



White Paper

# 5 Top Ways to Quantify the Business Impact of Integrated Data Management for AI Readiness

Showcasing the business value of the AI-powered data management solution from Informatica

Where data & AI come to **LIFE**<sup>™</sup>

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## Executive Summary

Generative artificial intelligence (GenAI) dominates conversations among business and technology leaders in every industry. It's highlighted across media and research institutions and discussed by technical leaders and politicians worldwide for its promise and rapid advancement. "GenAI will shatter and reconstruct every company and industry," states Forrester Research.<sup>1</sup> According to McKinsey, GenAI technologies will add more than 4.4 trillion dollars to corporate coffers each year.<sup>2</sup>

The potential of GenAI is commonly expressed in superlative terms, including promising unparalleled automation of routine tasks, unprecedented innovation, extraordinary speed and exceptional responsiveness. However, for some, these promises can be so broad and overwhelming that it's difficult to know where, exactly, to begin. "GenAI has been the shiny new object of the business world,"<sup>3</sup> says McKinsey. But as with any shiny new object, it's the specific strategies relating to GenAI that will determine who benefits and who is left behind.

What capabilities must an organization develop to unlock GenAI's enormous potential and thrive in a GenAI-dominated environment? The starting point for the requirements is considering human factors. Organizations need specific skill sets and a supportive culture. This includes having GenAI resources or individuals eager to learn, leadership that offers support and a process and culture designed to manage GenAI development responsibly, securely and ethically.

Beyond human factors, organizations require trustworthy data that informs effective GenAI application development. In fact, it's critical to meaningful progress. Without confidence in data, organizations risk building GenAI applications on an unsteady foundation — like building a tall building on loose sand. Unfortunately, the challenges around integrating trustworthy data into AI models are proving significant. According to a recent McKinsey survey, 70% of top performers experience a range of data-related issues impacting their AI progress, including data quality and data governance gaps.<sup>4</sup>

So, what is the key underlying challenge for any organization hoping to realize the promise of GenAI (and artificial intelligence more broadly)? It is ensuring an ample supply of trustworthy data to fuel effective GenAI development.

<sup>1</sup> <https://www.forrester.com/blogs/genai-will-shatter-and-reconstruct-every-company-and-industry/>

<sup>2</sup> <https://www.mckinsey.com/mgi/overview/in-the-news/ai-could-increase-corporate-profits-by-4-trillion-a-year-according-to-new-research>

<sup>3</sup> <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/gen-ai-and-beyond-where-else-to-focus-now>

<sup>4</sup> <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/a-data-leaders-technical-guide-to-scaling-gen-ai>

## Why Informatica IDMC for GenAI?

The **Informatica Intelligent Data Management Cloud™** (IDMC) is a unified, comprehensive cloud-native data management platform. Built on a next-generation, microservices-driven platform-as-a-service, IDMC is powered by **CLAIRE®**, Informatica's AI engine. This engine enhances performance by simplifying data management processes and making **responsible, robust and relevant data for AI** available to both technical and less technical users.

With CLAIRE GPT, Informatica's GenAI-powered data management natural language service, organizations can leverage a chat interface that makes data management far more accessible across the enterprise. Supported by CLAIRE and the many features and capabilities of IDMC, organizations can work towards ensuring that GenAI development is trained on business-ready data that is trustworthy, accurate and secure. This contributes to making both GenAI and non-AI applications to be more reliable and secure.

Though the features of IDMC that promote expertise in GenAI are clear, an analyst may still be required to quantify the expected financial impact to justify the proposed technology investment. To do so persuasively, that analyst may need to communicate the expected financial value of IDMC and its GenAI capabilities in a language and format that business stakeholders use and understand.

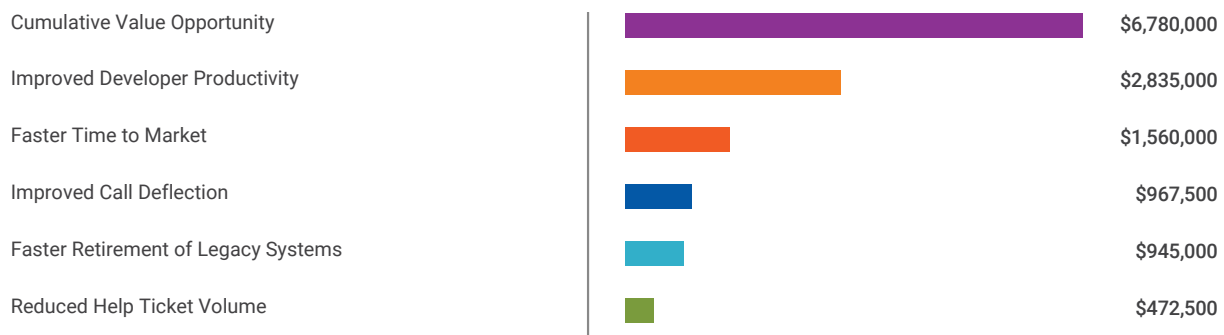
This paper details five opportunities to quantify the value of IDMC in a manner inspired by business value assessments (BVAs) we have performed with clients. These opportunities are:

