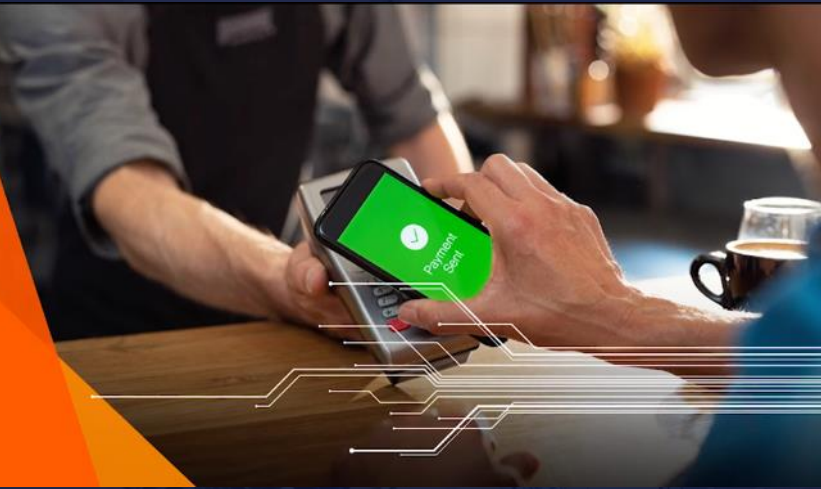


Artificial Intelligence & Machine Learning

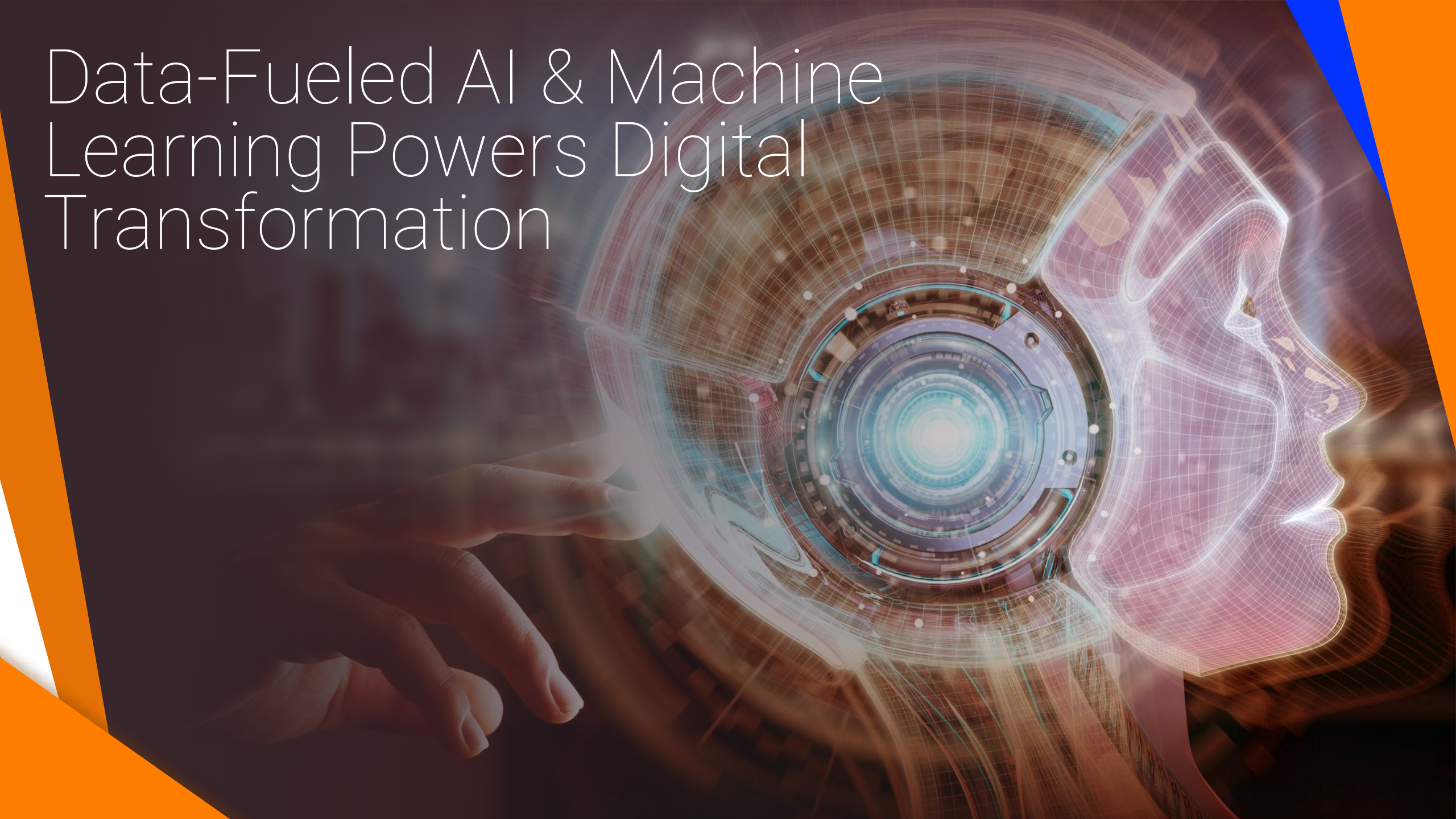








Data-Fueled AI & Machine Learning Powers Digital Transformation







AI/ML Needs Data Management

“Any application of AI and ML will only be as good as the quality of data collected.”²

