

Analytics and Business Intelligence

Transform raw data into actionable insights with AI-powered data management

Simplify Processes, Reduce Costs and Complexity and Streamline Data Delivery

Today's enterprises are inundated with vast volumes of data from diverse and siloed sources. Without a streamlined approach for **integrating data** to reduce data silos, improve data quality and optimize governed data workflows, organizations struggle to manage the data they need to support analytics and business intelligence (BI).

An AI-powered approach to **data management** helps maximize the value of data, creating a reliable and scalable foundation for analytics and BI. By automating data integration, cleansing and **governance**, modern data management simplifies complex processes, enhances **data quality** and ensures timely access to insights — empowering teams to make data-driven decisions with ease and efficiency.

Data Challenges and Business Impacts

Key data challenges can impede your ability to gain valuable insights using analytics and BI.

Top Data Challenges	Business Impact
Difficulty managing vast data volumes and diverse data sources, formats and latencies	Reduced ability to maximize the value of data used by analytics and BI systems
Incomplete or erroneous data with poor accuracy, completeness and consistency	Lower trust in the accuracy of insights derived from the data
Siloed data that can't be discovered or accessed by relevant systems and applications	Missed opportunities to gain a complete view of the data or derive data-driven insights
Time-consuming manual data management tasks that make it challenging to optimize and govern data or control costs	Inability to make data-driven decisions quickly and easily at a lower cost
Limited data accessibility and complex privacy processes	Restricted availability of trusted data assets by users, compromising informed decision-making
Inability to effectively enforce compliance mandates for safeguarding data used for insight generation	Increased exposure to privacy and security risks, potentially leading to monetary fines and legal penalties

Key Benefits

- Better understand data for improved insights
- Improve reliable decision-making
- Seamlessly integrate data from diverse sources
- Automatically discover, classify and enrich data
- Enhance data quality and accuracy of analytics models
- Enable a single, trusted source of truth
- Improve data accessibility for analytics while reducing risks

Gain Deeper, More Reliable Insights Efficiently with AI-Powered Data Management

To solve these data challenges and maximize the value of your analytics and BI initiatives, you need to ensure your data is fit for business use. Modern, AI-powered data management solutions help make your data trusted, complete, accurate and timely — enabling you to transform raw data into actionable insights that empower decision-making.

Choose a modern data management solution that helps you:

- **Better understand data for improved insights** with AI-enabled **data cataloging** and governance capabilities such as data discovery and classification, **data lineage**, data curation and relation mapping
- **Improve reliable decision-making** using data ingestion, data integration and data quality capabilities that efficiently ingest accurate data and replicate it so you can enable data-driven decisions at scale
- **Seamlessly integrate data from diverse sources** with comprehensive data integration features and built-in connectivity to thousands of sources
- **Automatically discover and classify data** using centralized intelligent data cataloging that enhances data discoverability and availability for insight generation
- **Improve data quality** with features that help you cleanse, standardize and validate data for increased accuracy and readiness for analytics
- **Enable a single, trusted source of truth** with AI-powered multidomain master data management tools that unify, cleanse and enrich data across different systems
- **Enhance data accessibility for analytics while reducing risks** with a governed and secure data marketplace, allowing data users to access relevant data products for their analytics models readily

90%

of IT leaders believe that unifying the data lifecycle on a single platform is critical for analytics and AI¹

45%

of BI professionals believe AI and machine learning are key to the future of BI as they improve accuracy and efficiency in generating insights²

40%

of business leaders anticipate creating data, analytics and AI-powered enterprises within the next five years, marking it as the top category for new-business initiatives³

¹ <https://www.cloudera.com/about/news-and-blogs/press-releases/2024-03-28-global-survey-reveals-90-of-it-leaders-believe-that-unifying-the-data-lifecycle-on-a-single-platform-is-critical-for-analytics-and-ai.html>

² <https://portal.dresneradvisory.com/publication/market-reports/2024/ai-data-science-and-machine-learning-market-study-2024/>

³ <https://www.mckinsey.com/featured-insights/sustainable-inclusive-growth/charts/building-a-business-out-of-data>

Paycor Uses Informatica to Deliver AI-Powered Workforce Insights

Making smart decisions requires analytics and BI informed by high-quality data and supported by the power of a comprehensive data platform. To cope with an uncertain business landscape during the pandemic, HR software leader **Paycor** needed to speed up its reporting cycles and satisfy a growing number of unique data requests.

Using the AI-powered Informatica Intelligent Data Management Cloud™ (IDMC) with Snowflake, Paycor created a robust data foundation that generates reliable data-driven insights across the company. “The pandemic forced us to quickly change from monthly to daily reporting for a variety of business needs,” says Christopher Eldredge, Former Vice President of Paycor’s Data Office.

**“Thanks to our single source of truth and cloud connectors,
we met and exceeded these requests.”**

Chris Eldredge, Former Vice President of Data Office, **Paycor**

With IDMC, Paycor established ready access to trusted, reliable data that accelerates time to value and builds confidence in the possibilities of AI-powered growth. “The flexibility of the **Intelligent Data Management Cloud** helps us quickly get data into Snowflake, and we don’t need a bunch of unique skill sets or a wide variety of people,” says Eldredge.

Paycor reduced data wrangling times by as much as 90% in some areas. The company retired multiple existing data vendors and homegrown systems, saving nearly \$400,000 in direct annual support costs. It also saved an estimated 36,500 hours of analyst work hours. These benefits equated to a 512% return on investment in the cloud data warehouse in less than 2.5 months.

