

# Market Perspectives for Journey to Cloud / Hybrid

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Informatica™

# Data 3.0—Trending by 2020



Explosion  
in Data  
Volume

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**15.3 zettabytes  
per year**  
in global data  
center traffic



New  
Users

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**325 million**  
business data  
users and growing

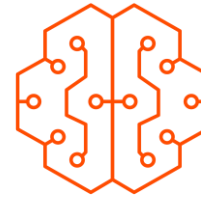


New Data  
Types

(mobile, social, IoT)

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**20 billion**  
connected  
devices



Machine  
Learning/AI

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**1 billion workers**  
will be assisted by  
machine learning  
or AI



Data in  
the Cloud

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**Over 92% of data  
center traffic**  
will come from  
the Cloud

# Why Cloud?

Agility

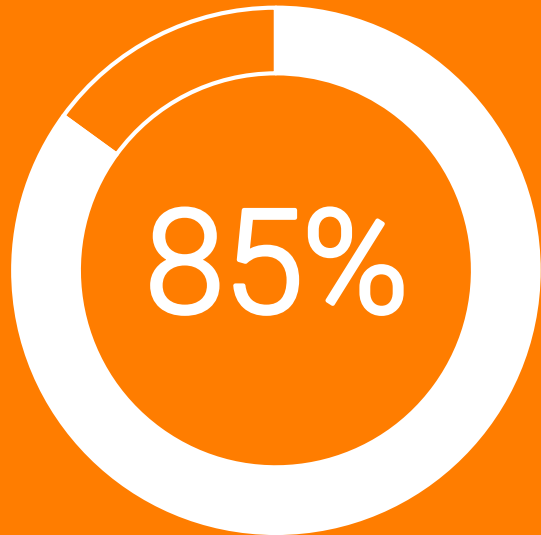
Elasticity

Simplicity

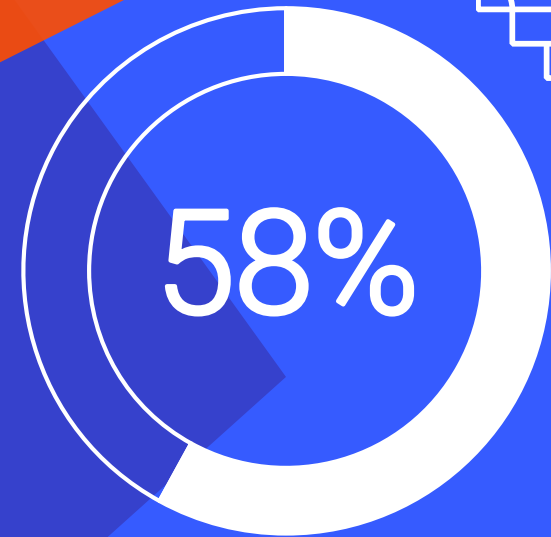
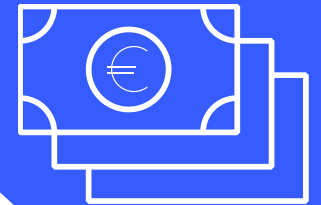
Capacity



Enterprises have a **hybrid** strategy with footprints on both cloud and on-premises



Enterprises will adopt cloud by 2025 with 81% implementing a **multi-cloud** strategy

