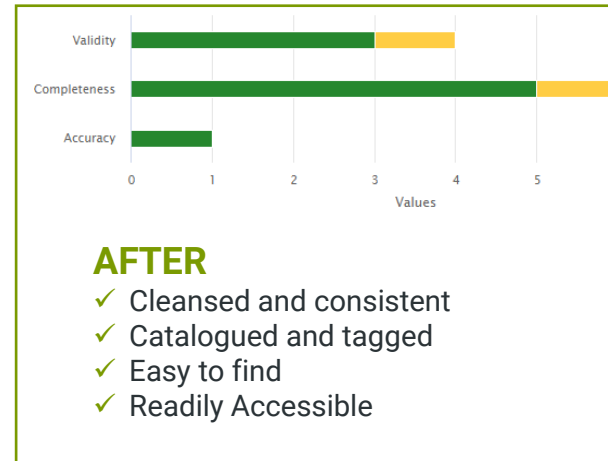
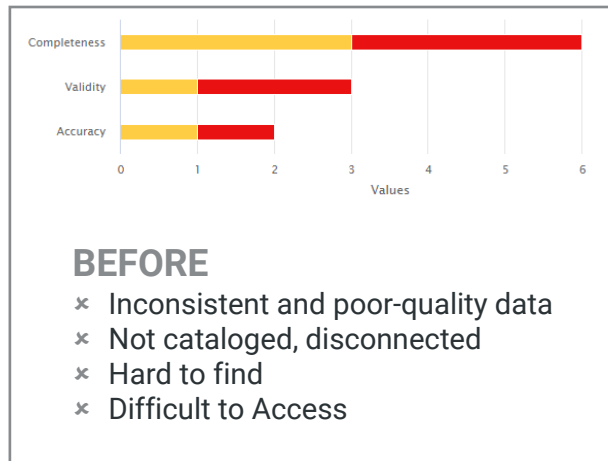
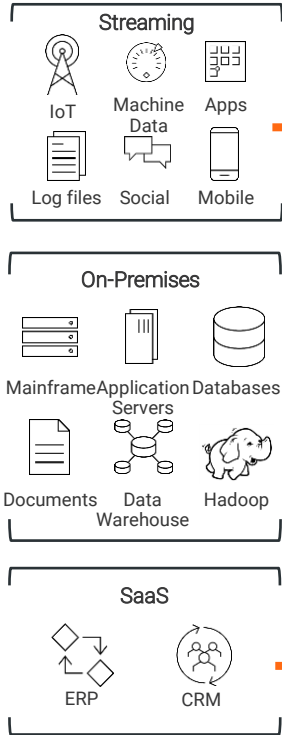
- Data Quality
- Data Integration & Governance
- Data Management Automation
- Data Availability



This is how we ensure that we safely
reach our destination.



In data we trust...

