



eBook

Four Steps to Mastering AI Governance: A Blueprint for the Agentic Enterprise

Building trust and context in AI with Informatica

Where data
& AI come to **LIFE**™

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Why AI Governance Matters

Nearly 80% of companies have either already adopted agentic artificial intelligence (AI) or plan to adopt it within the next year. However, 90% of data leaders say they are concerned about new AI pilots moving forward without addressing the data reliability problems uncovered by previous initiatives.¹

This wide gap between organizational ambition and readiness to harness AI's value in sustainable, scalable ways has made AI governance central to enterprise strategy.

AI governance involves operationalizing a set of principles, standards and practices that help manage the use of AI in organizations. It helps ensure AI is developed and utilized reliably and responsibly across the enterprise.

Overlooking AI governance can severely undermine the AI strategy, particularly for companies aspiring to become agentic AI enterprises. Providing oversight and managing risks related to bias, privacy, security and transparency becomes even more critical when autonomous AI systems make decisions and take actions independently.

For these systems to produce predictable, reliable outcomes, companies need to ensure agents are trained and operated on trusted data. By managing the **data quality**, integrity and enhancing its context, AI governance builds confidence in data feeding agentic AI, enabling these systems to operate transparently, fairly and safely. This trust in data is essential for effective, responsible agentic AI deployment.

¹ CDO Insights 2026

How AI Governance Creates Trust and Context for AI

Trust and context in underlying data are the currency that determine how effectively and efficiently AI agents perform. Without them, an AI agent's ability to execute tasks reliably and consistently is severely compromised.

In the absence of trusted data, AI models might behave unpredictably due to inaccurate or inconsistent data pipelines. When data lacks context about its source, journey, transformations and usage terms, models may produce misaligned outcomes.

Let's examine how AI governance enables trust and context.



Trust

An AI system's value hinges on trust. It involves establishing data reliability, ensuring model integrity and improving users' confidence in the output.

- **Trust in Data:** Robust AI governance prevents biased, incomplete or inaccurate data from entering the ecosystem.
- **Trust in the Model:** For users to rely on AI, they must trust its decision-making process. Governance promotes explainability and transparency, encouraging users to accept and act on the AI outputs.
- **Trust in the System:** Organizations must ensure AI operates securely, respects privacy and follows ethical guidelines. Building trust helps prevent negative outcomes like breaches or violations.



Context

For AI to understand and act towards goals, it needs decision data with background, history, constraints and environmental details. Without this context, AI might rely on incomplete or irrelevant info, risking accuracy.

- **Enrichment:** Standardizing data definitions, adding metadata information and gathering systemic feedback enhance the inherent value of data.
- **Unified View:** AI governance enforces the creation of a centralized metadata repository. This creates a unified view of all data that AI can use to reason more accurately.
- **Guardrails:** Clearly defined scope, purpose and operational boundaries that protect and safeguard data and its use, provide high-level context to AI and prevent it from straying into unintended, potentially punitive areas.

Together, this trusted context serves as the foundation for organizations to train and operate AI models and agentic systems with confidence. AI governance is pivotal for building this foundation.

Building Trusted Context Through Comprehensive AI Governance

AI projects are complex and require governance oversight across their lifecycle, whether they are in training, development and testing or deployed in production. They involve a range of stakeholders across the organization who are expected to understand the context of data and AI usage. This includes elaborating on potential risks, ensuring mitigation and checking for compliance.

Fragmented tooling and the need to accommodate increasingly diverse ecosystem setups further complicate AI governance.

To guide companies on their AI journeys, Informatica has designed a simple yet powerful approach to AI governance. The approach is comprised of four key pillars:

- Inventory
- Control
- Deliver
- Observe

This four-step approach is backed by the capabilities of **Informatica's Intelligent Data Management Cloud (IDMC)**, which make AI governance implementation fast, easy and flexible.

Let's look at how companies can use IDMC to deploy governance for their AI projects at scale.



Building Trusted Context Through Comprehensive AI Governance (continued)



Inventory – Discover and Oversee the Use of Data and AI Assets

Complete visibility is the essential first step for any governance program.

