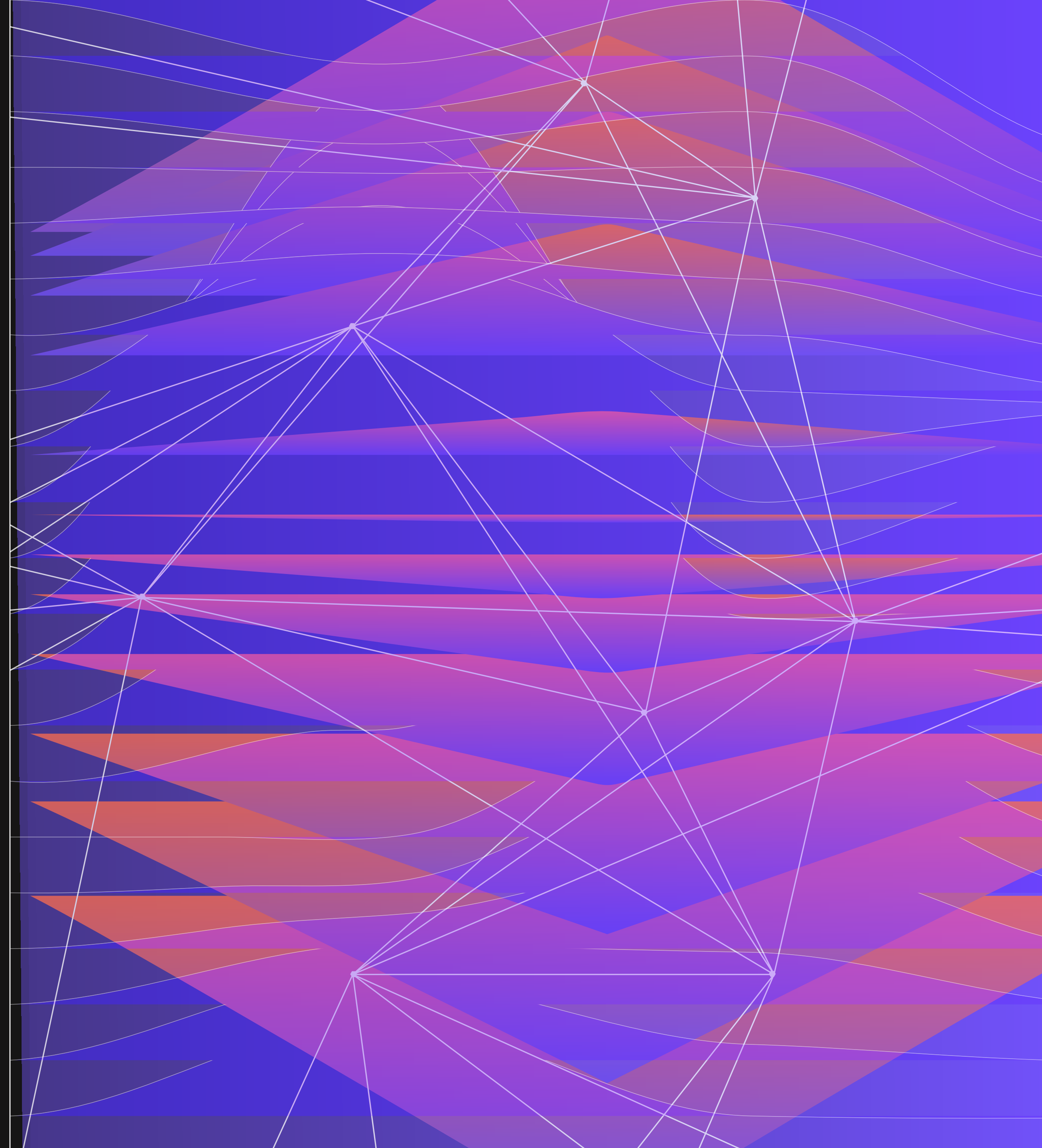
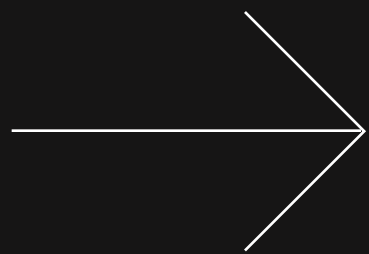
