



Tech Talk Series

PowerCenter Users: Architect Your Future to the Cloud

Session 3 of 4:

The Latest Cloud-Native Innovations in Action

Vivin Nath

Director of Product Management, Informatica

PowerCenter Users: Architect Your Future to the Cloud

Session 1 – Jan 27
How to Overcome
Cloud Challenges
with a Cloud Native
Solution

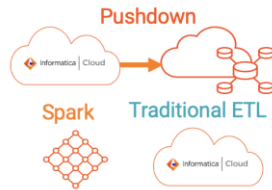
Session 2 – Feb 3
The Best Way to
Modernize from
PowerCenter to the
Cloud

Session 3 – Feb 10
The Latest Cloud-
Native Innovations
in Action

Session 4 –Feb 17
Insights from Pfizer
on the Cloud
Modernization
Journey

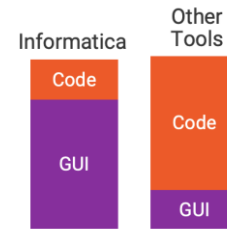
Recap from Session 1: How to Overcome Cloud Challenges with a Cloud Native Solution

Informatica Solution to **Cost Overruns**



- Cost Optimization Engine with ELT, ETL, Spark support
- Consumption based pricing
- CLAIRE-powered cost controls

Informatica Solution to **Resource Constraints**



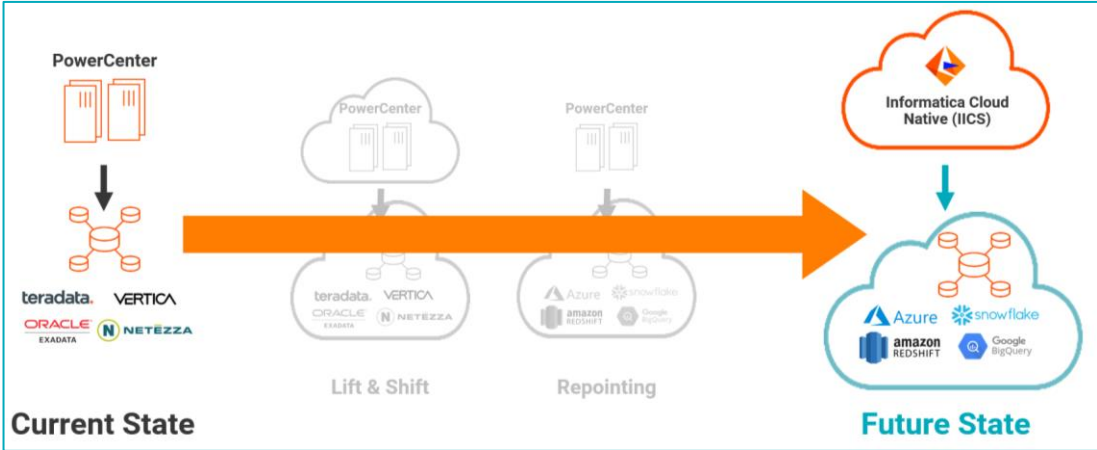
- GUI Development vs Hand-coding
- Serverless platform with no overhead
- Out of the box accelerators such as wizards & bundles

Informatica Solution to **Complexity**



- Comprehensive platform – one set of tool for on-prem, hybrid, multi-cloud
- Data Quality baked into Data Integration
- CLAIRE-powered DataOps & MLOPs

Recap from Session 2: The Best Way to Modernize from PowerCenter to the Cloud



On-premises	➔	Cloud Native
Annual Maintenance on a perpetual license	➔	Annual Subscription for Software as a Service
Fixed amount of processing cores	➔	Usage based model
Fixed set of products and options	➔	Remixable set of services
Customer provided and managed infrastructure	➔	Multi-tenant microservices based architecture managed by Informatica

CDW Modernization Solution for PowerCenter

Fastest Path and Lowest Risk with **Out-Of-Box** Modernization Solution

	Package Component	Description
1	Cloud Native Products	Informatica Data Management Cloud Informatica Processing Unit (IPU) based access to Integration, Quality, Governance
2	Migration Factory	Assessment, Migration and Automation tools
3	Migration Support	Ongoing support of customer's existing PowerCenter environment through the migration
4	Professional Services	IPS services (included with migration factory) provided as part of this solution

Session 3 – The Latest Cloud-Native Innovations in Action

Govern Your Costs

Preventing Cost Overruns

- **Optimization Engine** – Same user interface supports multiple processing engines – more cost effective, easily achieves scalability, saves resources and dollar costs with egress charges

