



Better together

Salesforce, Informatica, and KPMG unlock the value of enterprise data in the age of AI



Effective, enterprise-grade AI requires more than data. Artificial intelligence demands data transparency, deep contextual understanding, and rigorous governance—three prerequisites that fuel AI use cases and successful business outcomes. These are the main reasons that Salesforce, the world's largest customer relationship management software company, has acquired Informatica, a leader in enterprise AI-powered cloud data management.

Informatica helps companies manage their data across systems both in the cloud and on-prem, allowing organizations to better analyze the data they collect by providing:



Data transparency

Informatica's advanced integration, catalog, and lineage tools show where data comes from, how it has changed, and how it is used—crucial for auditability and regulatory compliance.



Data understanding

Informatica's rich metadata, combined with Salesforce's unified data model, can empower AI agents to interpret, connect, and act on enterprise data with meaningful context.



Data governance

Built-in master data management (MDM), data quality controls, and policy management help ensure that all data driving AI is standardized, accurate, consistent, and secure.

The acquisition enhances Salesforce's trusted data foundation, critical for deploying powerful and responsible agentic AI. The combination of Informatica's rich data catalog, data integration, and metadata management with the Salesforce platform will help establish a unified architecture for agentic AI, enabling AI agents to operate safely, responsibly, and at scale across the modern enterprise.

Unlock new capabilities

Combining Informatica's cloud-native capabilities with the Salesforce Data 360 and Agentforce platform can produce:



Truly autonomous. Trustworthy AI agents with a wide-ranging understanding of their data

With its long history of being the Switzerland of data, Informatica operates within any ecosystem, eliminating data silos so that all business stakeholders can leverage Salesforce AI agents

Higher-quality data

Salesforce Data 360 unifies fragmented customer data from any source. Informatica, in turn, determines that data is clear, complete, and actionable so that customer profiles can be trusted.

Increased time to value

Data can be activated faster because Informatica integrates with the Salesforce Data 360 and Agentforce platforms, making data more accessible. As a result, organizations gain an improved 360-degree view of their customers so they can better personalize their products and services at scale.

Achieve success with KPMG, Salesforce, and Informatica

Our strong alliance relationships with Salesforce and Informatica, along with our focus on industry-specific solutions, position the firm as a leading partner to help clients capitalize on the Informatica acquisition and modernize their data and AI capabilities.

The Salesforce alliance is one of the fastest-growing global practices at KPMG, featuring 1,250 specialists who hold 5,800 Salesforce certifications. As a leading Salesforce alliance partner, KPMG has deep industry experience and solutions that drive peak execution and accelerate utilization of the Salesforce platform.

KPMG is also one of the first alliance partners to collaborate with Salesforce to create industry-focused incubators.¹ These touring innovation laboratories can be set up at client sites to guide AI strategies from concept through prototype and into full production. The incubator reduces overall project costs and identifies AI solutions that are fit for purpose.

¹ Press release, "KPMG Launches new AI incubator for Salesforce Agentforce," December 2024.



The Informatica alliance comprises more than 1,000 KPMG professionals globally holding over 1,400 Informatica certifications. We have been consistently recognized as an Informatica innovator and global growth leader since 2022.

KPMG has developed a robust approach and suite of assets to help organizations harness the power of Data 360 and Agentforce with Informatica's leadership in managing the entire lifecycle of client data, helping organizations deliver on the promise of agents AI powered by Salesforce and Informatica.

Our deep relationship with Salesforce and Informatica and our well-established alliances with both firms will continue to help clients transform customer interactions, streamline operations, and provide personalized services at scale.

Connect with one of our team members to learn more.



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