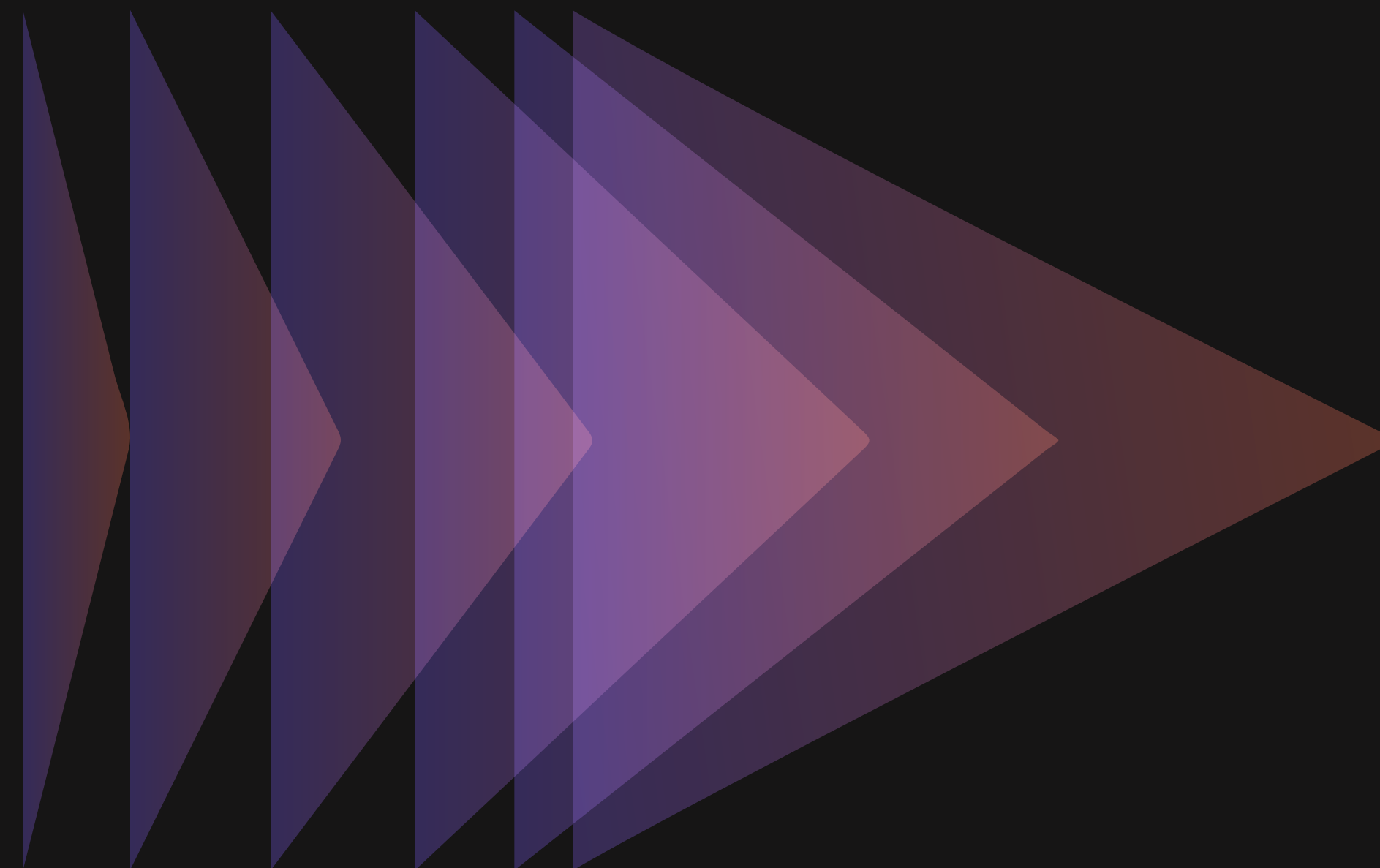