Database Pushdown - Data doesn't have to leave CDW

Ecosystem Pushdown - Data doesn't have to leave the ecosystem

Spark Processing - Large data volumes with complex requirements leveraging Spark

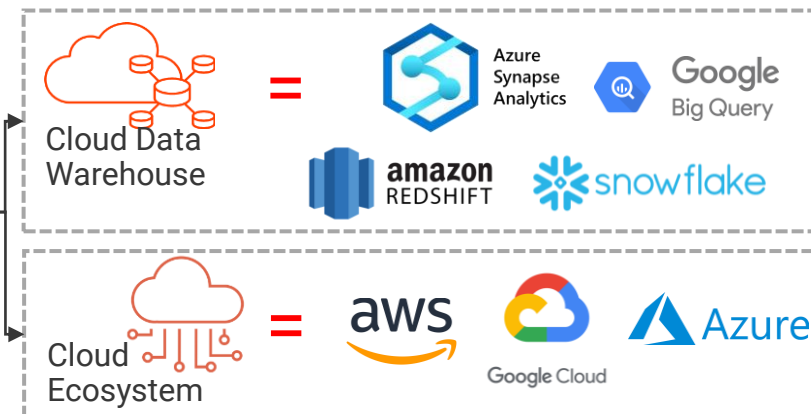
Traditional ETL - Ingestion or small data sets

- **CLAIRE Powered Auto-Tuning and Auto-Scaling** – Prevent spikes in Cloud resources by having limits
- **Cost Governance Options** – Numerous proactive and reactive controls to govern and monitor cloud data integration platform costs

3 Ways to Process Data in a CDW/DL

1 Pushdown

Informatica sends the work to a Cloud Ecosystem or Data Warehouse



2 Spark

Informatica sends the work to a large number of Spark servers



3 Traditional ETL

Do the work on an Informatica server



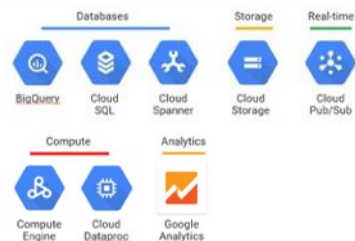
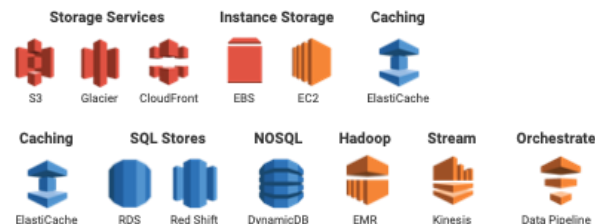
Optimize Your Resources

Alleviate Resource Constraints

- **Metadata Connectivity** – Deep breadth of metadata data connectivity for hundreds of sources/targets saves development time
- **Codeless Environment** – Easy to use interface for cloud and on-premise ecosystems
- **Transformations and Expressions** – Numerous prebuilt transformations and over 100 functions for ease of use
- **Bundles, Templates, and Wizards** – Many published bundles, templates to help jump start projects and save time and effort; Wizards to help guide development that provides an easy-to-use interface
- **Reusability** – Saves time and effort plus promotes consistency by reusing assets
- **Dynamic Mappings** – Reduces the development effort by reducing the number of mappings necessary
- **CLAIRE Recommendations** – Built-in algorithms to help speed up development

Broad Native Connectivity

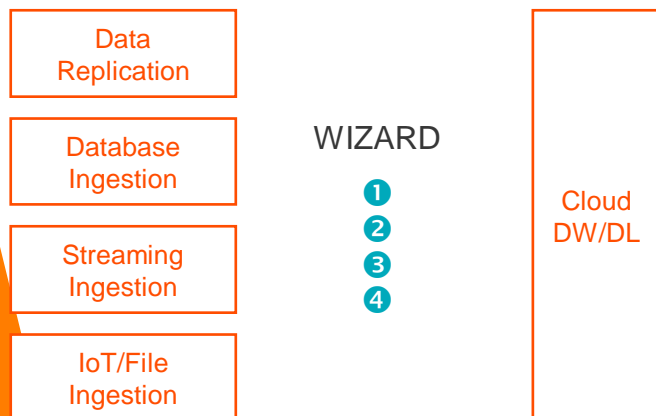
10,000+ metadata aware connectors and scanners



Productivity with Guided Development Wizards, Pre-built Mappings, and Reusable Objects

