Informatica

White Paper

5 Top Ways to Quantify the ROI of AI-Powered Cloud Data Management

Calculating the business value of Informatica's CLAIRE GPT

Where data & AI come to LIFE

Contents

Introduction

Artificial intelligence (AI) and AI-enabled applications are shaking up the business and economic status quo. According to a 2023 Pew Research Poll, more than 60% of respondents think AI will have a "major impact" on workers generally, and more than 50% believe the same for the overall US economy.[1]

Artificial intelligence (AI) promises to transform industry, but its true power often remains locked away, accessible only to specialized experts. Most people, even those with technical acumen, lack the specialized insight to use it directly to improve business processes.

That's where generative pre-trained transformers, commonly known as GPTs, come in. A GPT bridges the gap between AI's transformative power and a nonspecialist's ability to apply that power directly. GPT models are "large language" applications trained on massive amounts of data and can converse intelligibly using natural language, even with people lacking a specialized AI skillset.

In a recent Gallup poll, most respondents indicate that AI will ultimately have a greater impact on society than the internet, the computer and the smartphone.[2]

[1] https://www.pewresearch.org/internet/2023/04/20/ai-in-hiring-and-evaluating-workers-what-americans-think/

[2] https://news.gallup.com/poll/692435/major-threat-next-tech-thing.aspx

CLAIRE GPT: Bringing AI's Power to Everyone in Your Enterprise

CLAIRE® GPT is the natural language interface of **Informatica's Intelligent Data Management Cloud™ (IDMC)** platform. It tears down the barriers that once limited data tasks — such as data discovery, **integration**, **quality**, **governance** and **master data management** — to only highly trained specialists. With CLAIRE GPT, anyone in your organization — regardless of AI expertise or technical skills — can leverage IDMC's features and capabilities. Through simple, conversational language, users find, produce, manage, protect and govern business-ready data, even across a broad and disparate data landscape. With CLAIRE GPT, all users in an enterprise can contribute to an organization's efforts to leverage its data assets profitably and responsibly.

Quantifying CLAIRE GPT's Business Impact

While the promise of CLAIRE GPT is clear, business leaders often need concrete financial metrics to justify adoption. To convince stakeholders, analysts must translate AI capabilities into business value — using terms and formats that resonate with finance and operations teams.

This paper details five opportunities to quantify the value of IDMC and CLAIRE GPT inspired by business value assessments (BVAs) with clients:

- **Democratized data access through natural language querying** – Allows everyone to search and analyze data simply by asking questions in everyday language.
- **Reduced IT bottlenecks and increased user autonomy** – Cuts down dependence on IT teams by enabling users to access and use data on their own.
- **Improved data literacy and professional productivity** – Boosts employees' confidence and efficiency by making data easier to understand and apply.
- **Enhanced data governance through integrated catalog and lineage views** – Ensures data is reliable, well-tracked and compliant by showing its source and usage.
- **Accelerated decisions with faster insight and collaboration** – Speeds up teamwork and decision-making by delivering insights more quickly.

A Cross-Industry Look at CLAIRE GPT's Impact

This paper examines a hypothetical organization weighing an investment in CLAIRE GPT to boost efficiency, strengthen security and drive real financial gains through smarter data practices. The value opportunities we explore are broad and applicable across industries — not tied to any single market.

Later in the paper we will explore how these broad, cross-industry benefits may be customized to meet the unique needs of specific verticals.

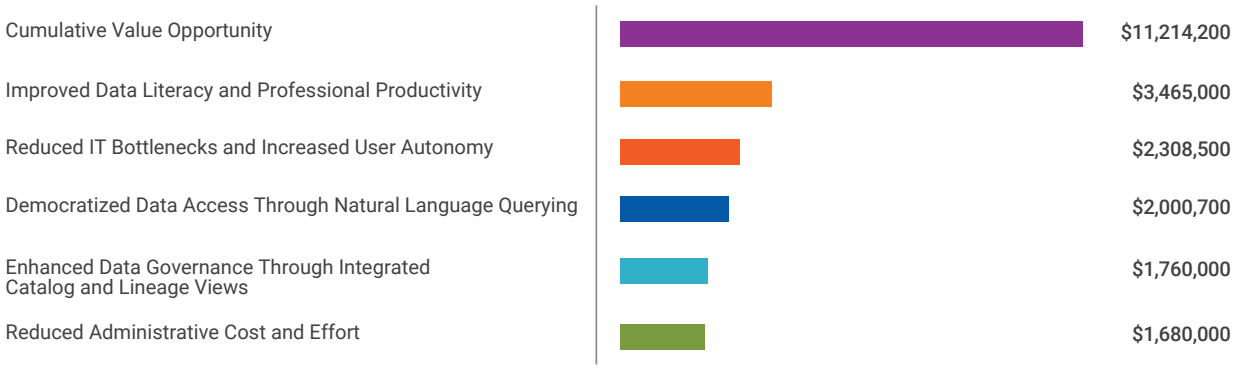


Figure 1. Value opportunities of CLAIRE GPT

The following sections provide additional details about the assumptions, data and calculations used to quantify the value opportunities listed in Figure 1. In each case, we apply three potential benefit scenarios — low, medium and high — to estimate a range of potential outcomes that could be realized in an organization using CLAIRE GPT to achieve these goals.