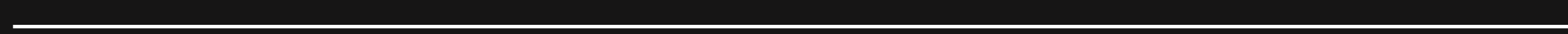
# The Hidden Cost of Sticking with Informatica for Data Quality



# Your data has evolved. Your data quality needs to catch up.



## THEN



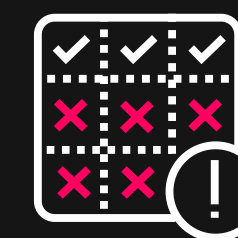
## NOW

- Stable, centralized data pipelines
- Periodic, manual checks
- Structured data only
- Rules-based detection
- Limited audience for data, with access confined to a small group of gatekeepers

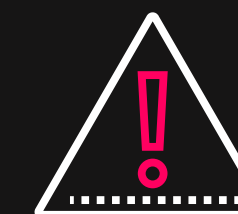
- Distributed, multi-cloud, real-time pipelines
- Continuous data change, unpredictable patterns
- Mix of structured, semi-structured, and unstructured data types
- AI-driven analytics & self-service BI
- Broad, democratized access to data

# Yesterday's tools can't keep pace with today's data reality.

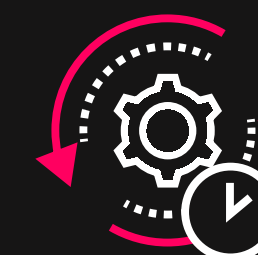
Informatica's Data Quality relies on outdated practices.



Static checks that don't scale across modern, dynamic architectures



Thousands of brittle, manual rules that only detect what you know to look for



Long setup cycles and high total cost of ownership



No support for unstructured data that increasingly fuels modern pipelines and AI use cases

# Using an outdated DQ approach can cost you time, trust, and millions.

**1 in 3**

analysts spend more than 40% of their time vetting and validating data

FORRESTER®

**56%**

of CEOs are concerned about the integrity of their data

KPMG

**\$15M**

in lost revenue or costs incurred by enterprises from poor data quality

Gartner®

# Modern data quality is the foundation for AI success.

## Legacy DQ Puts AI Projects at Risk

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**>30%** of GenAI projects will be abandoned this year **Gartner**

---

**>40%** of agentic AI projects will be canceled by 2027 **Gartner**

---

**42%** of organizations say they do not trust the outputs of their AI/ML models **BARC**

## Data Leaders Are Investing in Trust

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**67%** of D&A leaders are prioritizing data quality and data governance as one of their top five investment priorities **Gartner**

---

**70%** will adopt modern data quality solutions to better support their AI initiatives. **Gartner**

**Modern data quality  
demands more than  
Informatica can handle.**

# Informatica's outdated data quality forces trade offs.



## Automated Anomaly Detection

Provides rule-based data quality but lacks fully automated, unsupervised anomaly detection, relying on manual rules creation. While CLAIRE adds some ML-based profiling, it still requires significant configuration.



## Depth of Data Understanding

Informatica handles basic schema checks, null/missing values through manual rule creation but lacks overall understanding of distribution shifts, unexpected correlations, or subtle anomalies beyond predefined validation rules.



## Ease of Use

Solution has a robust but complex UI suited only for technical users. They don't offer a no-code, business-user friendly experience forcing your data quality to scale with your technical talent.



## Enterprise-Grade Security

Informatica has mature enterprise capabilities, including SOC 2, and data encryption.



