Accelerate Transformation in a Digital World

Benefits

- A comprehensive, AI-powered platform for data, applications and APIs — for just about any use case

- Fully managed service with continuous, automatic system updates in the cloud

- Support for many unique and next-generation integration patterns, all data types and personas

- Performance, scalability, flexibility and reliability to fuel digital transformation

Informatica Intelligent Data Management Cloud on Microsoft Azure

Digital Disruption Is the Norm

Enterprises around the world have been shifting toward digital modernization over the past decade. By moving their infrastructure to the cloud and modernizing applications in the cloud, they can take advantage of the cloud's flexibility, agility, scale and reduced costs. But digital transformation involves more than technology changes; it's also about how technology is used to change the fundamental ways business is done.

Enterprises are investing heavily in software as a service (SaaS), platform as a service (PaaS) and infrastructure as a service (IaaS) — making multi-cloud IT environments the new norm. The move to cloud computing is driving enterprises to shift to SaaS applications such as Salesforce, NetSuite, Workday and Marketo. And they're looking to public clouds for IaaS and PaaS, such as Microsoft Azure, to modernize their data warehouses, data lakes and analytics.

Digital transformation has also ignited a hyper-competitive market climate. Enterprises are racing to become more data-centric, more data-connected and more data-driven. Companies are focused on automating business processes and connecting their whole enterprise — applications, systems, data centers, cloud data warehouses, devices and people — to run as efficiently and cost-effectively as possible. Not an easy task in a world where technology constantly changes.

Cloud Is Powering Digital Transformation

Cloud plays a key role in how companies have been adapting to technology changes. Cloud gives enterprises agility, so they can pivot quickly, evolve their strategies at every turn, respond immediately to customer demands and market changes and operate more efficiently. Cloud also eliminates the upfront capital expense of buying hardware and software, while removing the burden of software setup, maintenance and upgrades.

With Microsoft Azure, you can scale services up and down on demand to fit enterprise needs, and support fluctuating workloads — with a complete knowledge about infrastructure costs and without worrying about resource planning or maintenance. To help protect data, applications and infrastructure from potential threats, Microsoft Azure also offers policies and technologies that strengthen security.

But perhaps most importantly, cloud enables companies to innovate their business models with the slew of benefits it offers over on-premises technology: flexibility, data democracy, cost-effectiveness, continuous updates, mobility and collaboration — just to name a few.

Think Moving to Cloud Simplifies Data Management? (Think Again.)
Moving to the cloud doesn't solve the data integration and management challenges of digital transformation, it amplifies them — exponentially. With exploding data volumes and new data types cropping up all the time, your company's data is sprawled across on-premises systems as well as public and private clouds. This creates more data silos, making it increasingly difficult to manage, connect and sync all that disparate data — faster — to make it useful for the enterprise.

Unfortunately, defaulting to traditional data integration techniques designed for legacy on-premises data warehouses won't work for cloud. The data management challenge is significantly greater due to the explosion of big data and the greater use of digital technologies.

How Next-Gen iPaaS Empowers You to Stay Agile and to Meet the Demands of Data-Driven Digital Transformation

While companies face an onslaught of new data management challenges, they have many options to consider: customized hand-coded integrations, on-premises integration tools, standalone integration tools or cloud-based integration platform as a service (iPaaS) solutions.

How do you take full control of your cloud and on-premises environment to meet the ever-changing demands of data-driven transformation? Keep it as simple as possible with a next-generation iPaaS technology. The next-gen iPaaS addresses just about any data management use case for a multi-cloud, hybrid world. It goes beyond the basic data integration and cloud application management and builds on these features to address more complex data integration and connection requirements. Next-Gen iPaaS can address an enterprise's current needs as well as prepare the enterprise to address future business requirements.

Designed for just about every type of user, a next-gen iPaaS delivers capabilities beyond basic data integration, supporting simple to sophisticated integration patterns for cloud-native data management. To keep your organization agile, more efficient and ready to tackle today's requirements and future business needs down the road, iPaaS offers:
• Expanded self-service access for a variety of technical and non-technical users, not just developers
• Flexible tools to manage and address a broad range of use cases, such as cloud data warehousing, data and application integration, partner data exchange, business and process integration
• The most comprehensive and enriched set of data to drive the best insights from your data-driven analytics in Azure Synapse, Power BI and AI/ML services