“Technology is not the problem here. Data security, data privacy, siloed data, dirty data, and cultural opposition to A.I. all pose bigger obstacles.”¹

“The quality demands of machine learning are steep, and bad data can rear its ugly head.”³



Data Management Needs AI/ML

“By 2023, AI-enabled automation in data management will reduce the need for IT specialists by 20%.”¹

“By 2021, more than 50% of data science tasks including data curation will be automated, resulting in increased productivity and broader usage by citizen data scientists.”²

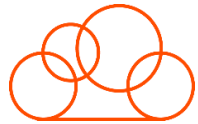
“The utilization of active metadata to assist ML-based automation in integration potentially increasing the audience within organizations who can perform data integration.”³

1. *Fortune CEO Daily*, April 3, 2019
2. *Forbes*, *Data Is The Foundation For Artificial Intelligence And Learning*
3. *Harvard Business Review: If Your Data Is Bad, Your Machine Learning Tools Are Useless*. Thomas C. Redman April 2, 2018

1. *Gartner*, Top 10 Data and Analytics Technology Trends That Will Change Your Business, Mark Beyer, et al. 11 April 2019
2. *Gartner*, 4 Technology Sources for an AI-Enabled Enterprise, Van Baker, et al. 9 April 2019
3. *Gartner*. Predicts 2019: Data Management Solutions, Ted Friedman, et al, 6 December 2018

We're at a Tipping Point

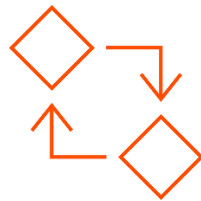
~80% of leaders ...



... are looking at multi-cloud strategy, averaging about 5 clouds



... say in 2 years companies will compete on customer experience



... will adopt self-service BI initiatives



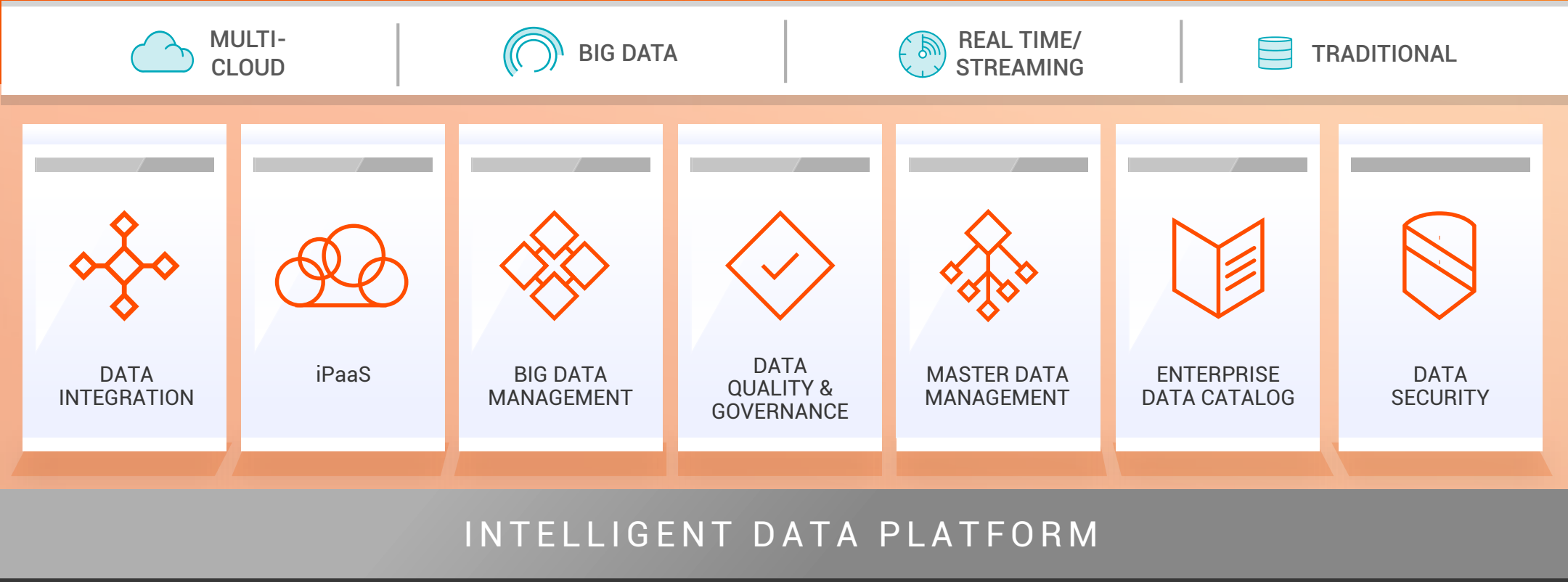
... define data/analytics strategy as top CDO responsibility