Multi-Step Wizards for Data Ingestion & Integration

Guides users through a series of point and click steps—abstracts away code and architecture



Over 35 Template Bundles for Data Integration, Data Quality

Leverage prebuilt integration logic (Bundles) for 80% of the development work

Sample Bundle—Data Quality Quick Start

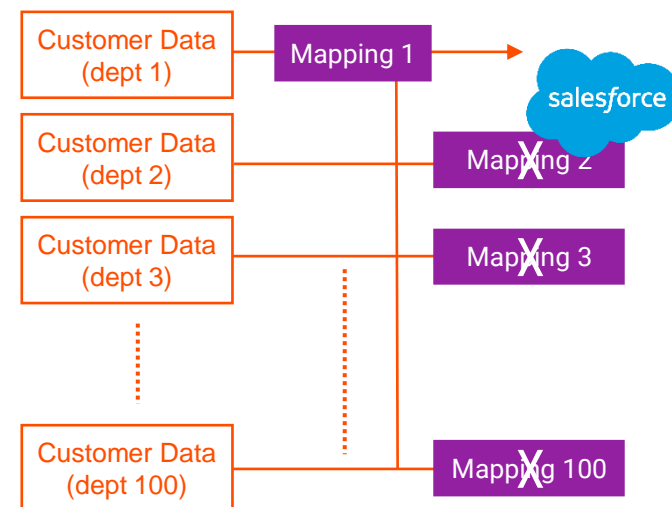
- Match account data
- Match personal data
- Standardize company name
- Parses name information—generates gender, validates date of birth, email, address

80% Productivity Improvement

- 1 hour with Bundle vs. 5 hours manual build

Reusable Objects and Maplets for Dynamic Mappings

Define mapping logic/reusable code once—use it in multiple projects



Reduce Complexity – Simplify
Your Life

Reducing Complexity

- **Single Integration Tool for Many Cloud Architectures** – Quickly and easily integrate on-premise and cloud application in multi-cloud environments
- **Managing Complexity—Metering, Monitoring, Debugging and Logging** – Provides production ready DevOps tools to manage and monitor the cloud data management platform
- **DataOps: Continuous Integration** – Robust production level support for industry standards such as GitHub and BitBucket as well as Jenkins for automation for version control and code migration
- **Data Quality** – Profiling, Standardization and Deduplication – Prevents poor data quality, reduces iterations of integration, applies standard formats to increase trust of CDL/CDW