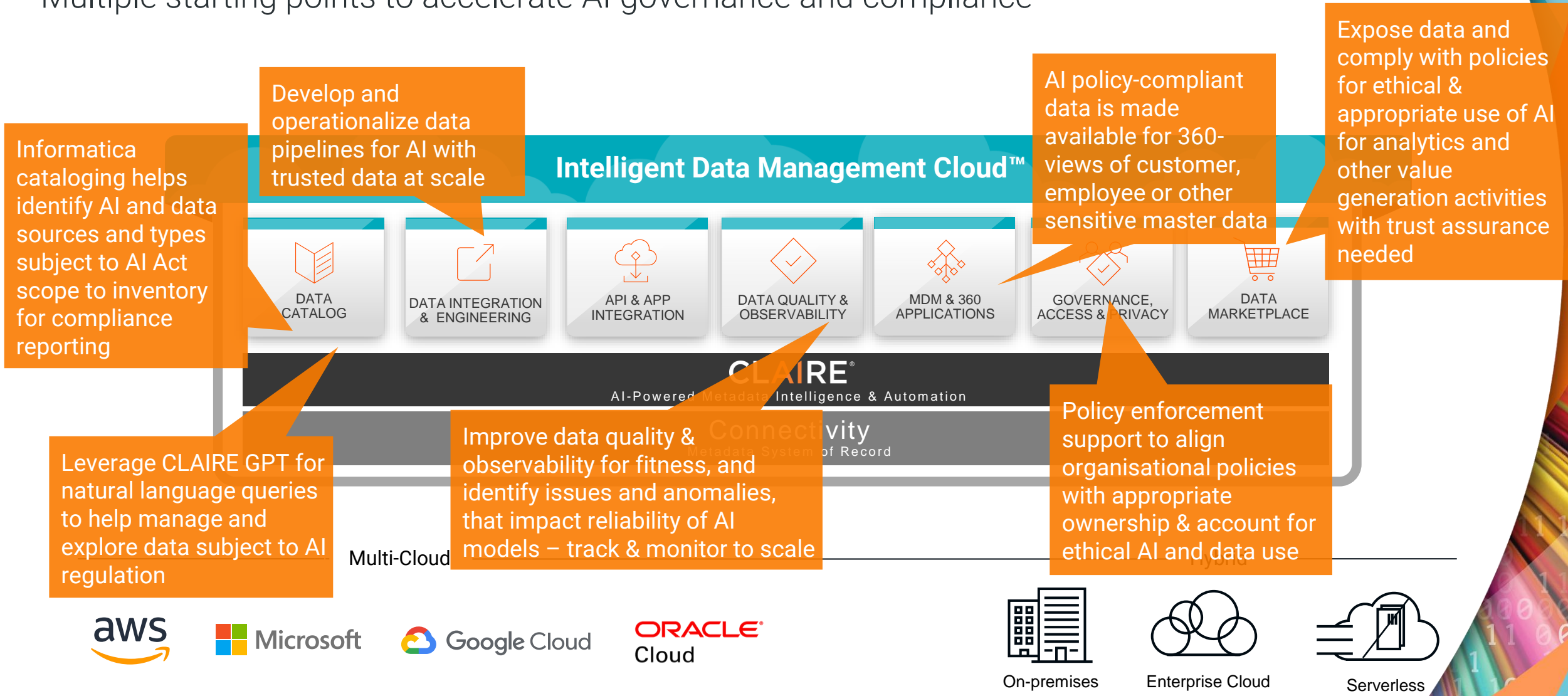


Your AI for Insurance use cases

But it's not only Data Quality required.....