- **Centralized Inventory:** Developing a centralized inventory provides a single source of truth for all data and AI assets. It allows you to understand the full scope of your AI landscape, identify potential risks and apply policies consistently across the enterprise.
- **Clear Accountability:** The inventory enables companies to register clear ownership and accountability for AI model performance and ethical oversight. It also provides the framework for managing the entire lifecycle of an AI model, from development to retirement.
- **Data Lineage:** Inventorying includes end-to-end data lineage that shows exactly which datasets were used to train and test a model, their origins and provenance. This is crucial for understanding model behavior and for ensuring that AI is built on reliable, unbiased data.
- **Metadata Enrichment:** Beyond serving as a registry of data and AI assets, inventorying enriches them with metadata such as data lineage, quality scores, business definitions and sensitivity levels to add essential trust and context.

Why Informatica?

The AI-powered data catalog within IDMC automates the discovery, scanning and classification of data and AI assets. It provides an unmatched breadth of connectivity across on-premises, multi-cloud and hybrid sources.

Key differentiating features include:

- **A “Catalog of Catalogs” Approach:** Helps create a single enterprise-wide inventory over a diverse landscape that may include other niche catalogs.
- **Unstructured Data Support:** The ability to scan, classify and inventory not just traditional databases but also semi-structured and unstructured files, which is key towards building a holistic view of assets.
- **Granular Lineage:** **Cloud Data Governance and Catalog** (CDGC) traces data from its source system, through complex transformation, down to the specific column level to build trust.
- **CLAIRE® AI Engine:** Analyzes technical, business and operational metadata from across the enterprise to drive automation and provide deep insights.

Building Trusted Context Through Comprehensive AI Governance (continued)



Control – Manage Access to Data and AI Assets

Controls determine how governance policies and principles are translated into tangible actions and safeguards.

- **Automated Controls:** Protecting data is essential for preventing misuse or exposure of sensitive information to AI models. Implementing systemic, automated protection measures helps ensure that AI models access only the data they are authorized to use.
- **Policy Enforcement:** Policies are only as effective as their enforcement. The control function enforces policies and guidelines related to ethics, fairness and regulatory compliance. Technical and procedural checks enable defined rules to be actively adhered to.
- **Adaptable Governance:** Allows governance to be flexible. Applying rigorous oversight and approval for high-risk AI applications while allowing low-risk projects to proceed more quickly strikes a balance between responsible innovation and operational efficiency.
- **Proactive Risk Management:** Setting guardrails for the use of data and AI is critical. With targeted measures, companies can mitigate threats such as compliance breaches and security vulnerabilities before they cause harm.

Why Informatica?

IDMC provides access controls and workflows to support customized approval chains for AI governance processes.

Key differentiating features include:

- **Intelligent Foundation:** AI-powered discovery and classification help create an intelligent and dynamic foundation for applying access policies accurately and comprehensively.
- **Granular Policies:** With **Cloud Data Access Management (CDAM)**, companies can deploy granular access policies based on data sensitivity and user roles.
- **Centralized Policy Management:** IDMC allows policies to be defined centrally and enforced automatically across the entire data landscape, reducing governance gaps.
- **Operationalized Workflows:** Informatica embeds customizable workflows directly into the catalog, which is a key differentiator for operationalizing governance

Building Trusted Context Through Comprehensive AI Governance (continued)



Deliver – Ensure Relevant, High-Quality, Safe Data for AI

High-quality data is crucial for training, fine-tuning, grounding and evaluating AI systems. The data must be recent, reliable and relevant to the AI use case.

- **High-Quality Data for AI:** Enabling the availability of reliable and high-quality data for AI models helps prevent the "garbage in, garbage out" problem and reduces the risk of inaccurate, flawed or unpredictable AI behavior.
- **Responsible AI:** Delivering quality drives responsible AI use by helping ensure that the data used for training is vetted for fairness and representation. Companies can identify potential biases and remediate them, directly supporting the creation of high-performing AI systems.
- **Streamlined Delivery:** Trusted data delivery removes significant friction for data teams by streamlining the process of making the "right data" available to the "right people" in the "right way" with safe data delivery mechanisms.
- **Self-Service Innovation:** Enabling self-service access to trusted data and AI products encourages innovation and experimentation. A governed marketplace provides access to certified datasets that data scientists and other users can reuse and repurpose.

Why Informatica?

Here is how IDMC can support these critical functions of trusted data delivery for AI governance.

