Informatica
from salesforce

The Data Architect's Guide to Agentic AI

How trusted context powers enterprise AI agents



informatica.com

SLIDECAST

Trapped Data, Unused Potential

Enterprises are sitting on a goldmine they can't access. Data is everywhere but remains fragmented and hard to trust. Close the gap between siloed data and your target business outcomes with three core building blocks:
Unlock, Trust, Activate.



Top Priorities for Today's Data Architect

Address these critical requirements to successfully launch agentic AI.



Universal Access

Grant AI agents access to all enterprise data, including audio, video, text and alphanumeric formats.



High-Velocity Streaming

Lay the data foundation for AI and deliver real-time flows to power continuous learning, automation and fine-tuning.



Data Equality

Bring unstructured data into parity with structured data.



Data: The Lifeblood of AI Agents

- Contextual relevance
- Temporal relevance
- Spatial relevance
- Causality reference
- Real-time data
- Multimodal data

Architectural Pillars for Autonomous AI

Anchor your data strategy on these five fundamentals to deliver scale and velocity.

Real-Time Data Streaming

Provide high-velocity data pipelines as the "sensory input" agents need to perceive environments and act instantly.

Semantic Layer & Context

Ensure agents understand business logic and data definitions in production through shared metadata and federated layers.

Policy as Code

Embed governance and compliance into the framework to match the real-time decision speed of autonomous agents.

Agentic Data Planes

Use specialized AI gateways to centralize policy enforcement, manage token budgets and provide full observability.

Automated Governance

Shift from manual "human-in-the-loop" oversight to executable, scalable guardrails built directly into the architecture.

Meet the Data 360 Portfolio

Enterprises need one thing to run AI at scale: **trusted context**. Here's how we engineer it.

Data 360

Intelligent Context, Advanced RAG & Activation

- Provides real-time profiles
- Manages structured and unstructured data
- Builds intelligent context that AI can truly reason on

Tableau

Analytics Data Insights & Q&A, Explainability & Action

- Makes outcomes visible, measurable and actionable
- Gives leaders the ability to see what happened and act

MuleSoft

Enterprise Integration & API & Agent Governance, Orchestration, MCP & A2A

- Connects every system, API and event stream
- Orchestrates and governs AI agents across your enterprise

