

Generative AI

Enable GenAI applications through AI-powered data management

Transform Your Business and Achieve Reliable Performance Outcomes with AI-ready Data

Generative AI (GenAI) enhances technological capabilities and drives innovation, catalyzing new business models and revenue streams. For these reasons, executives are directing data leaders to launch new GenAI initiatives that can boost productivity, improve customer engagement and support strategic decision-making. Yet without the right data, delivering relevant, responsible and robust AI is nearly impossible.

Data leaders need an AI-powered data management approach that scales and allows enterprises to launch GenAI initiatives, using AI-ready data to reduce risk and enable more predictable outcomes. They can use GenAI to simplify data management using natural language capabilities, helping employees interact with data using business language. Using AI-powered data management, organizations can boost automation, personalization and efficiency to position themselves for growth in a competitive market.

Data Challenges and Business Impacts

Key data challenges can compromise the business value of GenAI.

Top Data Challenges	Business Impact
Limited scalability of AI-ready data across the enterprise	Decreased ability to manage massive volumes of structured and unstructured data across various sources
Incomplete or erroneous data, compromising data quality , context and consistency	Reduced trust in data quality with the potential for biased or inaccurate AI outputs
Complexity of ensuring AI-ready data remains compliant	Difficulty balancing data accessibility for AI model training with evolving privacy regulations, data security requirements and ethical considerations
Huge volume of AI-ready data to be democratized	Inability to organize vast amounts of data for easy, well-governed access and sharing
Resource-intensive efforts required to integrate AI-ready data with existing workflows and systems	Complex, resource-intensive data integration and management processes that prevent organizations from harnessing the full potential of GenAI

Key Benefits

- Improve accuracy, effectiveness and usefulness of GenAI outputs
- Make better decisions and reduce data risk exposure
- Create a more resilient data foundation for scalable GenAI solutions
- Enable relevant, accurate, transparent and contextual data
- Responsibly deliver data for GenAI
- Use the power of GenAI to manage data effectively
- Accelerate AI-ready data with unified data management

Use GenAI to Deliver a Competitive Edge with AI-Powered Data Management

To solve these data challenges and gain maximum value from their GenAI initiatives, organizations need data that is fit for business use. Modern, AI-powered data management solutions help ensure your data is complete, compliant and AI-ready — enabling you to transform your business with GenAI and achieve reliable performance outcomes.

Choose a modern data management solution that helps you:

- **Improve the precision, effectiveness and usefulness of GenAI outputs** with accurate, transparent and contextual data that delivers GenAI responses tailored to your business
- **Make better decisions and mitigate potential data risk exposure** using governed, democratized and secure data to deliver compliant, accessible and unbiased AI data assets
- **Create a resilient foundation for scalable GenAI solutions** based on complete, consistent and enterprise-scale data across the AI ecosystem
- **Ensure data is more relevant, accurate, transparent and contextual** using a universal metadata foundation and profiling to deliver AI answers in a **data marketplace** tailored to your business
- **Deliver responsible data for GenAI** by securing **data democratization**, enforcing data quality rules and governing established data policies
- **Employ the power of GenAI to manage data** using natural language prompts to accelerate the development of AI-ready data
- **Support unified data management** with an end-to-end AI-powered platform that connects, integrates, manages and unifies your data across environments

56%

of chief data officers (CDOs) cite data reliability as a key barrier, or even the top barrier, to transitioning more GenAI pilots to production.¹

53%

of CDOs fear using the wrong or incomplete data for inputs.²

¹ Informatica CDO Insights 2025: Racing Ahead on GenAI & Data Investments While Navigating Potential Speed Bumps

² Informatica CDO Insights 2025: Racing Ahead on GenAI & Data Investments While Navigating Potential Speed Bumps

Dr. Reddy's Uses IDMC to Make Innovative Medicines More Accessible and Affordable

To keep pace with digital therapeutics and forensic regulations, pharmaceutical industry leader **Dr. Reddy's Laboratories** reimagined its cloud data strategy for the AI era. Aiming to deliver innovative, affordable therapies, the company focused on AI and GenAI to speed research and solve complex R&D problems.

The company chose the AI-powered Informatica Intelligent Data Management Cloud™ (IDMC) to serve as the backbone of its data strategy. "One of the things that we really like about Informatica is that it's a low-code, no-code platform, which means the speed of development of a new data pipeline is much quicker," says Anish Agarwal, Senior Vice President and Global Head of Data and Analytics, Dr. Reddy's Laboratories. IDMC enabled a 50% reduction in data pipeline development time and a 0% data pipeline failure rate, allowing engineers to focus more on strategic initiatives and AI-related experimentation.

An extensive library of metadata-aware cloud connectors ensures seamless integration with the company's existing systems. "With IDMC, we can integrate our data for R&D, quality assurance and manufacturing into a unified, universal system," Agarwal says.

