Informatica | BODINE & CO.

From Data Silos to AI-Enabled Customer Engagement

What 300+ business and IT leaders reveal about managing data for AI & CX

Where data & AI come to LIFE

Contents

Introduction: Data to Differentiation

Customer data is the raw material behind every personalized interaction, predictive insight and meaningful AI-powered experience. It holds the potential to transform every customer touchpoint into something more relevant, more human and more impactful.

But do enterprise organizations understand the critical role customer data plays in fueling differentiated customer experiences? And more importantly, how ready are they to input this data into AI applications that promise to deepen engagement, build loyalty and drive growth?

To answer these questions, Informatica partnered with Bodine & Co. to survey over 300 IT and customer-focused business professionals — including those in customer experience, marketing, customer support, customer success, sales ops and enablement. These individuals, working at companies with revenues starting at $250 million, shared how they view, manage and invest in customer data and AI today.

What we found was both promising and cautionary.

Most organizations recognize the strategic value of customer data and many are actively investing in the infrastructure to support it. But that recognition is often hampered by siloed operations, misaligned priorities, uneven collaboration and a fundamental lack of readiness — particularly when it comes to applying AI in ways that elevate the customer experience.

The big takeaway? Even as AI enthusiasm grows, many organizations are still underprepared to unlock its full potential.

This white paper synthesizes the key insights from our research and offers a practical lens into what it takes to move from AI ambition to AI impact. It's a guide for turning your customer data into a true competitive advantage — one that's accessible, trustworthy and ready to fuel intelligent, customer-centric experiences.

Everyone's Talking About AI. But Is Everyone In?

AI dominates headlines, strategy decks and executive conversations. It's positioned as a game-changer for everything from customer support to predictive insights. But inside many organizations, that narrative isn't resonating with everyone — especially the people responsible for delivering day-to-day customer experiences.

Many business respondents feel underprepared, unconvinced or simply unclear on how AI applies to the work they do every day. (See Figure 1.) In fact, IT professionals reported greater visibility into their organizations' AI initiatives than business users did — even when it came to customer-facing applications and AI-generated insights designed to support business outcomes like satisfaction or loyalty. This disconnect suggests that AI may be happening to business teams, rather than *with* them.

Just 33% of business professionals in our study see that AI is a critical part of their customer experience or engagement strategy. That number reflects a gap — not in potential, but in perception.

Much of the uncertainty likely stems from a lack of strategic messaging and practical use cases shared across the organization. Even at the executive level, AI is often framed in operational terms. In our research, executives were twice as likely to cite cost savings — rather than personalization, competitive advantage or brand differentiation — as the most exciting benefit of AI.

But that doesn't mean enthusiasm is lacking at the top. Executives are bullish on AI's potential for customer experience and engagement. Compared with senior managers and individual contributors, they were more than twice as likely to say that AI is *already* a critical component of their customer experience (CX) strategy.

AI is important to CX strategy because of:	AI is *not* important to CX strategy because of:
Efficiency: AI streamlines operations, reduces costs and frees up teams to focus on higher-value work.	**Early Stage**: AI hasn't been implemented yet or is only used in limited ways.
Personalization: AI helps deliver tailored experiences by analyzing customer data and predicting needs.	**Human Touch**: AI is inferior for building trust and delivering meaningful customer experiences.
Self-Service: AI powers around-the-clock support tools that deliver faster and more convenient service.	**Lack of Fit**: AI feels unnecessary for organizations with in-person service or low automation needs.
Strategy: AI is seen as essential for staying competitive and meeting evolving customer expectations.	**Risk Tolerance**: AI feels too risky, immature or misaligned with company values or regulations.
Analytics: AI excels at processing complex data to improve monitoring and decision-making.	**Low Awareness**: Respondents lack understanding of AI or don't see it as relevant to their role.

Figure 1: Business Professionals' Top Perceptions of AI

Source: Informatica and Bodine & Co.
Base: 124 business professionals surveyed in Q1 2025

AI? Maybe. Customer Data? Absolutely.

Business professionals may not yet view AI as critical to their customer experience strategy. But they're clear on one thing: **Customer data is essential.**

When we asked how customer data shapes their daily efforts to serve and support customers, the response was nearly unanimous. Across functions, business teams rely heavily on data for reactive CX management tasks — like resolving customer issues and identifying journey pain points — to more strategic efforts such as predicting preferences, delivering consistent experiences across channels and deepening customer relationships.