Informatica

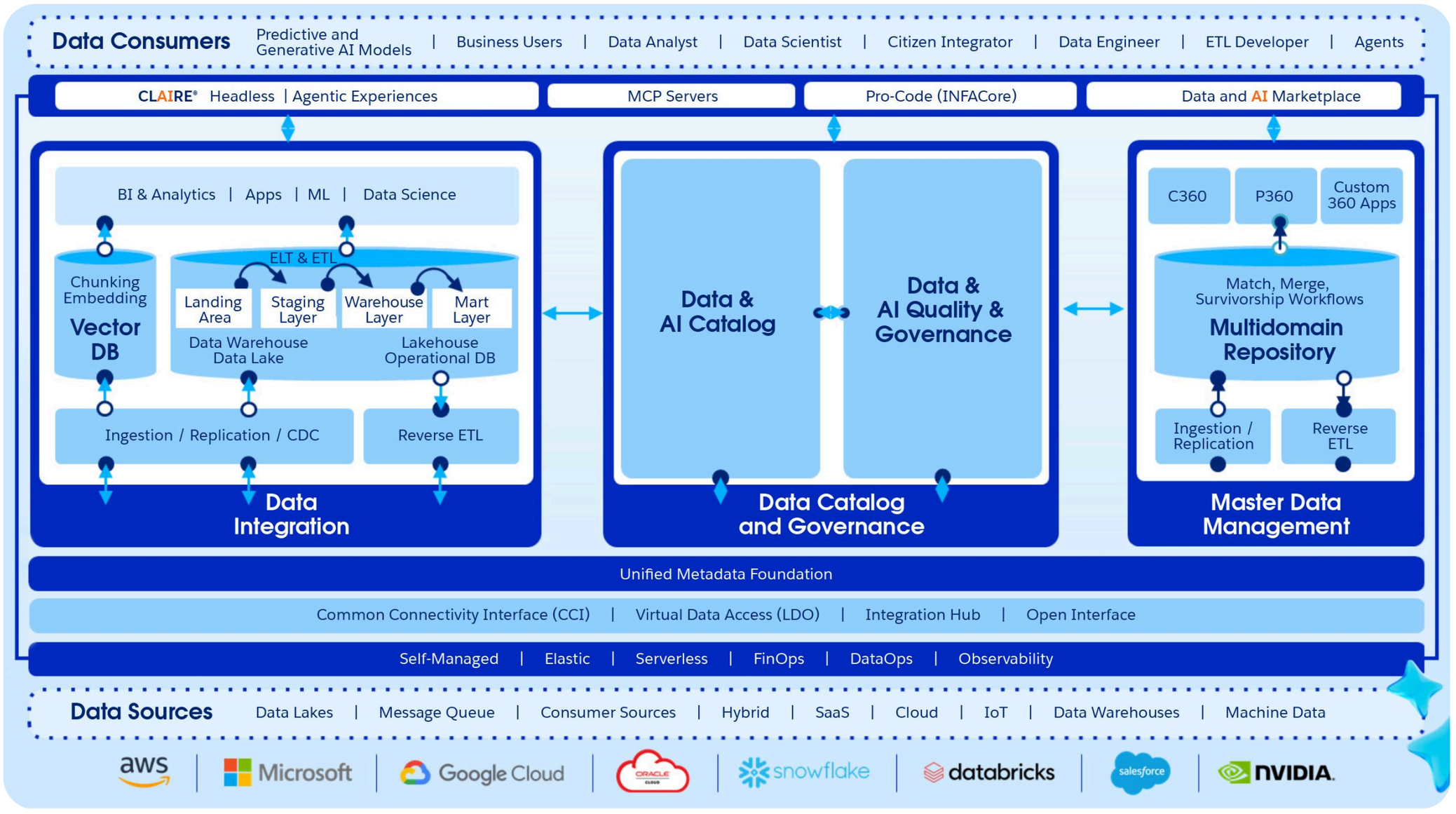
Connectivity, Data Integration, Data Quality, Catalog & Governance, MDM

- Ensures data is accurate, trusted and governed so that AI never works with bad information

Equip your organization with the most complete portfolio for trusted context.

Next-Gen Data Architecture Blueprint

Modernize your data architecture to deliver trusted context, powered by Informatica.



Wescom's Data-First Path to Agentic AI

Take an inside look at Wescom's ROI success.

Call Hold Times

66% Reduction

- GenAI-based call summaries
- GenAI-based call disposition
- Relevant data consolidated into a single agent interface
- Data intelligence delivers key insights (including churn score and late payments) via Informatica APIs



Shorter wait times. Happier members.

First-Call Resolution

35% Improvement

- Knowledge bot based on policies and procedures
- Immediate end-user feedback routed to authors
- Resolution tracking for negative feedback
- Quality assurance scoring on every call ensures team members are effectively trained



Faster resolutions. Better experiences.

New Team Member Attrition

77% Reduction

- Intuitive enterprise CRM interface with valuable data
- Knowledge bot reduces training effort and boosts team confidence
- Lowered complexity demands on team members

