eBook

The Application Owner's AI Playbook: 4 Strategies to Maximize Impact

Where data & AI come to LIFE™

Contents

Tending to the Garden of AI

Being an application owner is a lot like being a gardener. You cultivate a diverse digital ecosystem by pruning outdated processes, planting seeds of innovation and nurturing an interconnected network that thrives in harmony. Breaking it down further, this looks like modernizing systems, streamlining workflows and overcoming data silos and integration complexity to boost efficiency, scalability and innovation.

Just as a gardener selects specific plants for a landscape's needs, as an application owner, you need to strategically deploy applications that provide value to the organization. But while it's true that you need to oversee application development and maintenance the same way gardeners must water and tend to plants, your focus needs to extend beyond that.

After all, a flourishing garden requires a balanced ecosystem where all elements support each other's growth. This means you need to align your applications with broader initiatives, such as data, integration and AI projects, to create a digital ecosystem fostering innovation and business outcomes.

A recent survey found that 86% of data leaders expect increased **data management** investment in 2025, with 44% citing data readiness for generative artificial intelligence (GenAI) as primary driver of these investments.[1]

Just as a gardener may encounter rocky soil or invasive weeds that hinder plant growth, you will likely encounter integration issues and insufficient tools that impede AI initiatives at scale. If you lack real-time **data integration**, robust low-code/no-code integration tools and end-to-end automation for your business processes, you might as well be tending your garden with children's toys.

Despite facing obstacles, a gardener clears a path for plants to thrive. Likewise, overcoming integration challenges will allow your AI initiatives to flourish, ultimately achieving strategic value and aligning with your management's growth vision. This eBook will delve into four use cases around GenAI, application modernization, business process automation and integrated data management that you as an application owner can use to help your AI garden thrive.

4 Ways Application Owners Can Elevate Business Outcomes with AI

1 | Incorporating AI-Powered Data Management with GenAI

As an application owner, greater confidence in your data and models enables you to accelerate AI initiatives. This increased assurance enables a faster time-to-market, driving revenue growth and giving you a competitive edge. In turn, these improvements lead to better decision-making, optimized AI outcomes, greater operational efficiency and better differentiation, ultimately allowing you to rapidly develop generative AI (GenAI) applications.

Enabling GenAI **applications** through AI-powered data management will help you transform your business and achieve reliable performance outcomes. As such, **GenAI** adoption is growing across industries. GenAI can fuel innovation, automate complex tasks and help scale operations quickly without additional human resources.

Over 87% of organizations that have adopted or plan to adopt GenAI say they expect an increase in GenAI investment in 2025.[2]

Benefits of AI-Powered Data Management with GenAI

Some notable benefits of AI-powered data management with GenAI include:

- **Improved accuracy, effectiveness and usefulness of GenAI outputs**: GenAI applications use accurate, contextual data to tailor responses and, with a universal metadata foundation, accelerate value realization.

- **A resilient data foundation for scalable GenAI solutions**: Utilizing consistent enterprise-scale data enhances AI agility and reliability, enabling scalable GenAI initiatives to meet evolving business needs.

- **Personalized customer experiences**: GenAI empowers marketing teams to quickly create customized materials like social media posts, emails and ad copy on-demand.

- **Streamlined software development**: GenAI organizes data into high-quality labeled datasets for AI training, improving predictions, insights and decision-making to inform product development.

[2] Ibid.

4 Ways Application Owners Can Elevate Business Outcomes with AI

1 | Incorporating AI-Powered Data Management with GenAI (continued)

Challenges with GenAI Adoption and Scale

Despite growing adoption, over 97% of organizations experience difficulties demonstrating the business value of GenAI, and a startling two-thirds (67%) of data leaders say they have been unable to successfully transition even half of their GenAI pilots to production.[3]

A common reason is the lack of scalable, AI-ready data caused by silos, complexity and accessibility issues. GenAI models require vast amounts of high-quality data from structured and unstructured sources to achieve dependable results. Yet, as many as 70% of respondents in a recent McKinsey survey have faced challenges with the right training data, leaving their AI models vulnerable to biased or inaccurate outputs.[4]

AI-ready data completeness is another challenge. To train models capable of tailoring content and output to diverse audiences, data completeness must go beyond integration from diverse sources and include data quality, context and consistency.

Finally, AI-ready data democratization requires vast amounts of data to be organized so business teams can easily access and share governed, accurate and timely information for their business applications.