This central role of customer data in modern CX work is perhaps the most promising on-ramp to broader AI adoption. As business users begin to see how AI can enhance, rather than replace, the work they already do with customer data, their perceptions may start to shift.

But relying on data isn't the same as trusting it. We found that for many business teams, the quality, accessibility and completeness of that data may be falling short.

What Type of Data Fuels AI?

When it comes to powering AI, **first-party data leads the way**. Across six different internal and customer-facing applications, organizations rely most heavily on the data they collect directly from their customers — ranging from behavioral signals to transactional records. In fact, depending on the use case, first-party data accounts for 67% to 73% of total AI inputs. (See Figure 2.) This data fuels everything from customer support tools and marketing programs to predictive insights that guide decision-making.

Second-party data, shared by trusted partners, plays a smaller but still meaningful role.

Third-party data, typically purchased from external providers, is used the least. This reflects growing concerns about privacy, trust and traceability of data sources.

The trend is clear: Organizations are doubling down on data they control — and trust — to power their most critical AI initiatives.

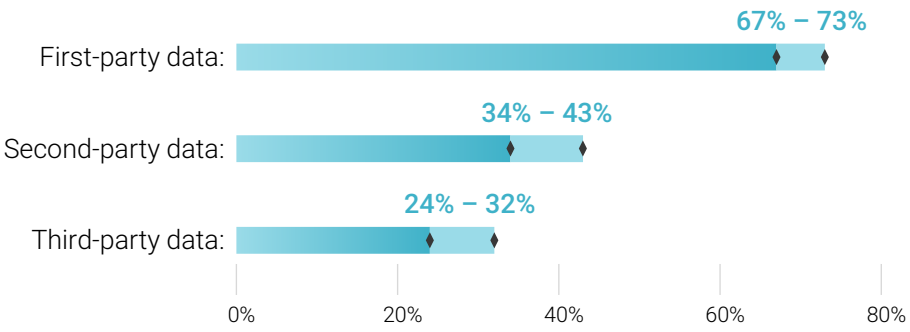


Figure 2: Data Inputs for Six Types of AI Applications

Source: Informatica and Bodine & Co.
Base: 124 business professionals surveyed in Q1 2025

Case Study

Rodobens Drives Cultural Transformation Through AI

Rodobens

At Rodobens, a leading diversified Brazilian financial services company, AI adoption is part of a broader cultural shift — not just a technology deployment. With IT and business collaboration, the company launched an initiative to integrate AI into daily work, starting with employee training, department-specific use cases and clear expectations for business impact.

Rodobens anchored its adoption to clear, measurable outcomes. Every department received access in the first year — and continued use now hinges on delivering tangible business results. Teams must define KPIs, track progress and demonstrate impact to retain IT support.

This shift has helped employees move from skepticism to engagement. It has also sparked deeper conversations about data quality, cross-functional collaboration and customer-centric operations — reinforcing the idea that AI is not just a tool, but a driver of transformation across the organization.

The State of Customer Data: A Tale of Two Silos

It was the best of data, it was the worst of data. With apologies to Dickens, that's the reality many organizations face today.

IT teams are generally optimistic about their customer data — 69% rate its quality as excellent or very good. But that confidence doesn't extend to the business side, where just 51% of respondents say the same.

The story doesn't end there.

Most IT professionals believe their organizations have achieved a shared, trusted 360-degree view of the customer across business lines, functions and geographies. Business users, however, report far less visibility — suggesting that what's been built isn't yet felt in the business. (See Figure 3.)

IT respondents are also more likely to describe their organizations as data-driven, reflecting a stronger sense of progress on the infrastructure side.

For AI to deliver real business impact, customer data needs to meet a higher standard — one that goes beyond infrastructure and into usability, trust and strategic alignment.

All of this points to a deeper challenge: just having data isn't enough. For AI to deliver real business impact, customer data needs to meet a higher standard — one that goes beyond infrastructure and into usability, trust and strategic alignment.