Value Opportunity One: Democratized Data Access Through Natural Language Querying

In many organizations, getting the data you need means depending on others, and an endless back-and-forth with IT or data owners, before a request is fulfilled — not with CLAIRE GPT.

Democratized Data Access Through Natural Language Querying

CLAIRE GPT puts the power of data directly in the hands of business users who aren't data experts. They need quick answers to data-dependent questions like: "How did currency shifts impact my division's profitability?" or "What's our annual customer retention rate?" Without CLAIRE GPT, answering these questions means filing a support ticket to access the relevant systems, requesting guidance in writing the right query formats, researching how to stitch and align data outputs in a reliable way, interpreting and validating results, and building output slides to share results with your teams.

CLAIRE GPT flips the script. Users simply ask their questions in plain language. CLAIRE GPT does the heavy lifting. It locates the right data sets (access rules permitting), builds queries with cross-tabulations and drilldowns as needed, interprets and summarizes results and even generates presentation-ready summaries. No IT scripts, no delays. As a result, time is freed up for analyzing the data and making decisions quickly.

	Low	Medium	High	Notes
Number of data consumers requiring periodic access to data sets		1,900		Estimate by CDO leadership
Average hours required per week per affected user		.75		Estimate by CDO leadership
Total hours consumed per year		74,100		Calculation
Expected reduction in effort by data consumers	50%	60%	70%	Estimate by CDO leadership
Total hours saved per year	37,050	44,460	51,870	Calculation
Average cost per hour of effort	$45	$45	$45	Per HR report
Annual associated value	**$1,667,250**	**$2,000,700**	**$2,334,150**	**Calculation**

Value Opportunity Two: Reduced IT Bottlenecks and Increased User Autonomy

IT departments often spend significant portions of their day not only granting data access but also wrangling complex manual tasks to ensure data is used appropriately for the purposes intended by the requestor. That's valuable time lost. CLAIRE GPT gets it back, slashing the need for IT intervention by automating and streamlining those time-consuming tasks. The result? IT can focus on strategic initiatives while users get faster, hassle-free data access. Here's how it plays out in practice:

Reduced IT Bottlenecks and Increased User Autonomy

CLAIRE GPT doesn't just save data consumers' time — it accelerates IT cycles by automating and streamlining the many tasks required that traditionally demanded IT's hands-on involvement. By reducing the need for IT intervention, not only do users have more autonomy in executing their data management tasks, but the IT effort itself may be redirected to more strategic work.

Key data management tasks CLAIRE GPT simplifies or automates include:

- Helping users find data across the enterprise
- Reviewing and approving access requests
- Building queries and joining data sets that meet requestors' needs
- Monitoring data use, updating data catalogs and glossaries, classifying data, analyzing logs and applying fixes

The value of that streamlined effort? See below.

	Low	Medium	High	Notes
Number of IT personnel engaged in data-related activities on behalf of data consumers		57		Estimate by CDO leadership
Average % of time engaged in related tasks		50%		Estimate by CDO leadership
Total full-time equivalent (FTE) IT personnel engaged in supporting data consumers		28.5		Calculation
Expected reduction in effort by data consumers	50%	60%	70%	Estimate by CDO leadership
FTEs made available for value-added work	14.25	17.1	19.95	Calculation
Average annual fully burdened compensation	$135,000	$135,000	$135,000	Per HR report
Annual associated value	**$1,923,750**	**$2,308,500**	**$2,693,250**	**Calculation**

Value Opportunity Three: Improved Data Literacy and Professional Productivity

Beyond the discrete tasks associated with requesting and providing data access explored in the two value opportunities above, we expect there will be additional improvements in overall productivity realized by staff through improved literacy enabled by CLAIRE GPT. We explore that potential in this value opportunity.

Improved Data Literacy and Professional Productivity

High-quality data remains crucial for driving business value, especially with AI's rapid growth. In its 2H25 The CIO Report, Gartner® states that, "Currently, 65% of organizations either don't have AI-ready data or are unclear if they have AI-ready data."[3] This reality makes data quality and governance initiatives crucial to unlocking business potential. Aligning quality data with AI business use cases and strengthening governance helps firms achieve tangible outcomes.

According to Informatica's recent **CDO Insights**, improving AI and analytics readiness is the top metric for data leaders, with 43% focused here.[4] Challenges like data volume, complexity and consumer demands highlight the need for clean, trustworthy data. Despite obstacles, 86% of organizations plan to increase investments in data management in 2025, driven by AI readiness. Executives expect better operational efficiency (43%), customer experience (43%), and innovation (38%) from these efforts. To realize these benefits, organizations must reduce silos, enhance governance and close gaps in data quality and AI literacy.[5]

Fortunately, CLAIRE GPT helps individuals with and without specific technical skills to improve their data literacy and overall productivity by actively participating in the generation and governance of accurate, usable and business-ready data.

When teams have access to accurate and usable data sets, the need to re-work drops, hesitation fades and bold decisions accelerate. Simply put, higher quality data fuels better outcomes.