... admit they don't know where all their customer data resides

Welcome to the Forefront of Data

Enterprise Cloud Data Management



A Leader in Five Gartner Magic Quadrants

Magic Quadrant for Enterprise Integration Platform as a Service

Magic Quadrant for Data Quality Tools

Magic Quadrant for Master Data Management Solutions

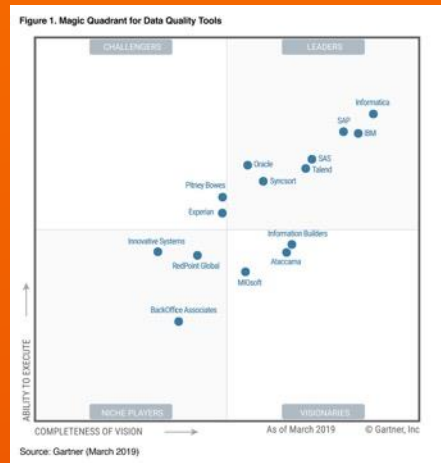
Magic Quadrant for Metadata Management Solutions

Magic Quadrant for Data Integration Tools



Apr 2019

Eric Thoo, et al.,
23 April 2019



March 2019

Melody Chien, et al.,
27 March 2019



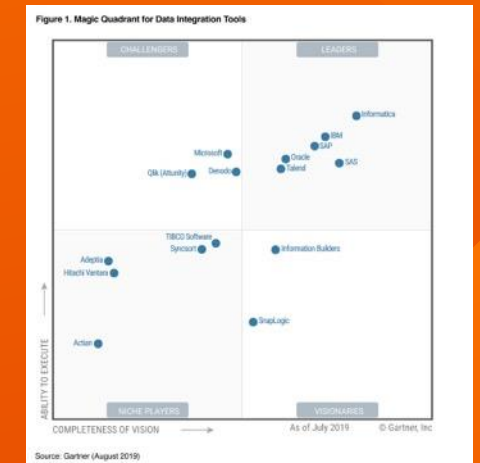
Dec 2018

Michael Moran, et al.,
12 December 2018



Aug 2018

Guido De Simoni, et al.,
09 August 2018



Aug 2019

Ehtisham Zaidi, et al.,
1 August 2019

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Data-Driven Digital Transformation Journeys



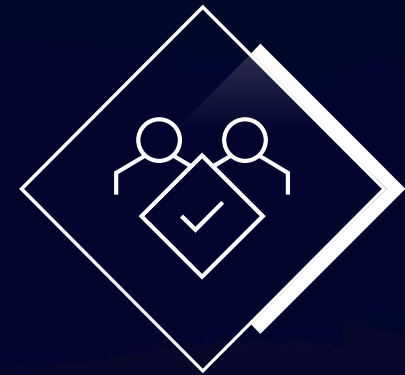
Cloud/
Hybrid



Next Gen
Analytics



360
Engagement



Data Governance
and Privacy

Leaders Choose Leaders

Top 10 of Fortune 100
Lead with Informatica



Leaders Choose Leaders

85 of Fortune 100

Lead with Informatica



Leaders Choose Leaders

40% of Forbes Global 2000

Lead with Informatica



More than
9,000
customers in
25 years



Customer Success and Support

Faster Time-to-Value Across any Business Model



#1 Customer Experience*



tsia
**RATED
OUTSTANDING**

ASSISTED AND SELF-SERVICE SUPPORT
GLOBAL | INFORMATICA LLC



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12 years in a row*

Global System Integrators

accenture

Capgemini

Cognizant

Deloitte.

TATA

wipro

Ecosystems

Adobe

aws

Azure

CLouDERA

databricks

Google Cloud Platform

Marketo

ORACLE

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SAP

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snowflake

tableau

Qlik

workday.

Local Value-added Partners

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an NTT DATA Company

indra

Atos

sdg
group

DataSpurs

devoteam

NEORIS

CIVICA

AGENSYS

VASS

INFOVERITY
Truth In Information

Global Resellers and Distributors

agile
solutions

BlueHorizon
蓝海领航

Bitek

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TECHNOLOGY, INC.

PEDAB

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GROUP

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UNICO SOLUTION

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Ecosystem
of Partners

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in Enterprise Cloud Data Management

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The only Best of Breed
& Integrated
Intelligent Data Platform

Proven Track
Record for over

25
Years

Best-in-Class
Customer Success Services

Largest R&D
Investment in Data Management

Global
Partner and Developer Network

Thank You

Emilio Valdés
evaldes@informatica.com