Informatica

eBook

AI Fluency: Turning Data Professionals into Value-Driving AI Champions

Build robust AI outcomes with a strategic enterprise-wide approach to AI and data mastery

Where data & AI come to LIFE™

Contents

Introduction

The sudden and rapid evolution of generative AI (GenAI) and complementary technologies has influenced most businesses to explore how artificial intelligence (AI) can be leveraged to extract insights, automate processes and drive innovation. Given this shift, maintaining a competitive edge necessitates that your data teams are fluent in using AI technologies. For line managers and operational leads, this proficiency in AI is not just theoretical — it has practical applications that translate into streamlined operational processes. This includes faster decision-making and real-time optimization of resource allocation, essential for adapting quickly to market changes and maintaining operational efficiency.

AI fluency, deeply rooted in robust data literacy, is critical for the development of trusted AI models that generate reliable, responsible and predictable business outcomes. A recent survey conducted by CDO Magazine found that around 60% of participants cited limited skills and resources as a barrier to AI success.[1] It's a broad challenge for modern enterprises. AI fluency starts with an intricate understanding of data quality, completeness, governance and privacy — key aspects of AI readiness.

Building on a foundation of data literacy, AI fluency encompasses the ability to understand, analyze and interpret data in the context of AI technologies. Like the difference between reading a report in a non-native language newspaper and holding a nuanced conversation with a native speaker of that language, AI technologies require the most effective users to engage in a conversation with intelligent new tools.

This guide explores the importance of AI fluency and how to turn data professionals in your organization — analysts, architects, developers and executives — into AI champions who develop and leverage AI models to support informed decisions and drive business value.

[1] https://www.cdomagazine.tech/branded-content/why-cdos-need-ai-powered-data-management-to-accelerate-ai-readiness-in-2024

Introduction (continued)

82% of leaders say their employees will need new skills to be prepared for the growth of AI.

86% of leaders believe general data literacy is important for their team's daily tasks.

62% of leaders believe AI literacy is important for their teams' daily tasks, even at this early stage.

Source: Microsoft, "Will AI Fix Work?[2]

Leaders are willing to pay a higher premium for AI skills. 60% indicate they would pay a higher premium for employees with high AI literacy, with the average salary premium in the 20-30% range.

Source: Data Camp, "The State of Data and AI Literacy 2024"[3]

62% of leaders believe their organization has an AI literacy skill gap.

Source: Data Camp, "The State of Data and AI Literacy 2024"[4]

[2] https://www.microsoft.com/en-us/worklab/work-trend-index/will-ai-fix-work
[2] https://www.datacamp.com/blog/introducing-the-state-of-data-and-ai-literacy-report-2024
[4] https://www.datacamp.com/blog/introducing-the-state-of-data-and-ai-literacy-report-2024

What Is AI Fluency?

AI fluency is fundamentally tied to data literacy, as it enhances and extends the understanding and application of data in various contexts. Data literacy forms the groundwork by enabling individuals to understand, interpret and analyze data effectively. Building on this foundation, AI fluency requires not only comprehension of AI's underlying principles but also expertise in manipulating and deploying AI tools. This advanced skill set includes the capabilities to integrate AI solutions in routine tasks, troubleshoot technical problems, and optimize business processes through AI-driven insights.

As data professionals become AI-fluent, they demonstrate an elevated level of comfort and proficiency in using AI strategically and responsibly. Similarly, it's vital to engage business users in the AI integration process. Their on-the-ground insights are crucial for refining AI models to ensure they meet practical business needs, effectively making them co-champions of AI initiatives. Both teams should transition from merely understanding data to fully appreciating the broader implications of AI applications. This progression signifies a deepening engagement with data-driven technologies, where professionals move from basic data handling and analysis to mastering AI functionalities that are critical in making informed decisions and driving impactful innovations. Therefore, AI fluency equips individuals to recognize the pivotal role of data as the backbone of AI applications, underscoring its importance in achieving more precise, efficient and transformative outcomes.

How and Why Should You Nurture AI Fluency?