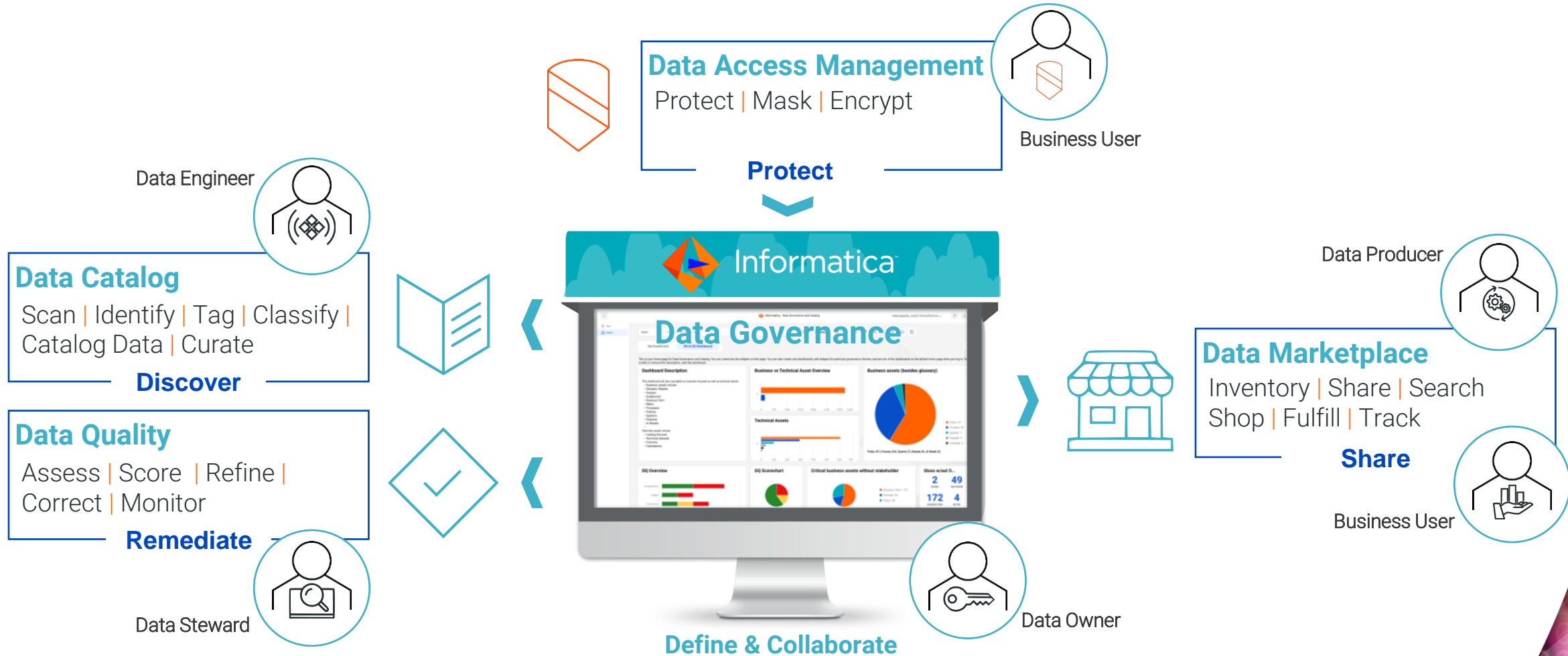
IDMC supports Responsible AI

Multiple starting points to accelerate AI governance and compliance



Informatica Data Governance

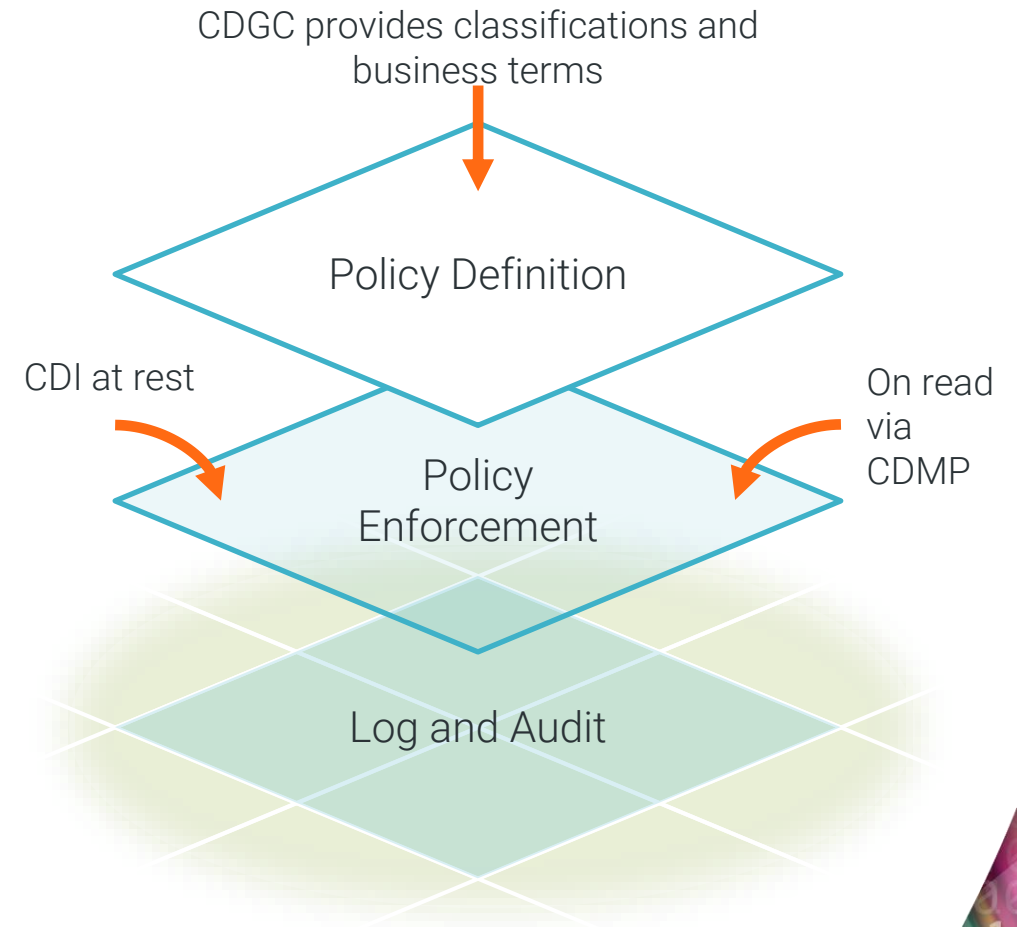
Built-In **Integrated** Data Governance **Services** Across the Enterprise



