

# Faster, More Cost-Effective Cloud Data Integration

## Key Benefits

- Control your costs with Informatica's flexible usage-based pricing, Optimization Engine, and run-time tools that intelligently automate cost control
- Increase resource productivity with low/no code development tools, self-service for all users including the operations team, and out-of-the-box templates and wizards that reduce 80% of design and development work and promote reusability
- Reduce complexity with support for multi-cloud, on-premises, and everything in between, with one single platform, which includes data ingestion, data integration, data quality, app integration, API management, and more

## Control Costs, Solve Resource Constraints, and Simplify Multi-cloud Complexity With Cloud-native ETL and ELT

Enterprises today are accelerating their move to cloud, seeking benefits like flexibility, scalability, and cost-effectiveness. As organizations embrace cloud data warehouses and lakes to modernize analytics, cloud data integration becomes a critical component of your analytics strategy and an anchor for your digital transformation.

But for many organizations, cloud has also brought cost overruns and resource constraints, as well as technology and implementation complexity. As a result, enterprises may struggle to capture benefits like accelerated time to value and ROI. Worse, digital transformation initiatives can stall, leaving many companies at risk of disruption.

How can you ensure your cloud data integration uses the most cost-effective processing to control costs, increases productivity and self-service to address resource constraints, and provides an industry-leading data-integration platform equivalent to multiple point solutions? For modern cloud analytics you need a cloud-native, best-of-breed cloud data integration solution that delivers industry-leading ETL (extract, transform, load) and ELT (extract, load, transform) capabilities with the ability to scale seamlessly for your biggest data processing jobs.

## The Cost, Constraints, and Complexity of Data Integration Today

CIOs and CDOs looking to optimize costs, increase productivity, and democratize data across the enterprise face three common challenges when it comes to data integration for analytics modernization.

**Cost Overruns:** CIOs and other IT leaders find it difficult to predict cloud costs, let alone manage them. They often lack visibility into costs and aren't able to see who is using what cloud services and to what degree. Moving data into and out of cloud data warehouses and lakes incurs significant data transfer charges. Too often, organizations simply throw people and compute hours at these data processing problems instead of finding a more cost-effective solution.

**Resource Constraints:** CIOs and CDOs are challenged to find enough resources to do all the work that data-hungry organizations demand. Often, this work requires highly skilled and specialized

resources. While IT struggles to meet demand, the business wants to move to the cloud even faster. Lack of resources and self-service capabilities make IT into a bottleneck.

**Complexity:** As cloud adoption accelerates, data and IT leaders can find it difficult to connect cloud and multi-cloud with on-premises environments. Disparate tools don't work well together. And moving projects from development into production often takes too long as a result of system integration, data quality, and DataOps issues.

### Cloud Data Integration: One Size Does Not Fit All

Many point solutions force you to process data according to their limitations. These tools are not designed to save data transfer charges and limit compute hours, and they lack pushdown optimization capabilities. Point solutions offered by data integration vendors may provide cloud ETL or cloud ELT—but they do not have best-of-breed capabilities that span both. For large data volumes, you may want to send jobs for Spark-based processing based on data locality, cost efficiency, or if the job cannot be addressed by SQL logic. But can your limited data integration tool support all types of data integration processing and choose the right processing mode for the job at hand?

Lacking a comprehensive solution, you either accept using a one-size-fits-all tool for data processing requirements, or you're forced to use multiple tools for different types of work. Neither approach gives you the flexibility and control you need to effectively manage your costs, enable self-service, and simplify data integration across multi-cloud and multi-hybrid environments. There's a better way.

### High-Performance, Lower-Cost Cloud Data Integration With Informatica

Informatica® pioneered enterprise-class ETL for on-premises data integration. With AI-powered cloud-native data integration, Informatica provides best-of-breed ETL, ELT, and elastic Spark-based data processing for any cloud data integration need. Informatica cloud-native data integration benefits your enterprise in three key ways.

#### Cost Control and Optimization

With Informatica, you're able to choose the right processing for the right job. As a result, you save on compute hours, data transfer charges, and more. The faster you process your data, the fewer compute hours you need, so the highly performant Informatica solution reduces your costs while accelerating cloud modernization initiatives.

- **Optimization Engine:** Informatica's Optimization Engine sends your data processing work to the most cost-effective option, whether that's cloud ecosystem pushdown, cloud data warehouse pushdown, traditional ETL, or Spark serverless processing.
- **Cost-Control Capabilities:** With Informatica, you can set limits on compute time, automatically adapt limits based on your usage patterns and behavior, and optimize for your location. The metadata-driven intelligence in Informatica CLAIRE® can recommend processing techniques and alert you to more cost-effective options.

- **Flexible, Consumption-Based Pricing:** Informatica's simple, consumption-based pricing lets you easily scale up or down as needs change while giving you access to an array of our industry-leading cloud services, so you can rapidly onboard new capabilities and kickstart innovation. You can also subscribe via Amazon Web Services, Microsoft Azure, and Google Cloud marketplace private offers and count your Informatica subscription toward your cloud platform spend commitment. Talk to your account manager to learn more.

### **Reduced Resource Needs**

Informatica's cloud data integration solution significantly reduces the resource burden on IT, enabling self-service and leveraging AI and automation for faster, easier integration.

- **Self-Service:** Informatica low-code and no-code development tools enable you to use fewer resources per job. The graphical user interface lets you leverage business users, not just specialized technical resources. Data operations teams can monitor and manage all Informatica jobs and processes through a unified admin console.
- **Templates:** Reduce development time by up to 80% with templates and multi-step wizards. Leverage pre-built quick-start bundles or accelerators for common data integration projects, such as data warehousing, data quality, migration to Snowflake, and more. Data pipelines (referred to as mappings in Informatica) are reusable and dynamic, so you can develop once and deploy again and again, even as data changes.
- **AI and Automation:** With Informatica, you can leverage AI and machine learning for intelligent automation instead of building each job manually from scratch. Leverage CLAIRE-powered recommendations for how to build mappings, parse data file formats, and optimize performance and utilization for large, complex processing jobs (e.g., auto-tuning and auto-scaling).

### **Simplified Data Management Across Clouds, On-Premises, and Everything In-Between**

Informatica radically simplifies cloud data integration with a single, integrated platform. Instead of multiple tools from multiple vendors, you have one industry-leading cloud-native solution with simplified tooling that works for all your cloud and on-premises applications, whether single-cloud, multi-cloud, multi-hybrid, or on-premises. With integrated cloud data quality as part of the data lifecycle, you can reduce the time dedicated to quality assurance tasks by up to 35% each week.<sup>1</sup> As a result, you're able to accelerate deployment, move projects into production much faster, and improve decision making and AI-driven predictive analytics with more trusted data.

<sup>1</sup> Nucleus Research ROI Guidebook: Informatica iPaaS

## 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.

## End-to-End Cloud Data Management With Informatica Intelligent Data Management Cloud

Informatica's cloud-native data integration solution is built on the Informatica Intelligent Data Management Cloud, the industry's first and most comprehensive cloud-native and AI-powered data management platform.

With over 260 intelligent cloud services, Intelligent Data Management Cloud provides best-of-breed data ingestion, cloud ETL and ELT, data quality, application integration, cataloging, data governance, master data management, and more. Only Informatica offers one comprehensive cloud-native platform that supports all your cloud data management needs even as integration requirements evolve and technology changes.

## Next Steps

Learn more about [Informatica Cloud Data Integration](#), the industry-leading solution for cloud ETL and ELT. Try the solution [free for 30 days](#).