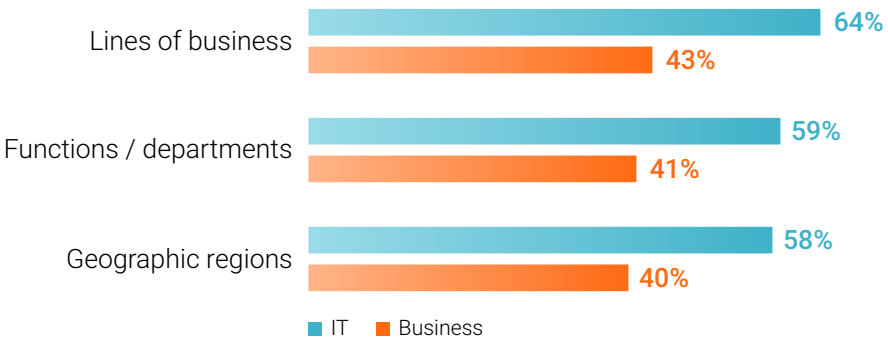


Figure 3: Participants Sharing a Trusted 360-Degree View Across All Three Areas.

Percentage of respondents who rated their agreement 6 or 7 out of 7.
Source: Informatica and Bodine & Co.
Base: 160 IT professionals and 172 business professionals surveyed in Q1 2025

Data Excellence Isn't Today's Norm

Sixty-one percent of respondents rated their organization's customer data a 6 or 7 out of 7. At first glance, that may seem encouraging. But a closer look reveals that only 27% awarded the top score of "excellent" — exposing a broad reluctance to fully trust internal data.

Nearly half of C-suite leaders (47%) rated their customer data as excellent, followed closely by other senior executives. (See Figure 4.) But confidence declines dramatically just one level down — with only 22% of individual contributors and a mere 8% of directors or senior managers offering the same rating. This steep drop suggests that while top leaders may see strategic progress, those closer to day-to-day data use may still encounter significant issues.

Perceptions of customer data quality also vary widely by industry. Forty-one percent of retail and e-commerce respondents rated their data as excellent — suggesting that industries with more direct, real-time customer interactions tend to see greater returns on sustained investments in personalization and engagement. (See Figure 5.) In contrast, sectors burdened by regulatory constraints, legacy systems and siloed data environments continue to face challenges in building unified, high-quality data foundations. This is reflected in the banking sector, where only 16% of respondents gave their data the top rating.

Seniority	Excellent
C-suite (e g , CIO, CTO, CDO)	47%
Managing Director, Executive Vice President or Senior Vice President	39%
Vice President or Head of Department	25%
Director or Senior Manager	8%
Mid-level Manager, Project Manager or Team Leader	32%
Individual Contributor	22%

Figure 4: Senior Leaders See Stronger Data. Others See the Gaps.

Source: Informatica and Bodine & Co.
Base: 332 IT and business professionals surveyed in Q1 2025

Industry	Excellent
Retail/E-commerce	41%
Professional Services	32%
Technology	29%
Manufacturing & Distribution	18%
Banking	16%

Figure 5: Customer Data Quality Is Shaped by Access, Investment and Complexity.

Source: Informatica and Bodine & Co.
Base: 332 IT and business professionals surveyed in Q1 2025

So What Exactly Makes Customer Data *AI-Ready?*

It's a fair question — especially considering that 57% of business professionals in our study and even 30% of IT respondents admitted they aren't entirely sure what "AI readiness" even means for data.

30% of IT respondents admitted they aren't entirely sure what "AI readiness" even means for data.

To help clarify, Informatica has identified the essential attributes that determine whether customer data is ready to power AI applications. In our research, we asked IT and business professionals to weigh in on 11 of these attributes. (See Figure 6.)

Their responses revealed strong alignment: **integration**, **accuracy** and **consistency** rose to the top as the most pressing challenges. Notably, these are also the top three areas where IT teams are already making targeted data investments, suggesting organizational awareness of what's needed to move from ambition to action.

Flip the Script! AI Can Clean Your Data, Too.

While many are focused on whether their data is ready for AI, the most advanced teams are asking: How can AI help us get our data ready?

From identifying duplicates and inconsistencies to automating data classification and enrichment, AI can play a powerful role in making customer data more accurate, complete and usable.

