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Delivering AI-ready Data With Informatica and CLAIRE AI

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Abstract: Organizations are looking for simplified and scalable platforms that enable faster AI development, improved data quality, and enhanced accessibility to trusted data that feeds AI. Informatica's latest Intelligent Data Management Cloud (IDMC) updates, including CLAIRE AI, are set to significantly improve data readiness and advance data management for organizations pursuing AI. CLAIRE Copilot and GPT integrations, in particular, hope to solve the data issues organizations continue to face around data integration, data quality, and data governance.

Overcoming the Data Readiness Hurdle

While organizations aggressively pursue AI initiatives, the requirement to master their data has never been more critical. Our research revealed that a substantial majority—a combined 88%—agreed that to support diverse AI use cases, data readiness must be assessed across different departments and must support both structured and unstructured data.¹ Further, the demand for real-time data access underscores the need for robust and flexible infrastructure that can accommodate diverse data sources and AI-driven workloads. This heightened demand, coupled with widespread adoption of various data strategies to address data integration and data accessibility, is positioning the market for significant growth.

But the path to accelerate AI adoption through improved data readiness is paved with significant challenges. There are inconsistent data formats and data integration concerns—58% of organizations highlighted data integration as a key factor affecting readiness. Data quality continues to cause pain within organizations, highlighted by 68% of

Key Highlights

- Data quality and data integration are the leading factors influencing an organization's data readiness to support AI initiatives.
- Informatica's new GenAI-powered features, including CLAIRE Copilot, CLAIRE GPT, and GenAI recipes seek to simplify data integration and AI model deployment, while boosting developer productivity.
- As organizations seek to unlock the full potential of their data for faster more reliable outcomes, now is the time to evaluate AI-driven data management platforms.

organizations citing that as the top factor affecting data readiness in support of AI initiatives. And there continues to be a gap in expectation vs. reality when it comes to effectively delivering access to real-time data that supports AI applications. Together, these challenges clearly indicate a push toward more agile and responsive data management strategies.

Market Insight



68% of organizations cited data quality as the top factor influencing data readiness in support of AI initiatives.

Enterprises are not just looking for technology; they're looking for partners that provide trustworthy, scalable, and secure AI-ready data solutions. This includes robust data governance, comprehensive metadata management, and capabilities to handle ever-increasing volumes of both structured and unstructured data. Moreover, tools that empower developers to work faster and more efficiently are in high demand. Ideally, the solutions should simplify

¹ Source: Enterprise Strategy Group Research Report, [Data Readiness for Impactful Generative AI](#), April 2025. All research presented in this brief are taken from this research report.

access and integration across various data sources, enhance data quality and observability, and facilitate the creation of trustworthy, transparent data pipelines. And pairing all of this with advanced AI-powered tools, intelligent automation, and user-friendly interfaces is the only way the requirements can be satisfied.

Informatica's IDMC and CLAIRE AI Engine Enhancements

Informatica, a leader in enterprise cloud data management, recently announced significant advancements in its IDMC. These innovations, powered by the CLAIRE AI engine, aim to simplify and enhance enterprise-wide access to AI-ready data. Key additions include CLAIRE Copilot for data integration and iPaaS, enabling users to leverage natural language processing (NLP) for easier data pipeline creation.

Further enhancements focus on improved unstructured data processing, enhanced master data management through CLAIRE GPT integration for improved data search and metadata exploration, and the introduction of generative AI (GenAI) recipes for faster AI application development across multiple platforms, including Amazon Bedrock, Azure OpenAI, and others. These capabilities are designed to boost developer productivity, accelerate enterprise AI integration, and improve the overall quality of AI-driven outcomes.

Analyst Insight

Informatica's latest announcements represent a significant step forward for the company in tackling the challenges of AI-ready data management. By focusing on AI-powered automation, improved data access, and streamlined integration across diverse sources, including the integration with various generative AI models, Informatica addresses several key market needs. And, by supporting diverse cloud platforms, Informatica is ensuring broad compatibility and avoids vendor lock-in.

By focusing on ease of use via NLP-driven interfaces like CLAIRE Copilot and offering pre-built GenAI recipes, it's clear Informatica is focused on making AI adoption less daunting for businesses. The emphasis on improving metadata management and data discovery through CLAIRE GPT is another important move, addressing one of the most persistent pain points in data accessibility. The intelligent parsing capabilities, particularly for unstructured data, could become a crucial differentiator in a hot and crowded market.

Overall, Informatica continues to show an understanding of the issues facing organizations and their commitment to providing practical, immediate solutions. Continued innovation in the areas of automated data quality assessment and bias detection is an area to keep an eye on. Going forward, it is critical that Informatica emphasizes the demonstrable ROI of their products, particularly when it comes to cost savings and improved operational efficiency.

By equipping businesses with more intelligent, automated data management tools, organizations can leverage their data assets to drive rapid AI adoption and achieve better business outcomes. For businesses looking to navigate the complexities of AI adoption, a thorough evaluation of comprehensive data management solutions—those that address data quality, accessibility, and governance—is paramount. Don't get stuck on data management complexity—stay focused on maximizing value from data.

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