Driving Decisions with AI Fluency

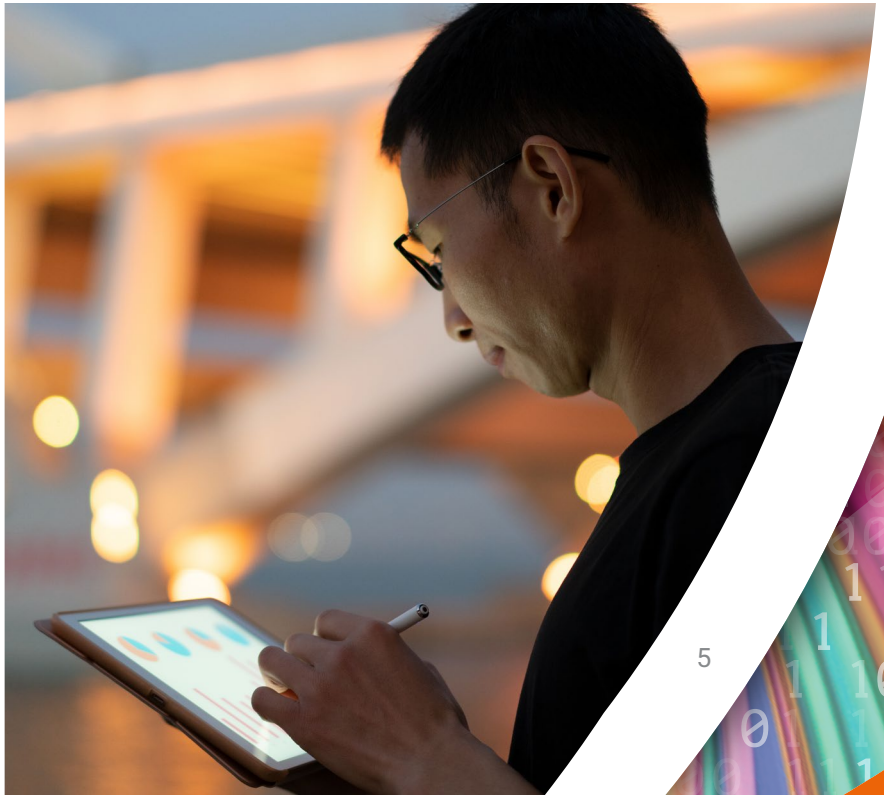
The goal of AI fluency is not merely in understanding AI technologies but also in mastering the complete data lifecycle — from creation and curation to analysis — while ensuring data integrity and governance throughout. Enhanced AI fluency across all data teams ensures more accurate data interpretation in proper contexts, leading to insightful decisions that help shape strategic initiatives.

Empowering Business Users with AI Fluency

Incorporating AI across all business units significantly enhances operational efficiencies and strategic decision-making. Understanding AI technologies enables business users to better predict client needs, streamline logistics and improve talent management through targeted insights. To make these tools accessible, it's crucial to provide tailored training through practical workshops and learning paths that demystify AI. Additionally, involving business users in ongoing feedback helps refine AI applications to meet real-world challenges and align closely with business objectives.

Fostering Innovation Through Flexibility

AI technology's flexibility allows for quick experimentation, moving beyond the rigid frameworks of traditional model developments. This culture of rapid prototyping and what-if analyses fundamentally changes how organizations approach problem-solving and innovation. By promoting a proactive learning environment, businesses can leverage these tools to address complex problems effectively and drive business value.



How and Why Should You Nurture AI Fluency?

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Need for Data Literacy

Many firms have already spun up at least a skeleton AI organization. While appointing leaders such as a chief AI officer underscores the commitment to AI, the true transformation comes from a holistic elevation of AI fluency — and crucially, the underlying data literacy — across the workforce. Understanding nuances, from data privacy concerns to governance frameworks, enables the full leveraging of AI for data-informed decisions. It is this comprehensive capability that prepares organizations to not only manipulate extensive structured and unstructured data but also to extract maximum value that was previously inaccessible.

The sudden rise in AI technologies has motivated organizations to take a fresh look at historical data as a means to inform and drive future activities, both internal and customer-facing. Prior to scalable AI models, it was difficult and time-consuming to mine data from these sources. AI technologies have unlocked the value of this information as opposed to having it exist merely as data to be aged away. Developing AI fluency helps us build the knowledge to best leverage these innovations.

Gaining Competitive Edge

The stakes are high. Organizations with high levels of AI fluency are better positioned to leverage AI technologies effectively, gaining a competitive edge in the marketplace. AI programs and strategies fail when there is poor or limited AI fluency in an organization. At the same time, increasing AI fluency is the best way to mitigate risks associated with AI, including substandard output, algorithmic biases, ethical considerations and exposure. To enhance this process, developing a deep understanding and mastery of data literacy among data professionals is essential.

They need preparation and guidance to use AI tools and techniques to extract the greatest possible value from their organization's data. Such comprehensive preparation in data literacy ensures that AI technologies are not only deployed successfully but are also inherently aligned with optimal data utilization practices — making the results more reliable and the technology adoption more widespread. Positive results can lead to greater interest and broader adoption, and business users will clamor to join your successful initiatives.