	Attribute	Description	Examples	Importance to AI
How data is kept clean and correct	Accuracy	Data reflects the truth. Data is validated and corrected across all systems to match reality.	A customer's address is updated in all systems after the customer moves.	Accurate data prevents flawed model predictions.
	Consistency	Data is uniform across all systems, applications and departments.	Customer records use consistent corporate names, e.g., "GMC" instead of "General Motors Corporation."	Consistent data reduces bias and improves prediction accuracy.
	Completeness	Data contains all required fields. Incomplete records are flagged and prevented from use.	All client company records have DUNS numbers.	Complete data enables more robust training datasets and reduces the risk of model failures.
	Standardization	Data has the same format and structure across systems, regions and departments.	Date formats are standardized as "YYYY-MM-DD" across CRM, finance and marketing databases.	Standardized data reduces development time and improves model consistency.
How data is brought together	Integration	Data is organized in compatible formats and is connected across systems and applications.	Customer data from CRM, accounting and support systems is linked to provide a complete profile when accessed.	Integrated data eliminates silos by turning raw data into structured, clean and accessible formats for AI.
	Unification	Data about a single entity is consolidated into one view.	A single customer entity includes purchase history, website visits and support tickets.	Unified data means AI can use one trusted source instead of checking multiple databases.
How data is made useful	Timeliness	Data is processed rapidly, so it is up-to-date and available when needed.	Live customer support chat transcripts are immediately available to AI agents.	Timely data enables models to make decisions based on current information.
	Relevance	Data is filtered to remove information that is outdated or unrelated to business needs.	Marketing campaigns ignore stale data to target segments based on recent purchase behavior.	Relevant data reduces noise and increases prediction accuracy.
How data is used	Findability	Data is easy to locate via search or indexes with clear metadata and descriptions.	Sales ops quickly find sales performance data categorized by region and product line.	Findable data decreases time to insight by enabling discovery, prevents duplicate data collection and improves efficiency.
	Accessibility	Data can be easily obtained by business teams regardless of technical skills.	Marketing teams can use data marketplaces to easily find, filter and download clean datasets.	Accessible data enables non-technical teams to leverage data for AI and expands the scope and impact of AI implementations.
	Usability	Data is easy to understand and use without needing additional transformation or cleaning.	Marketing can quickly and confidently create campaigns based on customer demographics.	Usable data accelerates AI development and deployment by reducing time spent on data preparation.

Figure 6: 11 Attributes of AI-Ready Data

Source: Informatica and Bodine & Co.

IT and Top Executives Are Ready to Roll. Or So They Think.

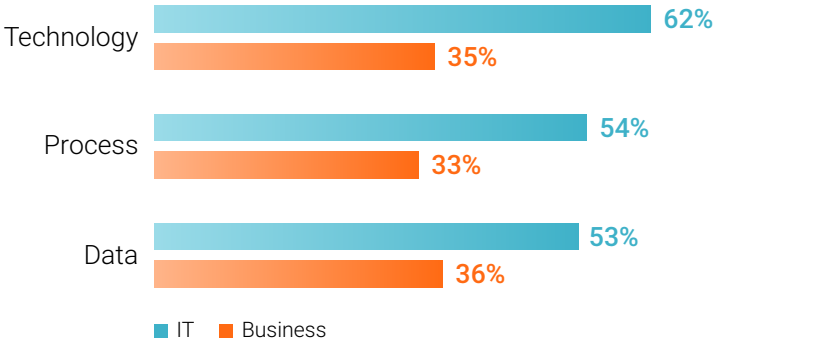
Mastering the **data** foundations is a critical first step — but it's only one piece of the AI readiness equation. To understand how well-equipped organizations truly are, we looked beyond data to assess perceived preparedness across **technology**, **processes** and **people** as well. (See Figure 7.) Given IT's confidence in the quality of their customer data — and the more reserved attitude from business teams — it's no surprise that IT professionals felt significantly more prepared in the areas of data, technology and processes. (See Figure 8.)

Executives shared that confidence. Their sense of preparedness across all four AI readiness dimensions surpassed that of lower-level employees.