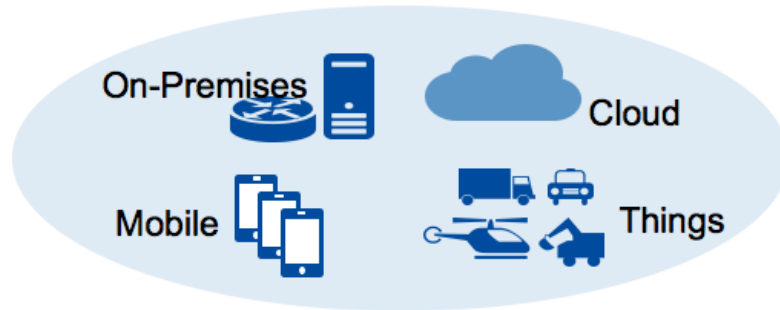
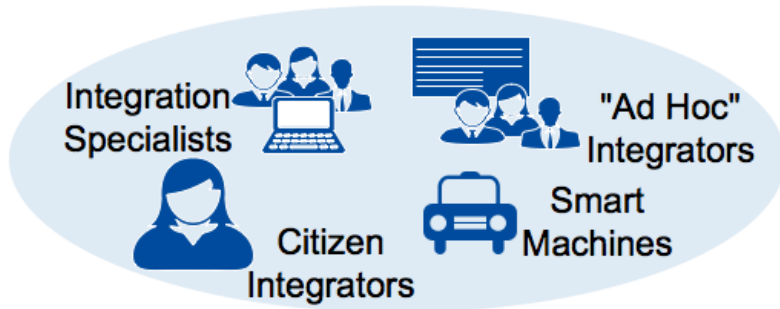


**Optimizing** cloud costs is the top initiative

# Gartner: "Integration Delivery Will Need to Change"

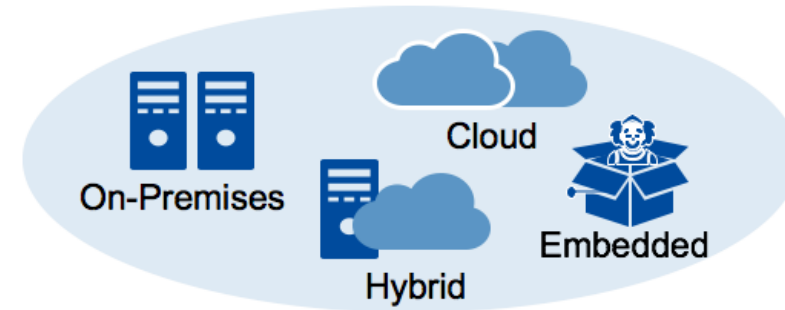
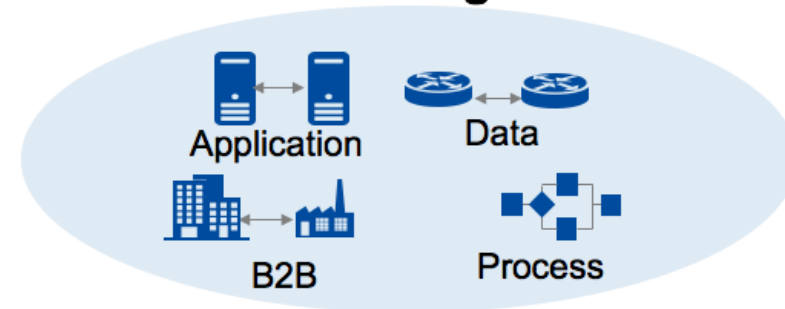
## The Different Ways an Integration Platform for Digital Business Must Be "Hybrid"

### Constituents



### Endpoints

### Integration Patterns

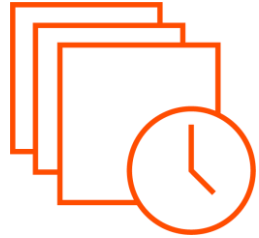


### Deployment Models

Gartner

<sup>10</sup>Source: <https://www.linkedin.com/pulse/how-implement-truly-hybrid-integration-platform-massimo-pezzini/>

# Integration Patterns



## Data Integration

Integration, transformation and orchestration for powering data warehouses and analytic workloads



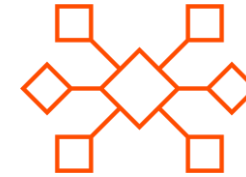
## Application Integration

API-first integration that orchestrates, governs and manages data and application services