"Data quality increases accuracy and trust within the business to use that data to make informed decisions."

Anish Agarwal, Senior Vice President and Global Head of Data and Analytics, Dr. Reddy's Laboratories

Dr. Reddy's is moving faster to support new clinical AI use cases, including drug discovery. An IDMC pipeline pulls information on more than 2 billion compounds from a data source to the company's data lake at a speed of nearly 5,000 records per second. At this speed, a process that would typically take months can now be completed in less than five minutes.

Maximize the Power and Performance of GenAI 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 GenAI solutions. That's where IDMC can help.

Informatica® Intelligent Data Management Cloud™ (IDMC) is an end-to-end, cloud-native data management platform powered by **CLAIRE® AI** (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 GenAI.

The solution includes:

- Cloud-native design that facilitates high flexibility and performance
- Comprehensive data inventory, governed data access, data quality, master data management and integration features across AI ecosystems, helping you support relevant, responsible and robust data for AI
- Prebuilt large language model (LLM) connectivity that accelerates your ability to integrate publicly available AI models
- Simplified **data management** tasks through easy-to-use natural language interfaces and GenAI insights, enabling organizations to efficiently and effectively scale the full potential of GenAI to diverse users
- Simple wizard-based, low-code/no-code self-service data management tools that enable data democratization
- Natural language processing (NLP) and built-in GenAI capabilities that accelerate data pipeline development and improve data quality
- 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

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

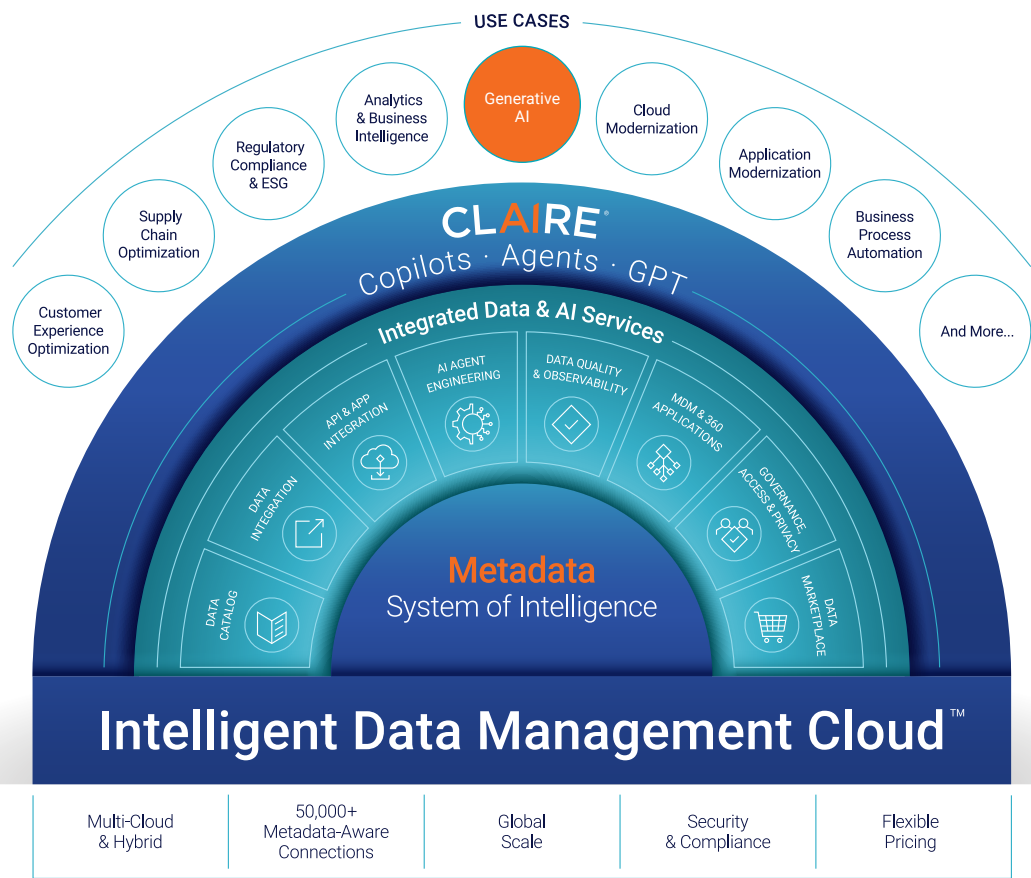


Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

“Informatica helps us prioritize AI projects, by helping us know if a business domain's data quality is above a benchmark of 95% and ready for an AI initiative.”

Anish Agarwal, Senior Vice President and Global Head of Data and Analytics, Dr. Reddy's Laboratories

Beyond GenAI Initiatives: Exploring More Opportunities

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

Want to learn more? Discover Informatica data integration and management use cases at

www.informatica.com/use-cases/generative-ai

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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