How AI Can Enhance GenAI Performance

AI enhances the accuracy, effectiveness and usefulness of GenAI outputs. AI-powered data management helps process vast amounts of data across sources and formats, delivering accurate, transparent and contextual AI-ready data so GenAI apps can tailor responses for diverse business users.

AI-powered low- or no-code tools can automate resource-intensive tasks, streamline data processes and simplify development. This helps tap into the full potential of your data assets with reliable GenAI apps.

A resilient data foundation also allows you to implement more agile GenAI solutions that can scale to meet changing business needs. This is crucial for high-growth enterprises expanding GenAI adoption while achieving faster time-to-value.

[3] Ibid.
[4] McKinsey, Gen AI in Corporate Functions: Looking Beyond Efficiency Gains, 2024.

OLD DOMINION UNIVERSITY

Customer Story

Old Dominion University Integrates Campus Data for Digital Growth

Founded a century ago as an extension school, **Old Dominion University** (ODU) today is a globally recognized R1 research institution and one of Virginia's largest public universities.

Challenge

As demand for digital learning models surged, Old Dominion University sought to modernize its data strategy to monitor student engagement, performance and retention and develop student-centered approaches to enhance the learning and engagement experience. ODU wanted to build a framework that connected diverse data sources, reduced data silos, optimized transparency and protected student data privacy.

Solution

With Informatica, ODU has also been able to establish a solid foundation for future AI initiatives. AI and ML capabilities help fine-tune the data, and automated data profiling, classification and lineage help maintain data quality and improve reporting architecture.

Results

The low-code/no-code capabilities of the **Informatica Intelligent Data Management Cloud**™ (IDMC) empower even non-technical staff to develop simple mappings and generate reports, while **CLAIRE**® GPT plays a crucial role in automating and enhancing their data management workflows. This reduces the burden on the IT team while fostering a more data-driven culture throughout the institution.

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"Automating the flow of data between applications with no-code and low-code solutions was key to our modernization strategy. We wanted to build reliable integrations with reduced development time and ensure data accuracy."

Sai Ratnakar Nidumolu
Business Intelligence Developer, Old Dominion University

4 Ways Application Owners Can Elevate Business Outcomes with AI

2 | Modernizing Applications

Application modernization involves updating legacy applications and their data systems to AI-ready and cloud-native architectures. Doing so improves business agility and makes them more scalable and responsive.

Modernized applications offer improved performance, reduced downtime and enhanced user experiences, leading to higher customer satisfaction. They are easier to update and maintain, lowering operational costs and freeing resources for innovation. They also expand functionality and market reach by integrating with new technologies.

Over 70% of respondents in a recent survey said modernizing applications is a top priority to drive improved security, reliability and scalability.[5]

Benefits of Application Modernization

Once you modernize your applications, you will recognize several benefits, including:

- **Improved data continuity, quality and governance**: Modernizing applications gives you data continuity, smooth data exchange and interoperability between cloud and on-premises systems. It also helps you maintain consistent **data governance**, **data quality** and security.

- **Smooth interoperability between cloud/on-premises**: Modernization connects legacy systems with modern applications, creating a unified IT infrastructure for seamless data exchange between on-premises and cloud applications

- **Protection of your sensitive data**: Application modernization helps enable compliant management of your sensitive data with robust security protocols.

- **Enhanced customer experience**: Utilizing modern platforms and technologies can enhance service delivery, meet customer expectations and boost satisfaction and retention.

[5] Konveyor, State of Application Modernization, 2024.

4 Ways Application Owners Can Elevate Business Outcomes with AI

2 | Modernizing Applications (continued)

Challenges with Application Modernization

Although application modernization is crucial, it can be a complex and potentially costly process. If you don't take a strategic approach, it may lead to business disruptions, data migration and integration challenges, skill gaps and obstacles related to company culture.

To enhance efficiency and deliver modern digital user experiences, you need to replace outdated legacy systems with scalable infrastructure. Maintaining seamless connectivity across applications is critical to smooth information and control flow. However, you need to be careful not to compromise cybersecurity or regulatory compliance.

Modernization is made even more complex when you add GenAI to existing applications. But you need to address these constraints, as modernization is key to maintaining relevance and competitiveness.

How AI Intervention Elevates Application Modernization Outcomes

AI-powered data management can help you achieve faster, more cost-effective and higher-quality application modernization outcomes.