## Comprehensive Coverage

Informatica supports structured and semi-structured data, but not unstructured types. While lineage and metadata management are strong, full observability across warehouses, lakes, and streams is limited or requires significant configuration.



## Customization and Control

Informatica offers deep configurability with extensive rule-building and integration into MDM and governance tools. Though complex, it provides strong control for technical users.

**Anomalo is data quality  
*without compromise.***

# Anomalo is how modern enterprises scale trust without scaling effort.



## Automated Anomaly Detection

Built for automation from the ground up, Anomalo uses unsupervised machine learning to detect anomalies without writing a single rule. It catches 80%+ of issues automatically and even provides automated root cause analysis to reduce triage time.



## Depth of Data Understanding

Goes beyond surface-level checks to identify subtle distribution shifts, missing relationships, and unexpected patterns. It provides rich context like impacted fields, correlations, and historical baselines, to accelerate resolution.



## Ease of Use

Delivers a true no-code experience, allowing both technical and non-technical users to explore anomalies, customize alerts, and validate data – all from intuitive dashboards that require no SQL.



## Enterprise-Grade Security

Has mature enterprise capabilities, including SOC 2, data encryption, support for customer-managed keys, deployment in customer VPCs, and the ability to scale across billions of records without compromising performance.



## Comprehensive Coverage

Offers broad coverage out of the box, monitoring structured, semi-structured, and unstructured data. It connects natively with cloud warehouses and lakes like Snowflake, BigQuery, and Databricks – and works seamlessly across metrics, rows, and sources.



## Customization and Control

Gives teams control without the complexity. While most detection is automatic, users can add custom rules, target specific partitions, and tune alerts – all without the burden of maintaining thousands of brittle conditions.

# Why customers are switching to Anomalo



Our previous solution had **daily false positives**. Checks weren't maintained because we were **firefighting a backlog of requests from business users**.

Technical Lead for Data Governance at  
Fortune 200 Financial Services Company



We needed a system that the entire organization can rely on to mitigate 'sleeper issues' that technology teams wish they knew about **before they surface and cause all sorts of collateral damage**.

