



Informatica®
CLOUD FIRST. DATA ALWAYS.™



CLOUD MODERNIZATION POWERED BY DATA

Innovate your Hybrid and Cloud
native data management



EXECUTIVE SUMMARY

Data must flow freely – transformed, secured, connected, trusted, ethically managed, and democratized by design to power digital innovation.

Your ability to manage hybrid and multi-cloud data must extend beyond any single IaaS or PaaS offering and align with the company's strategic model for multi-cloud deployment.

The race is on for the digital innovations necessary for digital transformation. Data practitioners understand that they no longer own infrastructure or applications but they own the data - often doubling their data footprint every year. What they need now is a new and better way to reduce costs, gain flexibility in how they collaborate, analyze data, and take advantage of powerful new AI and machine learning algorithms. Winning the race for digital transformation - creating new, cloud-first experiences for customers, suppliers, employees, and partners, demand modernizing data management across the enterprise at speed and scale.

Ensuring all your cloud and data vendors have robust ingestion and integration capabilities is critical if the three core requirements of data modernization are to be met – transforming data collaboration and creating a data-powered enterprise.



1. COMPLIANCE WITH DATA

Increased global and local data regulation requires mature data privacy, data quality, and life cycle management.



2. OPERATIONAL EXCELLENCE

Data opens up new routes to market and innovation without constraint. AI-powered data management enables better data quality and data orchestration.



3. IMPROVED GOVERNANCE

Promote collaboration, clarify data lineage, and establish trust in data with robust enterprise data governance that helps ensure your analytics insights are accurate.



REDUCE COMPLEXITY – LEVERAGE THE FULL POWER OF CLOUD

For many enterprises, data management means accommodating a patchwork of on-premises solutions, line-of-business applications, and partially-integrated data repositories.

Different business units and functions may own different data sets and hold them on different systems. Spreadsheets are still common. Social media channels deliver their unique data types, while tens of thousands or even millions of IoT sensors continually stream data into the business. It means too many companies are data-rich but insight-poor.

Cloud migration and data modernization are foundational to solving today's complex data management issues, from personalizing customer experience to predictive analytics that improves operational efficiency.

Getting the correct, trusted data to flow to the individuals, teams, and information supply chains is the vital first step to overcoming these issues: energizing research and development, enabling new services, upskilling the current and future workforce for data-driven business culture, and empowering multiple business users through self-service.

THE BENEFITS OF GETTING IT RIGHT THE FIRST TIME



Eliminate **cost overruns** and **reduce production costs**



Seamlessly optimize **data for performance**



Increase **productivity** with shorter development times to reach ROI objectives



Leverage intelligent automation to **avoid labor-intensive manual processes** to alter code



Achieve **predictable and controllable overhead costs** for maintenance



Implement a **resilient integration** that avoids workarounds, upgrades, and risks



INVEST IN YOUR FUTURE

PowerCenter set the bar in the traditional on-premises world, but enterprise data demands are evolving quickly. For most organizations, relying solely on on-premises infrastructure for data management is no longer realistic.

For nearly two decades, Informatica's PowerCenter enterprise data platform has been a trusted solution for on-premises data integration and management, enabling the shift to data warehouses, improving master data management while setting the stage for more robust analytics and rigorous data governance.

As data gravity shifts to the cloud, PowerCenter's role as the backbone of an enterprise analytics environment is supplanted by something even more powerful. Customers are now migrating their data estates to cloud native, Informatica Intelligent Cloud Services (IICS).

To stay competitive in an economy that's rapidly going digital, many businesses discover that on-premises systems make it difficult to understand customer journeys, monitor customer experiences, or deliver offers proactively based on real-time purchase behavior.

They need the agility, insights, and scalability that only a cloud-based system can deliver.

AGILITY AT THE CORE

Modernizing data warehouses and data lakes requires a flexible, cloud-native enterprise architecture that accelerates time to value while minimizing costs and risks.

Today's objective is to create a collaborative data ecosystem, where everyone from marketing to finance, legal to HR, compliance to procurement, gains access to the same rich vein of trusted information, where the entire business context of every data asset is clear.

Data lineage and relationships live in one repository with a modern cloud data infrastructure. Users across the business gain a complete view of the data they need, with additional information and context provided for the developers and data scientists bringing new customer experiences to life.

HARNESSING THE POWER OF IICS



Together Informatica and Capgemini can offer a flexible and comprehensive cloud data warehouse modernization solution for PowerCenter that ensures successful cloud migration while lowering costs and risks.