For example, **no-code GenAI** speeds up the application modernization processes by automating and streamlining repetitive tasks such as code review, testing and deployment. This approach reduces manual effort, operational inefficiencies and the overall cost of modernization projects. Integrating GenAI into existing applications helps deliver more personalized experiences by contextualizing responses and recommendations based on your unique data and use cases.

Enterprise-grade API and application integration facilitate connectivity between disparate applications, ensuring data efficacy and usability without requiring intensive coding. This improves agility and flexibility in application architectures to support modernization efforts.

Machine learning (ML) models can analyze legacy code to identify inefficiencies and potential vulnerabilities. They can also detect and resolve performance issues before they occur. This bolsters security, reduces downtime, improves system reliability and primes applications for optimal performance.

AI-powered low-code, intelligent and user-friendly application modernization ultimately drives efficient digital transformation, enhances business agility and maintains competitiveness.

MLSE

Customer Story

Maple Leaf Sports and Entertainment's Journey with Informatica iPaaS for Enterprise Integrations and Data Management

Maple Leaf Sports and Entertainment (MLSE) owns and operates several properties, including the Toronto Maple Leafs and Toronto Raptors, Toronto Argos, Toronto FC, venues, restaurants and retail.

Challenge

MLSE's previous integration solution posed a few difficulties and required specialized developers. As a result, they needed a stable, reliable solution that was able to be learned by any developer.

Solution

MLSE chose Informatica for an AI-powered data management solution. They are currently in the process of migrating to a new lake house architecture powered by Amazon's S3 and Amazon Redshift AWS. Informatica

will play a key role in loading the data in the data lake built on Amazon S3 as well as transforming and cleansing the data before moving to Amazon Redshift.

Results

Over the past year, MLSE has successfully incorporated more than 20 diverse data sources into its data warehouse. Its critical integrations, such as financial and point of sale integrations, are now exceptionally stable, with rare instances of failure. They have

approximately 40 daily **Cloud Application Integration** processes, featuring over 1000 different executions, as well as 113 CDI Mapping Tasks executing 3230 times per day, processing 60 million records.

LEARN MORE

"We have significantly improved our integration capabilities, reducing delivery times from months to mere weeks."

Jonathan Pilieci
Manager, Data Solutions, Maple Leaf Sports and Entertainment

4 Ways Application Owners Can Elevate Business Outcomes with AI

3 | Automating Business Processes

To remain competitive, you must be agile and quickly adapt to changing market conditions, customer demands and emerging technologies. However, manual processes, siloed systems and outdated workflows hinder this agility, resulting in inefficiencies, high costs and slow response times.

By automating workflows and integrating systems, you can leverage AI to help enhance operational efficiency, improve decision-making, reduce costs, drive innovation, deliver better customer experiences and stay competitive.

87% of IT leaders in a recent Salesforce survey expected more investment in automation over the next 18 months.[6]

Benefits of Business Process Automation

With **business process automation**, you can expect several benefits, including:

- **Workflow optimization**: Business process automation saves you time and resources by eliminating manual, repetitive tasks and automating complex workflows.

- **The ability to scale and grow**: A cloud-native platform provides scalable and flexible solutions to meet evolving business needs without major infrastructure changes.

- **Trustworthy, data-driven decision-making**: Automated tools improve data quality and governance by reducing errors and risks to help ensure data accuracy while maintaining policy compliance.

- **Faster insights to drive a competitive edge**: Processing real-time data and automating time-sensitive tasks offers quick insights and agility, giving you a competitive edge.

- **Risk management and compliance**: This approach reduces human error, identifies and mitigates risks and supports proactive measures to minimize the potential for non-compliance.

[6] Salesforce, State of IT, 2023.

4 Ways Application Owners Can Elevate Business Outcomes with AI

3 | Automating Business Processes (continued)

Challenges with Business Process Automation

Despite the significant advantages, achieving smooth process automation can be challenging. After identifying processes suitable for automation, you need to seamlessly integrate automation tools with existing applications, ensure regulatory compliance and upskill staff to work effectively with automated systems.

Manual processes lead to increased effort, more errors and slower response times. Automation can reduce manual intervention, but it must maintain compliance with government and regulatory standards. Additionally, automated processes need to be flexible and scalable to adapt to evolving business requirements without causing performance degradation or incurring significant costs.

Moreover, the lack of real-time application and data integration can undermine the benefits of automation, making it difficult to achieve operational excellence.

How AI Intervention Improves Business Process Automation Efficacy

AI-powered business process automation helps organizations scale and strengthen process resilience. This allows you to be more agile while maintaining high operational performance and reducing costs and risks.