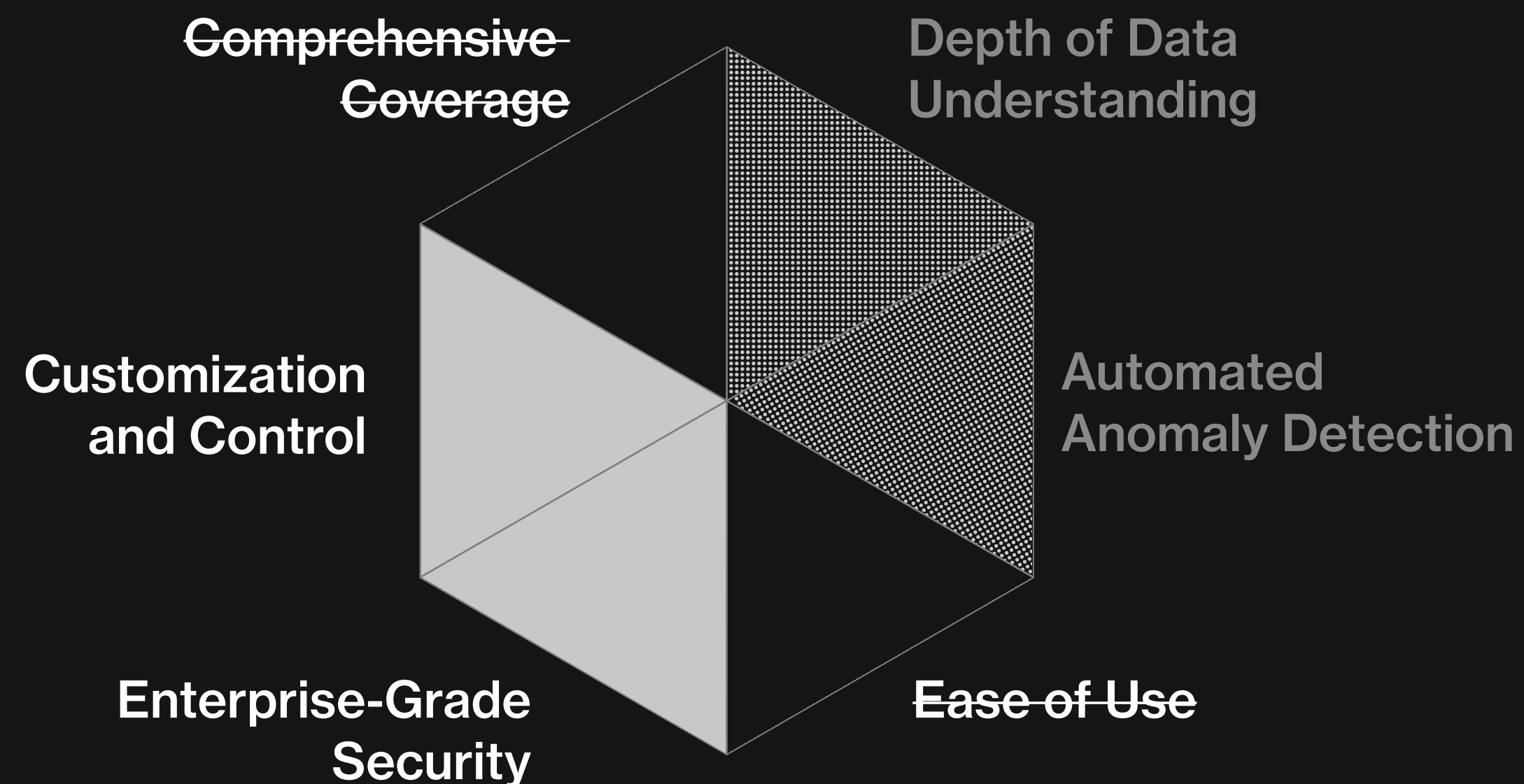
Enterprise Data Architect at  
Top US Real Estate Franchise