Informatica's Cloud Data Access Management

Ensure the right people have access to the right data at the right time

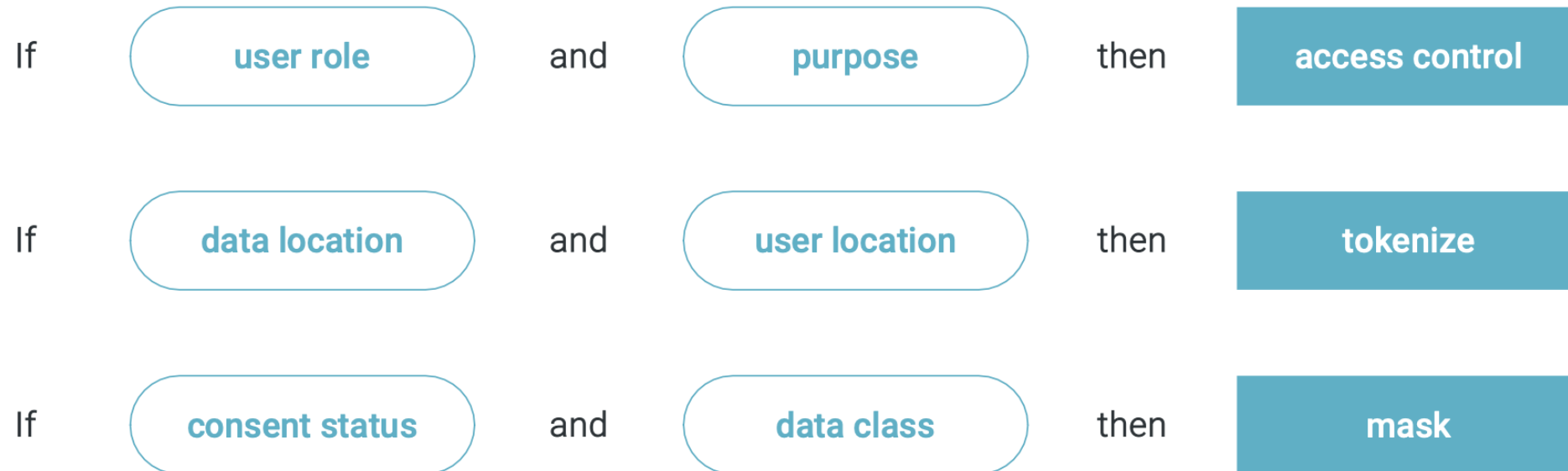
- Defined in one place, enforced everywhere
- Logical, scalable, metadata-driven policies
- Leverage discovery and classification from CDGC
- Broad range of policy enforcement points, including within CDI workloads
- Streamline access requests in CDMP
- Hybrid- and multi-cloud enforcement
- Observe, monitor, and audit data access



Fine-grained controls target row, column or cell level

name	unique id	country	location	dob	value
Uskfcj	BV489327	USA	02114	1990s	7.3
Baker	CB005238	UK	FY1 4BJ	04/02/1981	8.7
Alfbzue	KP529402	USA	75202	1980s	18.2
Pstylvm	PF523991	Canada	M5N ***	1980s	5.8
Nhsqoem	GS398219	USA	14925	1970s	17.6
Davis	DD006381	UK	SE1 0SU	06/24/1996	9.2
Hapemty	RA938473	USA	96162	1990s	7.8

No-code, scalable policies align with business use



Physical data + metadata + policies = protected data

Data sources

ID	START_D	SALARY\$	LOCATION
004095	01/01/2018	125,000	US
004427	05/01/2018	125,000	UK
004603	04/01/2019	140,000	US
006141	09/01/2021	75,000	UK
006382	06/01/2022	100,000	US

CDGC

COLUMN	DATA CLASS	TYPE
ID	Employee Number	STRING
START_D	Start Date	DATE
SALARY\$	Annual Salary	INTEGER
LOCATION	Office Location	STRING

