

# Don't Code: Stay Agile with a Versatile Cloud-based Platform for Data Integration

“What you get from an enterprise solution is multiplier effects because reuse, collaboration, self-service, automation and all the other features of a data management platform are shared across the entire organization and not just limited to individual silos.”<sup>1</sup>

## The downsides of “quick” coding

Organizations may think that coding with SQL or other fourth-generation programming languages (4GLs) provides the freedom to customize a solution to their specific needs. And to be fair, it might make sense for very simple, targeted projects that don't require a lot of maintenance or in situations where there are no off-the-shelf solutions available.

However, problems with custom code begin to mount as data integration requirements gradually grow. Custom solutions are neither scalable nor extensible due to multiple issues, including:

- The need to keep track of individual SQL scripts
- Lack of reusability
- Maintenance overload
- Dependencies
- General governance

While using SQL and SQL-based tools to perform data transformation tasks may look easy on the surface, the risks are significant. Though useful at the start of any analytics project, it's never suitable to use SQL for enterprise-scale data flows that need to be maintained and designed when there are changes in the environment. For example, changing from one cloud data warehouse vendor to another could require a complete rewrite.

## Choose a tool built on extensive R&D

Today, more organizations are adopting AI- and ML-driven tools that let you boost productivity by automating tasks. These integration solutions can scale based on your business needs, and reduce the time required to build data pipelines from weeks or days to hours, with zero coding.

<sup>1</sup> Bloor Spotlight Paper, ROI for data integration and management: Understanding the financial metrics in a multi-cloud/hybrid world; Philip Howard, December 2020



Informatica named a 2022 Gartner® Peer Insights™ Customers' Choice for Data Integration Tools four times in a row.<sup>2</sup>

By 2024, cloud-native platforms will serve as the foundation for more than three quarters of new digital workloads.<sup>3</sup>

A data management platform provides you with critical and necessary features to handle situations such as when:

- Number of data flows grow to hundreds – or even thousands of SQL scripts
- Data flows and dependencies become more complex
- A flexible environment is required to work with more than one endpoint or to try a new offering from a new vendor
- Governance becomes vital not only within data flows, but also across transformation and analytic steps

Informatica's Intelligent Data Management Cloud (IDMC), an enterprise, cloud-native, end-to-end data management solution, can help. Powered by more than 200 intelligent data services in a single platform, IDMC enables you to achieve business outcomes that lead to success.

### How you can keep up with business needs

To accelerate and simplify your cloud analytics modernization journey, you need a solution that enables a single way of designing data flows, or "mappings." Apart from elasticity, cloud-based data lake or data warehousing services are flexible enough for tryouts. You can experiment and switch back and forth between a Snowflake, Microsoft Azure, Google BigQuery, Databricks, or Amazon S3 and Redshift environment, with very little changes in the mapping design.

Moreover, at runtime, IDMC generates commands that are most suitable for the endpoint and for the use case, regardless of whether it's within a data lake, a data warehouse, between a data lake and a data warehouse, or any "lake house" approaches offered by any vendor. You can even start with one pattern and then switch to another, for any functionality or to reduce costs. You can opt for different deployment options like using instances or serverless without changing your existing data mappings.

In addition, IDMC provides full data governance within the data flow and among various data flows that collectively run together to produce a meaningful outcome. Since IDMC supports multiple runtime options, you are not limited by what SQL can do. Based on the nature of the workload, it can be a SQL command, an endpoint command like COPY, a Kubernetes/Spark-based execution, or Informatica's engine.

<sup>2</sup> Gartner Peer Insights 'Voice of the Customer': Data Integration Tools, Peer Contributors, 28th January 2022; Gartner Peer Insights™ is a registered trademark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

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<sup>3</sup> Gartner, Predicts 2021: Technological Innovation Becomes a Business Imperative, 22 December 2020

## 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.™

## Want to democratize your data engineering?

If you are a tech-savvy business user, you can work with a user-friendly representation of a data flow, with easy-to-configure, parameter-driven flexibility. This allows you to develop something using the “dev” environment and run that same mapping using “prod” environment — without having to open and update that data flow. At runtime, the same SQL scripts are generated and run behind the scenes that you would otherwise have to write manually.

If your endpoint ever changes, IDMC automatically generates the suitable commands on that new endpoint. All you need to do is change the connection type and any relevant attributes, such as “schema” with Snowflake or “dataset” with Google BigQuery.

IDMC makes it easy to define your data flows in a way that's agnostic to endpoints and runtimes and supports all major cloud providers.

## Next steps

To better understand the high costs of hand-coding, [read our white paper](#). To learn more about Informatica's cloud data management solution, [sign up for a free 30-day trial](#).



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