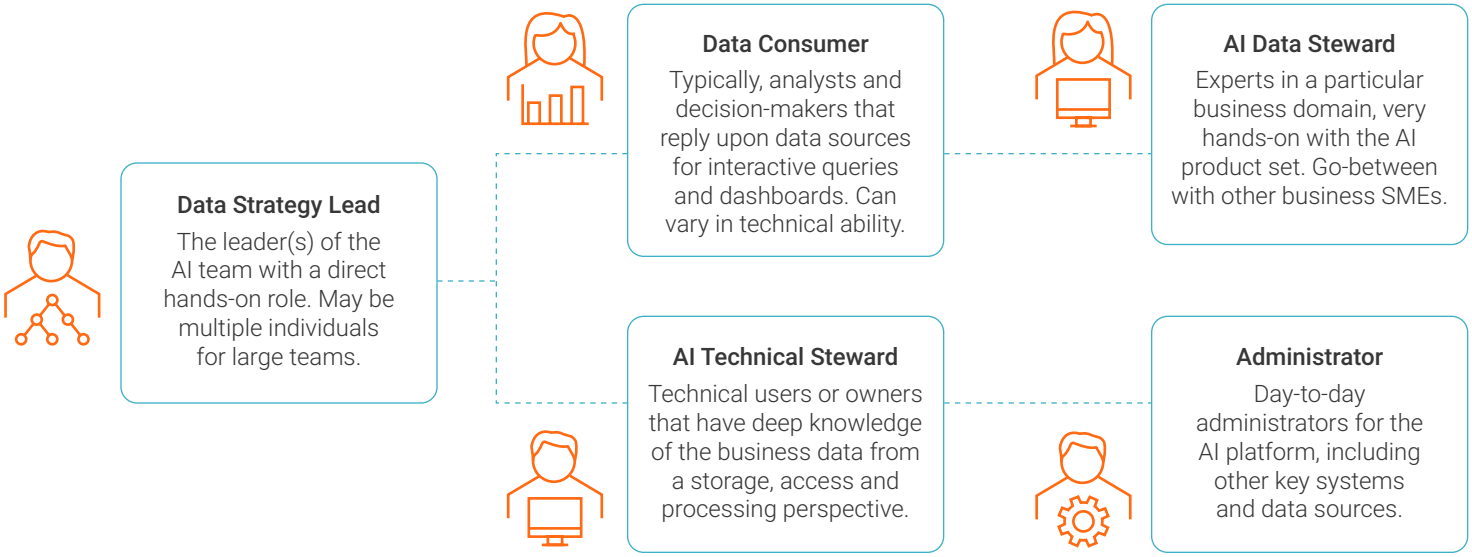
Find Your AI Champions

Look to the Data Professionals

Your first task is to identify the team members with the aptitudes to become AI fluent. Successful organizations will nurture AI fluency in data professionals while they fulfill various organizational roles, each bringing different skills to the table.

You'll create an AI-fluent organization quickly by expanding the skill sets of your current data professionals rather than introducing new figures from outside. The five roles described here will bear similarities to established roles in any healthy data-centric organization.

Not all data professionals will upskill with a focus on AI projects immediately, but you should anticipate that there will probably be an AI component in most areas of your organization's data operations eventually.



Find Your AI Champions

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Data strategy leads set the overall direction, marshal resources and evaluate the outcomes for AI projects. Every team should have a dedicated leader with a broad skill set and familiarity with AI technology, business domains and key data sources, even if they're not hands-on. These leaders prioritize data readiness by ensuring that the preparation of data aligns with strategic AI objectives. A strong leader that can communicate and converse with the worlds of both business and technical team members will support the assurance that data strategies are comprehensively understood and implemented.

Data consumers, typically in business roles, rely on well-curated data to make good decisions. As subject matter experts across key organizational domains in your organization, their technical ability may vary, but their ability to be conversant with analytics and LLM capabilities is crucial for AI readiness. In AI projects, they test AI models for accuracy and serve as the first line of defense to identify issues and anomalies. Their feedback is vital for adjusting data strategies to ensure the data's relevance and accuracy continually meet project needs.

AI data stewards are data experts within one or more business domains and will play a critical role in training AI models. Their role is essential in bridging the gap between technical teams and business experts. Data stewards are deeply involved in data governance, cataloging curation and tagging, which are pivotal for AI readiness. These stewards not only understand AI use cases in great depth but get hands-on with AI technologies, ensuring that data is optimized for training AI models. With their broad technical skills and soft skills, AI data stewards understand the business context and data consumer mindset, essential for maintaining data integrity and relevance.

AI technical stewards are technical users and data owners who have deep knowledge of the business data from a storage, access and processing perspective, essential for AI readiness. They play a pivotal role in issue resolution as well as getting hands-on with data cataloging and curation, integration between core systems, governance and data mastering platforms and AI modeling tools. Often sourced from their communities of data architects, database administrators and other systems specialists, their technical expertise ensures that organizations' data infrastructures are robust, scalable and well-integrated with modeling tools.