And you can do all that for just about any type of data, held across on-premises systems and cloud. Best of all, with a cloud-based iPaaS, you don't have to worry about managing and maintaining the software — it's a fully-managed service with continuous, automatic system updates in the cloud.
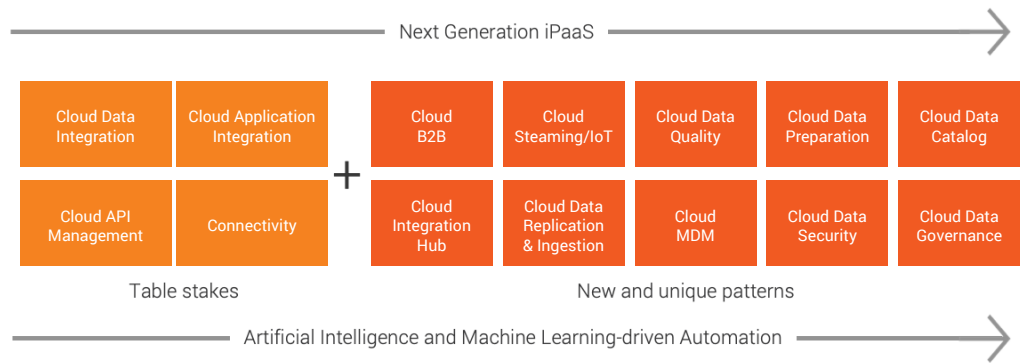
Next Generation iPaaS →

Cloud Data Integration	Cloud Application Integration		Cloud B2B	Cloud Steaming/IoT	Cloud Data Quality	Cloud Data Preparation	Cloud Data Catalog
Cloud API Management	Connectivity	**+**	Cloud Integration Hub	Cloud Data Replication & Ingestion	Cloud MDM	Cloud Data Security	Cloud Data Governance
Table stakes			New and unique patterns				

Artificial Intelligence and Machine Learning-driven Automation →

Figure 1: Next Generation iPaaS

Next-Generation iPaaS: Informatica Intelligent Data Management Cloud

With Informatica Intelligent Data Management Cloud™ (IDMC) on Azure, you can leverage next-generation iPaaS technology, enabling you to meet the demands of data-driven digital transformation. As a complete, modular, end-to-end solution for managing data in the cloud, IDMC is engineered to scale and deliver data at the speed of business, addressing the needs of the most challenging new data integration and management use cases.

Built on a customizable, easy-to-navigate, modular microservices architecture, IDMC offers a unified and modern user experience across a wide variety of iPaaS integration patterns, data quality, reference data management, data lakes and Customer 360 on Microsoft Azure. IDMC delivers a productive data management environment powered by the CLAIRE® engine, which provides artificial intelligence/machine-learning-driven recommendations to automate and accelerate integration and data management tasks. IDMC supports business innovation with advanced integration patterns, connecting just about all types of data across cloud and on-premises environments, serving both IT and business users.

Key Features

Cloud Data Integration
Automate and speed up your workloads to Azure with out-of-the-box solution templates tailored for Microsoft Azure Synapse and Azure Data Lake Storage.

Cloud Mass Ingestion
Ingest data into Azure Synapse Analytics and Azure Data Lake Storage Gen 2, using multiple methodologies, including full batch, incremental, CDC or streaming data.

Cloud Application Integration
Integrate data sources in real time with intelligent business processes that span cloud and on-premises applications (e.g., Salesforce, NetSuite, Marketo and SAP).

Partner Integration and Electronic Data Interchange (EDI)
Informatica Cloud B2B Gateway offers a flexible, easy-to-use solution for onboarding, managing and exchanging data with your partners.

Cloud Integration Hub

Streamline traditional data integration architecture by replacing it with a simple publish and subscribe architecture, where data sources publish data only once for all subscribers. Subscribers receive the data in the format and time frame they require.

Cloud Data Quality

Profile data, discover data quality issues and build and run data quality rules to correct issues on an ongoing basis. This ensures the delivery of trusted data for decision-making and key business processes.

Cloud Master Data Management

Provide a 360-degree view of data about key business entities (e.g., customers, suppliers, partners) from multiple internal and external data sources and systems.

Cloud Data Security

Identify sensitive data quickly and protect it to comply with regulations and data security policies.

Next Steps

Thousands of customers trust Informatica to tackle their toughest data management challenges of data-driven digital transformation — and they've been leveraging all the benefits of cloud along the way to make their companies thrive.

But don't take our word for it. See first-hand how the next-generation Informatica iPaaS solution works. Try it free for 30 days (no obligation, no credit card required): https://marketplace.informatica.com/forms/azure-cdi-freemium.html.

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