

Why Consumption-Based Pricing Is Critical for Your Cloud Modernization Initiatives

According to McKinsey, by 2024, most enterprises aspire to have \$8 out of every \$10 for IT hosting go toward the cloud.¹

And according to a survey by Ventana Research, most organizations (86%) expect the majority of data to eventually be in the cloud and nearly all (99%) of those surveyed plan to do analytics in the cloud.²

You've probably heard that moving to the cloud offers cost savings. But, your actual savings depend on what platforms you're using, the complexity of your use cases and the pricing model in place. And with enterprises expecting most of their data to eventually reside in the cloud, it is critical to select a solution that can scale as needed to accommodate evolving business requirements without locking in costs. That's where [consumption-based pricing](#) can help.

What Is Consumption-Based Pricing?

A consumption-based pricing model enables companies to pay for the resources they're actually using. This model gives companies the ability to experiment, and it helps meet a growing demand for agile innovation. It offers all the resilience, scalability and flexibility of cloud. For example, you might have a cloud data warehouse migration initiative that initially requires mass ingestion and data integration services. After the initial data load, you might want to focus on real-time application integration or govern the cloud data depending on your data strategy. A consumption-based pricing model lets you quickly and easily onboard new capabilities as you need them.

What Is the Informatica Processing Unit (IPU)?

The Informatica Processing Unit is a modern, predictable, consumption-based pricing model that enables you to pre-pay for usage. This model grants you access to all the supported services, connectors and processing engines within Informatica's [Intelligent Data Management Cloud](#) in the same way. This allows you to use only what you need based on your business requirements at any given time. As your requirements change, you can use new functionality as needed. We will charge based on your level of usage. The IPU model is consistent with the approach taken by major cloud providers in licensing their technologies. Thus, it aligns with our customers' demands and the industry standard alike.

¹ <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/cloud-migration-opportunity-business-value-grows-but-missteps-abound>

² https://www.informatica.com/lp/ventana-research-avoiding-cloud-data-cost-overruns_4217.html

A Pricing Model Aligned to Your Needs

The IPU model offers tremendous value and benefits by granting access to a wide range of services and measuring their use on a consumption basis.

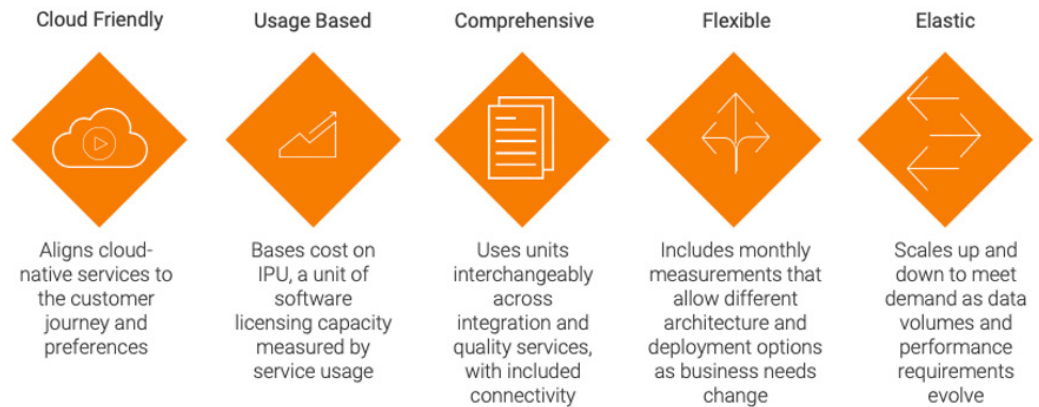


Figure 1: Key benefits you can expect from the IPU model

Additionally, the IPU model will allow you to:

- **Control your costs:** Optimizes costs with flexible processing engine options (secure agent, serverless or elastic) as data volumes and performance requirements evolve.
- **Track and manage your consumption:** Supports viewing and downloading summary data and drill-down detailed data for current and historical usage, individual service consumption, sandbox and sub-org consumption.
- **Pay for your subscription up front:** Provides a pre-paid subscription basis for purchase. Customers can use any service, or any number of services, up to the pre-paid IPU subscription capacity.
- **Support your cloud ecosystems:** Can be purchased for ecosystem hosts, such as Microsoft Azure, Amazon Web Services (AWS), GCP (Google Cloud Platform) etc.
- **Access new capabilities:** Affords access to new cloud capabilities as they are introduced by Informatica.
- **Identify departmental chargebacks:** Supports tracking of all IPU consumption at the department level and satisfies chargeback requirements.
- **Use dashboard tracking:** Tracks your usage via a usage dashboard so you can plan ahead. And you can always reach out to us to estimate your initial needs.

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. Informatica. Cloud First. Data Always.™

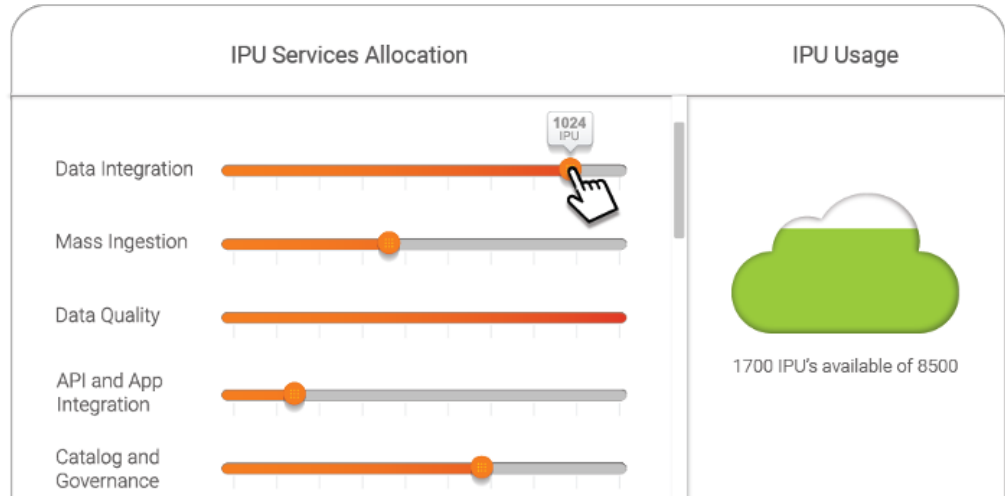


Figure 2: An example of what the IPU dashboard looks like

Getting Started With IPU

Informatica offers the industry's first, most comprehensive and most at-scale cloud focused only on data management. Informatica's IDMC is powered by the CLAIRE® AI engine. It enables end-to-end data management solutions and a connected data strategy with a fully integrated, complete data lifecycle essential for enabling numerous business use cases, all in a single platform.

The IPU model provides you with access to all major data management services within a single platform, in contrast to licensing and maintaining multiple point solutions. You can start small and then expand as your business and data management requirements evolve. And you can avoid investments in multiple products with overlapping capabilities.

IPU pricing is available now for all data integration, mass ingestion, API and App integration, data quality, data governance & catalog and data masking services. You can get started immediately with convenient, flexible subscription plans. For more information, check out our [IPU pricing page](#).



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