- Faster retirement of legacy systems
- Improved developer productivity
- Improved call deflection
- Faster time to market
- Reduced help ticket volume

## A Business Value Assessment

This paper examines a hypothetical organization considering an investment in IDMC, primarily to maximize its ability to produce GenAI applications and, more generally, to generate favorable financial results from improved data practices. The author conducted interviews with personnel from four organizations that use IDMC for these purposes: a U.S.-based healthcare provider, a Canadian financial services firm, a U.S.-based financial services firm and a U.S.-based technology vendor. The numbers presented in this paper are not specific to the outcomes experienced by these organizations but represent what Informatica believes to be reasonable (though not guaranteed) expectations of outcomes that organizations may experience.

### Yearly IDMC Value (Medium Scenario)



The following sections provide additional details about the assumptions, data and calculations used to quantify the value opportunities listed above. In each case, we will apply three potential benefit scenarios – low, medium and high – to estimate potential outcomes that we expect could be realized in an organization investing in IDMC to achieve these goals.

### Value Opportunity One: Faster Retirement of Legacy Systems

In many organizations, data proliferates virtually unchecked across legacy systems, often because storing it in multiple locations appears easier than identifying a single source of truth and removing duplicates or inaccuracies. However, this approach can result in delayed accountability and the accumulation of significant costs over time. As we see below, the GenAI capabilities of IDMC can help reduce these costs more efficiently.

#### Faster Retirement of Legacy Systems

Modern enterprises face rampant data proliferation, with 55% of data leaders reporting over 1,000 sources of data in their organizations.<sup>5</sup> In addition, over half (51%) of data leaders anticipate needing 10 or more distinct data management tools to support their 2025 priorities – highlighting the increasingly fragmented and complex data landscape.<sup>6</sup> Data owners may prefer siloed local repositories of critical data assets to maintain control, even when unconnected data sources are more likely to become stale or duplicative over time. This situation can result in businesses relying on unconnected and untrustworthy data. Beyond that risk, though, are the costs of maintaining those repositories and systems.

Informatica offers a variety of AI-powered services on the IDMC platform that provide relevancy in part by revealing the location and quality of data assets. With that knowledge, system owners may become assured that certain legacy systems may be safely retired. Those services include:

- **Cloud Data Quality:** Offers advanced data profiling, cleansing, validation and continuous monitoring of data drift.
- **Cloud Data Integration:** Automates data transformation and migration across on-premises and cloud environments.
- **Cloud Data Governance and Catalog:** Tracks data lineage and dependencies before retiring systems.
- **CLAIRE GPT:** Simplifies data discovery and democratizes access to data elements, boosting confidence that legacy systems containing certain data assets may be safely decommissioned.

As a result, retiring legacy systems can mitigate risks and lead to cost savings by sunsetting those systems that could not otherwise be shut down. Below is a framework for estimating the value potential.

	Low	Medium	High	Notes
Average hardware spend per year per system		\$175,000		Average over recent 3 years
Average software spend per year per system		\$200,000		Average over recent 3 years
Average network, power and real estate spend per year per system		\$50,000		Average over recent 3 years
Personnel costs per year per system		\$100,000		Assumes 800 hours per year at \$125 per hour
Total spend per year per system		\$525,000		Calculation
Expected systems to be retired per year		2		Projection per IT
Total savings opportunity		\$1,050,000		Calculation
Expected % achievement against potential	80%	90%	100%	Expect to achieve nearly all or entire potential
<b>Annual associated value</b>	<b>\$840,000</b>	<b>\$945,000</b>	<b>\$1,050,000</b>	<b>Calculation</b>

<sup>5</sup> Informatica, *CDO Insights 2023: How to Empower Data-Led Business Resiliency*, Dec 2022

<sup>6</sup> Informatica, *CDO Insights 2025: Racing Ahead on GenAI and Data Investments While Navigating Potential Speed Bumps*, Jan 2025.