Key differentiating features include:

- **AI-Powered Quality:** Use AI-powered automation to profile, cleanse, standardize and enrich data as it moves and before it is consumed by an AI model.
- **Enterprise Data Marketplace:** IDMC's **Cloud Data Marketplace** provides an enterprise-grade storefront for curated, reusable AI assets.
- **Automated Protection:** Automatically apply relevant protection measures, such as data masking or encryption, during the delivery process to make secure, compliant data available quickly.
- **CLAIRE Recommendations:** CLAIRE-recommended data quality rules automatically discover issues and recommend the appropriate rules and remediation.

Building Trusted Context Through Comprehensive AI Governance (continued)



Observe – Foster Accurate and Responsible AI, Continuously

Observability involves ongoing evaluation of performance metrics and operational behaviors for AI systems. With AI observability, governance teams are alerted to potential problems early to facilitate prompt resolution and continuous optimization.

- **Continuous Monitoring:** Ongoing oversight of data and AI pipelines during training and production helps detect and prevent the use of corrupted, incomplete or biased data, maintaining the integrity of AI outputs.
- **Real-Time Insights:** Observability provides real-time insights that support ongoing refinement of data quality and model performance, enhancing the overall trustworthiness and reliability of AI systems.
- **Issue Identification:** Monitoring data and model behavior allows for the timely identification of data quality issues, concept drift and anomalies, all of which can degrade AI accuracy and fairness if left unaddressed.
- **Risk Mitigation:** Observability helps identify potential risks and compliance issues early to help ensure safe and responsible AI deployment.

Why Informatica?

IDMC empowers AI and governance teams with multiple layers of monitoring and observability throughout the AI lifecycle.

Key differentiating features include:

- **CLAIRE AI Engine:** Use CLAIRE to automate continuous scanning and profiling of data across both training and production pipelines.
- **Data Quality Dashboards:** Integrated dashboards provide real-time insights and empower teams to continuously monitor model performance and data health.
- **Anomaly Detection:** Advanced anomaly detection and concept drift monitoring capabilities track data distributions and model inputs over time.
- **Metadata Management:** Using a comprehensive **metadata management** and policy enforcement framework, IDMC continuously assesses compliance risks and governance policy adherence.

Scale AI Governance with IDMC

Informatica's IDMC provides a comprehensive, integrated, AI-powered data management platform to help companies bridge the widening gap between AI value and readiness.

Scalable Governance for Enterprise AI: The cloud-native, serverless architecture helps ensure that your governance processes, such as data scanning, policy enforcement and quality monitoring, can scale elastically alongside massive enterprise AI workloads without creating performance bottlenecks.

AI and Agent-Driven Governance: By applying AI and ML capabilities to its metadata foundation, IDMC automates thousands of critical governance processes. CLAIRE Agents can autonomously execute a range of tasks, from data discovery to data quality management, to make governance more accurate, efficient and scalable.

Unified Governance Across Your Entire Estate: Broad connectivity with data sources across multi-cloud and hybrid infrastructure helps enable a single, consistent governance framework across all your data sources, reducing governance gaps and blind spots.

Adaptability and Flexibility: IDMC's microservices-based architecture helps overcome the complexity of modern ecosystems. Easily implement governance frameworks across modern data architectures such as data mesh and data fabric.

Democratized Data Management for Shared Responsibility:

Low-code/no-code and generative AI-powered interfaces within IDMC empower users of varying technical skills to understand the data and AI context. This encourages participation in governance without requiring coding skills.

Security and Trust as Design Principles: IDMC is designed with security as a core principle. It delivers a secure, compliant foundation upon which all AI governance policies can be built and enforced, simplifying audits and regulatory compliance.

Pragmatic and Cost-Effective: The consumption-based **Informatica Pricing Unit (IPU) model** allows companies to start with governing a few critical AI projects and expand investments as these initiatives grow, keeping governance costs directly aligned with the value.

Scale AI with Confidence

Ultimately, the success of any AI initiative hinges on the twin pillars of trust and context. Overlooking this foundation turns AI from a strategic advantage into a significant liability.

AI governance provides the blueprint for building this foundation, helping ensure every model operates on data that is reliable, secure and understood. The four-step framework of **Inventory, Control, Deliver** and **Observe** offers a pragmatic path to turn these principles into practice.

With IDMC providing the integrated toolkit to automate and scale these efforts, organizations can finally close the readiness gap. This helps ensure every AI system is built on a bedrock of trusted data, paving the way for sustainable and responsible innovation.

Next Steps

Ready to turn AI uncertainty into confidence?



Streamline AI Governance with Informatica

[READ THE EBOOK](#)



About Us

About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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