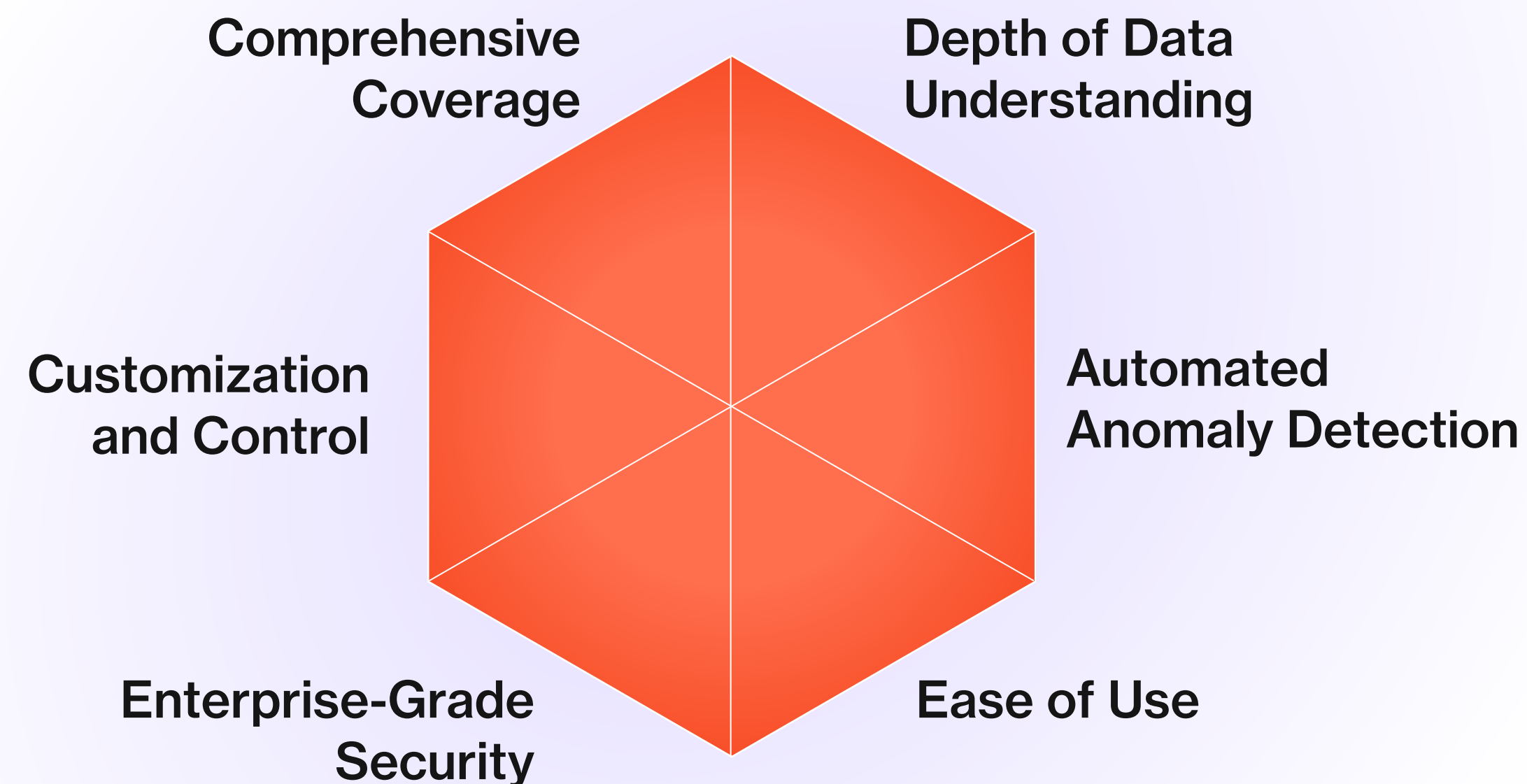
We spent lots of time and money on a disjointed system that wasn't very robust, and **only helped us solve issues we knew to look for**.

Data Governance Program Lead at  
Fortune 500 Retailer

# Where Informatica DQ makes you *choose*



# Anomalo gives you what your data strategy actually needs



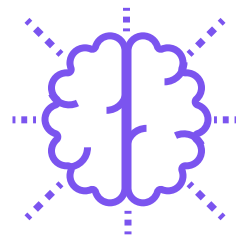
# Anomalo<sup>®</sup>

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## **Data quality without compromise**

The AI-powered data quality platform that detects and resolves data issues before they impact analytics, reporting, or models – without compromising on scale, automation, coverage, data insight, security, or control.

# Anomalo®



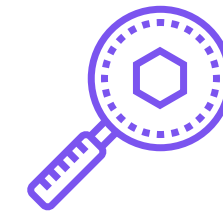
## The Pioneer of AI for Automated DQ Monitoring

We're the first and only team to fully automate DQ with AI, and still lead the market with unmatched intelligence to monitor, trust, and scale data without scaling effort.



## The Enterprise DQ Choice for both Databricks & Snowflake

Anomalo is the only enterprise data quality platform backed by both Databricks and Snowflake – and is their go-to for enterprise-grade monitoring.



## Most Comprehensive Monitoring Across all Data Types and Use Cases

Anomalo's platform delivers the most comprehensive data quality coverage across data types and use cases.



## The Data-Secure Leader

Anomalo can be deployed entirely within your data environment, ensuring no data leaves your system. We're SOC-II certified, and we're the only HIPAA-attested automated DQ platform.

