



## Drive Growth and Modernize for Efficiency with an Intelligent Data Management Cloud

The prevailing macroeconomic conditions bring new challenges to businesses, such as supply chain disruption, sustainability demands, increasing customer expectations, and the need to build resilience and efficiencies. As organizations continue to navigate the global disruption, digital transformation strategy remains at the forefront. Time is of the essence for businesses to remain competitive.

Digital leaders understand that data is fundamental to fueling insights for all aspects of digital transformation. This includes strategic decisions, identifying opportunities and risks, optimizing costs and efficiencies, and enhancing customer experiences. However, a number of factors are hindering organizations' capability to transform for the future, including:

- Data chaos
- An inability to innovate due to legacy technologies and manual processes
- Security concerns
- Talent shortages
- Organizational silos

### Key Benefits

- Enhance workforce productivity through self-service data access
- Boost revenue and profitability with more accurate AI models
- Increase agility with 360-degree views of your data across the business
- Drive operational efficiency with simplified workflows
- Protect data privacy and ensure regulatory compliance

## The Advantages of an Independent and Neutral Data Management Cloud

How you manage and innovate with your data determines whether you become an industry disruptor or get left behind. Organizations that can bring data to life for driving transformative business outcomes position themselves to enable growth and confidently face future disruptions.

To accomplish this, organizations need an independent, neutral and complete solution for a multi-cloud, multi-hybrid world. The Informatica® **Intelligent Data Management Cloud™** (IDMC) is designed to help businesses efficiently handle the complex challenges of dispersed and fragmented data to truly innovate with their data on virtually any platform, any cloud, multi-cloud and multi-hybrid. This is the industry's first and most comprehensive cloud-native, AI-powered, end-to-end data management cloud, empowering organizations to reimagine and redefine how they manage and innovate with their data.

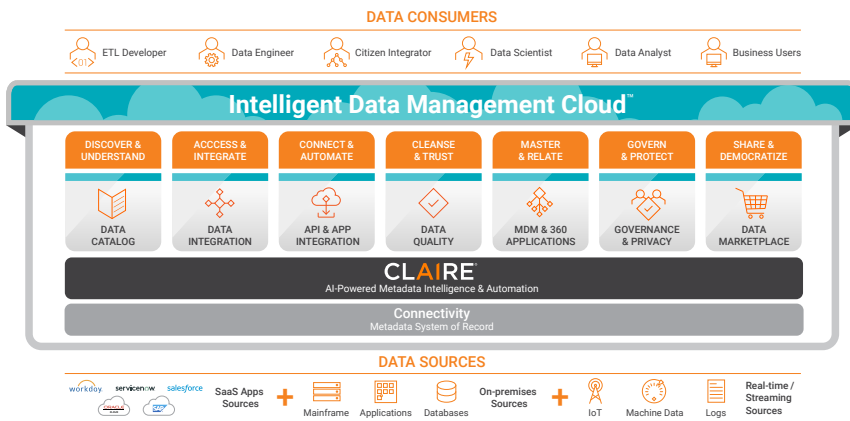


Figure 1: The Informatica Intelligent Data Management Cloud provides complete, comprehensive AI-powered data management capabilities.

An independent and neutral intelligent data management cloud – rather than inefficient, expensive approaches like hand coding, stitching together point products, and limited solutions – enables you to share, deliver and democratize data across your lines of business and across other enterprises, on a foundation of governance and privacy.

<sup>1</sup> [https://www.broadridge.com/\\_assets/pdf/broadridge-digital-transformation-next-gen-tech-survey-2022.pdf](https://www.broadridge.com/_assets/pdf/broadridge-digital-transformation-next-gen-tech-survey-2022.pdf)

Data management remains a significant roadblock to achieving business outcomes. According to a recent survey, data management and analysis are some of the most challenging aspects of enterprise-wide digital transformation.<sup>1</sup>

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Informatica IDMC provides complete, comprehensive cloud-native and AI-powered data management capabilities.

- **Data catalog** intelligently scans metadata to discover and understand your enterprise data.
- **Data integration** accesses and integrates data at scale using elastic and serverless computing.
- **API and application integration** connect your applications and automate end-to-end business processes and workflows.
- **Data quality** automates insights and delivers consistent, trusted and governed data across the enterprise.
- **Master data management** (MDM) and 360 applications enable you to innovate with 360-degree views of business data and trusted intelligent insights.
- Governance and privacy automates **data intelligence** to govern, protect and democratize your data.
- A **data marketplace** offers the industry's only cloud-native, AI-powered solution for data sharing.

## Accelerate Digital Transformation with Industry Cloud Solutions

Informatica industry cloud solutions combine pre-built industry accelerators, industry data models, data libraries and user interfaces on a foundation of our Intelligent Data Management Cloud to speed time to value for cloud modernizations and digital transformation initiatives for a variety of industries. These include banking, insurance, healthcare, life sciences, retail and consumer packaged goods, education, and state and local government. IDMC industry cloud solutions help organizations accelerate and scale business outcomes.

<sup>2</sup> <https://assets.kpmg/content/dam/kpmg/xx/pdf/2020/10/harvey-nash-kpmg-cio-survey-2020.pdf>

## Bring Your Data to Life with Informatica Intelligent Data Management Cloud

Informatica IDMC is powered by our AI and machine learning (ML) engine, CLAIRE®, optimized for intelligence and automation. IDMC is built on a modern, elastic, serverless microservices stack that connects data consumers to the data sources they need. It enables you to intelligently discover and understand virtually all the data within and outside the enterprise. You can also access and ingest virtually all types of data wherever and whenever you want, curate and prepare data in a self-service fashion so that it is fit for use, and deliver an authoritative and trusted single view of all your data. Informatica IDMC is the most comprehensive platform for cloud-native data management.

Informatica IDMC helps organizations deliver on their digital-first initiatives and build a competitive edge with these critical attributes:

- **Cloud-native at scale.** Scale as you need for virtually all enterprise workloads with elastic and serverless processing.
- **AI-native at scale.** Automate thousands of manual tasks and accelerate data-led transformations by applying AI and ML to data and metadata.
- **Multi-cloud, multi-hybrid.** Run, interoperate and support virtually all combinations of multi-cloud and on-premises hybrid infrastructures.
- **Open and flexible.** Modernize and build data products with reference architectures like data mesh, data fabric, and data lakehouses.
- **Low-code/no-code experience.** Maximize agility by empowering the largest possible community of data practitioners and consumers within your organization.
- **Security and trust as design principles.** Ensure the highest level of security, trust, and compliance with most industry certifications and attestations.
- **Consumption pricing.** Control your costs with predictable, flexible pricing and volume-based incentives.

## Benefits of the Informatica Approach

An AI-powered, microservices-based intelligent data management cloud helps you to become more data-driven, develop more innovative products and services, and deliver exceptional customer experiences. Here's how:

- Increase workforce productivity by empowering governed, trusted, self-service access for all data consumers.
- Boost revenue and profitability by operationalizing AI models and improving their accuracy by fueling them with high-quality, authoritative, trustworthy data.
- Enhance operational efficiency by simplifying and streamlining business processes and workflows.
- Reduce regulatory risk by ensuring the accuracy and protection of sensitive data.
- Increase agility and resilience by enabling 360-degree views of relationships between customers, products and suppliers across the business.

## Next Steps

Learn more about **Informatica Intelligent Data Management Cloud**.

Informatica (NYSE: INFA) brings data to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Informatica. Where data comes to life.

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