## Value Opportunity Two: Improved Developer Productivity

A modern enterprise typically has numerous development teams writing code to meet a range of business needs. These well-compensated professionals require years of schooling and training to achieve proficiency in their technical fields. Therefore, it is in the organization's interest to equip them with powerful tools and automation to minimize non-value-added, manual tasks as is feasible. Fortunately, Informatica IDMC offers many capabilities, including AI-powered features, that contribute to helping those developers be as productive as possible, including and especially tasks that ensure the business has access to trustworthy data.

Improved Developer Productivity				
<p>A priority for any organization with a substantial development community is protecting staff time from manual and menial tasks. Unfortunately, in many organizations, the prevalence of non-standardized, ungoverned and unclean data often forces developers to regularly clean data to ensure the robust transmission of data to the systems and personnel who need that access.</p> <p>Informatica IDMC offers a variety of AI-powered features that enhance developer efficiency by advanced tooling or automating tasks that may be done without human intervention. Those features include:</p> <ul style="list-style-type: none"> <li>Automated data mappings</li> <li>Automated data anomaly detection</li> <li>Schema drift detection</li> <li>Conversational AI assistance</li> <li>Auto-generated APIs</li> <li>Meta-data-driven search</li> <li>AI-assisted ETL pipeline developments</li> </ul> <p>These features, among others, help developers, especially those responsible for ensuring data access and reliability, to maximize productivity.</p> <p>A framework for quantifying the productivity impact realized from the AI-powered features of IDMC on the developer community is depicted below.</p>				
	Low	Medium	High	Notes
Number of developers engaged in data-related activity		75		Per HR report
Average % of time engaged in related tasks		70%		Estimate per data management office
Total FTE developers and data engineers		52.5		Calculation
Expected improvement in production	30%	40%	50%	Can vary significantly by role – an estimate is provided
FTEs made available for value-added work	15.75	21.00	26.25	Calculation
Average annual fully burdened compensation	\$135,000	\$135,000	\$135,000	Average compensation per HR
<b>Annual associated value</b>	<b>\$2,126,250</b>	<b>\$2,835,000</b>	<b>\$3,543,750</b>	<b>Calculation</b>

### Value Opportunity Three: Improved Call Deflection

A common area for value representing a source of significant costs to an organization is the contact or customer care center. Ensuring the team has sufficient headcount to promptly and accurately respond to customer needs, along with access to necessary infrastructure and tools, is inevitably costly.

Limiting customer contacts to those that are truly necessary is preferable. Most organizations would prefer to avoid those costs while (in the best case) maintaining, or ideally enhancing, a high level of customer satisfaction.

Fortunately, the AI capabilities of Informatica IDMC can enable organizations to provide a high level of customer satisfaction even without consuming any more costly agent time than is necessary, as we see in the value framework below.

Improved Call Deflection				
<p>While customer-centric organizations prioritize customer satisfaction, there's often a drive to use live agents only when absolutely necessary to save costs. However, past initiatives with legacy technology may have fallen short, and some customers may have experienced dissatisfaction with automation, leading to organizations being reluctant to try again.</p> <p>Fortunately, chatbots and other automated response mechanisms continue to improve in quality, adaptiveness and responsiveness, thanks in large part to the capabilities of IDMC. By providing responsible data that is integrated across the enterprise, GenAI development may be trained on the fullest and most useful set of available data.</p> <p>Organizations using IDMC can leverage CLAIRE GPT, which provides a natural language interface that enables applications to leverage a large volume of actual call transcripts, chat logs and resolution data. This can help train the IVR to predict common patterns in customer inquiries and to treat them in an appropriate manner. More generally, AI within IDMC can monitor and continuously improve the efficacy of self-service channels. Finally, with more reliable and complete data made available to analysts, strategists can monitor and calibrate deflection approaches in a manner that both conserves resources while enhancing customer satisfaction.</p> <p>As a result, more calls may be deflected than otherwise, as we see illustrated in the framework below.</p>				
	Low	Medium	High	Notes
Average monthly inbound customer contacts		75,000		Average over last five years
Expected % improvement in deflection rates	10%	20%	30%	Estimates from customer care unit
Agent-handled interactions avoided per year	90,000	180,000	270,000	Calculation
Average handle time per interaction (seconds)	430	430	430	Per call center reporting
Total minutes of agent time saved per year	645,000	1,290,000	1,935,000	Calculation
Average cost per minute	\$0.75	\$0.75	\$0.75	Per call center reporting
<b>Annual associated value</b>	<b>\$483,750</b>	<b>\$967,500</b>	<b>\$1,451,250</b>	<b>Calculation</b>

### Value Opportunity Four: Faster Time to Market

In a modern and dynamic environment, organizations may find that they must respond to emerging threats or opportunities more frequently and more promptly than in years past. Delays may weaken the mitigation of those threats or diminish the potential to profit from opportunities. Factors contributing to those delays include the time required to develop and test a digital product or initiative, the lack of skilled technical human or physical resources, the lack of sufficient funding and many more.