Administrators are essential to integrate, tune and maintain **data management** and AI platforms alongside other key systems and data sources. AI modeling unites on-premises and cloud-hosted data sources with SaaS applications to bring them all together. Much of this is new territory in modern enterprises, so flexibility and adaptability will be critical in supporting continuous improvement and readiness of data systems for AI applications.

Target Skills for AI Fluency

AI fluency encompasses an extended range of skills and competencies, above and beyond common data literacy and data governance abilities. Every AI champion should be conversant with AI concepts and AI models. Additional skills are necessary to various degrees depending on an individual's role in your AI organization.

Benchmarking skills against the matrix here is a great way to evaluate your team's growth in AI fluency.

		Business Focus		Technical	
Skill-Role	**Data Strategy Lead**	**Data Consumer**	**AI Data Steward**	**AI Technical Steward**	**Administrators**
AI Concepts	●	●	●	●	◑
AI Models	●	●	●	●	◑
Data Visualization	●	◑	●	●	◑
AI Programming Skills	◑	○	◑	●	●
Domain Knowledge	◑	◑	●	◑	○
Critical Thinking and Ethics	●	◑	●	◑	○
Security and Privacy	◑	○	◑	●	●
Application Knowledge	○	○	◑	●	●
Soft Skills	●	○	◑	○	○

● Essential ◑ Beneficial ○ Value Added

Target Skills for AI Fluency
(continued)

AI Concepts

AI champions must understand AI concepts grounded in a strong foundation of data literacy. This includes the vocabulary associated with technologies like NLP, LLMs, ML and more, and an understanding of how data quality issues affect the application of these technologies.

Your team should operate on a base of common understanding and a common vocabulary that allows them to discuss use cases and approaches. This may include basic definitions like the industry characterization of a large language model, or the definition of an expert system versus a neural network.

AI Models

AI champions, equipped with robust data literacy skills, must be able to gauge and continuously monitor the performance, accuracy and reliability of AI models . They are tasked with identifying potential biases and limitations, false positives and hallucinations. This involves a deep understanding of how data quality, completeness, privacy and governance impact model outputs and business applications. Interpretation and analysis of data, especially in the context of its influence on AI models' performance and outcomes, are fundamental for these roles. Data training skills focused on a given business domain are essential to ensure AI readiness.

Open-source GenAI tools like ChatGPT, Gemini and Claude are highly visible AI technologies accessible to casual users, but your AI champions are often engaged with more sophisticated, privately developed tools and copilot capabilities daily. Collectively, these have the power to mine billions of data points and provide targeted natural language summaries of research. It's vital for AI readiness organizations to know the factors and adopt best practices for training these systems adequately, as there are multiple techniques for staging data.

When data problems create unintended model outputs such as hallucinations and bias, AI models can't apply critical reasoning in a broader context. AI data stewards and data consumers need the skills to recognize any problematic output influenced by poor data and recommend tuning strategies to solve the issue. Experimentation and trial and error are legitimate steps to developing AI fluency over time.

Understanding unstructured and semi-structured data is important because these play a key role in developing accurate LLMs. Models trained with this data uncover meaning from adjacent data in sentences and paragraphs, which is very different from training with structured data. AI data stewards and technical stewards need to be skilled in gauging business context to identify which sources are going to bring the most value into an AI model. Users may want to bring in large volumes of text and images in various file types to train models, but there should be discipline.

Target Skills for AI Fluency
(continued)

Data Visualization

It is critical to explain or summarize trends quickly for executives and other key decision-makers to interpret. Data visualization tools assist in analyzing trends and patterns by parsing and communicating data insights in charts, graphs and other techniques. Data consumers need a strong understanding of visualization and business context to make searches and prompts productive. These tools are essential for AI data stewards and AI technical stewards to act as the workhorses of their respective teams. For business users, mastering simple AI-enhanced visualization tools can be transformative. These tools can turn complex datasets into clear, actionable visuals, empowering teams to track performance metrics and identify trends without needing deep technical knowledge.

AI Programming Skills

For developers, proficiency in advanced programming languages such as Python, R, Julia, Java, core database query tools like SQL and familiarity with AI frameworks and tools are important. There's also a research component to this. The universe of applications and techniques is constantly evolving. Lead architects on your team will need to allocate time to stay current with new developments to take advantage of innovations as they gain traction. Adding to these technical skills, prompt engineering is crucial for effectively using GenAI models such as LLMs. The ability to craft precise prompts to enhance the relevance and accuracy of AI outputs makes it essential for AI technical stewards and administrators, as well as AI data stewards who engage heavily in complex data analysis and decision-making processes.

AI technical stewards and administrators should be skilled in AI coding and scripting languages. More technically focused AI data stewards will also benefit from this skill. By mastering these alongside prompt engineering, they can maximize the effectiveness and precision of AI applications within their organizations.

