

Get Ready for AI in the Public Sector

Increase Value and Mitigate Risk by Preparing Your Data for Artificial Intelligence (AI)

“AI has already changed the way that businesses interact with their customers. Entire markets have changed around this technology to provide fast, efficient and personalized service. We should use this transformative technology to enhance and support the many ways that the government serves its people.”

- U.S. General Services Administration²

An AI tidal wave is coming, powered by growing enthusiasm for traditional analytical, predictive and automation AI and more recent innovations such as generative AI (GenAI). Your leaders, stakeholders and constituents want to know how your public sector organization can use AI to improve the digital citizen experience, reduce costs and inform decision-making while ensuring data privacy and security. But it's also your responsibility to ensure that any AI deployment mitigates the known risks of the technology, including errors, bias and hallucinations.

To address these concerns, remember this rule: **the value your organization can realize from AI depends entirely on the data you feed its models.** If you want to use AI to help you make the best policy, budgeting and resource decisions, you need to embrace modern data management and governance approaches.

Top CIO Priorities for Government Agencies¹

- Focus on digital services and modernization for an improved citizen experience, streamlined services and identity management.
- Broader adoption of business process automation using chatbots, robotic process automation and no-code/low-code solutions.
- Increased use of AI and GenAI to support legislation, frameworks, policy development, use cases, workforce impact assessments, privacy and security.
- Rising awareness of technology policy and legislation on issues such as data privacy, AI, deep fakes, social media safety and cybersecurity.
- Growing adoption of cloud and software-as-a-service (SaaS) solutions, reducing IT diversity and complexity while rationalizing the technology environment.

¹ National Association of State CIOs (NASCIO), “State CIO Top Ten Policy and Technology Priorities for 2024,” December 13, 2023

² U.S. General Services Administration, IT Modernization Centers for Excellence, “AI Guide for Government,” 2024

Critical Data Management Challenges

AI offers nearly unlimited potential to help you meet your mission. By streamlining processes, quickly analyzing huge volumes of data and generating content, AI can help you increase the efficiency of business operations, improve employee productivity, enhance citizen and employee experiences, boost compliance with federal mandates, and support public health, transportation, safety, and cyber or data protection goals.

Yet your AI outcomes will only be as good as your data. Because AI relies on vast amounts of data to produce useful and accurate outcomes, your organization must prioritize data quality — ensuring data is trusted, complete, accurate and timely. Poor data quality elevates the risk of creating biased, incorrect or even imaginary AI outcomes. To train the large language models (LLMs) used for GenAI, you also need to ensure data is accessible, valid and authoritative, transparent, well-governed and protected.

Ensuring data is fit for use is a challenge for many agencies. In a recent survey, 58% of organizations said they expect to need five or more data management tools to support their GenAI challenges.³ There is a better way.

Top GenAI Challenges³

- 42%** Quality of data
- 40%** Data privacy and protection
- 38%** AI ethics
- 38%** Quantity of domain-specific data for training and fine-tuning LLMs
- 38%** AI governance

The Benefits of Effective Data Management

Instead of investing in a collection of point tools, you need a robust data management platform that can help you mitigate the inherent risks of AI and maximize the value of your AI initiatives.

The right data management solution drives AI success by helping you:

- Gain a deep understanding of the data architecture.
- Ensure a high quality of data across the data lifecycle.
- Automate data management tasks for enhanced efficiency.
- Protect and manage access to your sensitive data.
- Establish data governance across the enterprise and track the data.

³ Informatica, "CDO Insights 2024: Charting a Course to AI Readiness," 2024

Maximize the Value of AI With Informatica Intelligent Data Management Cloud™ (IDMC)

IDMC offers multi-cloud, hybrid and on-premises capabilities that help you use AI to make policy decisions, allocate resources, develop budgets and enhance trust in your public sector organization. This AI-powered, cloud-native data management platform helps you create a trusted data foundation that drives responsible outcomes from GenAI applications. The platform uses AI and machine learning to automate and scale thousands of data management tasks across the organization.

IDMC supports the availability and accessibility of high-quality, safe and protected data, ensuring trusted AI outcomes while mitigating privacy, security and compliance risks introduced through AI. It provides hundreds of data management services to operationalize responsible AI initiatives with trusted data. Capabilities, including data cataloging, data integration, data quality, master data management, data governance, data sharing, access management and data privacy, help ensure that data in AI models is used responsibly and in alignment with your organizational values.

Within a single platform, IDMC helps you:

- Trust your data and automate processes, enabling AI and analytics.
- Streamline business processes, analytics and AI across multiple applications.
- Connect data silos to create a single view of utilities, businesses, places and other critical data.
- Leverage a single investment in one use case for multiple use cases.
- Make data securely available to virtually all users without compromising data privacy or protection.
- Ensure valid, authoritative sources of data so that only the right, high-quality data is fed into and processed by your AI layer.

In addition, IDMC offers the Informatica CLAIRE® copilot, which helps improve performance by simplifying and automating data management processes, increasing efficiency, delivering trusted data faster and allowing teams to use AI responsibly. Our GenAI-powered data management assistant, CLAIRE GPT, includes a natural language-based chat interface that helps democratize business data access. It can also automate complex data management workflows to improve data literacy and drive greater productivity for data teams.

Unparalleled Experience With Data Management and AI

For more than 30 years, Informatica has helped public sector organizations leverage data as a strategic business asset. We have extensive experience enabling agencies to use trusted, governed, relevant and accessible data to supercharge their AI initiatives. Our experts can guide you in using our leading data management technology with proven processes and methodologies — helping you prepare for AI, reduce risk and run your AI projects with confidence.

About Informatica

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform.

For More Information

To learn more about modern data management tools that can help you achieve responsible AI outcomes, visit our website at www.informatica.com.

Where data & AI come to



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