As a result, we expect an overall improvement in staff productivity, as illustrated below.

	Low	Medium	High	Notes
Total number of workers depending on business-ready data		2,200		Estimate by HR
Expected total improvement in staff productivity	2.0%	3.5%	5.0%	Conservative projection compared to above stats
FTE equivalent labor created	44.0	77.0	110.0	Calculation
Average annual cost per affected worker	$45,000	$45,000	$45,000	Estimate by HR
Annual associated value	**$1,980,000**	**$3,465,000**	**$4,950,000**	**Calculation**

[3] https://www.gartner.com/en/articles/cio-challenges

[4] https://www.informatica.com/lp/cdo-insights-2025_5039.html

[5] IBID.

Value Opportunity Four: Enhanced Data Governance Through Integrated Catalog and Lineage Views

In organizations with strong data strategies and cultures that champion quality, data becomes a critical asset for competitive advantage. However, the other side of the coin applies: When data is not appropriately and rigorously governed and controlled, the risk of an adverse outcome grows significantly. Fortunately, CLAIRE GPT cuts through the complexity to lower the risk of governance slip-ups that could lead to costly breaches, compliance failures or audit issues, as we see in the example below.

Enhanced Data Governance Through Integrated Catalog and Lineage Views

CLAIRE GPT puts governance tools into the hands of everyone, not just technical experts. Through simple, natural language queries, all authorized users can explore data assets and metadata to spot stale, duplicate or unmanaged data. With CLAIRE GPT, they can swiftly identify and flag sensitive data like personally identifiable information (PII), boosting your organization's ability to secure protected assets, especially in regulated industries like financial services and healthcare. And, when compliance or audit requests arise, nontechnical users can generate precise reports on demand, fast-tracking responses to regulators.

Thanks to these and other capabilities, an organization deploying CLAIRE GPT may expect improved data governance practices, reduced compliance costs, and less frequent and severe impacts from breaches, audit and contractual findings. An example of expected savings is depicted below.

	Low	Medium	High	Notes
Average number of data security events per year		1.0		Historical average of last 5 years
Average cost per event		$4,400,000		Average cost of a breach per Ponemo[6]
Expected reduction in risk	30%	40%	50%	This is an assumption — it is challenging to assign a defensible range to risk reduction
Annual associated value	**$1,320,000**	**$1,760,000**	**$2,200,000**	**Calculation**

[6] https://www.ibm.com/reports/data-breach

Value Opportunity Five: Accelerated Decisions with Faster Insight and Collaboration

In an agile organization, teams need instant access to resources to promptly seize emerging opportunities like product innovation or tackle looming threats, including supply chain disruptions and cybersecurity incidents. Yet, decision-making often falters, bogged down by messy data practices that slow response times and muddle clarity. Fortunately, organizations that leverage CLAIRE GPT may find that the decision-making process is accelerated, as we see below.

Accelerated Decisions with Faster Insight and Collaboration

Without CLAIRE GPT, teams risk missed opportunities as competitors move faster.

Common roadblocks? Hunting down reliable data sources, piecing together relevant data sets and debating their accuracy. Scenario planning gets stuck when data is suspect or hard to manage. And gathering insight and rallying consensus from cross-functional teams to agree promptly? Nearly impossible.

As we've seen, CLAIRE GPT enables even non-technical users to quickly identify and gain access to relevant data sets throughout the organization. Using natural language to leverage the collective insight and experience of the enterprise, participants are more likely to quickly derive insight from relevant data assets. They analyze patterns and outliers, build reports in a supported and transparent manner and project outcomes of various contingencies. Armed with that insight, cross-functional teams are more likely to reach consensus quickly and take advantage of opportunities as they arise.

	Low	Medium	High	Notes
Average number of time-sensitive, data-dependent opportunities per year		14		Historical average of last 5 years
Avg. time required to respond (weeks)		4		Historical average of last 5 years
Expected reduction in response time	50%	60%	70%	Estimate by project office leadership
Weeks of value created per year	28	33.6	39.2	Calculation
Average business value per opportunity per week	$50,000	$50,000	$50,000	Estimate by project office leadership
Annual associated value	**$1,400,000**	**$1,680,000**	**$1,960,000**	**Calculation**

A Representative BVA

Benefit quantifications like those explored in this paper comprise the heart of a **business value assessment (BVA)**. A BVA is a financial model built by an analyst to help organizations determine if an investment is in the financial interest of their stakeholders.

A BVA often takes the form of a **return on investment (ROI) analysis**. These analyses may also be called **business cases** or **cost-benefit analyses (CBA)**. To avoid confusion, our practice is to use the terms "BVA," "ROI", "business case" and "CBA" interchangeably.

This paper focuses on a hypothetical representative organization considering adopting CLAIRE GPT. This BVA leverages our experience building studies in partnership with hundreds of organizations over the last decade.

To construct a BVA, we recommend that an analyst speak with personnel who may have an interest in or experience with the technology being considered. A BVA contemplating the potential acquisition of CLAIRE GPT will likely include personnel in IT roles: data engineering, data developers, help desk, etc. We also recommend engaging with business personnel who may be the downstream beneficiaries of improved data practices, even when they lack specific knowledge of CLAIRE GPT. These individuals may be personnel who leverage data (e.g., analysts leveraging sales data, personnel leveraging financial data, etc.), as well as executives, project managers, operations managers, staff in strategy, finance and other roles that depend on uncompromised access to clean and reliable data.