Domain Knowledge

Understanding domain-specific concepts, terminology and data sources relevant to your organization's industry or sector is critical for AI champions, especially AI data stewards. Understanding underwriting drivers and metrics in financial services, patient analytics for healthcare or environmental reporting factors in energy and utilities are all examples relevant to a specific industry domain.

Critical Thinking and Ethics

AI champions need a strong aptitude for critical thinking to evaluate data sources, methodologies and conclusions, question assumptions and identify potential biases. Ethics is a distinct branch of critical thinking. Ethical considerations around the use of AI are abundant and broad reaching, including issues like bias, privacy, transparency and accountability.

Target Skills for AI Fluency

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Security and Privacy

This skill is typically well established within IT and **data governance** organizations, including aspects of in-place and in-transit encryption, sensitive data protection and insight into data sharing policies. It impacts AI projects where organizations need to ensure appropriate access to the data needed to train AI models, applying techniques for masking and obfuscation where necessary. AI champions need to ensure they are not exposing private data in AI models. For instance, in a scenario where personally identifiable information (PII) is included in a model used for recruiting analysis in HR, there is little risk if the data is anonymized. However, there is a high risk of exposure if not.

Application Knowledge

Knowledge of applications and databases is key to assembling data sources and making them available efficiently. The AI component of this is understanding the pathways that feed analytics cubes and LLMs via modern scripting and transformation languages. The reconciliation and cleanup of conflicting or duplicated data is another critical element to ensure outcomes from AI tools and models remain reliable and unbiased.

Soft Skills

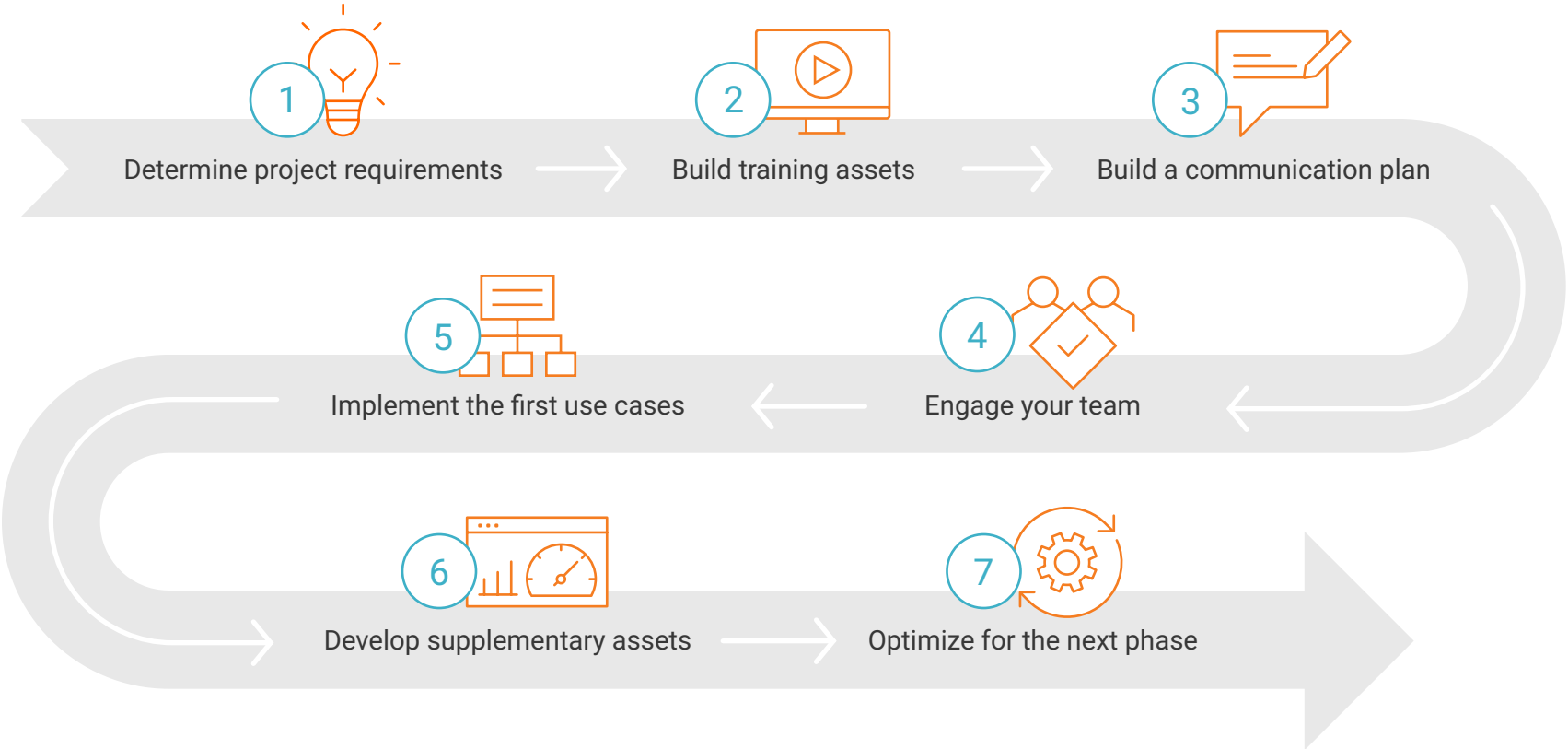
Collaboration is critical to AI projects due to the involvement of cross-functional teams, which include data scientists, engineers, business analysts and domain experts. Soft skills are essential for successfully developing and running interactive workshops, facilitating requirements sessions and communicating results, regardless of the participants' proficiency with AI technologies. A new AI lexicon is also in the mix. Individuals that can bring a common language to these groups are best placed to contribute insights and evaluate AI modeling and results effectively.