Fortunately, IDMC offers a variety of AI-enabled features that help organizations build, test and deliver digital projects and experiences quickly, allowing prompt and appropriate responses to emerging threats and opportunities.

This benefit estimates the marginal value of faster time to market for a business.

Faster Time to Market				
<p>Beyond the value of creating more productive time for technical personnel that we explore earlier in this paper, the AI capabilities of Informatica IDMC help organizations launch projects faster than they otherwise would.</p> <p>Several factors contribute to this accelerated time to value:</p> <ul style="list-style-type: none"> <li>• CLAIRES may automate or partially automate tasks related to data integration, data transformation and data quality, while also offering data observability, smart scheduling, built-in orchestration and automated resource allocation, significantly reducing production time for any project requiring access to a complete set of business-ready data.</li> <li>• Automated data scanning and data cataloging with CLAIRES enables developers to spend less time searching for data and more time building applications.</li> <li>• AI-powered data validation and testing automation in IDMC enable QA teams to move projects from testing into production environments faster than otherwise.</li> </ul> <p>Low-code/no-code tools and AI-driven automation in IDMC empower developers to build and scale GenAI applications even when they lack specific GenAI experience.</p> <p>Thanks to these factors, organizations may expect faster project deployment timelines than before. A framework for estimating the associated value follows.</p>				
	Low	Medium	High	Notes
Average number of data-dependent projects per year		30		Historical average of last 5 years
Average time required to deliver (weeks)		26		Historical average of last 5 years
Expected reduction in time to market	30%	40%	50%	Can vary significantly based on project specifics
Weeks of value created per year	234	312	390	Calculation
Average business value per project per week	\$5,000	\$5,000	\$5,000	Estimate per IT assessment
<b>Annual associated value</b>	<b>\$1,170,000</b>	<b>\$1,560,000</b>	<b>\$1,950,000</b>	<b>Calculation</b>

### Value Opportunity Five: Reduced Help Ticket Volume

Many organizations incur significant costs from support requests related to issues from both technical and non-technical users. For companies lacking a modern data infrastructure, and for those without automation informed by GenAI applications leveraging a complete and reliable data set, these requests are typically addressed by an army of analysts and consultants who respond to each help ticket individually. The AI-powered features of IDMC offer a way to satisfy the requests of staff while reducing the volume, complexity and costs of help tickets. Below is a framework for estimating the opportunity.

Reduced Help Ticket Volume				
<p>For organizations aiming to reduce help desk ticket costs without compromising the quality and timeliness of their responses, AI capabilities within IDMC offer a significant opportunity.</p> <p>CLAIRE GPT, an AI-powered natural language interface, allows users to discover, leverage and manage data. By deploying a CLAIRE GPT-powered chatbot that has been trained on a reliable and complete data set, many requests that would otherwise have required a live agent to address (e.g., "Where can I find a particular dataset?" "What is the source of certain information?" "How can I request access to a certain feed?") could instead be resolved satisfactorily and promptly without live agent involvement.</p> <p>Beyond that capability, Informatica IDMC offers proactive recommendations to data stewards, suggesting best practices to address data consumer needs before they create a ticket. Predictive issue resolution leverages AI to resolve data integration issues before there are downstream impacts. GenAI-assisted root cause analysis helps data owners diagnose emerging data issues even without direct IT intervention.</p> <p>As a result, the volume and costs of help desk tickets may be expected to shrink, as depicted in the following example benefit calculation.</p>				
	Low	Medium	High	Notes
Average help ticket volume per month		4,500		Average of preceding 12 months
Expected reduction in agent-handled ticket volume	20%	30%	40%	Estimate by IT leadership
Number of agent-handled tickets avoided per year	10,800	13,500	16,200	Calculation
Average cost per ticket	\$35	\$35	\$35	Includes allocation of second-level support costs
<b>Annual associated value</b>	<b>\$378,000</b>	<b>\$472,500</b>	<b>\$567,000</b>	<b>Calculation</b>

## A Representative BVA

Benefit quantifications like the five explored in this paper comprise the focus 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 best financial interest of stakeholders.