After conducting interviews, the analyst should construct financial benefits or value opportunities. In this paper, we depict five potential benefits that organizations may consider.

A summary of expected benefit magnitudes over five years for our representative organization is presented below. This estimated cash flow considers the time required to deploy CLAIRE GPT, with a diminished value realized in the first year, but growing to full impact in years two and later:

Low Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Democratized Data Access Through Natural Language Querying	$833,625	$1,667,250	$1,667,250	$1,667,250	$1,667,250	**$7,502,625**
Value Opportunity #2: Reduced IT Bottlenecks and Increased User Autonomy	$961,875	$1,923,750	$1,923,750	$1,923,750	$1,923,750	**$8,656,875**
Value Opportunity #3: Improved Data Literacy and Professional Productivity	$990,000	$1,980,000	$1,980,000	$1,980,000	$1,980,000	**$8,910,000**
Value Opportunity #4: Enhanced Data Governance Through Integrated Catalog and Lineage Views	$660,000	$1,320,000	$1,320,000	$1,320,000	$1,320,000	**$5,940,000**
Value Opportunity #5: Accelerated Decisions with Faster Insight and Collaboration	$700,000	$1,400,000	$1,400,000	$1,400,000	$1,400,000	**$6,300,000**
Total Value Opportunity	**$4,145,500**	**$8,291,000**	**$8,291,000**	**$8,291,000**	**$8,291,000**	$37,309,500

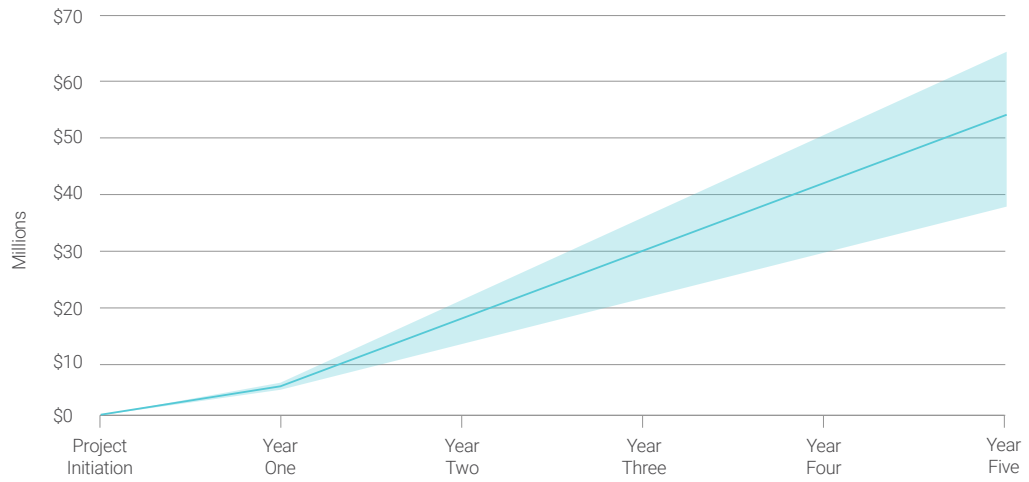
Medium Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Democratized Data Access Through Natural Language Querying	$1,000,350	$2,000,700	$2,000,700	$2,000,700	$2,000,700	**$9,003,150**
Value Opportunity #2: Reduced IT Bottlenecks and Increased User Autonomy	$1,154,250	$2,308,500	$2,308,500	$2,308,500	$2,308,500	**$10,388,250**
Value Opportunity #3: Improved Data Literacy and Professional Productivity	$1,732,500	$3,465,000	$3,465,000	$3,465,000	$3,465,000	**$15,592,500**
Value Opportunity #4: Enhanced Data Governance Through Integrated Catalog and Lineage Views	$880,000	$1,760,000	$1,760,000	$1,760,000	$1,760,000	**$7,920,000**
Value Opportunity #5: Accelerated Decisions with Faster Insight and Collaboration	$840,000	$1,680,000	$1,680,000	$1,680,000	$1,680,000	**$7,560,000**
Total Value Opportunity	**$5,607,100**	**$11,214,200**	**$11,214,200**	**$11,214,200**	**$11,214,200**	$50,463,900