AI Skills for Business Users

Business users should focus on developing an understanding of AI outputs and basic data interpretation skills. Regular training sessions and workshops are essential to help these teams leverage AI tools for predictive analytics and informed decision-making processes.

The Road to AI Fluency

The road to AI fluency in your organization could follow the best practice workflow outlined here. Data professionals will develop the integrated skills of AI fluency and data literacy that are crucial in transforming them into AI champions through training plans they can execute in the context of pilot teams and projects. Data's role in AI — from governance and quality to ethical use — will be central to this training.



The Road to AI Fluency

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1. **Determine project requirements:** The leadership team should assess the technology, data and resource needs for each AI champion role when a new AI project begins. Focus on identifying the right technologies and necessary skill sets needed to implement them, along with ensuring data readiness. Quickly identifying any impact on the project's scope due to data constraints or needs is crucial.

2. **Build training assets:** Identify curriculum elements that anticipate key skill requirements, including data management and preparation, to drive success for each AI champion role as AI technology adoption takes place. Harvest existing courses and resources. Develop plans to address any deficiencies, particularly those related to data handling and AI readiness, plugging gaps.

3. **Build a communication plan:** A framework for communication and training should accompany all the actions in this flow. This involves collaborating with organizational change management (OCM) to build a detailed plan before contacting the individuals appointed to each role, ensuring they understand their responsibilities in data management and AI readiness.

4. **Engage your team:** Identify and engage specific individuals for each role, providing them with personalized plans that detail their training requirements and the time devoted to the AI program. This should include data literacy and readiness training, accommodating various expertise levels from novice to advanced.

5. **Implement the first use cases:** Putting training into action is the best way to learn. Apply the curriculum to use cases as soon as possible, enhancing them with data-centric training modules that emphasize **data quality**, completeness, privacy and governance in AI applications. As projects gain momentum, your AI champions will also need to perform research and develop skills through both preparatory and just-in-time training related to data ethics and management as required.

6. **Develop supplementary assets:** You'll inevitably identify gaps as your project progresses. Create ad hoc supplementary assets, such as job aids, videos, interactive demonstrations and whitepapers as needs arise. These will all be valuable training assets for future adopters with a focus on enhancing data skills.

7. **Optimize for the next phase:** Everything you learn should feed into the methodology for the next cohort of AI champions. Implement refinements that see you prepared to onboard the next community of users in future projects. Your plans and curriculum should stay relevant, especially concerning data management and AI readiness in the face of rapidly evolving technology.

Bring It All Together

Now that you know the roles, skills and broad steps involved in attaining AI fluency, it's time to consider how you'll integrate these. The rest of this guide recommends best practices for nurturing a pilot group through initial use cases.

Create a Skills Map

The first phase (steps 1 to 3) involves identifying the data professionals most suited to your AI projects and developing the curriculum and resources to nurture them to AI fluency.

Data teams and governance organizations often have a limited number of resources, all with core activities to perform day-to-day. You will want to create opportunities to expand their skill set and activate strong AI competencies wherever possible.

Pilot teams can start small and scale with your organization's maturity. In a small pilot team, the AI data steward and AI technical steward could be a single person. In small organizations, the data strategy lead might need to get involved in AI data steward and data consumer activities.

The advent of ChatGPT and other adaptive LLMs has provoked some cultural resistance towards AI projects. The individuals you would ideally recruit to your program might see AI as a threat to their job and long-term prospects. You will need to make it clear that embracing AI technologies can cement their roles as thought leaders in the enterprise. If AI initiatives are widely seen as high-priority projects in your organization, it will bring a level of personal career motivation into play, positively.

Addressing the skills gap in AI and data science requires significant investment in training and development programs. It's critical to have a curriculum in place before individuals are assigned to a project. AI champions should be primed to be productive in their role as quickly as possible.