Unlike manual systems, AI can continuously monitor automated processes in real time, identifying bottlenecks and inefficiencies to make immediate adjustments. This optimization enhances efficiency, ensures undisrupted operations and supports real-time, data-driven decision-making. Streamlining end-to-end workflows accelerates decision-making while maintaining consistency and scalability.

Intelligent automation extends beyond traditional rule-based automation by analyzing historical data to predict future trends and outcomes. It incorporates machine learning and natural language processing to automate complex, unstructured processes that require flexible decision-making and adaptability.

NRMA

Customer Story

The NRMA Increases Productivity 10X With Data and Application Integration

The **NRMA** is Australia's largest member-owned organization, offering award-winning roadside assistance, tourism benefits and discounts on fuel, groceries, travel, theme parks and more.

Challenge

Before adopting IDMC, NRMA teams worked with more than 3,000 data integration pipelines, some of which extracted the same data multiple times. Due to the complexity of the environments, teams relied on developers to write the code needed for each new data pipeline.

Solution

Informatica Cloud Application Integration, with its low-code/no-code approach, empowers teams at NRMA to effortlessly create automated workflows through an intuitive process designer. It makes it easy to connect applications in real time, allowing teams to create automated workflows that increase productivity tenfold.

Results

NRMA has reduced data ingestion time by 60% and campaign delivery timelines by 98%. Now, out-of-the-box connectors allow NRMA to automatically ingest data from more than 150 partner files and third-party applications every day. The NRMA also saw an increase in self-service. Using drag-and-drop UI and simple operations, teams company-wide can access the analytics and build the reports they need.

LEARN MORE

"The campaign intelligence team can run pipelines whenever needed to get the information they need to launch effective campaigns directly at customers or provide that insight to partners."

Vamsi Krishna Dhalli
Senior Data Manager, NRMA

4 Ways Application Owners Can Elevate Business Outcomes with AI

4 | Establishing Integrated Data Management

Optimal digital transformation outcomes are possible only with effective data and AI management. Application owners need to ensure applications are integrated with data management systems to facilitate seamless data flow while ensuring data quality, security, integrity and accessibility.

With integrated data management, you can improve collaboration for greater efficiency and faster decision-making by integrating business silos and teams through automated services on a centralized platform.

80% percent of organizations reported that some of their divisions operate in silos, each with its own data management requirements, practices, source systems and consumption behaviors.[7]

Benefits of Integrated Data Management

Some benefits of integrated data management include:

- **Creating business value faster:** Give everyone, whether they're in business or technical roles, access reliable data. A complete set of integrated data management services will allow you to simplify data management. And you can start with exactly the capabilities you need and expand as your needs change.

- **Establishing more trust in data:** Stop guessing whose data is right and start delivering data everyone can trust. With comprehensive data management, you can create an authoritative graph of your enterprise data to enhance your decision-making and AI results. And it will allow you to exceed your enterprise scalability, security and compliance requirements.

- **Optimizing your data investments:** Get the best return on your data investments while maintaining the most technical flexibility. Integrated data management will allow you to maximize your data strategy with the freedom to choose the architecture and vendors that suit you best. And you can cut costs and risks by avoiding manual integrations automating data tasks with AI. Plus, you can start by paying only for what you need and then expand quickly to address new needs.

[7] McKinsey, Master Data Management: The Key to Getting More from Your Data, 2024.

4 Ways Application Owners Can Elevate Business Outcomes with AI

4 | Establishing Integrated Data Management (continued)

Challenges with Integrated Data Management

While you may appreciate that an integrated approach will streamline data management and drive accuracy, you face significant challenges from fragmented data and complex tech stacks. Data needs to be connected to transform it into a strategic asset rather than a risk.

According to a recent Informatica survey, half of data leaders whose organizations will need tools to support their data management priorities in 2025 believe they'll work with more than five vendors.[8]

Reliance on multiple point systems further weakens data quality and consistency but also creates risks and vulnerabilities. Seamlessly integrating data requires a comprehensive data and AI governance framework.

Integrating data from disparate data sources can be complex, demanding highly skilled and expensive teams and resources to support. Connecting data effectively means empowering data consumers across your organization to independently access, analyze and interpret high-quality, trusted information with confidence.

How AI Can Facilitate Integrated Data Management

An intelligent data platform enables a centralized and integrated approach to data management without compromising data security or user access. This unified view of data reduces complexity, enhances scalability and speeds up accurate data delivery for enterprise users.