CDAM Policies

If USER = HR and USER LOCATION = US then deny access to any record where "Office Location" is not US

If USER = FINANCE then Tokenize "Employee Number" and Generalize "Start Date"

HR Analyst in the US

ID	START_D	SALARY\$	LOCATION
004095	01/01/2018	125,000	US
004603	04/01/2019	140,000	US
006382	06/01/2022	100,000	US

Finance Analyst in the UK

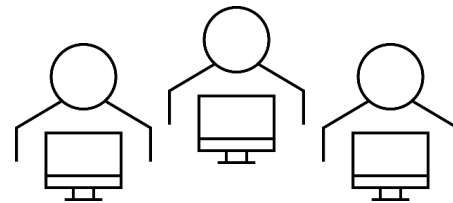
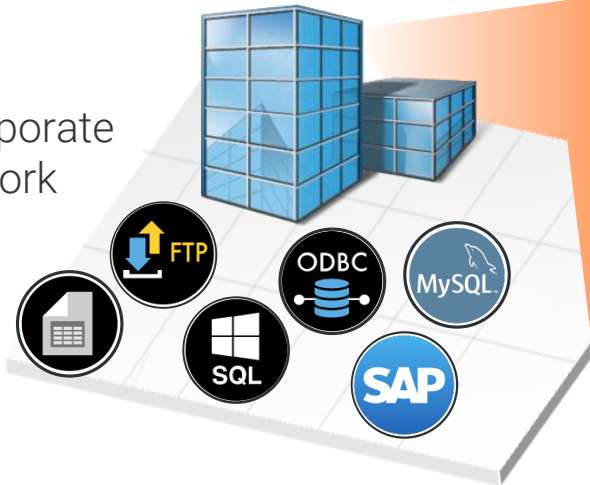
ID	START_D	SALARY\$	LOCATION
529402	2018	125,000	US
493832	2018	125,000	UK
398219	2019	140,000	US
590232	2021	75,000	UK
489327	2022	100,000	US

Data Consumers Need a “1 Stop Shop”

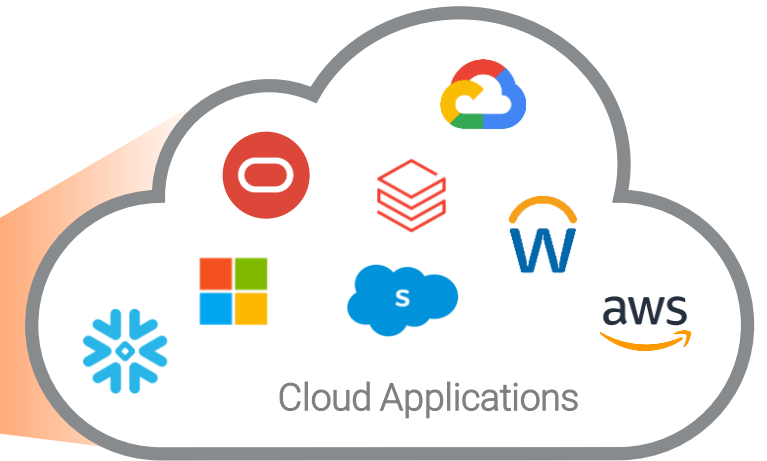
A centralised place for all their data and data access needs

- Numerous network folders
- Innumerable files
- Incalculable eMails
- Duplicate databases
- Various legacy reports