AI fluency will benefit from a multi-faceted curriculum to cover all the skills discussed above and bring individuals up to speed on the skills and technologies required in their role. Most organizations, or the leading vendors they work with, already have structured education and certification programs in place for established technologies and concepts, such as data security or DBA skill set. New, AI-focused areas, however, require innovation and creativity to address through job aids, short videos and other appropriate formats right away.

Near real-time data feeds enhance AI modeling and data visualization capabilities, supporting rapid decision-making. You'll need to plan for the required infrastructure, scanning and data transformation to bring trusted data into these powerful applications. Administrators play a critical role by assembling data sources in a cohesive, agile and efficient manner.

The vendor landscape is more complex every day. AI champions can't be experts on all tools. Their curriculum should focus on specific tools that support your chosen hyperscale ecosystem.

Bring It All Together

(continued)

Put the Plan into Action

With the program's structure in place, it's time to prove its value through active use on pilot projects.

The first projects (steps 4 and 5) provide learning opportunities for your AI champions to apply skills and gain experience working on real-world AI scenarios in a supportive environment. With multiple, concurrent threads, there will be opportunities for cross-functional collaboration. It is likely that you'll have to create "just-in-time" training for early projects and formalize this to become part of the core curriculum later. Early projects will provide a wealth of new learnings and may move more slowly, but this will accelerate as new domains are taken on, and these stewards are able to leverage these experiences.

The focus is now on sharing and refining knowledge. AI technical stewards will develop code and scripts at the direction of AI data stewards, whose domain knowledge is critical to guide context and meaning. AI data stewards and data consumers must be on the lookout for anomalies, bias and ethical concerns to adapt models appropriately.

Building communities of practice support collaboration between different domains and encourage interdisciplinary knowledge sharing and collaboration.

Expand and Evolve

In the final phase (steps 6 and 7) you'll collect feedback and learnings to refine and improve the experience going forward.

You'll hit gaps in understanding and misalignments in technology and data in the first iterations. There will be ad hoc learning and some scrambling for new techniques to address challenges. All of this is expected as you jump into new technologies where there is much to learn. You may uncover technology gaps that require new applications, or unexpected results that need analysis and tuning. These are all acceptable outcomes so long as you document and refine as you go. Harvest new learnings and incorporate them into the program.

Continuous learning is essential as AI technologies continue to evolve. As AI models grow, your community of AI champions must evolve along with them. AI fluency will be a long-term learning exercise, requiring individuals to regularly update their skills and knowledge to stay relevant. Plan to review the available tools and resources at frequent intervals.

Embrace AI-assisted self-learning, AI-powered learning platforms and adaptive learning algorithms. These tools will play a greater role in personalized learning experiences, tailoring content and recommendations to individual preferences and learning styles. Training exercises may uncover new features that guide the team to unexpected but advanced uses for the tools. Documenting these with job aids and extending the ongoing curriculum is key.

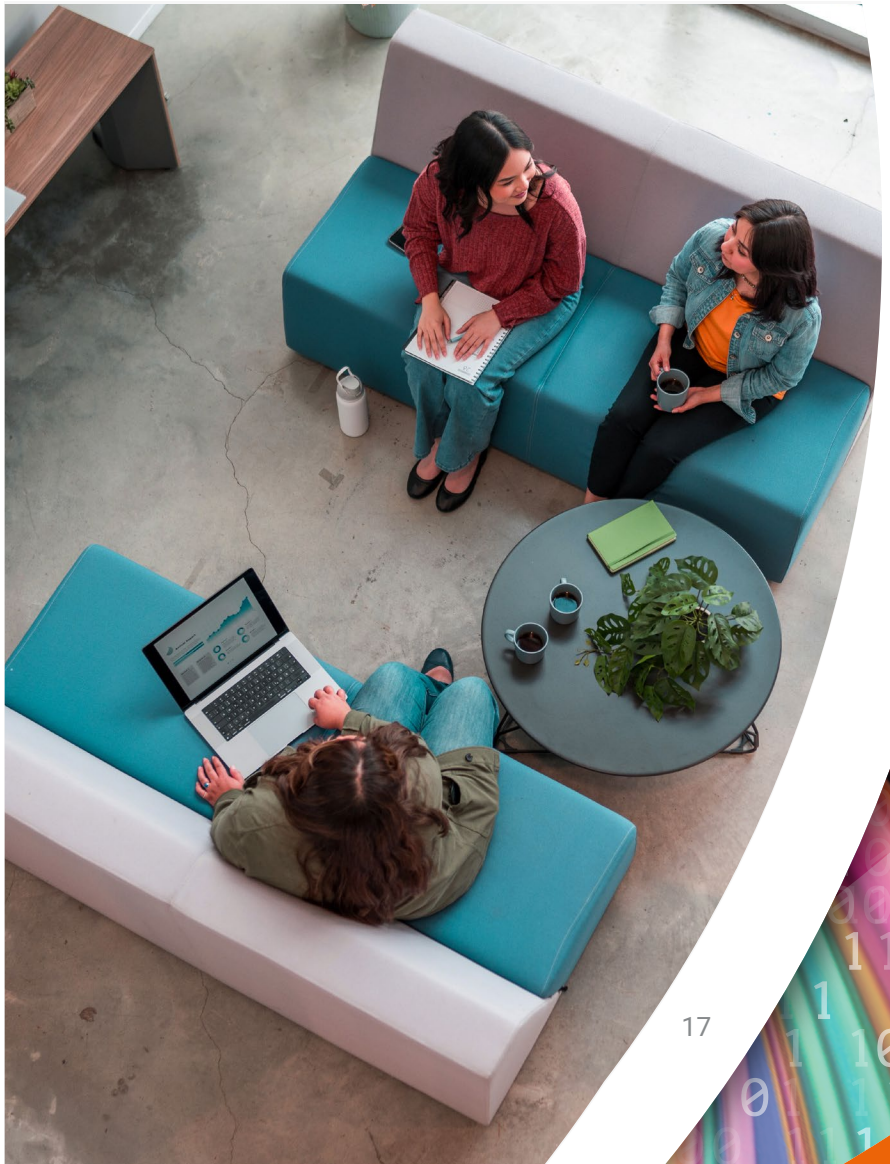
Ready for AI?