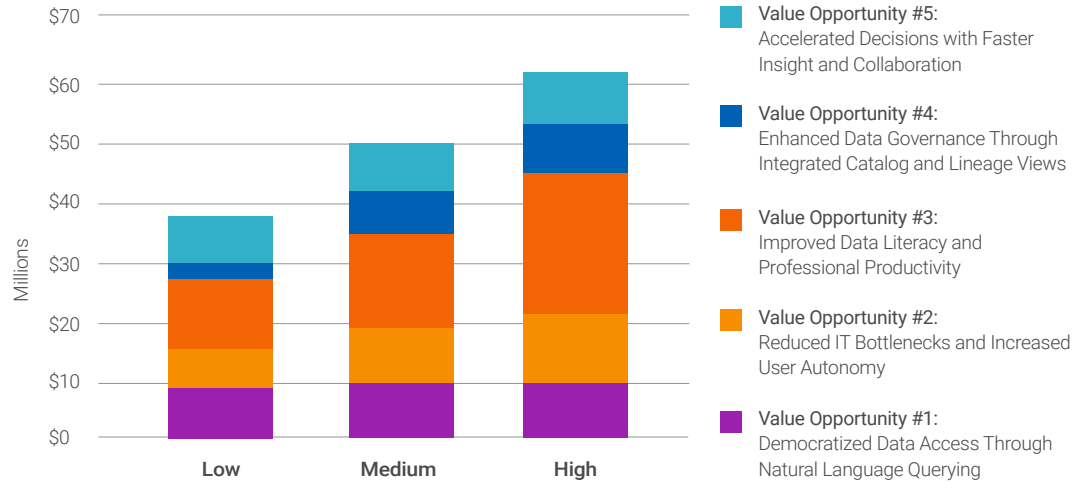
High Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Democratized Data Access Through Natural Language Querying	$1,167,075	$2,334,150	$2,334,150	$2,334,150	$2,334,150	**$10,503,675**
Value Opportunity #2: Reduced IT Bottlenecks and Increased User Autonomy	$1,346,625	$2,693,250	$2,693,250	$2,693,250	$2,693,250	**$12,119,625**
Value Opportunity #3: Improved Data Literacy and Professional Productivity	$2,475,000	$4,950,000	$4,950,000	$4,950,000	$4,950,000	**$22,275,000**
Value Opportunity #4: Enhanced Data Governance Through Integrated Catalog and Lineage Views	$1,100,000	$2,200,000	$2,200,000	$2,200,000	$2,200,000	**$9,900,000**
Value Opportunity #5: Accelerated Decisions with Faster Insight and Collaboration	$980,000	$1,960,000	$1,960,000	$1,960,000	$1,960,000	**$8,820,000**
Total Value Opportunity	**$7,068,700**	**$14,137,400**	**$14,137,400**	**$14,137,400**	**$14,137,400**	$63,618,300

Value Opportunity Across Scenarios



Five-Year Aggregate Value



The five expected value opportunities included in this representative BVA amount to a recurring annual benefit following full deployment of between **$8.3 million (low) and $14.1 million (high)**. If the costs of acquiring CLAIRE GPT, inclusive of software subscription, services and training, are less than the aggregate projected benefits (and any other value opportunities the organization may choose to explore), the investment is likely to be accretive and should be approved by financial decision-makers.

Industry-Specific Applications

We saw in the sections above how CLAIRE GPT can help a broadly defined representative organization improve its data practices and generate a positive financial return. Now we'll consider how enterprises in certain verticals may customize the benefits outlined above in a manner that's specific to the requirements of that industry.

1. Healthcare Providers

In a highly regulated environment where the potential consequences of poor data practices are severe, healthcare providers are particularly well suited to benefit from CLAIRE GPT. Two specific use cases are illustrated below, as well as several value opportunities customized from the cross-industry values described above.

Use Case 1: With CLAIRE GPT, caregivers, analysts and others are empowered to query data directly rather than requiring a technical gatekeeper. By democratizing data access, data can be leveraged as a valued community asset (though with significant controls as needed).

Use Case 2: By leveraging CLAIRE GPT, healthcare analysts benefit from an improved and complete perspective of available resources, including caregivers, equipment, finances and facilities. With CLAIRE GPT, healthcare providers are more likely to optimize their limited resources while delivering an exceptional patient experience than otherwise.

Value Opportunity	Description	Mapping to Cross-Industry Value
Reduced Dependency on IT	With CLAIRE GPT, nontechnical users are less reliant on IT personnel to execute a number of data tasks, including finding and extracting appropriate data sets, executing queries and joining data sets, building dashboards and reporting, analyzing data trends and variances, etc.	• **Value Opportunity #1:** Democratized Data Access Through Natural Language Querying • **Value Opportunity #2:** Reduced IT Bottlenecks and Increased User Autonomy
Faster Decision-Making	By leveraging CLAIRE GPT, analysts can leverage data sets faster and with more confidence, enabling them to reach data-informed decisions faster than otherwise possible.	• **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration
Better Patient Outcomes	Patient care is highly dependent on sound data practices — caregivers must consult and assimilate a range of test results and reports, potentially from varying sources, as a requirement to provide effective care. In addition, patient care is very much a team pursuit, and effective collaboration is critical. Both factors may be enhanced through CLAIRE GPT, which promotes both data literacy and data-informed consensus building. In certain cases, better patient outcomes may be a reasonable expectation.	• **Value Opportunity #3:** Improved Data Literacy and Professional Productivity • **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration
Reduced Burden on IT Teams	At many healthcare providers, a large IT staff is required to manage the significant burden of the enterprise's data assets (among other requirements). With CLAIRE GPT, much of that effort may be made by users themselves, freeing those IT resources for more strategic work.	• **Value Opportunity #2:** Reduced IT Bottlenecks and Increased User Autonomy

2. Manufacturing

Manufacturers require access to a very broad range of reliable and complete data sources that are constantly changing, often in a highly dynamic and competitive environment — and with razor-thin financial margins. CLAIRE GPT plays a critical role in helping those in data-dependent roles to leverage vital data assets.