AI-enabled data management platforms can automate various core data management tasks, such as data integration across formats and sources, data cataloging, data quality, observability, master data management (MDM), governance, privacy and data sharing.

AI-powered natural language interfaces can further simplify tasks like data discovery for business users, reducing the need for technical skills and allowing teams to focus on value creation.

A robust, reliable data management strategy delivers responsible, AI-ready data for informed decision-making and strategic innovation, maximizing the value of your digital transformation.

[8] Informatica, CDO Insights 2025.

Dr.Reddy's

Customer Story

Dr. Reddy's Solves for Cloud Data Complexity

Since its founding in 1984, **Dr. Reddy's Laboratories** has been committed to being first to market with innovative, affordable therapies. Based in the high-tech corridor of Hyderabad, India, the company operates in over 70 countries and serves over 700 million patients every year through its innovative products and services.

Challenge

Several industry trends were increasing demands on data resources. Regulators sought a granular, forensic level of data scrutiny for every drug developed. The advent of personalized therapies and digital therapeutics created new streams of minute body data from wearable technologies. Plus, Dr. Reddy's board had established a focus on AI and GenAI to speed up research and solve complex R&D problems, from drug formulations to molecule identification.

Solution

The Dr. Reddy's team uses IDMC to automate data governance and quality across its data integration and engineering pipelines. **Cloud Data Integration** (CDI) merges data from multiple departments' data sources into a unified pipeline. **Cloud Data Governance and Catalog** (CDGC) helps ensure that data is secure, accessible, properly organized and universally understood. **Cloud Data Quality** (CDQ) helps cleanse and govern data assets, defining data quality rules and automatically creating data quality scorecards.

Results

Dr. Reddy's has seen a 50% reduction in data pipeline development time, over 5000 records per second delivered for AI and a >95% AI data quality benchmark. The company has also upskilled more than 300 data stewards across the business, empowering them to manage their departments' data quality effectively.

LEARN MORE

"We use Informatica to design a pipeline that pulls information on more than two billion compounds from a data source to our data lake, at a transaction speed of close to 5,000 records per second. A process that normally would take months can now be completed in less than five minutes."
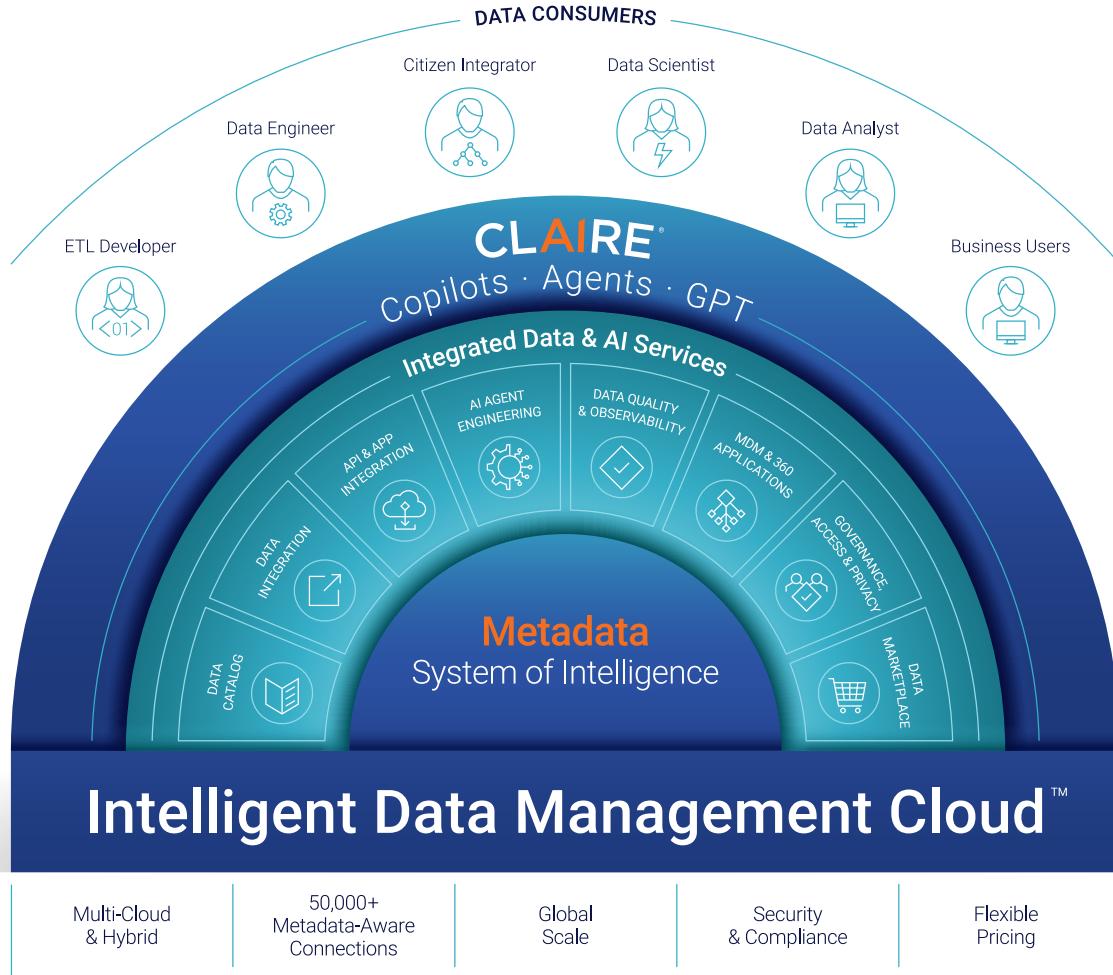
Anish Agarwal
Sr. Vice President and Global Head of Data and Analytics, Dr. Reddy's

