

Accelerate Cloud Analytics Modernization and Derive Meaningful Business Insights

Benefits

- **Modernize and mobilize your data:** With a unified, governed data cloud architecture, organizations can better serve their customers by easily and securely accessing all data
- **Multi-cloud:** Fast-track data transfer with cloud-native data integration support for Snowflake on Amazon Web Services, Microsoft Azure, or Google Cloud Platform to help improve productivity and efficiency
- **Intelligent and secure:** De-risk modernization with AI-driven, data integration, data quality and metadata management to ensure data quality and privacy regulations are met with end-to-end data governance
- **Highly scalable and flexible:** Experience high-powered, high-performance transfer of databases, cloud applications, data warehouses, and files securely—at scale

Modernize Analytics With a Secure, Extremely Scalable and Cost-Effective Cloud Infrastructure

Today, digital transformation has put data—and analytics—at the center of every business strategy. But data is frequently the problem as well as the solution. Almost seven out of 10 C-suite executives report that they have failed thus far to establish data-driven organizations.¹ A survey by Experian found that an astonishing 95% of organizations said poor data quality was undermining their business performance.² As it turns out, data is notoriously fast-growing, fragmented, hard to find, and unreliable. These challenges are holding many businesses back.

Data operations are now the beating heart of the modern enterprise, but as data ages much of value is lost. Organizations want trusted timely, data to fuel their robust analytics initiatives. The challenge? Rigid, slow, expensive legacy infrastructure, and siloed data, time-consuming manual processes, and stale data, to name a few. Across industries, organizations face an even bigger challenge: providing data access (i.e., mobilizing data) 24/7 for internal and external stakeholders, while staying compliant with the new GDPR and CCPA regulations. This is where a new modern analytics architecture comes in. Tackling these challenges, many organizations choose to adopt a cloud data warehouse, like Snowflake, to get the agility, speed, and scalability needed to fuel analytics and BI tools with the right data.

Snowflake Data Cloud can form an integral part of data democratization initiatives. Take a closer look at the attributes that make up the data democratization platform.

¹ New Vantage Partners, Big Data and AI Executive Survey, 2019

² Experian, [2019 Global data management research](#)

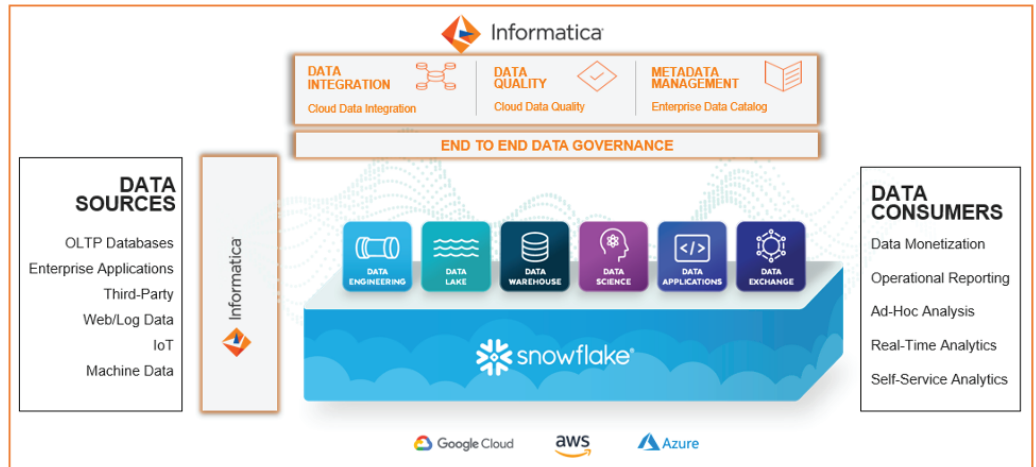


Figure 1: Modern Unified Data Architecture with Snowflake and Informatica.

Data Democratization, Snowflake, Informatica, and You

With Informatica® and Snowflake, organizations gain the agility to take their business to the next level while reducing costs and minimizing risks. With a unified, governed data cloud architecture, organizations can better serve their customers by modernizing their data management, enabling self-service, and increasing operational efficiency, so they can rapidly innovate, adapt, and transform as their business evolves.

Adopting this joint solution infuses the agility needed to automatically scale up and down, as required, to accommodate periodical peaks and valleys in data volumes and evolve your analytics solution at business speed. Plus, you can securely share and mobilize your data with trade partners. Finally, the best part: your analytics initiatives across your enterprise will be based on a single source of trusted, secure data.

If you're looking to accelerate your data-driven digital transformation by modernizing your analytics capabilities, the Informatica and Snowflake solution enables your analytics team to easily find and access trusted, relevant, and timely data, curated in Snowflake at scale, across multiple cloud sources and on-premises data assets.

Modernize Your Analytics Stack

The joint Snowflake and Informatica solution accelerates several key aspects of analytics modernization. Our solution enables business analysts, using BI solutions such as Tableau and Power BI, to quickly and easily discover and access trusted, relevant, consistent data, for both ad hoc analytics as well as operational reporting and dashboarding.

We also help customers unleash the power of the new data economy by enabling a completely new way for organizations to share and monetize their data in business real time with customers and trade partners. All the while ensuring this data sharing is governed, secured, and discoverable.

Finally, along with joint data science partners, we deliver an end-to-end AI/ML solution stack, by curating timely, relevant and trusted data at scale, fueling the data science platform underneath AI/ML.

Key Benefits

Informatica has been working closely with Snowflake to jointly deliver an integrated solution for our customers, who are modernizing their data management and analytics stack. Our solution for Snowflake enables customers' success in several key ways.

Modernize and Mobilize Your Data

Informatica provides 200+ prebuilt connectors to common multi-cloud and on-premises data systems, so that you can easily onboard and automatically integrate these systems into Snowflake. Our tools are designed, at the core, for ease of use and extensive reuse with a codeless, visual and parameterized development environment and out-of-the-box templates and wizards for many common transformations and workflows.

Hybrid and Multi-Cloud

Optimized for high performance with native Snowflake connectivity, the Informatica iPaaS solution is engineered for flexibility, speed, and agility. With key enterprise scalability features such as pushdown optimization (PDO), this allows you to use the common ELT (Extract, Load, Transform) integration pattern to offload data integration processing into the Snowflake compute engine, greatly improving performance. Other scalability features include threading, partitioning, and clustering of secure agents.

Intelligent and Secure

The Informatica iPaaS solution is the most reliable enterprise cloud data management platform in the market today, supporting 2.5 trillion transactions per month. Snowflake usage by Informatica customers has been rapidly growing and Informatica Intelligent Cloud Services now processes over 100B rows/month into Snowflake.

Highly Scalable and Flexible

Informatica provides the only intelligent data management platform, with the most breadth and depth in the industry, to support all your use cases and analytics needs. We offer key capabilities like data cataloging, data quality, data security, and data governance, as well as ongoing data discovery and cleansing—all critical for successful cloud data migration and cloud analytics modernization.

With the unified data cloud architecture powered by Informatica and Snowflake, organizations can easily transform, integrate, and analyze all of their data. They can also securely share, acquire, or even monetize live, governed data, as well as build and operate their data applications. The Informatica Intelligent Data Platform™ scales instantly and near infinitely. It enables any organization to operate across different infrastructure cloud providers and their regions as a single cloud, while satisfying industry and regional [data privacy](#) requirements.

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.

Next Steps

- Learn more about Informatica for Snowflake at www.informatica.com/Snowflake
- Read this eBook to discover how to [get the most out of your Snowflake Data Cloud](#)



Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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