AI fluency is essential for organizations to harness the full potential of AI technologies and drive innovation in today's data-driven world. By investing in AI fluency, you can empower your data professionals to effectively guide AI models, make informed decisions and drive business value. It's a pivotal time to unleash the incredible value of the structured and unstructured data in your organization.

Building a community of AI champions is essential to capitalizing on this value and gaining a competitive edge in the marketplace. Yet, many organizations are still playing catch up just to align with the first movers in their industry.

Start as early as possible. Start today, if you can.

And prepare your organization for the long haul. AI fluency will be an exercise in continuous renewal. New advances in technology emerge every day, and the curriculum and skill sets must expand and grow to keep pace.



Next Steps

Informatica's Advisory Services team has developed innovative approaches to guide our customers to AI fluency.

Highlights of our service include:

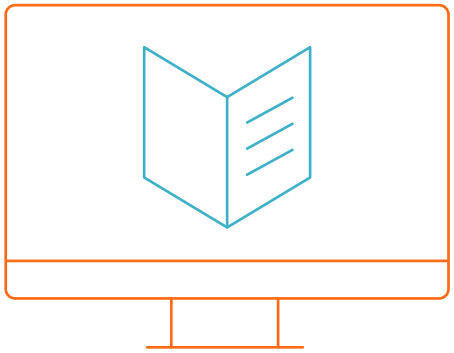
- Improving awareness of key activities, metrics and processes that build fluency with artificial intelligence, focusing on AI-augmented day-to-day activities and tasks.
- Enhancing the robustness of AI outcomes by identifying and addressing gaps in scaling data management and data governance.
- Creating awareness around AI with communication strategies such as coaching and storytelling.
- Building momentum and bringing immediate value by communicating the benefits of AI and how it can be democratized within critical business units.
- Defining, creating and assessing methods for effective communication, including the detailed training plan and curriculum for critical AI fluency skills and related needs.
- Parallel to this, operationalizing change management (OCM) with AI initiatives in both enterprises and business units. AI fluency is typically part of a larger OCM effort but becomes more central with each new advance.
- Setting up mechanisms to monitor the increase in AI fluency and adoption of tools within various business units.
- Establishing metrics to monitor the increase in value creation through improved process efficiency and its impact on the organization's core KPIs.
- Using the techniques and methods described here, building a phased go-forward strategy around AI fluency, including degrees of centralization and an approach for a sustainable repeated process.

It's time to get started. Ensuring your data is primed — with a focus on quality, completeness, governance and privacy — is the first step towards effective AI utilization. For tailored guidance on fast-tracking your organization's growth in AI fluency, contact our **Advisory Services team** for an in-depth consultation.

Next Steps (continued)

To further support your journey in AI fluency and data strategy, consider exploring the following resources:

- **How CIOs Lead with AI: Charge Ahead with Quick Wins for the Modern Enterprise**
- **Bridge the Gap to Real-World AI with the Help of Data Integration**
- **Unlock the Benefits of AI-Powered Data Lineage to Boost Your Business Success**
- **How to Build Trust in AI: The Data Leaders' Playbook**
- **How Data Leaders Empower Teams Through Governed Data and AI**



About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.
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