Maximize the Power of Analytics and Business Intelligence with IDMC

Many organizations are unable to effectively address today's data management challenges using legacy tools and processes. Without a modern, AI-powered data management infrastructure that accommodates increasing data volumes, ensures data accuracy, completeness and trustworthiness and simplifies data handling, it can be nearly impossible to gain maximum value from your analytics and BI applications. That's where IDMC can help.

Informatica® Intelligent Data Management Cloud™ (IDMC) is an end-to-end, cloud-native data management platform powered by the **CLAIRE® AI** engine (see Figure 1). The platform connects, manages and unifies data across virtually any multi-cloud or hybrid system, democratizing trusted data and helping you advance your business strategies. It uses artificial intelligence and machine learning to automate and scale data management tasks across the enterprise and deliver a range of cloud data management services.

IDMC offers an intuitive, efficient and cost-effective data management solution for analytics and BI. The solution includes:

- Cloud-native design that facilitates high flexibility and performance
- Comprehensive features that support a wide range of data patterns with low latency and high scale
- Simple wizard-based, low-code/no-code self-service data management tools that enable data democratization, helping users gain valuable insights quickly and easily
- Natural language processing (NLP) and built-in GenAI capabilities that accelerate data pipeline development, improve data quality and enhance decision-making
- Code support for both technical users, such as data engineers and developers, and non-technical users, such as data analysts and line-of-business users
- Built-in, AI-powered capabilities with rich **metadata** intelligence to automate repetitive manual data-engineering tasks
- Robust data curation capabilities — such as data mastering, quality management and privacy enforcement — to ensure trusted, secure data for analytics

In addition, flexible pricing options help you better plan and predict usage, budgets and optimal costs while automatically scaling compute power based on data management workloads.

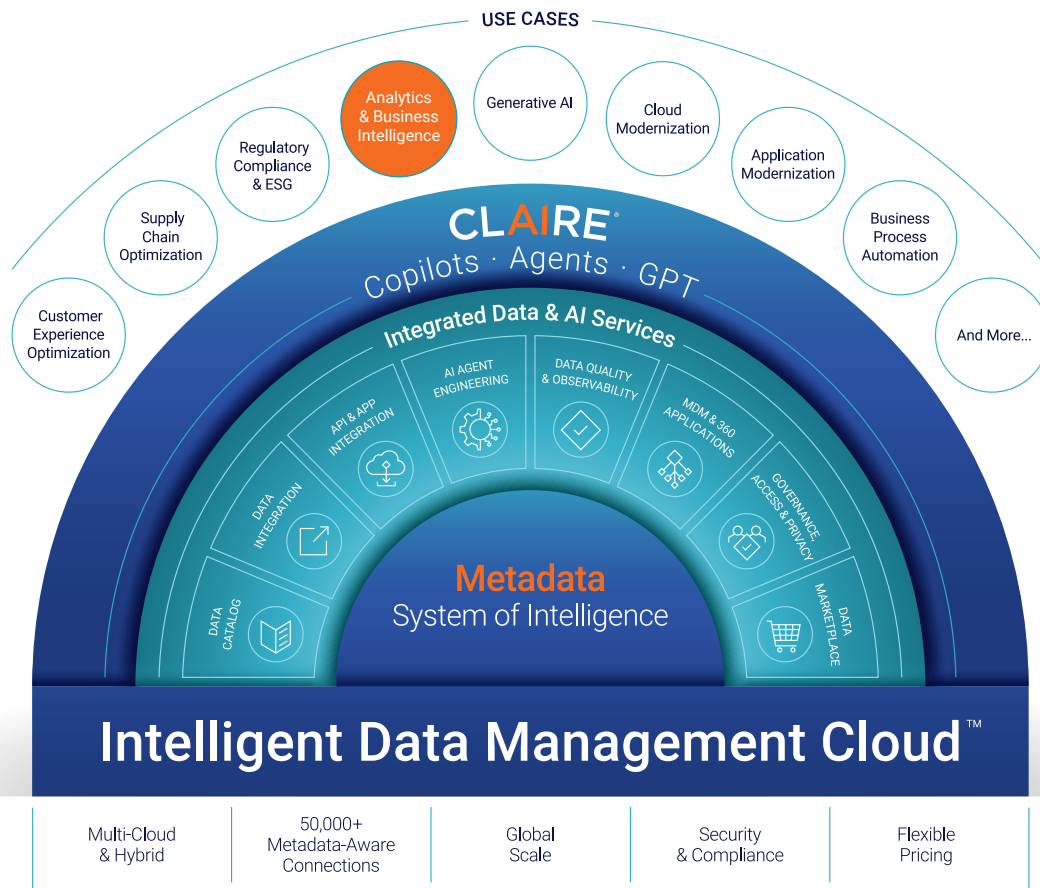


Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

“Paycor continues to have aggressive growth and profitability goals. Our partnerships with Informatica and Snowflake are both growing as Paycor grows, and it’s great to know that they’ll be able to scale and support our needs today and in the future.”

Chris Eldredge, Former Vice President of Data Office, **Paycor**

Beyond Analytics and Business Intelligence: Exploring More Opportunities

As you tackle your analytics and business intelligence challenges and begin to see value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as meeting regulatory requirements, optimizing customer experiences, driving new AI initiatives and more. The Informatica Intelligent Data Management Cloud is your key to a unified approach to sharing critical data assets across your organization.

Where data & AI come to



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Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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