A BVA often takes the form of a **return on investment (ROI) analysis**. The same document may also be a **business case** or a **cost-benefit analysis (CBA)**. To avoid confusion, our practice is to use the terms “BVA,” “business case,” “CBA,” and “ROI” interchangeably.

This paper focuses on a hypothetical representative organization considering IDMC to leverage its AI capabilities, to improve data practices and to generate favorable financial returns. This BVA leverages our experience building BVAs 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 or experience in the technology being considered. A BVA contemplating an acquisition of IDMC modernization will likely include personnel in IT roles: data engineering, data developers, administrators, etc. We also recommend engaging in conversation with personnel in business roles who may be the downstream beneficiaries of improved data practices even when they lack specific knowledge of leading data management tools. These individuals may be personnel who leverage that data (e.g., analysts leveraging sales data, accounting personnel leveraging financial data, etc.), as well as staff in project management, HR, finance and other roles that regularly depend on uncompromised access to clean and reliable data.

After conducting the 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 Informatica IDMC, with diminished value realized in the first year, but growing to full impact in years 2 and later:

**Low Scenario**

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Faster Retirement of Legacy Systems	\$420,000	\$840,000	\$840,000	\$840,000	\$840,000	<b>\$3,780,000</b>
Value Opportunity #2: Improved Developer Productivity	\$1,063,125	\$2,126,250	\$2,126,250	\$2,126,250	\$2,126,250	<b>\$9,568,125</b>
Value Opportunity #3: Improved Call Deflection	\$241,875	\$483,750	\$483,750	\$483,750	\$483,750	<b>\$2,176,875</b>
Value Opportunity #4: Faster Time to Market	\$585,000	\$1,170,000	\$1,170,000	\$1,170,000	\$1,170,000	<b>\$5,265,000</b>
Value Opportunity #5: Reduced Help Ticket Volume	\$189,000	\$378,000	\$378,000	\$378,000	\$378,000	<b>\$1,701,000</b>
<b>Total Value Opportunity</b>	<b>\$2,499,000</b>	<b>\$4,998,000</b>	<b>\$4,998,000</b>	<b>\$4,998,000</b>	<b>\$4,998,000</b>	<b>\$22,491,000</b>

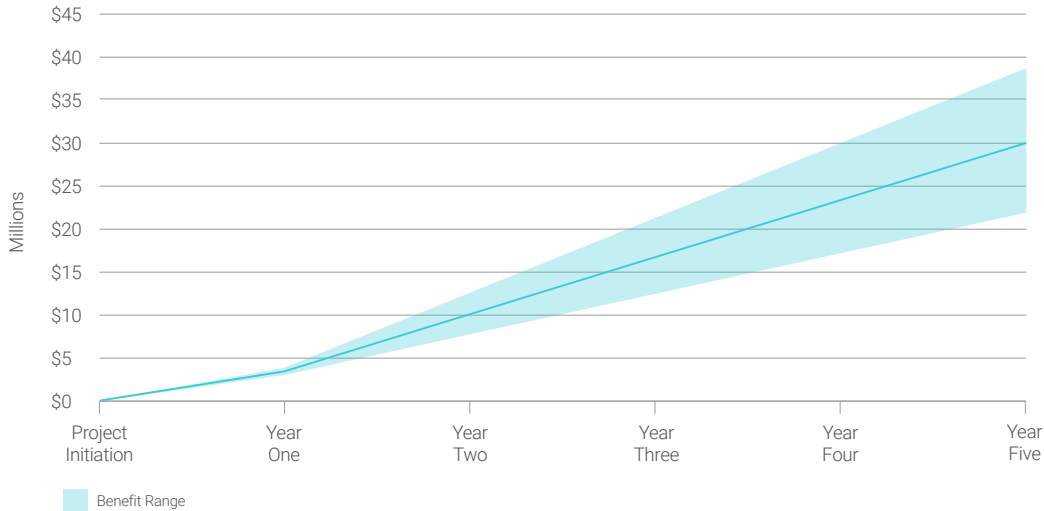
### Medium Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Faster Retirement of Legacy Systems	\$472,500	\$945,000	\$945,000	\$945,000	\$945,000	\$4,252,500
Value Opportunity #2: Improved Developer Productivity	\$1,417,500	\$2,835,000	\$2,835,000	\$2,835,000	\$2,835,000	\$12,757,500
Value Opportunity #3: Improved Call Deflection	\$483,750	\$967,500	\$967,500	\$967,500	\$967,500	\$4,353,750
Value Opportunity #4: Faster Time to Market	\$780,000	\$1,560,000	\$1,560,000	\$1,560,000	\$1,560,000	\$7,020,000
Value Opportunity #5: Reduced Help Ticket Volume	\$236,250	\$472,500	\$472,500	\$472,500	\$472,500	\$2,126,250
<b>Total Value Opportunity</b>	<b>\$3,390,000</b>	<b>\$6,780,000</b>	<b>\$6,780,000</b>	<b>\$6,780,000</b>	<b>\$6,780,000</b>	<b>\$30,510,000</b>

