Informatica
from salesforce

Partner-led MDM SaaS Modernization Support Package

Professional Services Units



Accelerate Your Success

Co-Pilot Support for High-Impact Modernization

Unlock the Future: Realize the Benefits of MDM SaaS!

Transitioning from legacy, on-premise Informatica Master Data Management (MDM) to a modern, Intelligent Data Management Cloud (IDMC) MDM SaaS environment is a high-stakes initiative. Ensuring foundational architecture validity and mitigating early-stage risk are critical to long-term value creation..

Designed specifically to complement partner-led MDM modernization projects, this offering combines Informatica's MDM SaaS Professional Services Units Modernization Starter Pack and a dedicated Resident Program expert to empower customers and partners to execute seamlessly while ensuring the solution design and migration strategies adhere to Informatica best practices.

Informatica bridges the gap between vision and execution - turning your data strategy into measurable business success!



MDM SaaS Modernization Starter Pack

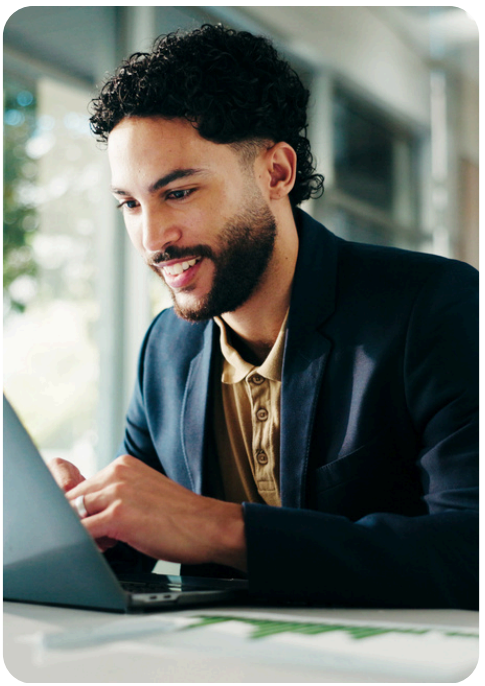
Fast-track modernization success by charting a clear path forward.

Powered by proprietary cloud tools and deep domain expertise, Informatica's MDM specialists streamline your cloud transformation by developing a tailored modernization strategy.

Resident Program Bronze

Benefit from 6 months of ongoing expert guidance to support modernization execution.

Gain valuable insight as our Residents seamlessly integrate with your team offering architectural and strategic program expertise, ensuring you derive maximum value from your investment in MDM SaaS.



"In today's business environment, people want things to be accurate and almost on-demand. We recognized that the time was right to move our Master Data Management (MDM) and data quality platforms to the cloud to be able to leverage the new technology and deliver things faster and more efficiently.

Andy Swire
Director, Data Services and Program Execution
KPMG

How it Works

1. Informatica MDM specialists work closely with your business and technical SMEs, conducting thorough analysis of your MDM solution. Through assessment, strategic interviews, workshops, and code evaluations, our experts collaborate with your Partner to develop a tailored modernization strategy.
2. Your Partner takes the engagement forward to full scale modernization execution with ongoing strategic guidance from an Informatica Resident to ensure alignment with best practices and maximum ROI on your investment.

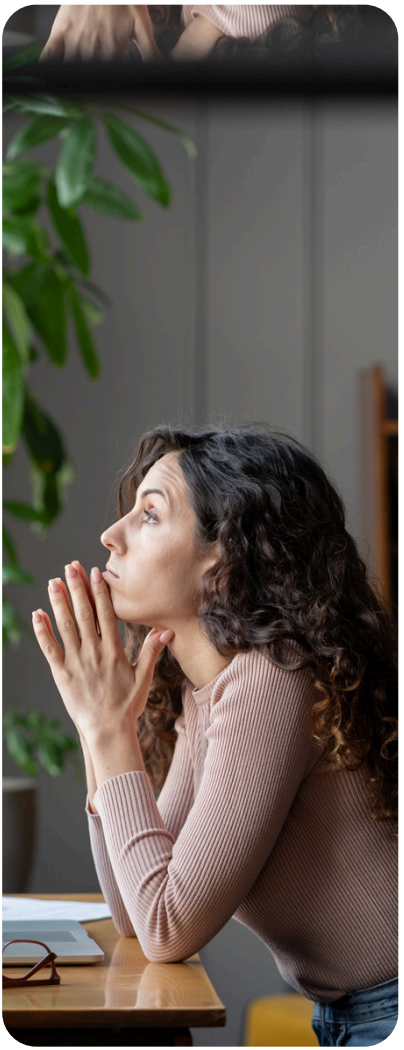
What You Get

Catalog item	Included
MDM Modernization Starter Pack - Tier 1*	One of the core tiers
MDM Modernization Starter Pack - Tier 2*	
MDM Modernization Starter Pack - Tier 3*	
MDM Modernization Starter Pack - Tier 4*	
MDM Modernization Integration Starter Expansion*	Optional add-ons
MDM Modernization UI Starter Expansion*	
MDM Modernization Reporting Starter Expansion*	
120-517 Professional Services units	
Resident Program Bronze	✓
115 Professional Services Units	
235-632 Total Professional Services Units	✓

*Informatica will work with you to complete a Modernization Sizing Assessment. Based on the assessment findings, Informatica will recommend the applicable tier level and add-on catalog item(s) from the above list that will address your modernization strategy needs.

Our MDM SaaS Modernization Starter Pack is Your Gateway to Operational Transformation

- **Stay Ahead in a Dynamic Marketplace**: Rapid execution is essential to maintain a competitive edge. Embrace modernization for unmatched benefits with precision.
- **Overcome Organizational Challenges**: Tackle evolving business demands, legacy systems, and complex data integrations. Partner with experts to maximize modernization benefits while minimizing risks.
- **Leverage Informatica Expertise**: Informatica is the leading authority in technology transformation. Transform your legacy platform with cutting-edge expertise and innovative solutions, focusing on technical architecture, agility enhancement, and cost reduction.
- **Collaborative MDM Modernization Strategy**: Informatica MDM specialists work closely with your business and technical SMEs, conducting thorough analysis of your MDM solution. Through assessment, strategic interviews, workshops, and code evaluations, our experts develop a tailored modernization strategy.



Ready to transform your business? Let's make it happen together.



Unlock the Advantages of Our Informatica Resident Program MDM Modernization Path

Here's how we empower your success:

- Change Management & Operating Model considerations
- Provide best practices on Cloud MDM architecture and data flow management and include strategies for utilizing associated IDMC services such as CDQ, CDI, and CAI, and for handling downstream publishing of golden records
- Provide best practice considerations for debugging
- Provide guidance on persona-driven enablement and training pathways
- Support issue resolution and escalation related to modernization challenges
- Provide expert guidance on best practice considerations for post-modernization testing execution
- Advice on go-live strategies and transition
- Facilitate customer advocacy & knowledge transfer
- Guidance on performance & platform optimization

About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

Learn More

Do It Right the First Time
Informatica Professional Services.

Contact Us



The information provided in this report is strictly for the convenience of our customers and is for general informational purposes only. Publication by Salesforce, Inc. does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this guide. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the report. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.

© Copyright 2026, Salesforce, Inc. All rights reserved.