Use Case 1: With CLAIRE GPT, operations and strategic planners in a manufacturing firm may easily leverage trusted data sets and be more precise in forecasting demand than otherwise.

Use Case 2: By leveraging CLAIRE GPT, manufacturers may more deeply and reliably analyze both long-term trends and unexpected developments so they may effectively manage the supply chain (raw materials, parts inventory, machinery, staffing, inbound and outbound freight, etc.)

Value Opportunity	Description	Mapping to Cross-Industry Value
Increased User Autonomy in Data Querying	The wide range of roles in manufacturing organizations who routinely leverage data assets is notable: planning, procurement, strategic sourcing, logistics, operations, freight and many more need constant access to trusted data sources to be effective in their roles. CLAIRE GPT ensures access to personnel regardless of their level of technical proficiency.	• **Value Opportunity #1:** Democratized Data Access Through Natural Language Querying • **Value Opportunity #2:** Reduced IT Bottlenecks and Increased User Autonomy
Timely Access to Insights Across Global Distributors	Data access alone does not meet the requirements of a modern manufacturer. Being able to derive meaningful insight from data sources no matter where they reside is critical. Fortunately, CLAIRE GPT provides the ability to use natural language to query large data sources and derive meaningful and timely insight.	• **Value Opportunity #2:** Reduced IT Bottlenecks and Increased User Autonomy • **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration
Enhanced Data Understanding and Literacy	Data isn't useful if it's buried in technical jargon. CLAIRE GPT provides clear explanations of technical terms, natural language contextual support if an element isn't clear and source transparency to guide further confidence. As a result, personnel in a manufacturing concern may be more productive than otherwise.	• **Value Opportunity #3:** Improved Data Literacy and Professional Productivity
Faster Response to Business Needs	In a manufacturing organization, it may be necessary to respond quickly to emerging trends or threats. A nimble response may be threatened if it takes a long time to extract and merge data, to interpret trends and to decide on a course of action. CLAIRE GPT accelerates the process of responding to new information and increases the likelihood of a prompt and meaningful response.	• **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration

3. Insurance and Investment Management

Organizations specializing in insurance and investments or asset management may have a particular need for the capabilities of CLAIRE GPT. Many employees at these firms regularly review massive and complex data sources, and the potential impact of proper or improper data management practices may be profound. CLAIRE GPT increases the likelihood of managing those data assets effectively — as we see in the use cases and value opportunities described here.

Use Case 1: With CLAIRE GPT, analysts at insurers and investment managers may quickly conduct comprehensive risk assessments of new business or investment opportunities that may not be possible with traditional data querying.

Use Case 2: Data scientists, underwriters and analysts at insurers and investment managers may benefit from being able to access data directly with CLAIRE GPT rather than via intermediaries who might delay insight or add an undesired variable introduced by attempting to fulfill a request without understanding the context.

Value Opportunity	Description	Mapping to Cross-Industry Value
Empowered Underwriters and Data Scientists with Direct Data Access	Those in need of deriving insight from complex data sets may often lack the expertise to write a specialized script or the experience to analyze large data sets. With CLAIRE GPT, underwriters and analysts may leverage natural language to query data directly, enhancing their ability to draw meaningful and data-informed conclusions. Policy administrators and customer service teams can benefit from CLAIRE GPT by accessing complete policy information, identifying cross-selling opportunities, monitoring customer satisfaction metrics and tracking policy changes and updates. Additionally, there is significant scope for actuaries. CLAIRE GPT enables actuaries to access historical data through natural language queries, validate data quality for modeling, track data lineage for audit purposes, monitor portfolio risk metrics, etc.	• **Value Opportunity #1:** Democratized Data Access Through Natural Language Querying
Improved Accuracy and Timeliness in Risk Evaluation, Fraud Detection and Prevention	To adequately evaluate the risk of a potential action, analysts must understand the ultimate source of relevant data sources. CLAIRE GPT provides that context through an integrated data catalog with lineage views, thereby reducing cycle times and accelerating time to a decision. Allow claims adjusters to quickly access policy details and coverage, analyze claims history patterns, identify potential fraud indicators, track claims processing KPIs and generate automated claims reports. Leverage CLAIRE GPT to spot fraud without technical skills by detecting suspicious patterns like frequent claims and linked accounts, validating data quality and tracking document accuracy, and sending custom alerts and automated investigation reports in real time.	• **Value Opportunity #1:** Democratized Data Access Through Natural Language Querying • **Value Opportunity #4:** Enhanced Data Governance Through Integrated Catalog and Lineage Views • **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration

4. Retail

Firms with substantial retail operations may benefit from the features of CLAIRE GPT to enhance their competitiveness and profitability. Retail is a fast-moving industry requiring the immediate processing of massive amounts of data from the point of sale, inventory sources, economic and government activities, marketing reports, supplier sources and many more. CLAIRE GPT helps employees capture that insight so they may act before competitors do.

Use Case 1: Providing access and insight from many data sets, CLAIRE GPT can help retail analysts and planners quickly segment customer data to spur rapid product development.