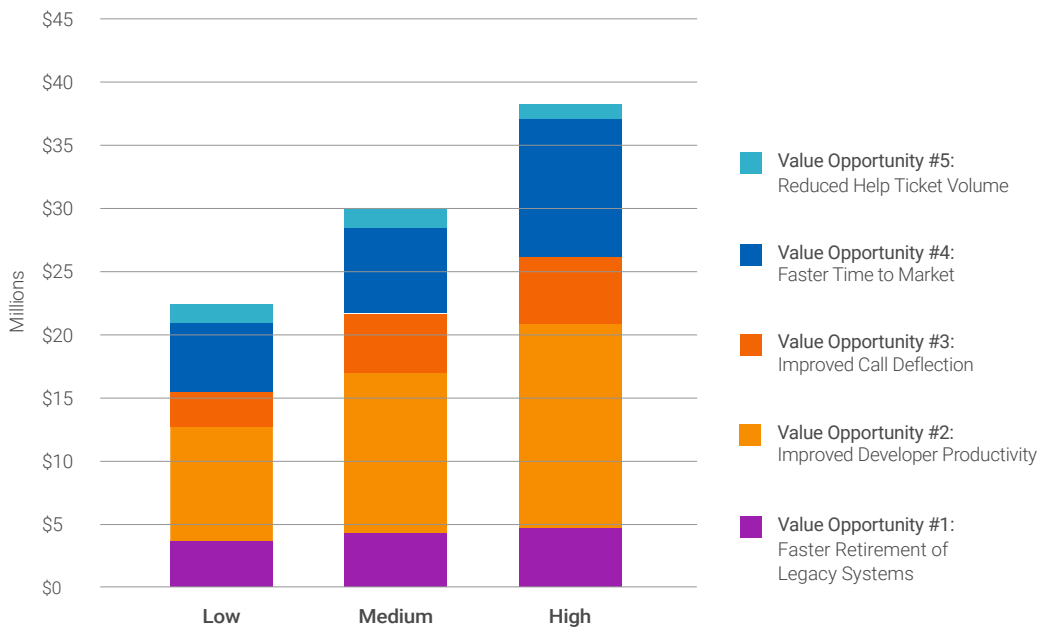
### High Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Faster Retirement of Legacy Systems	\$525,000	\$1,050,000	\$1,050,000	\$1,050,000	\$1,050,000	<b>\$4,725,000</b>
Value Opportunity #2: Improved Developer Productivity	\$1,771,875	\$3,543,750	\$3,543,750	\$3,543,750	\$3,543,750	<b>\$15,946,875</b>
Value Opportunity #3: Improved Call Deflection	\$725,625	\$1,451,250	\$1,451,250	\$1,451,250	\$1,451,250	<b>\$6,530,625</b>
Value Opportunity #4: Faster Time to Market	\$975,000	\$1,950,000	\$1,950,000	\$1,950,000	\$1,950,000	<b>\$8,775,000</b>
Value Opportunity #5: Reduced Help Ticket Volume	\$283,500	\$567,000	\$567,000	\$567,000	\$567,000	<b>\$2,551,500</b>
<b>Total Value Opportunity</b>	<b>\$4,281,000</b>	<b>\$8,562,000</b>	<b>\$8,562,000</b>	<b>\$8,562,000</b>	<b>\$8,562,000</b>	<b>\$38,529,000</b>

### Value Opportunity Across Scenarios



### Five-Year Aggregate Value



The five expected value opportunities included in the BVA amount to a recurring annual benefit following the complete deployment of between **\$5.0 million (low)** and **\$8.6 million (high)**. If the costs of acquiring Informatica IDMC, inclusive of software subscription, services and training, are less than these aggregate projected benefits, the initiative is expected to be accretive and will likely be approved by financial decision-makers.

## Summary

The examples above illustrate how a hypothetical organization might generate an estimated return by leveraging the services IDMC to achieve its GenAI-related goals. This hypothetical exercise is informed by our experience conducting BVAs in partnership with many organizations across various sectors and scales.

