



•tsia
STAR Awards
2025

2025 TSIA STAR Awards
Featured Application

Excellence in Revenue Expansion and Renewals

Informatica helps organizations unlock **enterprise-wide access to AI-ready data** with its **Intelligent Data Management Cloud™ (IDMC)**, powered by the **CLAIRE® AI engine**, contributing to **\$1.65+ billion in annual recurring revenue**. This enables over **5,000+ global customers** to manage data of virtually any type, pattern, complexity or workload, processing **over 119 trillion transactions monthly**. Through a flexible consumption-based pricing model, Informatica ensures scalability and simplicity. Complementing the platform is its industry-recognized, J.D. Power-certified Customer Experience team, delivering superior, value-driven experiences and outcomes throughout their customer journey.

The Challenge: Navigating Renewal Complexity in a Hybrid GTM Landscape

Over the past eight years, Informatica underwent two fundamental GTM transformations, transitioning from license-to-subscription-to-consumption models, and migrating from on-premises-to-cloud deployments. During this period, the company evolved from public to private ownership and back to public again, requiring agile adaptation at every stage.

These changes created hybrid customer portfolios where individual accounts maintain multiple contract types—perpetual licenses, subscriptions, and consumption-based offerings—across different product lines and deployment models, making renewals significantly more complex. Additionally, identifying expansion and modernization opportunities, assessing risks early, and predicting renewal became increasingly complex in this landscape, necessitating a fundamental shift in operating model. Managing 2,500+ quarterly renewal opportunities across diverse product portfolios presented significant scale and complexity challenges that required innovative solutions to unlock growth potential.

- **Complex Hybrid Renewals:** Managing renewals across multiple license, subscription and consumption models created significant operational complexity in contract terms, pricing, and usage pattern tracking.
- **Evolving Expansion and Modernization Opportunities:** Beyond standard renewals, identifying and capitalizing on expansion, upsell and cloud modernization required deep understanding of evolving customer needs and consumption trajectories within hybrid environments.
- **Hybrid Contract Intelligence Gap:** Customer data existed across multiple formats—PDFs, images, contracts and systems —creating fragmented views. Representatives needed unified access to comprehensive customer information.
- **Multi-Faceted Risk Assessment:** Evaluating account health across hybrid portfolios required systematic approaches to assess renewal propensity across different business models, including license compliance risks, subscription adoption challenges and consumption volatility, thus warranting an enhanced retention operating model and risk assessment framework.

Innovative Solution: AI-Powered Renewal Intelligence Platform

Dynamic Battle Cards and Intelligent Summarization Engine

- **GenAI Battle Card Creation:** Rapidly creates **actionable renewal battle cards** from fragmented customer data across all business models—contracts, usage, support, billing and engagement history—with clear **narrative summaries**.
- **Smart Contextualization:** Advanced natural language processing (NLP) extracts key contract terms, usage trends, business outcomes, modernization/expansion readiness indicators and engagement indicators, delivering predictive risk scores, expansion potential, competitive positioning and **tailored negotiation strategies**.
- **Dynamic Recommendation Engine:** Real-time analysis generates specific **next-best-actions:** optimal pricing strategies, product recommendations, engagement timing and escalation triggers – explaining the rationale to empower confident, strategic negotiations. Instead of raw data, the system crafts compelling customer stories that highlight growth opportunities and risks, guiding effective renewal and expansion conversations.

Consumption Forecasting and Expansion Intelligence

- Ensemble Consumption Forecasting:** Sophisticated ML models predict customer usage patterns 3-6 months in advance, identifying consumption inflection points and growth trajectories that signal expansion readiness.
- Survival Analysis for Early-Stage Prediction:** Specialized algorithms predict time-to-critical-adoption thresholds (60% product usage) for customers with limited historical data, enabling proactive engagement with the highest-potential accounts.
- AI-Driven Expansion Agents:** Autonomous systems monitor customer behavior and surface qualified leads with expansion signals, preparing detailed strategies, competitive analysis and engagement plans.

Comprehensive Retention Operating Model

- To complement the AI-powered insights and recommendations, Informatica implemented a structured retention framework that ensures consistent evaluation and appropriate prioritization across all renewal scenarios.
- **4-Scale Renewal Propensity Framework:** Success teams evaluate renewals using standardized assessments: Will Renew, High Probability Renewal, Low Probability Renewal and Dead on Arrival.
 - **Integrated Workflow Orchestration:** Seamless handoffs between customer success and renewal teams based on retention index, ensuring appropriate expertise deployment and enabling the right response strategies.

Measurable Business Impact		
Better Customer Experience	Revenue Growth	Operational Excellence
<ul style="list-style-type: none">• 15% - 20% faster time to value acceleration• Fewer, more meaningful touchpoints• Proactive intervention to accelerate value and ROI• Clear narrative-driven engagement for customer satisfaction	<ul style="list-style-type: none">• 185% YoY expansion growth• 15% of the total Q1'25 expansion was driven by AI-generated leads• 18% increase in AI influenced revenue• 40% improvement in renewal pricing uplifts and attach rates	<ul style="list-style-type: none">• 75% Improvement in Renewal Rep productivity• ~12,000 hours reduced annually in analysis time• 93% improvement in preparation time from hours to minutes• 18% reduction in churn in the Digital Segment• 45% conversion rate for AI-generated leads versus 40% for others driver by better data curation

Scalability and Leadership

- Technical Architecture:** Cloud-native scalable architecture with real-time processing allows steady growth and progress without needing more resources. Advanced **ensemble modelling** combines multiple ML algorithms, while explainable AI builds trust through transparent recommendations.
- Organizational Transformation:** Renewal teams have shifted from data processors to strategic consultants, embracing cross-functional collaboration and data-driven strategies now guide all renewal decisions.
- Future Innovation Pipeline:** Enhanced personalization through expanded data sources, industry-specific models, predictive customer success throughout the lifecycle and autonomous revenue operations vision all position Informatica's Customer Experience as an industry benchmark.

Lessons Learned

- Data integration complexities: Harmonizing data required extensive cleansing and NLP investment
- Balancing AI sophistication with explainability was crucial for user trust and adoption
- Phased approach worked best: Iterative rollout more effective than big-bang implementation
- Rollout of new Retention Operating model necessitated new governance frameworks and communication protocols

Conclusion

Informatica's AI-powered renewal transformation demonstrates how integrated technology solutions can drive exceptional business outcomes while enhancing customer experiences. Looking ahead, we plan to further refine these AI models and autonomous systems, integrating richer datasets and customer feedback to continually improve predictive accuracy and usability. Our ultimate goal is to embed AI seamlessly into every stage of the customer lifecycle, thus driving growth at scale while deepening customer relationships.



For more information, visit the
TSIA STAR Awards Winners Page