Use Case 2: CLAIRE GPT may help those requiring customer-focused data sets both to discover customer data wherever it resides and to analyze those sets in a proper context.

Use Case 3: With CLAIRE GPT, retailers may analyze customer behavior in real time and offer personalized product recommendations in a way that maximizes sales and/or profitability as the shopping experience unfolds.

Value Opportunity	Description	Mapping to Cross-Industry Value
Accelerated Data Discovery and Analysis	The challenges for retail analysts are twofold: The sheer volume of data to be processed is immense and the clock is always ticking, with data processed late potentially being worthless if competitors act faster. CLAIRE GPT expedites data discovery and analysis processes, so retailers may act quickly.	• **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration
Overcoming Expert Dependence in Data Science Teams	In many retail organizations, even trusted sources may be siloed behind well-meaning data gatekeepers. CLAIRE GPT democratizes data access so that business users may solve their own data needs without having to wait for skilled resources to respond.	• **Value Opportunity #2:** Reduced IT Bottlenecks and Increased User Autonomy
Enhanced Agility in Creating Data-Driven Products	For many retail organizations, effective product development plays a critical role. Developing highly sought products often requires the processing of a massive amount of data relating to customer behavior and other factors — CLAIRE GPT may play a critical role in processing that data swiftly and in accelerating product development.	• **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration

5. Banking

CLAIRE GPT may be a useful tool for banking firms for similar reasons, as the insurance and investment management firms described above. In organizations in a highly regulated industry with high compliance costs, high stakes and managing sensitive customer data, it is particularly important that data be leveraged in a secure, transparent and accurate manner.

In banking there is often an additional complication in that customers may have a multitude of accounts (retail, mortgage, investment, credit, etc.) at a particular institution, with data spread across numerous CRMs and other systems. With CLAIRE GPT, bankers can monitor the quality and accuracy of data delivered to customers and to regulatory bodies, giving confidence to both audiences.

Use Case 1: Deliver transparency to data-related issues not only in production but, in some cases, in development and test environments. By identifying potential compliance issues in pre-production, the likelihood of reducing the impact of those issues is greatly enhanced.

Use Case 2: Enable a variety of data management automations that may be built, tested and deployed even by non-technical personnel. By enabling non-technical resources to conduct compliance activities, fraud detection may be enhanced versus the base case.

Value Opportunity	Description	Mapping to Cross-Industry Value
Early Detection of Compliance Risks	With CLAIRE GPT, compliance and other personnel may quickly identify, gather and process needed data sources, identify discrepancies and risk, and may mitigate issues faster than what might otherwise be possible. Business users can identify inconsistencies in customer KYC data, discrepancies across retail and investment accounts and more by identifying potential compliance issues early — during pre-production testing, teams can address problems before they impact operations or regulatory reporting.	• **Value Opportunity #3:** Improved Data Literacy and Professional Productivity • **Value Opportunity #4:** Enhanced Data Governance Through Integrated Catalog and Lineage Views • **Value Opportunity #5**: Accelerated Decisions with Faster Insight and Collaboration
Automation Enhancing Data Governance and Fraud Prevention	It is not only compliance risks that may be avoided by allowing non-technical personnel to build data validation and other automation with CLAIRE GPT. Even routine compliance activities like building reports to a particular specification, creating automated checks for suspicious activities and alerts for data inconsistencies may be automated, thereby freeing personnel from what may have previously been a time-consuming task. And leveraging CLAIRE GPT to identify vulnerable systems or processes may reduce the likelihood of a fraud attempt becoming successful.	• **Value Opportunity #3:** Improved Data Literacy and Professional Productivity • **Value Opportunity #4:** Enhanced Data Governance Through Integrated Catalog and Lineage Views • **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration
Improving CX with Personalization	Accessing comprehensive customer information through simple queries like "Show all products this customer has across divisions, etc." enables front-line staff to deliver personalized services and proactively address customer needs.	• **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration

6. Automotive

Like other verticals explored above, firms operating in the automotive industry process massive amounts of data while engaging in product development, manufacturing, distribution, marketing and servicing vehicles. Unlike other verticals, auto makers may be leveraging parts and raw material data from thousands of suppliers around the world, with that data sourced in a wide range of systems.

Maintaining all that heterogeneous data reliably and in real time while minimizing costs and avoiding costly supply disruptions may require an army of data scientists. CLARIE GPT enables any analyst with proper access to anticipate potential issues and keep assembly lines running

Use Case 1: Provide both access to lineage and metadata views of critical data pipelines, enabling supply chain analysts to optimize pipeline reliability and cost effectiveness.

Use Case 2: Automotive analysts may leverage a comprehensive view of data related to machinery, therefore improving the odds of engaging in predictive maintenance before costly outages may occur.

Use Case 3: CLAIRE GPT may enable comprehensive views of data related to sold vehicles, thereby supporting the rapid identification of vehicles affected by recalls.