One Set of Tools for All Your Clouds and On-premises Applications

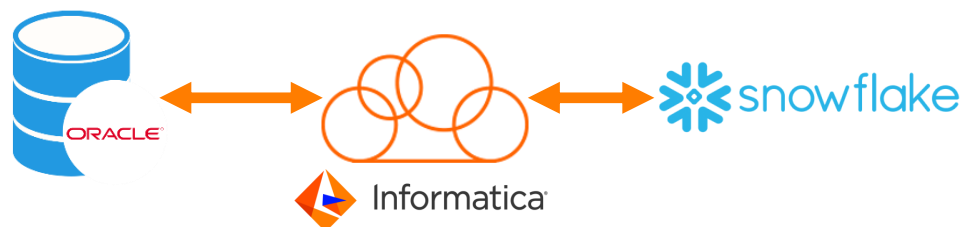
Single Cloud



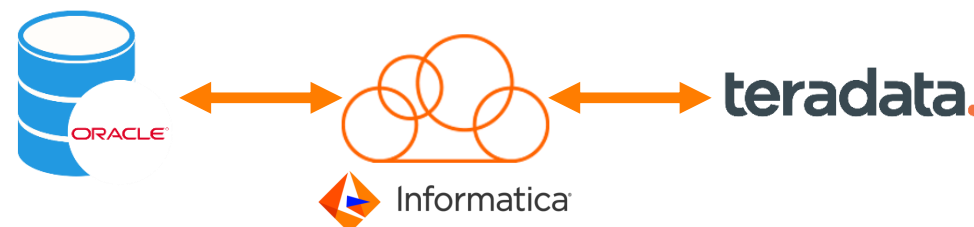
Multi-Cloud



Hybrid Cloud



On-Premises

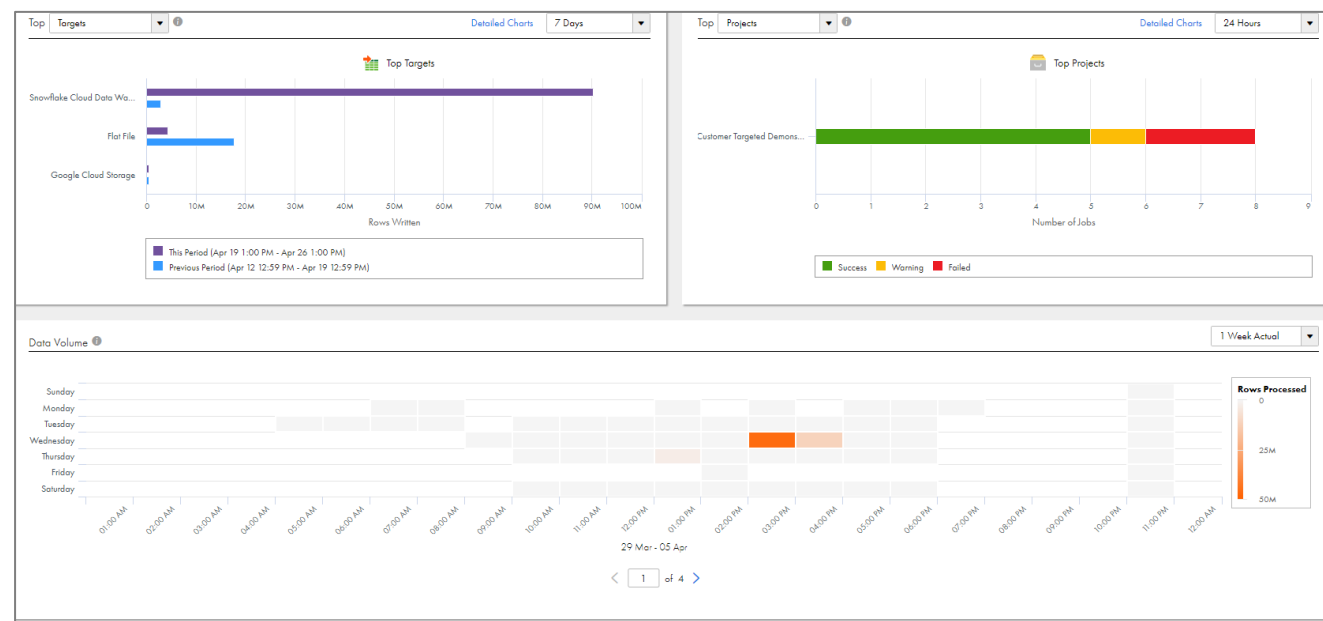


Managing Complexity—Metering and Monitoring

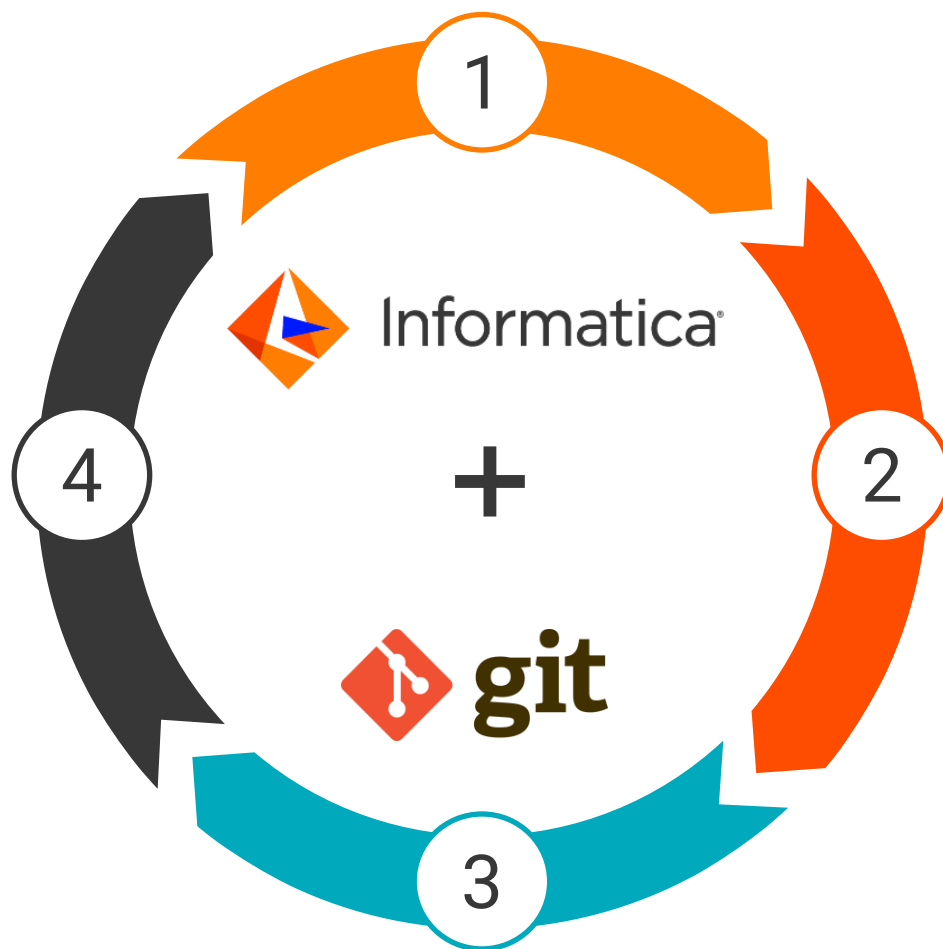
Quickly and easily identify IPU usage in your cloud integration environment

