

A Microsoft program created exclusively for Informatica customers

“Microsoft and Informatica share a cloud-first vision and are committed to helping our customers accelerate their cloud migration journey. With the alliance of Informatica’s rich data integration capabilities and Microsoft Azure’s unified analytics platform, customers have a faster path to the benefits of cloud analytics.”

— Scott Guthrie,
Executive Vice President,
Cloud + AI, Microsoft

Special offer to joint Informatica and Microsoft customers

As part of their cloud migration journey, many companies want to retire their on-premises enterprise appliance data warehouses. However, they are reluctant to migrate their existing data pipelines to avoid breaking the embedded hand-coded business logic that manages their mission-critical data. In addition, the cost of manual migration is extremely expensive. To help customers migrate to the cloud, Microsoft has built a **special program for Informatica customers** to accelerate their journey to Microsoft Azure Synapse using Informatica’s proprietary automation solution. This **Modern Cloud Analytics** program is available to Informatica PowerCenter customers, migrating their on-premises data warehouses and ETL workloads to Informatica Intelligent Data Management Cloud™ (IDMC) with Azure Synapse Analytics.

Professional services and financial incentives to program participants:

- **Automate with Informatica’s Migration Factory.** Migration Factory automates your PowerCenter assets to IDMC, enabling you to quickly move your data environment from on-premises to cloud and retire your enterprise appliance data warehouse.
- **Connect with cloud data warehousing and cloud data management experts** from both Microsoft and Informatica. Technical experts with best practice guidelines are available to drive successful migrations.
- **Access financial incentives from Microsoft and Informatica** to significantly reduce the cost of migration.
- **Transact your IDMC purchase through Azure Marketplace.** Microsoft applies the full costs of this marketplace transaction against your Microsoft Azure Consumption Commitment.

Ignite your Azure modernization journey to:

- Discover trusted insights, faster with data warehouse modernization
- Power advanced, data-led AI and analytics with data lake modernization
- Fuel business agility with application modernization

Ready to accelerate your migration to Informatica IDMC on Microsoft? [Register now](#)
Contact Informatica’s Microsoft Alliance team now: INFAforMicrosoft@informatica.com