Your Corporate Network



Data Consumers

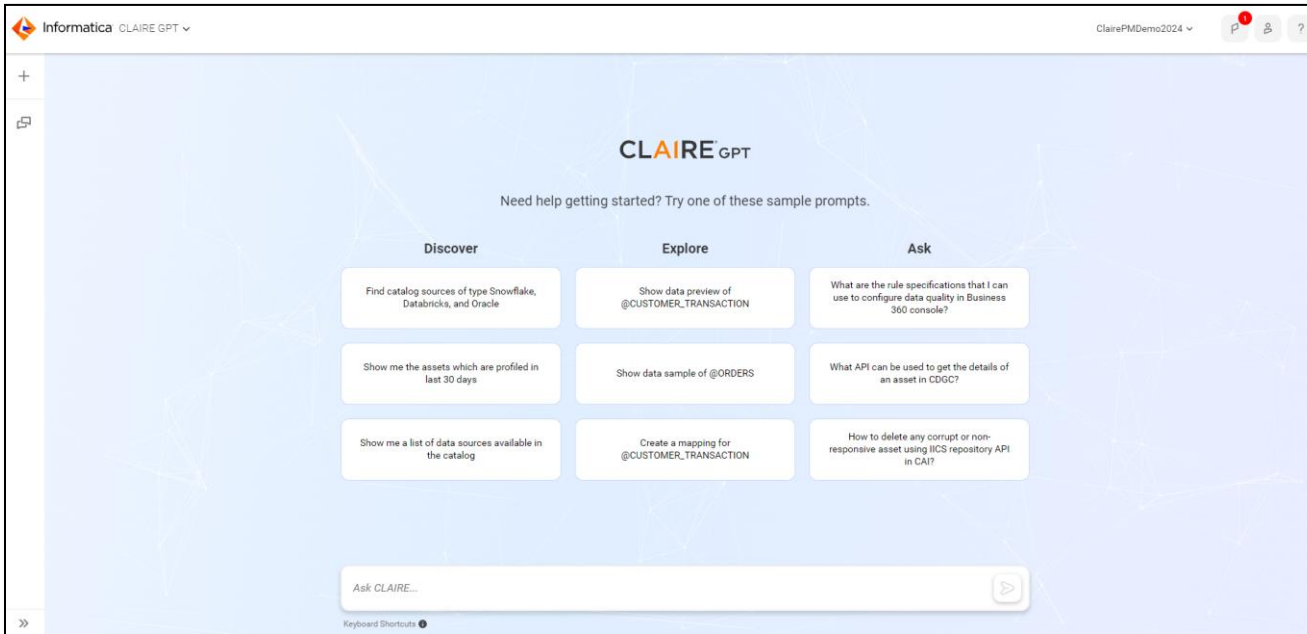


Cloud Applications

- Thousands of reports
- Hundreds of data warehouses
- Countless files
- Too many services
- Various skillsets required

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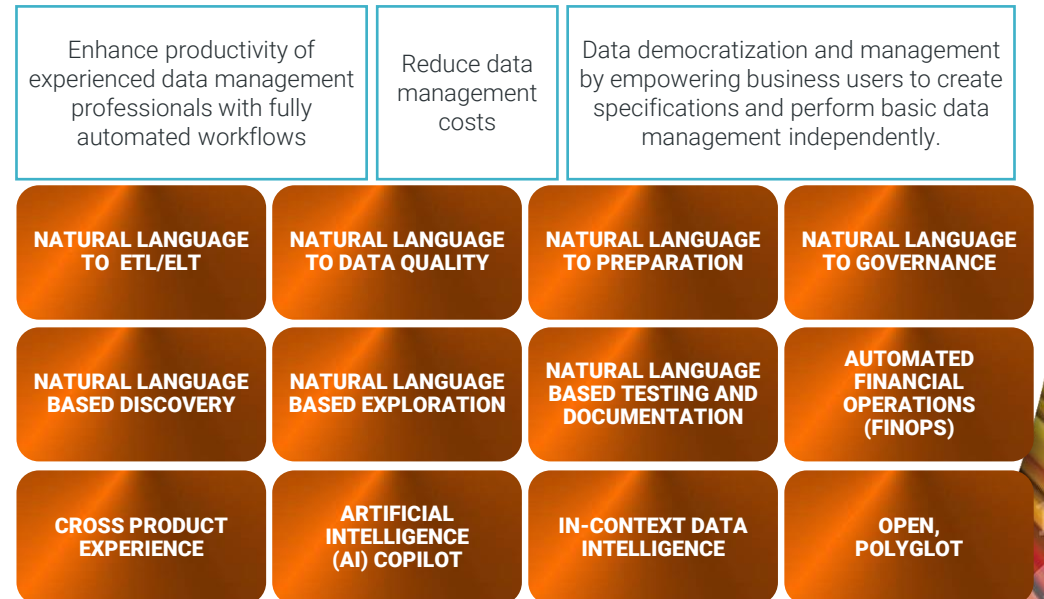
Generative AI-Powered Data Management to Simplify Data Insights for All



CLAIRE[®] GPT

NATURAL LANGUAGE INTERFACE TO DATA

Generative AI-powered Data Management



Where data & AI come to

