

# What Is Your Data Management Strategy for Cloud Data Warehouses and Data Lakes?

## Key Benefits

- Leverage industry's leading cloud-native data management solution
- Reduce cost with financial incentives and automation
- De-risk migration with PowerCenter and cloud data management expertise

## Informatica Cloud Data Warehouse Modernization Solution for PowerCenter

Informatica® PowerCenter® is an on-premises, industrial strength ETL (extract, transform, load) tool for building enterprise data warehouses, such as Oracle, Netezza, and Teradata. It has served as a trusted foundation for on-premises data integration and management initiatives, including data warehousing, analytics, data governance, and more.

However, now that you are planning to modernize to a cloud data warehouse or data lake—such as Amazon Redshift, Microsoft Azure, Google BigQuery, or Snowflake—you want to maximize its value. Now's the time to reevaluate the data management strategies for your cloud data warehouse (CDW) and data lake. Most cloud data management solutions start and stop with basic data integration and ingestion. One-off and manual approaches to address data quality and data management issues, such as solution-specific hand coding, are expensive to develop and difficult to maintain. Integrating multiple, limited point solutions increases cost and complexity. You need an independent, cloud-native data management partner to help you increase productivity, reduce manual work, improve visibility, lower risk, and readily scale and decrease costs—all with AI-powered intelligence and automation.

## What About Your Assets and Investments in PowerCenter?

You have been a loyal PowerCenter user for many years. You have developed thousands or even tens of thousands of mappings, sessions, workflows, commands, and more. As a mission-critical, trusted workhorse, PowerCenter runs ETL jobs for you every day to populate and update your EDW. What about these assets and artifacts? Fear not. Informatica offers you a market-leading and comprehensive Cloud Data Warehouse Modernization Solution for PowerCenter that supports you through your journey from PowerCenter to cloud data lakehouse (i.e., a merger of cloud data warehouse and cloud data lake on a single data platform).

## The Industry's Leading, Most Comprehensive and Flexible Cloud Data Warehouse Modernization Solution for PowerCenter

The Informatica Cloud Data Warehouse Modernization solution for your journey from PowerCenter to a cloud data lakehouse includes a cloud-native product package, a patented intelligent automation pack, financial incentives, Informatica Professional Services support, and our premiere customer support.

**1. Informatica's Cloud Lakehouse Data Management (CLDM) package** provides an end-to-end cloud data management solution. With CLDM you can access Informatica's cloud-native data ingestion, data integration, and data quality services, out-of-the-box connectivity, elastic and serverless capabilities, and pushdown optimization to accelerate your time to value and increase productivity by eliminating procurement cycles. The package offers 100% usage-based pricing and provides you with flexibility to mix and match products based on your implementation timeline, evolving requirements, and/or consumption demands. The package is based on the Informatica Processing Unit (IPU) to provide you with the agility to manage your environment. Each service, connector, sandbox, or sub-org in the package is assigned an IPU value and the package includes a monthly IPU allowance, which is upgradable as your consumption and needs grow.

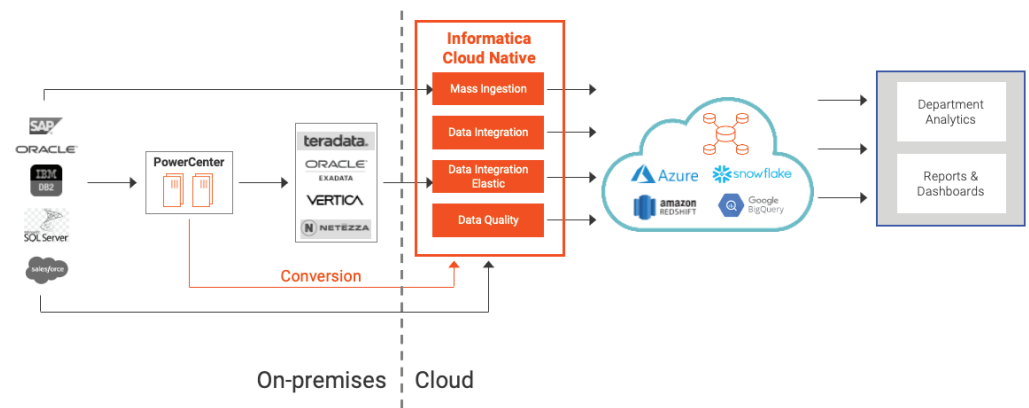


Figure 1. Cloud Lakehouse Data Management Reference Architecture.