In our experience, an exercise like this may understate the potential value that an organization may experience. Typically, a BVA exercise pursues only a handful of financial impacts or value opportunities — in this representative case there were five that we explored. However, 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 given exercise.

Within the world of AI development, an analyst may also choose to explore the financial impact of reduced risk of leveraging untrustworthy data in GenAI development. Indeed, "hallucinations" remain a significant concern — 63% of respondents in the 2024 McKinsey survey express that output inaccuracy is a significant risk.<sup>7</sup> And beyond that, the risk of falling afoul of global regulatory attention can't be overstated.

Failure to leverage GenAI responsibly and legally may have a significant financial impact. And there are certainly many more areas of value that one could pursue in a single BVA — beyond the world of AI development, IDMC offers leading capabilities that organizations routinely use to generate real-world value.

This is to say that there are likely many more opportunities for value realization than those represented here.

## Get In Touch

Informatica helps organizations of varying sizes and industries around the globe to generate more value from their data. If you'd like to discuss a business value assessment specific to your organization, please [visit Informatica's AI-readiness webpage](#) for more information.

<sup>7</sup> <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/a-data-leaders-technical-guide-to-scaling-gen-ai>

## Appendix

### A. BVA Best Practices

In a dynamic environment, organizations may periodically 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 technology platform. For an executive holding budget, the decision of whether to move forward can be difficult. How can the organization evaluate the 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 compiled 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 an attentive 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 to generously annotate the sources, assumptions and calculations which 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 tactic within the business value assessment process is to track actual post-implementation project 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 if with perfect clarity about the current state, and even with relevant post-implementation results that you can reference, 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 is to model three potential scenarios of the future state. Our experience over the years has been that reviewers of BVAs appreciate the perspective offered by a range of potential outcomes.

## **B. Value Grid for IDMC**

The representative BVA that we depict in this paper describes the process of building a hypothetical business case in an enterprise considering IDMC specifically for its GenAI capabilities, but also for its other features and attributes.

The benefits illustrated in this paper may or may not be the same as the ones that your organization might experience or that your organization most desires. At Informatica, there are a variety of value opportunities across the BVAs which have been conducted; a broad range of potential impacts resulting from more secure, versatile, transparent and governed data practices.

The value grid below depicts a selection of potential benefits for organizations across a range of scales:

## 5 Top Ways to Quantify the Business Impact of Integrated Data Management for AI Readiness

Organizational Scale	Cost Controls	Revenue Enhancements	Productivity Impacts	Compliance and Other Impacts
<b>Up to \$1B Organization</b>	<ul style="list-style-type: none"> <li>Reduced spend on disparate data management platforms/solutions</li> <li>Reduced spend on server infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Faster time to value on data-intensive initiatives</li> <li>Improved awareness of market trends</li> </ul>	<ul style="list-style-type: none"> <li>Improved complexity with a single platform for virtually all integration platforms</li> <li>Reduced effort in patching/upgrade activities</li> </ul>	<ul style="list-style-type: none"> <li>Improved security from automatic patching and updates</li> <li>Reduced reliance on scarce GenAI-trained staff</li> </ul>
<b>\$1B-\$10B Organizations</b>	<ul style="list-style-type: none"> <li>Reduced migration services spend</li> <li>Automated cost controls with included intelligent optimization engine</li> </ul>	<ul style="list-style-type: none"> <li>Reduced frequency of customer-facing data outages</li> <li>Elasticity to meet growing customer demands when needed</li> </ul>	<ul style="list-style-type: none"> <li>Reduced effort managing metadata</li> <li>Reduced integration level of effort with templates and AI/automation</li> </ul>	<ul style="list-style-type: none"> <li>Improved transparency into the health of data at virtually every stage of the pipeline</li> <li>Reduced migration risk</li> </ul>
<b>\$10B+ Organizations</b>	<ul style="list-style-type: none"> <li>Reduced spend mitigating downstream impacts</li> <li>Reduced data center costs with advanced serverless deployment</li> </ul>	<ul style="list-style-type: none"> <li>Improved tracking of subscription status/risk factors</li> <li>Improved customer service through immediate access to cloud data sources</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced business self-service</li> <li>Enhanced re-usability of code to conserve development resources</li> </ul>	<ul style="list-style-type: none"> <li>Reduced risk of breach event with workload-level security</li> <li>Security as a design principle considered at every stage of the data integration lifecycle</li> </ul>
<b>State/Local &amp; Higher Ed/ Public Sector</b>	<ul style="list-style-type: none"> <li>Consumption-based pricing based only on actual needs</li> <li>Reduced complexity of a single data management platform</li> </ul>	<ul style="list-style-type: none"> <li>Improved reliability of citizen/student-facing applications</li> <li>Improved collaboration of departments to improve service quality</li> </ul>	<ul style="list-style-type: none"> <li>Reduced help desk ticket volume</li> <li>CLAIRE-powered recommendation for source datasets and next-best transformation</li> </ul>	<ul style="list-style-type: none"> <li>Accelerated deployment of data-dependent projects</li> <li>Improved real-time processes for public safety and emergency management responsiveness</li> </ul>