FAIR E



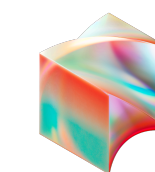
Notion

ATLASSIAN

LEBARA

evidation

DISCOVER



BLOCK

kw  
KELLERWILLIAMS

Fandom

Included  
HEALTH

BuzzFeed

home  
to go

Casey's

ARITZIA

## Case Study: Discover

# From Manual, Brittle Informatica Data Quality Processes to Automated, Enterprise-Scale Data Quality

### BEFORE ANOMALO

“If the average Data SME has 2,000 productive hours per year, we were looking at **25 years** to achieve 100% business data quality coverage. There were incremental ways to shorten this timeline, by reusing DQ rules, reducing scope, or throwing more people at the task, **but any effort longer than 1 year is likely futile** in an ecosystem with ever-changing people, processes, and technologies.”

### RESULTS WITH ANOMALO

“We can now configure unsupervised data quality monitoring within **10–15 minutes** for a dataset. Discover has been using Anomalo in production for nearly 2 years. We see flourishing adoption and continue to integrate the platform **across our entire organization.**”



Prakash Jaganathan, Senior Director of Enterprise Data Platforms at Discover

Case Study: Discover

# The ROI of Switching to Anomalo

100Ks

COLUMNS MONITORED

1,000s

TABLES MONITORED

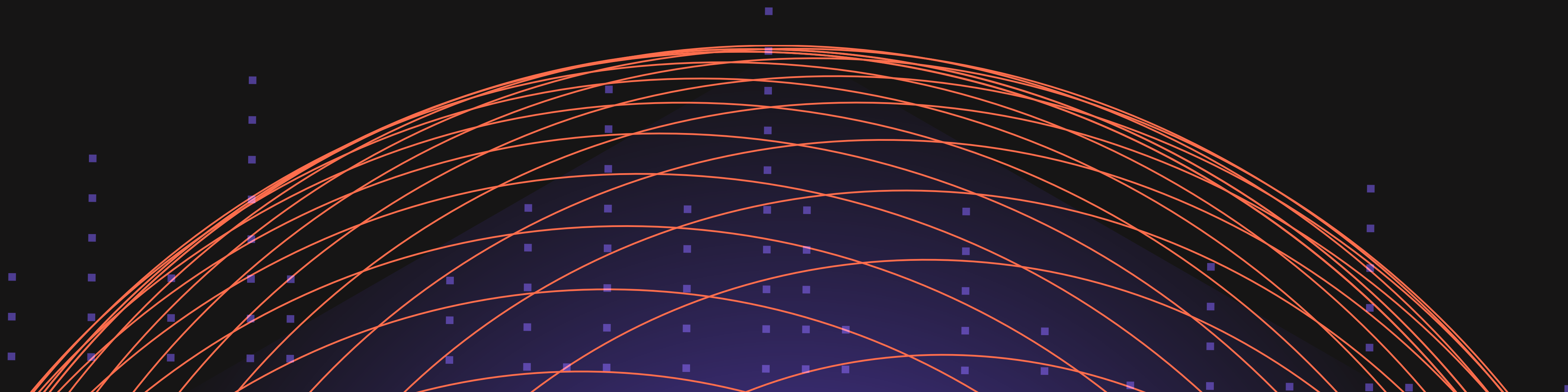
BILLIONS

ROWS OF DATA (PETABYTE SIZE, with TERABYTES of inflow)