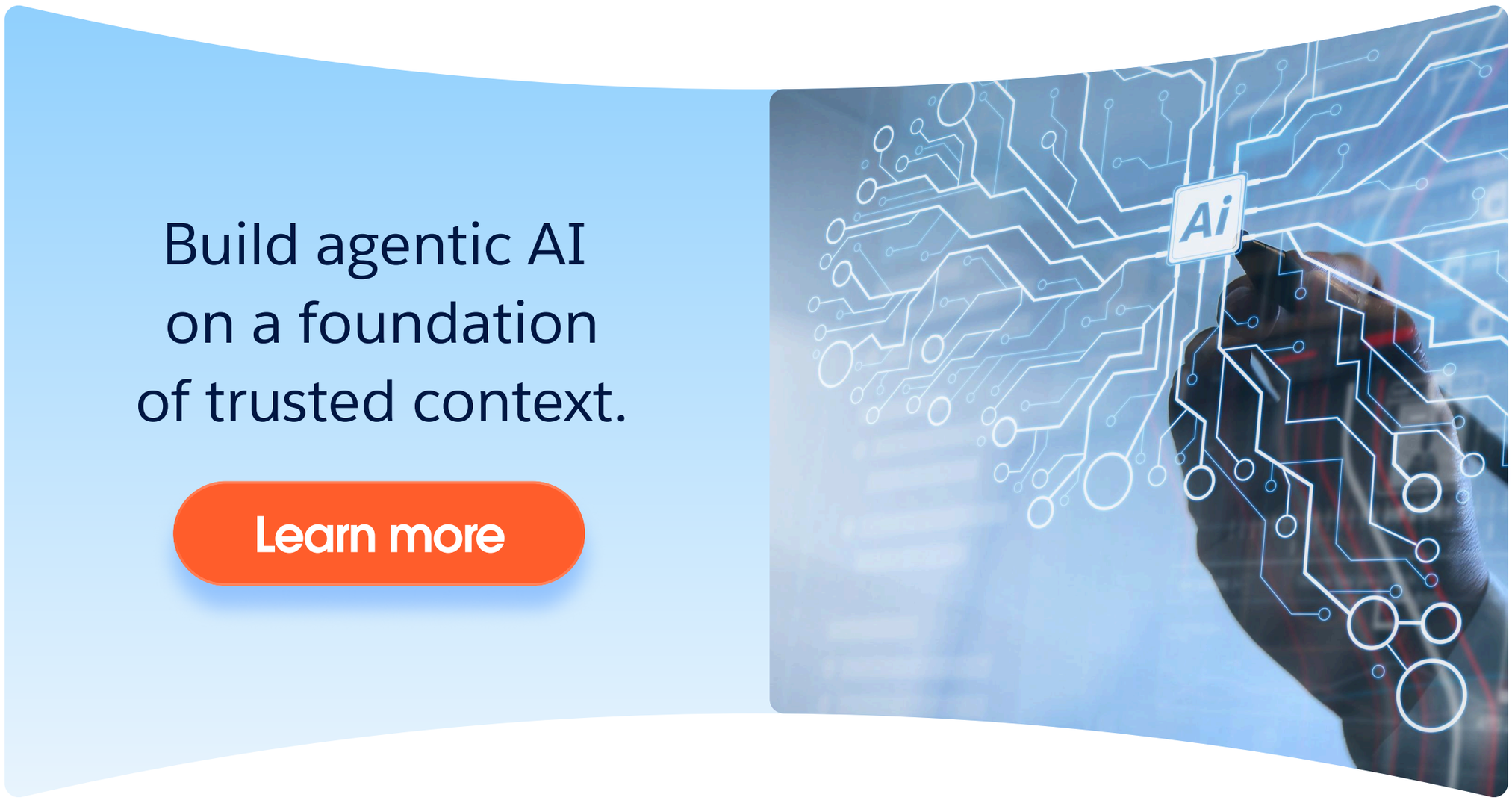


Strong teams. Lower turnover

WESCOM Financial

"Informatica has enabled us to consolidate data from over 35 different systems into a single enterprise CRM view.

"The data and API foundation laid down by Informatica is fundamental to our ability to deliver results."



Source: **Informatica World, Architecture Summit – The Architect's Guide to Agentic AI: Your Blueprint for Trusted AI, 2026**

About Us

About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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