**2. Informatica's Cloud Modernization for PowerCenter Intelligent Automation Pack** analyzes PowerCenter for thousands of mappings, sessions, and workflows. It provides an estimate of the work required to convert your mappings and builds the foundation for developing a thorough migration plan. The Cloud Modernization for PowerCenter Intelligent Automation Pack, based on many real-world customer engagements, automatically converts many PowerCenter assets to CLDM. It performs initial migration data load, provides conversion of assets, and includes unit testing of converted assets.

**3. Financial incentives**—The Cloud Data Warehouse Modernization Solution for PowerCenter includes a credit against existing PowerCenter maintenance as well as a credit for Informatica Professional Services to help with the migration.

**4. Informatica Professional Services (IPS) engagement** includes assessing your PowerCenter repository and conversion level of effort, developing a conversion proposal and subsequent execution plan, detailing post-conversion steps, conducting unit testing, and doing knowledge transfer.

**5. Migration support**–The support that you get from Informatica for your PowerCenter continues as-is through your entire migration and cloud data lakehouse implementation process. This includes Premium Success support with access to adoption services (Success Pack), access to customer success manager, critical milestone support, etc.

	Solution Component	Description	Benefits
1	Cloud-native products	Cloud Lakehouse Data Management (CLDM) package	Industry-leading, most comprehensive solution
2	Conversion automation	Intelligent automation pack	Speed, lower cost, lower risk
3	Financial incentives	CLDM subscription credit against both existing PowerCenter maintenance and related professional services	Lower cost
4	Professional services	IPS services such as conversion proposal, post conversion steps, knowledge transfer	PowerCenter, CLDM, and migration expertise
5	Migration support	Ongoing support of your existing PowerCenter environment through migration	Lower risk, PowerCenter expertise

### Why Informatica?

You have decided to move to the cloud and data modernization is a key component of that. Informatica provides you with the industry’s leading, most comprehensive solution at the lowest cost. With our solution you get to your desired end goal faster. Only our professional and support services can provide you with comprehensive support, deep PowerCenter and CLDM expertise, and ways to mitigate your risk

#### 1. Choose the industry’s leading, most comprehensive, most flexible cloud-native data

**management solution**–Informatica is the only proven enterprise cloud data management leader with over 10,000 customers, 15 trillion transactions a month and growing, and customers that represent 85 of the Fortune 100. With the industry’s leading, cloud native, metadata-driven, microservices-based, AI-powered solution, you unleash the full potential of your cloud data warehouse, data lake, and lakehouse across a multi-cloud environment, including Amazon Web Services, Databricks, Google Cloud Platform, Microsoft Azure, and Snowflake. You can get up and running quickly with point-and-click integration and by leveraging out-of-the-box connectivity to hundreds of data stores and applications.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

You can deploy and manage your data with high-performance mass ingestion, serverless data integration, and data quality. CLDM provides the highest performance and scalability with serverless and elastic Spark-based distributed processing and cloud data warehouse pushdown optimization. It delivers trusted data with PaaS and IaaS-level trust certifications (e.g., SOC, SOC2, HIPAA, etc.) for compliance and security. Additionally, Informatica offers many advanced cloud-native integration and data management services for use cases beyond data management for cloud data lakehouses.

- 2. Accelerate time to value**—Informatica is your fastest path to success. Accelerate your journey to a cloud data warehouse and data lake with Informatica's rapid intelligent automation pack.
- 3. Keep your costs low with our financial incentives**—By offsetting PowerCenter maintenance costs during the migration, Informatica helps mitigate customer concerns about paying for both the old and new software at the same time during the project. Moreover, by providing a services credit to help with any remaining manual efforts not captured by the automated conversion, Informatica can help further defray the cost of migration.
- 4. Maximize the value of your PowerCenter assets**—Although Informatica's cloud-native services were developed from the ground up as brand new, having PowerCenter as a context informed the development of these features. Hence many PowerCenter capabilities such as transformation features like aggregation, data masking, lookup, filter and many more are already available in CLDM. With Informatica, you will be able to get the most value out of your years of investments in PowerCenter.
- 5. De-risk your migration by trusting the experts**—The Informatica Professional Services team has years of experience working with PowerCenter customers and has already helped many customers successfully migrate to CLDM. Both the assessment and conversion tools referenced above are developed based on real-world customer engagements and make it seamless to move from PowerCenter to CLDM. Informatica engineering, customer support, and professional services have deep PowerCenter and CLDM expertise and will work with you every step of the way during your modernization planning and implementation.

## Next Steps

Explore resources about [Cloud Lakehouse Data Management](#), or [contact us](#) to learn more.



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