Value Opportunity	Description	Mapping to Cross-Industry Value
Improved Operational Readiness and Maintenance Planning	With CLAIRE GPT, users can automate (or help facilitate) end-to-end data management tasks, even for complex processes like ensuring operational readiness of the machinery and resources on an automotive factory floor. As a result, maintenance planning and effectiveness may be greatly enhanced.	• **Value Opportunity #1:** Democratized Data Access Through Natural Language Querying • **Value Opportunity #3:** Improved Data Literacy and Professional Productivity
Faster Response to Recall Management and Improving Customer Satisfaction	With CLAIRE GPT, analysts may more readily identify data sets that may help identify owners of vehicles affected by a recall and may even resolve potential ambiguities related to that data. With that information, the automaker is more apt to resolve the recall event promptly, thereby enhancing owner satisfaction.	• **Value Opportunity #4:** Enhanced Data Governance Through Integrated Catalog and Lineage Views • **Value Opportunity #5:** Accelerated Decisions with Faster Insight and Collaboration

Summary

The examples above illustrate how a hypothetical organization might generate real financial gains by adopting CLAIRE GPT. This hypothetical exercise draws on our experience conducting BVAs in partnership with a wide range of organizations at various levels of data maturity and across various sectors and scales.

In our experience, an exercise like this often understates the potential value that any specific organization may experience in time from improved data management tools. Typically, our BVA exercise spotlights a handful of financial impacts or value opportunities — like the five value opportunities we explored in the cross-industry representative BVA depicted above. Yet the reality is that many more value opportunities exist across every enterprise.

And given the foundational nature of data to any organization's success, it's fair to say that there may be many more opportunities to realize financial gain even beyond what an analyst may explore in any single analysis.

Looking ahead, Informatica has demonstrated a focus and priority on improving CLAIRE GPT's capabilities. Later in 2025, CLAIRE GPT will be upgraded, with its homegrown large language models (LLMs) leveraging Azure OpenAI and Anthropic Claude. This and other enhancements are likely to enable advanced reasoning models, an improved user experience and more accurate responses to clarifications and follow-ups.

Is it probably fair to say that the potential impact of CLAIRE GPT in the identified verticals (or in other industries) is therefore likely to grow over time.

Get in Touch

Informatica helps organizations worldwide turn data into their biggest asset. To explore a tailored business value assessment specific to your organization, please visit Informatica's **CLAIRE AI webpage** for more information.

Appendix

A. BVA Best Practices

In a dynamic environment, organizations may encounter enticing opportunities to reap potential rewards in the future after committing to funds today. These opportunities may relate to the potential acquisition of a solution or a new capability. For an executive managing operations under a firm budget, the decision of whether to move forward can be difficult. How can the organization evaluate an investment opportunity in a rational way and increase the likelihood of making the right financial decision?

BVAs are built by enterprises looking to make informed decisions about deploying their financial resources, particularly in resource-constrained environments. Given that an organization likely cannot fund all potential projects it would like to pursue at a given time, a BVA is a tool to aid in rational decision-making on investments of sufficient magnitude.

While building BVAs at Informatica, we have documented several best practices that we recommend to organizations considering any technology acquisition:

Best Practice #1: Be conservative in all projections and assumptions

The mindset of being consistently conservative means making projections that represent the highest reasonable expected costs and lowest reasonable expected benefits. A BVA that produces impressive financial metrics despite a conservative mindset can be very persuasive. On the other hand, a BVA that relies on aggressive assumptions is analytically dubious and is less likely to withstand scrutiny from a skeptical reviewer. Exaggerated projections undermine the credibility of the analyst; there is no easier way for a financial gatekeeper to reject a cost-benefit analysis than to declare that the projections aren't credible.

Best Practice #2: Emphasize transparency in all values and calculations

Suppose a reviewer evaluating a BVA cannot easily trace how an assumption is determined or how a calculation is derived. In that case, the reviewer may become concerned that an insufficiently conservative approach was applied. Even if the reviewer does not harbor this suspicion, an opaque analysis risks muddying the narrative of the planned project. The best practice is therefore to generously annotate sources, assumptions and calculations that are the basis of a cost-benefit analysis.

Because of its transparency, Excel is typically a better format than a "black box" online calculator.

Best Practice #3: Follow up and measure post-implementation results

A commonly overlooked part of the business value assessment process is to track actual post-implementation outcomes. That this is rarely accomplished is not surprising; in a busy environment, the analyst often moves to the next opportunity without returning to assess the actual outcomes of earlier projects.

This is, we believe, a significant missed opportunity. By tracking actual results, analysts can measure the accuracy of initial projections. Analysts may adapt their BVA methodology and practices in response to those findings. With post-implementation reviews, analysts may produce future BVAs that are more meaningful and reliable than would have otherwise been the case.

Best Practice #4: Use scenarios to reflect ranges of potential outcomes

Even with perfect clarity about the current state, and even with relevant and referenceable post-implementation results, it is rare that any analyst, no matter how skilled, can predict the future with absolute precision. It is far more credible (and honest) to admit the inherent uncertainty of projecting the future state across a range of potential scenarios.

Our practice, therefore, is to model three (or more) potential scenarios of the future state.

About Us

Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and analytics tools — giving organizations the freedom of choice, avoiding vendor lock-in and delivering better ROI by enabling access to governed data, simplifying operations and scaling with confidence.

Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation.
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