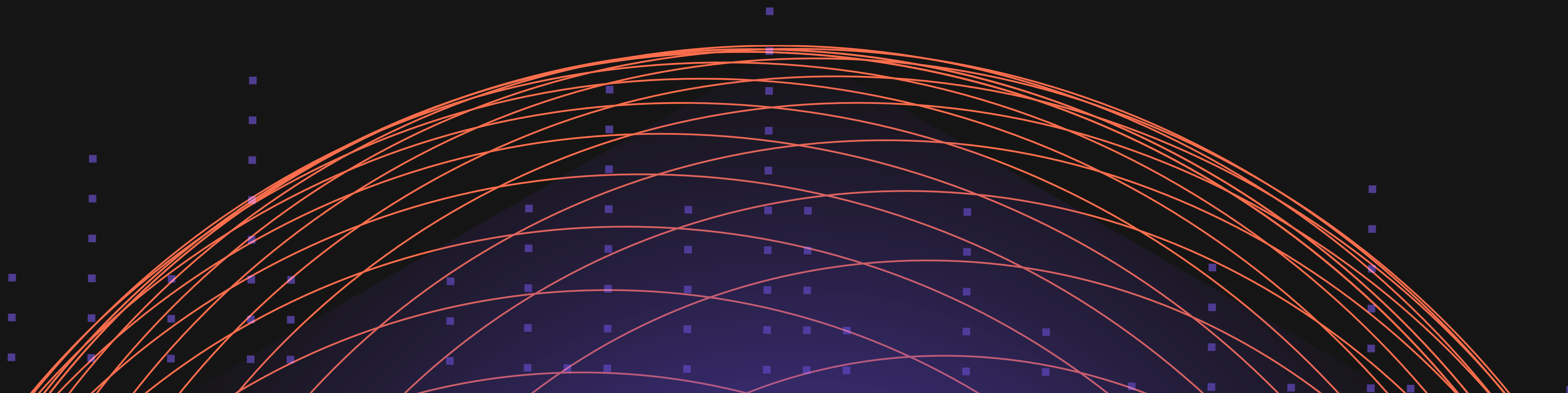
25 YEARS

EST. TIME TO ACHIEVE DATA QUALITY COVERAGE *BEFORE ANOMALO*

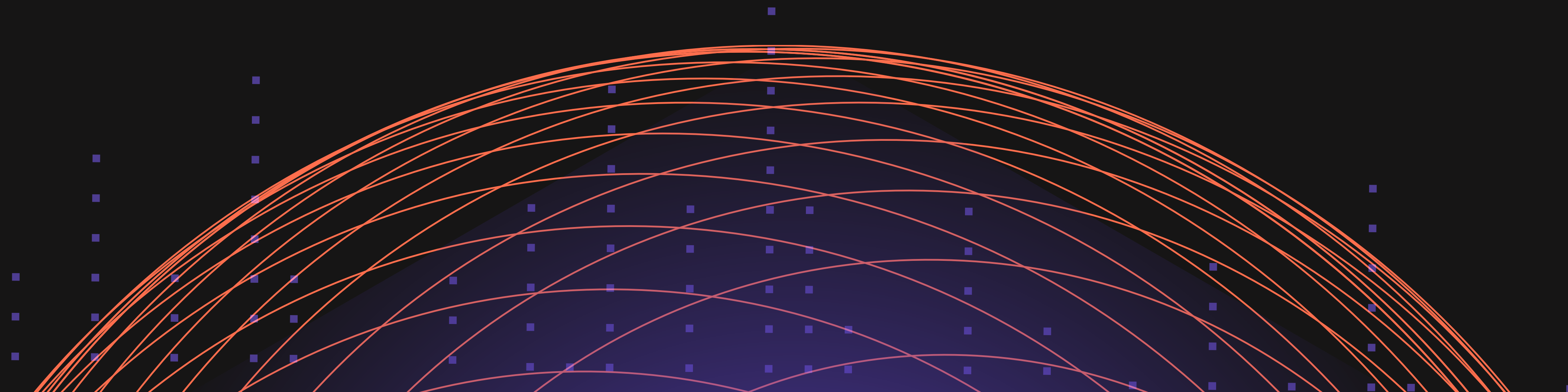
Where Informatica DQ is complex,  
**Anomalo is intuitive.**



Where Informatica DQ is reactive,  
**Anomalo is proactive.**



Where Informatica DQ is tied to an uncertain roadmap,  
**Anomalo is laser-focused**  
**on the future of data quality in the age of AI.**



**See how Anomalo can give you  
confidence in your data.**

**Request a demo for your team →**