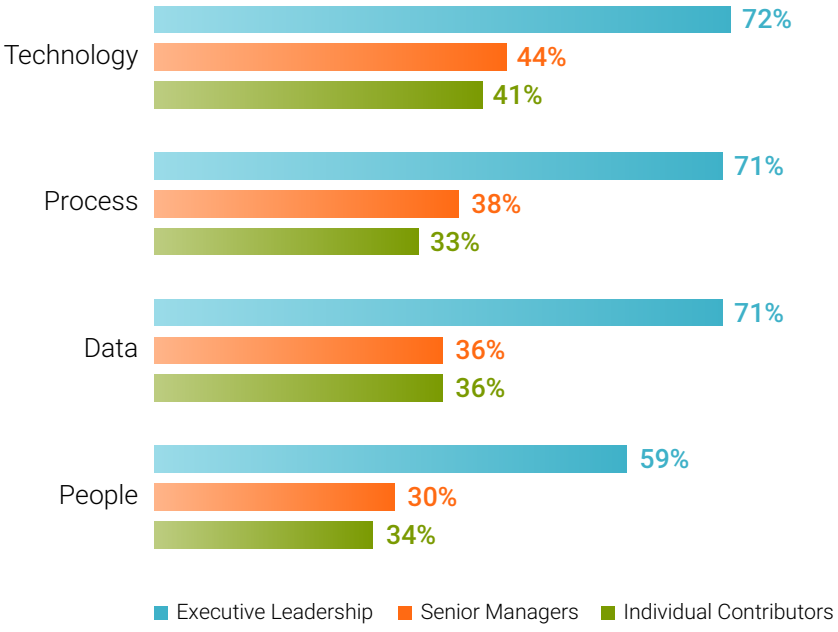
Dimension	Key Success Patterns
People	**Data literacy**: Training across all organizational levels enables broad collaboration and adoption **Top-down leadership**: Executives provide strategic direction and organizational alignment **Horizontal collaboration**: Cross-functional teams break down organizational silos **Cultural transformation**: Teams shift toward customer-centric, data-driven decision making
Process	**Automated data workflows**: Automation replaces manual data management processes **Enterprise-wide governance**: Committees provide oversight and frameworks for federated decision-making and transformation management **Phased implementation**: Strategies start small and scale systematically **Customer-centricity**: Process and workflow optimization restructures operations around unified customer insights
Data	**Unified data foundation**: A single source of truth through data consolidation and reconciliation across all business domains **Data integration**: Cross-system connections enable seamless data flow across platforms **AI-powered data validation**: Automation replaces manual data validation and cleansing **Data democratization**: Self-service catalogs and data marketplace platforms provide business users with easy access to data
Technology	**Cloud-native platforms**: Provide the foundation for scalability and flexibility **Unified data management platforms**: Create the architecture for integrated capabilities across all data domains **AI-powered metadata**: Enables automated data discovery and classification **Cloud-native tools**: Enable self-service data transparency and access while ensuring compliance

Figure 7: Four Key Areas of Organizational AI Readiness

Source: Informatica and Bodine & Co.



Percent of respondents who rated their agreement 6 or 7 out of 7.
Source: Informatica and Bodine & Co.
Base: 158 IT professionals and 122 business professionals surveyed in Q1 2025.



Percent of respondents who rated their agreement 6 or 7 out of 7.
Source: Informatica and Bodine & Co.
Base: 79 executive leaders, 90 senior managers and 163 individual contributors.

Figure 8: IT and Top Executives Feel Most Prepared for AI

But this optimism at the top doesn't always translate to capability across the organization.

Executives and IT leaders are often shielded from the day-to-day friction points that senior managers and frontline teams face. As a result, **top-down AI strategies may overestimate organizational readiness and underestimate the need for practical, on-the-ground investments** — from tools and training to clearer communication and collaboration.

That disconnect is already showing. Senior managers in our study highlighted the need for a more clearly defined AI strategy, additional resources and a roadmap that guides adoption in ways that feel relevant to the work they do every day.

> "Technology isn't magic. You still need solid foundations, committed leadership and a why that outweighs the cost. For AI, that means data readiness now sits alongside process change and talent as non-negotiable prerequisites."
>
> — **Graeme Thompson**, Chief Information Officer, Informatica

Data Readiness for AI Isn't a One-and-Done Effort

Even as IT leaders and executives express confidence in their organization's AI readiness, our survey data tells a more complicated story.

Compared with business users, IT professionals expressed greater concerns with critical aspects of customer data management — like continuous monitoring, developing in-house expertise and ensuring data compliance. (See Figure 9.) Whether it's unclear policies, limited access to the right talent or a lack of continuous oversight, these friction points introduce risk and slow momentum — especially as organizations scale their AI ambitions.

These disconnects serve as an important reminder: **data readiness isn't a project with an end date**. It's a continuous, collaborative process that requires shared ownership across teams. AI doesn't just demand good data — it demands actively managed data, governed by strong practices, aligned processes and mutual accountability.