Why Enterprise Application Owners Prefer IDMC for AI-Powered Digital Transformation

In your pivotal role as an application owner, you're at the helm of driving transformation and innovation within your organization.

AI-powered cloud data management and integration capabilities are critical to maximizing outcomes for your digital transformation initiatives, be it application modernization, business process automation, GenAI or integrated data.

DATA CONSUMERS

Citizen Integrator

Data Scientist

Data Engineer

Data Analyst

ETL Developer

Business Users

CLAIRE®

Copilots · Agents · GPT

Integrated Data & AI Services

API & APP INTEGRATION

AI AGENT ENGINEERING

DATA QUALITY & OBSERVABILITY

MDM & 360 APPLICATIONS

DATA INTEGRATION

GOVERNANCE, ACCESS & PRIVACY

DATA CATALOG

Metadata
System of Intelligence

DATA MARKETPLACE

Intelligent Data Management Cloud™

| Multi-Cloud & Hybrid | 50,000+ Metadata-Aware Connections | Global Scale | Security & Compliance | Flexible Pricing |

Figure 1: An overview of the Informatica Intelligent Data Management Cloud

Why Enterprise Application Owners Prefer IDMC for AI-Powered Digital Transformation (continued)

Informatica can support you on this journey with advanced, AI-powered capabilities to help you seamlessly integrate and manage data across disparate systems. The **Informatica Intelligent Data Management Cloud** (IDMC) is a comprehensive data management platform that transforms vast and complex enterprise data into actionable business value. It is a unified solution that handles the entire lifecycle of data — from ensuring data health and trust with user-friendly, AI-powered tools to supporting diverse use cases with its integrated, flexible services. To meet the evolving demands of modern AI initiatives and business intelligence, IDMC simplifies data access, automates labor-intensive tasks and ensures enterprise-level scalability, security and compliance — all while delivering measurable return on data investments and flexible, consumption-based pricing. IDMC is the new standard in AI-powered data management.

Key capabilities include:

- Comprehensive, seamless data integration to automate real-time extract, transform, load (ETL) processes

- Enterprise-grade API and application integration to automate workflows across business systems

- Scalable Cloud Integration Hub for complex data integration scenarios

- No-code GenAI application development

- Built-in data quality, observability and governance for responsible, AI-powered data management

- End-to-end process automation and orchestration

- AI-driven insights and recommendations streamline automated workflows and optimize efficiency

- Data democratization fosters a data-driven culture and minimizes dependence on IT

- An end-to-end AI-powered platform delivering relevant, responsible and robust data for GenAI

Start Your AI-Powered Data Management Journey

Navigating this multi-faceted digital landscape is no small feat, as the urgency for efficiency, speed and modernization remains critical to maintaining a competitive edge and ensuring operational compliance. With Informatica's advanced capabilities, you can seamlessly integrate and manage data across disparate systems and platforms, ensuring accuracy and compliance.

Overcome speed bumps and ensure your organization remains at the cutting edge of innovation and excellence with our comprehensive data management and application modernization solutions.

Start your **AI-powered data management** journey with IDMC today.

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.™**

Where data & AI come to

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