Quickly identify jobs that have succeeded or failed

Visual Heat Map to identify any potential issues



DataOps—Continuous Iterative Integration



Design

Author and organize design assets in projects / folders



Version Control

Export APIs for integrating with 3rd-party version control systems



Deploy to Test

Deploy via Import, manage connection, agents for Test environment



Deploy to Prod

Deploy via Import, Audit, Monitor, Secure

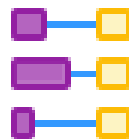
Data Quality: Trusted, Accurate Data Reduces Risk of Longer Timelines

Data Profiling Task



- Identify data issues up front
- Integration with Cleansing and Verifier
- Auto-Assignment of DQ Assets to source columns

Cleanse



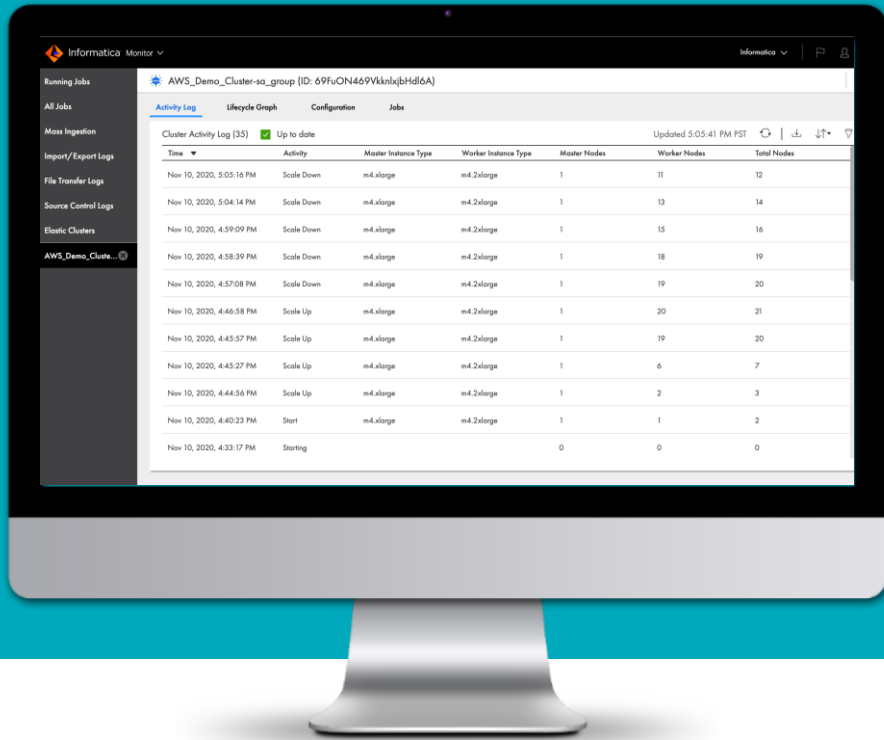
- Cleanse and standardize data
- Leverage Data Dictionaries and Reference Tables for consistency metrics
- Integrate with Maplets for more reusability

Deduplicate



- Based on Match Transformation
 - Identity matching
 - Single source/single data set
- Identity -- a set of data values that collectively identify a person or organization
- Calculates degree of similarity between records and generates output data