### C. Overview of Informatica IDMC

Informatica IDMC is expressly designed to help organizations deliver on the promise of their critical data assets residing on virtually any on-premises, cloud, multi-cloud or hybrid platform. IDMC is the industry's first and most comprehensive cloud-native, AI-powered, end-to-end data management cloud, empowering organizations to leverage business-ready data, including and especially for purposes of training AI models.

IDMC is uniquely capable of delivering trustworthy data for GenAI development and more generally realizing value from their data assets. Many factors contribute to this: first, the platform improves transparency into data operations with automation powered by AI to derive accurate and reliable insights. With improved visibility and traceability of data as it is collected, transformed and deployed builds trust among users, customers and regulators that AI models were trained on trustworthy data.

IDMC monitors and remediates data issues as they happen to enhance trust, offering comprehensive data profiling to continually assess the quality of data feeding into AI systems. By assuring the integrity of data pipelines throughout integration and transformation all the way into their use in AI models, reduces the likelihood of inaccurate results, thanks to the confidence of leveraging reliable data inputs.

Data governance is always a critical consideration in any data management foundation. Informatica offers AI-powered governance capabilities that enforce consistent compliance frameworks and policy standards even across heterogeneous data sources and types. And with integrated capabilities like data catalog and governance, masking, privacy and protection, IDMC enables organizations to comply with regulations relating to artificial intelligence and GenAI.

Some of the critical capabilities delivered by Informatica IDMC that help organizations achieve the promise of GenAI development are:

- **A SINGLE PLATFORM** with support for multi-cloud, on-premises and everything in between, including data ingestion, data integration, data quality, app integration, API management and more.
- **COMPREHENSIVE DATA INTEGRATION** that allows seamless out-of-the-box connectivity to the broadest ranges of data sources, enabling extensive volumes of reliable data to train complex AI models.
- **RAPID DATA DISCOVERY AND CATALOGING** to help organizations locate, understand and trust data assets to ensure that AI models are trained with a robust, reliable and relevant data foundation.
- **AUTOMATED DATA AND AI GOVERNANCE** to help organizations link policies to data assets using AI-powered classification upon discovery, and automated workflows to curate, modify and govern data assets in accordance with policy and application regulations.
- **INTEGRATED DATA QUALITY** functions to continually profile data assets, then identify, fix and monitor data quality issues even across complex environments.
- **DATA OBSERVABILITY** to enable ongoing monitoring and management of data health across the entire AI lifecycle for detecting and addressing data anomalies, drifts and biases before they impact AI learning.
- **MASTER DATA MANAGEMENT** to help organizations create and share a trusted, authoritative and contextual 360-degree view of the data needed for GenAI development.
- **DATA DEMOCRATIZATION** to ensure accessibility of governed data assets needed across the organization for responsible AI.

- **SECURE DATA** that protects and reduces the risk of data misuse, breach or unauthorized access. Informatica Cloud Data Access Management (CDAM), a service of IDMC, offers robust, policy-based access controls and data protection algorithms, to limit security and privacy risk exposure.
- **AI-NATIVE AT SCALE** to automate thousands of manual tasks and accelerate data-led transformations by applying AI and ML to data and metadata.
- **SECURITY AND TRUST AS DESIGN PRINCIPLES** to help ensure the highest level of security, trust and compliance with most industry certifications and attestations.
- **FLEXIBLE, CONSUMPTION-BASED PRICING** to let enterprises easily scale operations up or down as needs change, while maintaining access to an array of industry-leading cloud services.

This white paper was collaboratively written by Informatica and **Blue Mesa Consulting, LLC**, a third-party provider of analytical services for technology vendors.

This white paper depicts anticipated future benefits for an imaginary organization but does not guarantee specific results that may be realized in a particular environment. Your actual costs and benefits may vary. Informatica and Blue Mesa Consulting make no representations that results of any magnitude will be achieved by an organization acquiring Informatica products.

# 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. **Informatica. Where data and AI come to life.™**

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## Where data & AI come to



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