And that's where the cracks begin to show. Nearly three-quarters of IT professionals say they collaborate with business leaders on data infrastructure and two-thirds feel aligned on customer experience goals. But from the business side, the view is very different: only 30% say they work closely with IT and just 38% feel aligned on CX. This misalignment underscores a critical risk — **if collaboration is uneven, data management will be too**. And without true cross-functional partnership, even the best AI strategies will struggle to take root.

Activity	Description
Monitoring	Continuous monitoring to ensure unbiased models
Expertise	Expertise in AI systems and its business applications
Insights	Ability to integrate structured (e.g., purchase history, ratings) and unstructured (e.g., verbatims) customer data
Compliance	Ability to control access to authorized users and systems
Governance	Establishment of policies, standards and processes for data management and ethical use of data
Marketplace	Ability for business users to "shop" for the customer data they need
Grounding	Ability to understand the real-world context of individual customers

Figure 9: Key Data Management Activities for AI

Source: Informatica and Bodine & Co.

Case Study

Clean Today, Compromised Tomorrow

One global pharmaceutical company spent more than $10 million on an engagement with a global systems integrator to clean up and enrich its customer data — names, phone numbers, contact details and more. But the moment the consultant wrapped up, the team's data leader knew the clock had already started ticking. "I know that it's already eroding and becoming less accurate," he lamented. "There's no amount of manual work that will ever keep it at the quality that we need."

Customer data doesn't stay pristine. It degrades with every change of phone number or address, every missed or inaccurate entry, every siloed and disconnected system. Without ongoing governance, automation and active maintenance, even the best data cleanup efforts begin to unravel the moment they're complete.

Conclusion: Turning Data into Differentiation

AI can only be as smart as the data it's fed. But not all data is created equal and not all of it is ready for AI. Some data is rich, structured and ready for action. Other data is incomplete, inconsistent or trapped in silos — making it more of a hidden liability than a strategic asset.

And even the cleanest, most complete data has limited value if it isn't accessible, trusted and actionable across roles. When frontline teams can't see what IT sees — or don't trust what they're seeing — customer journeys falter. And so does the business.

AI can only be as smart as the data it's fed. But not all data is created equal – and not all of it is ready for AI.

To drive differentiated customer experiences and unlock real business value, organizations must strengthen the capabilities that turn data into action — consistently, thoughtfully and strategically.

This isn't just a data quality issue. It's a collaboration issue. A cultural one. When collaboration between IT and the business is treated as a technical handoff instead of a strategic partnership, both sides operate at a disadvantage. IT teams build solutions without full business context, while business teams operate without the tools and support that could elevate their impact.

To move forward, organizations must foster shared ownership — not just of data itself, but of the customer outcomes it's meant to serve. Bridging this gap between strategic ambition and operational reality requires more than vision. It requires co-creation, communication and commitment.

The organizations that will thrive in this moment won't just be the ones with the flashiest tools or biggest budgets. They'll be the ones to establish a strong data foundation, demystify AI and connect it to meaningful business outcomes. Above all, they'll empower their teams to work with customer data — and each other — with confidence and clarity.

With trust, shared purpose and collaboration, AI becomes more than a tool for efficiency — it becomes a catalyst for transformation.

Key Recommendations

Exceptional customer experiences powered by AI demand more than data and tools. They require alignment between business and IT, clear communication and shared accountability. To unlock the full value of AI and data, both groups must take deliberate action — individually and together.

For IT Leaders: Move Beyond the Ticket-Taker Role

As customer data becomes more embedded in customer-facing tools and business decisions, IT must take a more strategic role. Rather than responding to isolated requests, IT teams must start driving value through:

- **Direct engagement with business teams** to define goals and shape joint initiatives.
- **Deployment of strong data infrastructure** to support quality, governance and responsible AI use.
- **Guidance on AI strategy and ethics** to minimize risk and maximize impact across customer-facing programs.

"In terms of working with the CIO and team, we're definitely aligned – but that's where it starts, not where it ends."

