



Enterprise cloud data management specialist Informatica announces no less than 150 features and AI-driven innovations across 5 segments, enabling customers to "unleash the power of their intelligent data at scale and accelerate their digital transformations."

The innovations are built on a unified, modular and microservices-based platform powered by the Informatica CLAIRE engine, and provide enterprise-wide collaboration across business and IT, as well as serverless, multi-cloud and hybrid environments. The enhancement segments are as follows:

Intelligent Enterprise Data Catalog: New scoring, open metadata APIs, change notifications and ratings for data consumers create a social media-style experience for data discovery, cataloging and management. A forum allows users to follow datasets, receive change notifications, have SMEs answer questions and access ratings and reviews by data consumers.

Intelligent Cloud and Hybrid Data Management: Informatica Intelligent Cloud Services (IICS) innovations deliver automation capabilities, such as AI-powered data discovery and intelligent structure discovery. It features multi-cloud support, including AWS, Microsoft Azure, Google Cloud and Snowflake, with enhanced integration patterns across cloud application and data integration services. Users also get a preview of the Informatica Cloud Data Quality solution.

Intelligent Master Data Management: MDM innovations leverage AI and machine learning to power a 360-degree view of the customer, fulfilling the vision of truly contextual customer engagement. Enterprises can automatically synthesise customer data, identify relationships and uncover actionable insights intelligently and at scale.

Intelligent Data Governance and Privacy: Axon Data Governance additions include automation for data governance rule generation and execution using metadata-driven AI and machine learning. Practitioners can automate the creation of data quality rules and customise how tools match data governance program needs, increasing productivity through program automation and scaling to the entire enterprise.

Intelligent Big Data: The comprehensive enterprise data preparation package for data lake management includes over 50 data prep functions, as well as data catalog, data quality and data masking built-in capabilities. Innovations help analysts turn raw data into insights, increase collaboration among data users, add comments and save mappings for recipes, allowing IT to review and operationalise.

The cloud and AI-driven big data management and streaming innovations give users the benefit of automatic schema drift handling, allowing them to adapt to frequent changes in batch and streaming data without impacting processing. Updates also include fast and scalable high-speed mass ingestion (with no hand-coding) and serverless support on a variety of cloud environments.

Go [Informatica Launches AI-Driven Innovations Across Five Segments](#)