ERIC REICH

AI & Data Engineering Offer Leader and Global Head,
Capgemini

Informatica's Cloud Data Warehouse Modernization Solution for PowerCenter includes Informatica's cloud-native Intelligent Cloud Services software (IICS), an intelligent Migration Factory (including an assessment tool and a conversion tool), financial incentives, Informatica Professional Services support, and premiere customer support.

Businesses can expect to achieve greater agility, improved performance, and faster time to value while also reducing cost and risk under a more stable and resilient data infrastructure.

As organizations migrate data to the cloud, silos emerge with different sales, marketing, finance, and analytics clouds. Informatica's Intelligent Data Management Cloud (IDMC) unifies cloud data on a foundation of shared components, including data processing engine, connectors, and Informatica CLAIRE, our AI-powered system for intelligent data management automation.

As part of IDMC, IICS enables enterprises to manage and innovate with their data on any platform, any cloud or user in both multi-cloud and multi-hybrid environments.

Businesses can expect to achieve greater agility, improved performance, and faster time to value while also reducing cost and risk under a more stable and resilient data infrastructure.

Simplify modernization with the Migration Factory

Informatica has built a flexible and comprehensive cloud data modernization solution for PowerCenter to make cloud migration fast and seamless.

Informatica's Intelligent Migration Factory scans PowerCenter for mappings, sessions, and workflows — which can number in the thousands. It provides an estimate of the effort and resourcing required to modernize and migrate your mappings, while building foundation for a comprehensive migration plan.

Drawing on our extensive experience of real-world customer engagements around the globe and across sectors, Migration Factory automatically converts PowerCenter assets to IICS.

DRIVING CHANGE IN THE AUTOMOTIVE SECTOR

The automotive industry is undergoing tremendous change. The rise of autonomous, electric, and connected cars creates substantial data opportunities and challenges.

A global automotive brand has begun a five-year program to unify its far-flung data estate and eliminate the many silos that hindered its ability to benefit from analytics and derive full value from its business intelligence assets.

Known for aggressive new technologies, the car manufacturer is building a cloud-based data infrastructure. Guided by experts at Capgemini, migration from Informatica PowerCenter is a core component of the project.

The company's legacy data marts pointed at numerous others, creating cross and circular dependencies that made the mapping of data assets a complex affair. Together with Capgemini, Informatica has been able to draw on the experience of previous migrations and design a prioritized migration workflow that orchestrates the process.

We're making the transition seamless, incremental, and non-disruptive, automating ingestion where possible while creating the fixes and bridging solutions when technical conflicts occur.

While the project is still unfolding, the result will be a shared data ecosystem where users from different geographies and business units can create their analytics dashboards and derive insights that inform planning and help them achieve their objectives.



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SUMAN CHANDRA
Principal Architect, Capgemini

PARTNER WITH US ON YOUR MODERNIZATION JOURNEY

Informatica and Capgemini are helping enterprises around the globe overcome their data migration challenges and achieve business value faster.

By applying techniques like affinity mapping to determine the business value of current data assets, we can understand their importance to different parts of the business. Then we assess data quality and suggest measures to ensure that the right product and reference data is migrated.

We mitigate the risks of the modernization journey, so that large, business-critical applications aren't disrupted.

Once migrated, sensitive data is secured to ensure confidential and regulated data stays protected. We'll then help you implement data governance systems and practices that promote collaboration, clarify data lineage, and establish trust — both for business users and end customers.

To drive trusted analytics and accurate insights, organizations that have relied on PowerCenter in the past now need to consider how to begin the journey to cloud data modernization and benefit from operational improvements in how data is ingested, cataloged, governed, analyzed, and shared.

TO LEARN MORE ABOUT HOW TO MIGRATE DATA MANAGEMENT ENVIRONMENTS FROM POWERCENTER TO IICS, VISIT [WWW.INFORMATICA.COM/CONTACT-US](https://www.informatica.com/contact-us)

MEET THE EXPERTS



Eric Reich

AI & Data Engineering Offer Leader and
Global Head, Capgemini

eric.reich@capgemini.com



Arun Modani

Director, Informatica & Data Virtualization
Competency Lead, Capgemini

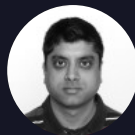
arun.modani@capgemini.com



Suman Chandra

Principal Architect, Capgemini

suman.chandra@capgemini.com



Siddharth Rajagopal

Principal Architect, EMEA-LA, Informatica

srajagopal@informatica.com



Rick Mutsaers

Principal Architect, Presales specialist,
EMEA, Informatica

rmutsaers@informatica.com

See our wider team of experts [here](#).



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About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

Visit www.capgemini.com to find out more.

About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™.

Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless.

Visit www.informatica.com to find out more.