Informatica Intelligent Data Management Cloud for Financial Services

Benefits

- Fuel strategic business initiatives and support regulatory compliance with intelligent data governance and privacy solutions

- Deliver a complete 360-degree view of trusted data, including customer, product, supplier, and reference data, to identify relationships, and deliver business insights

- Accelerate time to insights with big data management, including governed self-service data discovery, data cataloging, data quality, data protection, and data preparation for all types of data

Prioritizing Data as a Strategic Asset in the Financial Services Industry

Digital Transformation in the Financial Services Industry

Across the globe, financial services companies are taking advantage of the power of digital capabilities, artificial intelligence (AI), and machine learning technologies. To stay ahead of the competition, they are modernizing their applications and investing in the right technologies for improved customer experience and business growth. At the same time, companies face challenging market dynamics, rising operational overheads, and increasing pressure to combat fraud and show regulators that they are compliant with existing and new regulations.

Data drives digital transformation in today's modern financial services industry. The demand for data is growing exponentially, however investments to modernize and strengthen data management capabilities across financial services have not kept up with this demand, resulting in higher operating costs and risk of business failure.

The Advantages of an Independent and Neutral Data Management Cloud

How you manage and innovate with your data determines whether you become an industry disruptor or get left behind.[1] Those that can connect the right data to the right consumers with ease and trust will move from digital modernization to true digital transformation. To accomplish this, organizations need an independent, neutral, and complete solution for a multi-cloud, multi- hybrid world.

The Informatica® Intelligent Data Management Cloud™ (IDMC) is designed to help businesses efficiently handle the complex challenges of dispersed and fragmented data to truly innovate with their data on any platform, any cloud, for any user in multi-cloud and multi-hybrid environments. This is the industry's first and most comprehensive, cloud-native, AI-powered, end-to-end data management platform, offering more than 200 intelligent data services, and processing over 17 trillion transactions per month, to help an organization reimagine and redefine how they manage and innovate with their data.

[1] https://assets.kpmg/content/dam/kpmg/xx/pdf/2020/10/harvey-nash-kpmg-cio-survey-2020.pdf
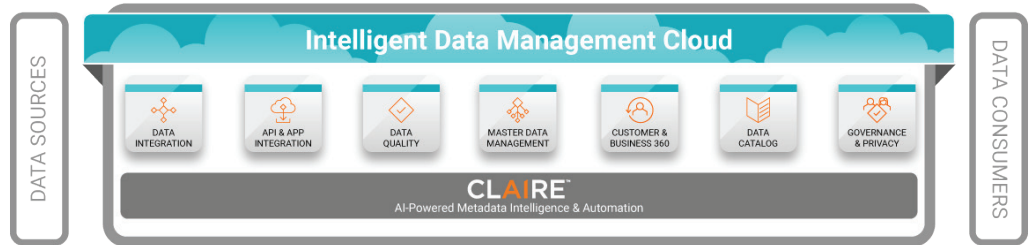
Figure 1: The Informatica Intelligent Data Management Cloud provides complete, comprehensive AI-powered data management capabilities.

An independent and neutral intelligent data management cloud—rather than inefficient, expensive approaches like hand coding, point products, and limited solutions—enables you to share, deliver, and democratize data across your lines of business and across other enterprises, on a foundation of governance and privacy.

The Informatica IDMC provides complete, comprehensive cloud-native and AI-powered data management capabilities, including data catalog, data integration, API and application integration, data prep, data quality, master data management, and a data marketplace, on a foundation of governance and privacy. Informatica IDMC is powered by our AI and machine learning (ML) engine, CLAIRE®, optimized for intelligence and automation, and is built on a modern, elastic, serverless microservices stack that connects data consumers to the data sources they need. It enables you to intelligently discover and understand all the data within and outside the enterprise, access and ingest all types of data wherever and whenever you want, curate, and prepare data in a self-service fashion so that it is fit for use, and deliver an authoritative and trusted single view of all your data. Informatica IDMC is the single and most complete platform you will ever need for cloud-native data management.

Informatica IDMC helps organizations deliver on their digital-first initiatives and build a competitive edge with these critical attributes:

• **Cloud-native at scale.** Scale as you need for all enterprise workloads with elastic and serverless processing.
• **AI-native at scale.** Automate thousands of manual tasks and accelerate data-led transformations by applying AI and ML to data and metadata.
• **Multi-cloud, multi-hybrid.** Run, interoperate, and support all combinations of multi-cloud and on-premises hybrid infrastructures.
• **Low-code/no-code experience.** Maximize agility by empowering the largest possible community of data practitioners within your organization.
• **Security and trust as design principles.** Ensure the highest level of security, consistent data quality, end-to-end data governance, and data privacy across the enterprise.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead— in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Benefits of the Informatica Approach

An AI-powered, microservices-based intelligent data management cloud helps you to become more data-driven, develop more innovative products and services, and deliver exceptional customer experiences. Here's how:

- Increase workforce productivity by empowering governed, trusted, self-service access for all data consumers.
- Boost revenue and profitability by operationalizing AI models and improving their accuracy by fueling them with high-quality, authoritative, trustworthy data.
- Enhance operational efficiency by simplifying and streamlining business processes and workflows.
- Reduce regulatory risk by ensuring the accuracy and protection of sensitive data.
- Increase agility and resilience by enabling 360-degree views of relationships between customers, products, and suppliers across the business.

Next Steps

Informatica provides the automation and innovation across multi-cloud and on-premises environments required to support financial services organizations. Serving the global financial services industry for more than 25 years, including most of the top 25 global banks, the top 30 US banks, and the top 50 Property and Casualty (P&C) insurance companies, Informatica helps you unleash the power and value of all data.

Learn more at www.informatica.com/financialservices

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