## B2B

Automate secure data exchange across partner networks



## Integration Hub

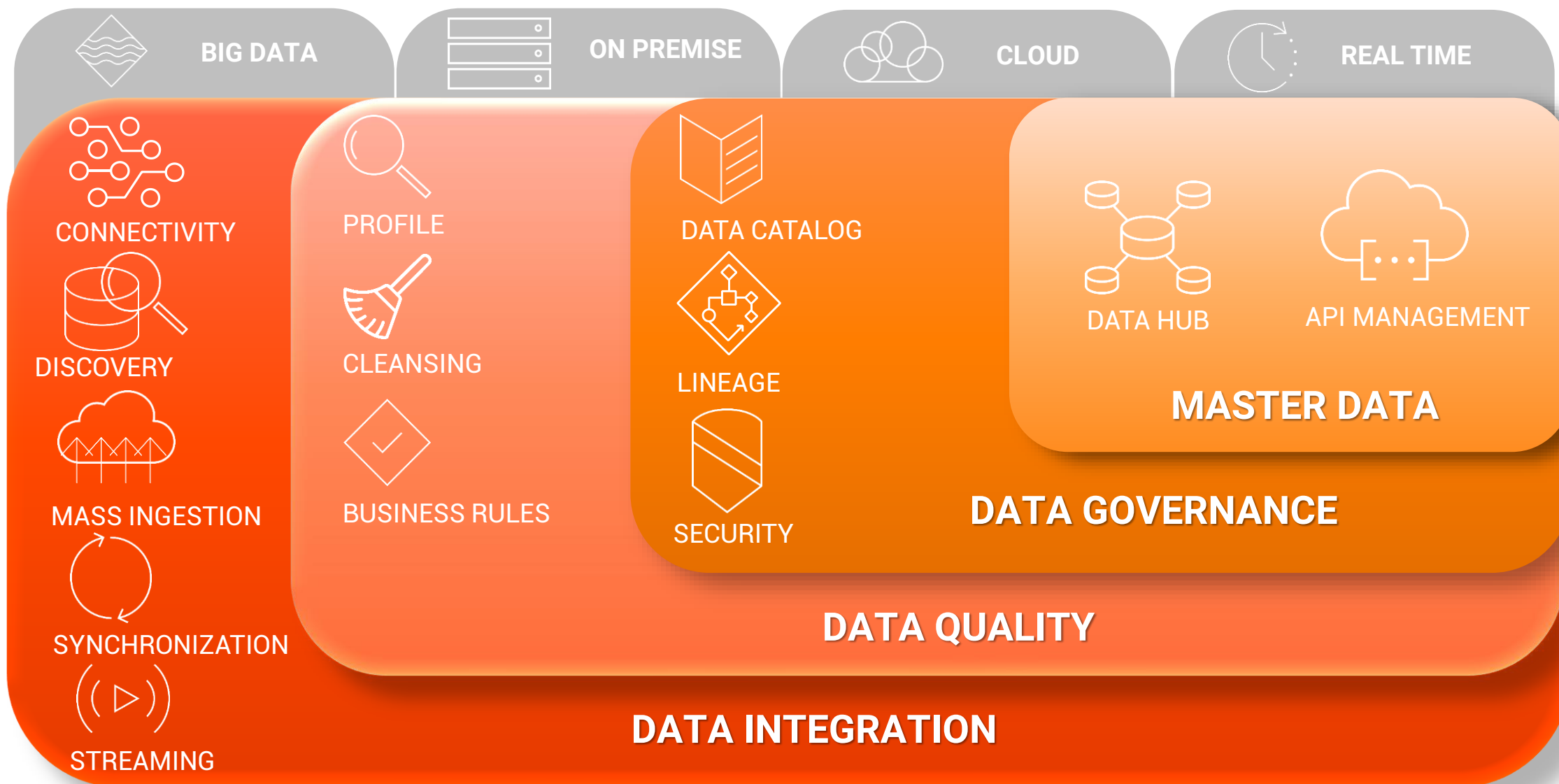
Automate integration at mixed latencies and eliminate point-to-point integrations



## API Management

Gain visibility and control of integration and data APIs

# How to become a data-driven company



# Power of Informatica Cloud

Industry's next-generation iPaaS and most advanced Hybrid Integration Platform

Any  
Integration Pattern

Zero  
Maintenance

High  
Investment

Enterprise Unified Metadata Intelligence

Unified, Modular, Hybrid, Secure and Trusted Next Generation iPaaS / HIP







**KEEP  
CALM  
AND  
COME  
TO THE CLOUD**

Gracias



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