DEMO



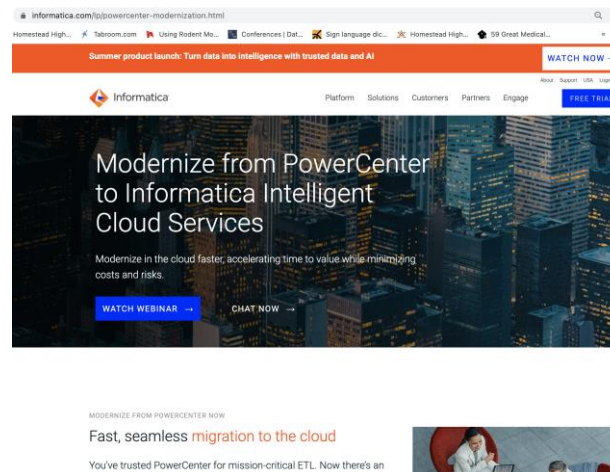
Next Steps....

Get Started on PowerCenter to IICS Modernization

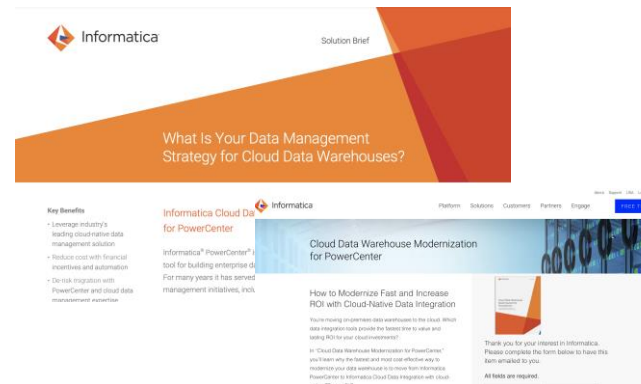
We are here to help

1. [Modernization Resource Hub](#)
2. [Customer-Snowflake-Accenture Summit](#)
3. [White Paper](#)
4. [Solution Brief](#)
5. [Webinar](#)

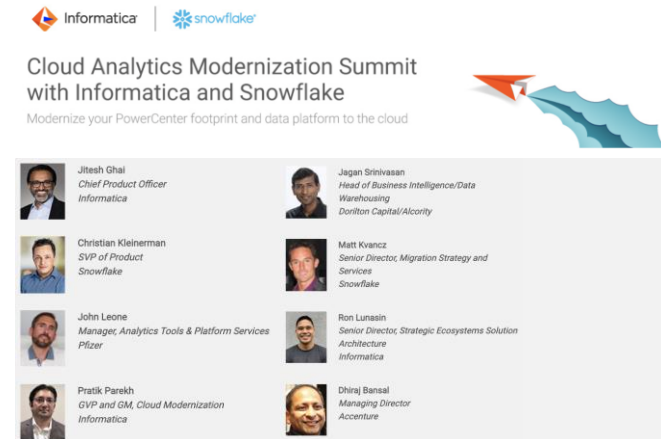
Webpage for Prospects



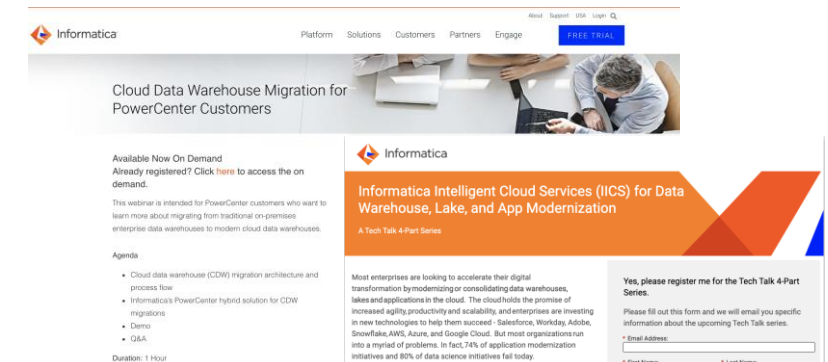
Brochures, White Papers



Cloud Analytics Modernization Summit



Webinars



Take IICS for a FREE Test-Drive NOW

Cloud Data Integration on Azure & AWS

www.informatica.com/azurefree

www.informatica.com/awsfree

Process up to 500M rows of data per month
free-of-charge

- **Cloud Data Integration Service** automates, high performance data integration at scale
- **Cloud Mass Ingestion Service** streamlines building and running of complex integrations with high-performance ingestion

Full IICS 30-day trial

www.informatica.com/trials



*Free allowance is equivalent to up to 25 Informatica Processing Unit (IPUs) per month