— **James Kruger**, Chief Marketing Officer, Informatica

For Business Leaders: Get Your Hands Dirty

Customer expectations continue to rise and AI unlocks powerful new ways to engage and respond — but only when business teams have the insight and confidence to guide these efforts. Business leaders must take clear, decisive steps to strengthen their teams' ability to harness the value of data and AI through:

- **Fluency of foundational data concepts** to shape decisions, evaluate solutions and advocate for smart innovation.
- **Tight collaboration with IT on priorities and resource planning** to focus efforts on the most impactful customer experience outcomes.
- **Direction of AI efforts toward real business problems** that impact customer trust, loyalty and long-term value — not just flashy features or one-off experiments.

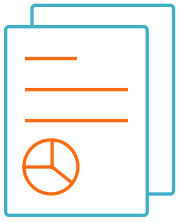
Together: Build the Bridge Between Data, Technology and Experience

The most successful organizations don't treat customer experience, data and AI as separate domains. They bring them together — across functions and silos — through:

- **Hybrid roles** like business technologists, data translators and AI product managers, who act as connective tissue between IT and business roles.
- **Shared metrics and outcomes** that reflect operational performance, customer engagement and business value.
- **Ongoing alignment between IT and business** through feedback loops, shared KPIs and regular joint planning — not as a one-time exercise, but as a continuous, intentional practice.

Now is the time for business and IT to explore, experiment and learn — together. Not because AI is the latest trend, but because it already defines the baseline for meaningful, modern customer experiences. When both sides move in step, customer data shifts from operational input to strategic advantage, strengthening the internal business relationships that set market leaders apart.

Ready To Go Deeper with Your Data?



Download Informatica's CX Data Strategy Workbook for creating and managing a 360-degree view of your customers.

READ WORKBOOK

Methodology

In Q1 2025, Informatica and Bodine & Co. engaged Full Spectrum Insights to survey 332 IT and business professionals at organizations with revenue of $250 million and higher. To enrich the survey findings, we conducted in-depth interviews with leaders at global B2B and B2C organizations.

- **IT roles**: 48% of survey respondents were IT professionals who work with customer data.
- **Business roles**: 52% of survey respondents were business professionals (in non-IT roles). These business professionals work in sales ops/enablement (14% of all respondents), customer experience (13%), customer support (13%), customer success (7%) and marketing (5%).
- **Regions**: Respondents hailed from North America (66%), Europe (27%), Asia Pacific (2%), the Middle East (<1%), Japan (<1%), Australia (<1%), Brazil (<1%) and other countries (<3%).
- **Industries**: The top five industries represented were technology (30%), banking (17%), professional services (8%), retail/e-commerce (8%) and manufacturing and distribution (7%). 30% of respondents work in other industries.
- **Annual revenue**: Respondents were employees of companies with revenues of $250 million to $499 million (16%), $500 million to $999 million (23%), $1 billion to $4.99 billion (24%), $5 billion to $9.99 million (12%), $10 billion to $29.99 million (12%) and $30+ billion (14%).
- **Seniority**: Our respondents' seniority levels included the C-suite (15%), EVP or similar (8%), VP or similar (4%), Director or similar (23%), Manager (25%) and individual contributor (24%). For some analysis we grouped the C-suite/EVP into "executive leadership" and VP/Director into "senior leaders."
- **Responsibilities**: Respondents were able to select more than one job responsibility. The top three IT responsibilities were IT support, security and operations (46%); AI strategy and development (42%); and IT infrastructure planning and maintenance (39%). The top three business responsibilities were resolving customer issues (42%), retaining and growing customer relationships (38%) and predicting customer needs and preferences (26%).

Numbers appearing in this report were rounded to the nearest decimal place. All reported quantitative data are significant with 95% or higher confidence.

About Bodine & Co.

Kerry Bodine is a thought leader at the intersection of artificial intelligence and customer experience. With a foundation in systems thinking, service design, and a curiosity for emerging tech — sparked by her first AI theory and coding class in 1996 — she empowers leaders to ask bold, unconventional questions about the role of AI in their products, services and experiences. Her approach challenges surface-level solutions, encouraging deep exploration of the structures, incentives and blind spots that shape customer and employee experience strategies. She works with professionals ready to think critically and act courageously, transforming AI from a tactical tool into a force for long-term impact across business, society and the planet.

About Informatica

Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and analytics tools — giving organizations the freedom of choice, avoiding vendor lock-in and delivering better ROI by enabling access to governed data, simplifying operations and scaling with confidence.

Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation.
Informatica. Where data and AI come to life.™

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