Informatica Cloud Data Integration-Free and Cloud Data Integration-PayGo

Simple, Smart and Fast Data Integration Built for Marketing and Sales Operations

Frictionless Data Integration from the Inventor of ETL

Business users need access to the freshest, most reliable data to make smarter decisions, plan campaigns, forecast pipelines and analyze performance. And data professionals on the marketing and sales operations teams need to be able to clean, connect, move, map, join and standardize vast volumes of data. But with data fragmented across multiple systems, these processes are often manual, slow, costly and error prone.

Central IT can help but is often over-extended. Business users can't wait for days or weeks for access to much-needed high-quality data. Marketing and sales operations need a simple, smart and efficient way to provide business teams access to data and insights.

A no-code, no-setup data integration tool for tech-savvy marketing and sales ops teams like yours would not only reduce dependence on central IT. It would also help you to respond to business needs with agility by getting your teams access to the data they need, on-demand. That's where Informatica Cloud Data Integration-Free (CDI-Free) and Cloud Data Integration-PayGo (CDI-PayGo) come in.

Key Benefits

- **Secure:** connects data from a range of sales and marketing data sources to all major cloud data warehouses.

- **Free:** eliminates budget concerns with the free data loading and integration options.

- **Easy:** provides a self-serve, no-code, wizard-driven experience to minimize IT dependence.

- **Fast:** requires zero install, zero setup and zero DevOps time.

- **Scalable:** offers a one-click upgrade to the CDI-PayGo option for large-scale data processing, compliance protection and customer support.

- **Convenient:** allows you to pay with a credit card on a per-row basis, with no subscription needed.

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With CDI-Free and CDI-PayGo, Everybody Wins

Using CDI-Free and CDI-PayGo, sales and marketing data analysts can load and transform virtually any data, in any format, from any system, with a simple, no-code, wizard-driven experience – at little to no cost. Business users can expect access to data in hours, not days or weeks. And IT leaders can relax, knowing that with Informatica, data security and compliance will not be compromised. It only takes a few simple steps to get started: register (with no credit card information required), connect your source, select your target, create the data mapping and then choose to run or schedule.

Key Benefits

Offers an Easy, Self-Serve UI, with No Need to Burden Central IT

CDI-Free and CDI-PayGo are designed as self-service data integration tools. With no set-up, software installation or code required, get started right away without any help from DevOps or central IT. The simple, wizard-driven, drag-and-drop process lets you add sources and join, move, validate and standardize data quickly and securely, at any scale. In-product contextual videos help you navigate the process and answer queries you might have while using the tool. Free up your — and your IT team's — time and resources to focus on other priorities that drive business value.
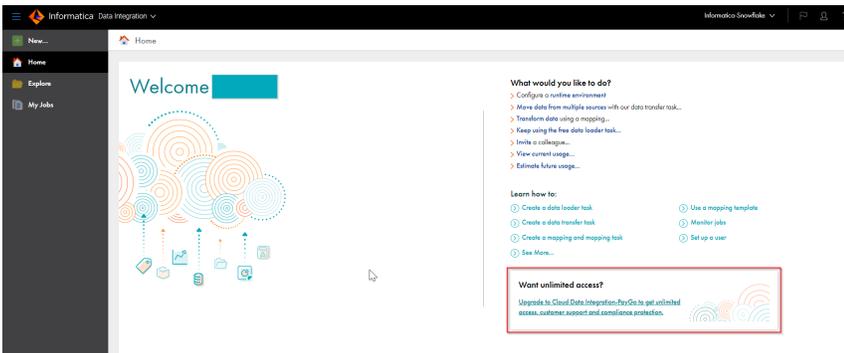

Figure 1: In-product contextual videos help users navigate the process and answer queries they might have while using the tool.

Lowers Your Cost and Risk

New tools are often associated with budget concerns. Because Informatica CDI-Free has no cost attached, there's no need for budget approvals and no risk of unexpected expenses. If your workload exceeds the processing of 20M rows and crosses the limit of 10 hours of processing time per month, you can easily transition with a single click to the pay-as-you-go option. CDI-PayGo offers additional compliance support, award-winning customer support and unlimited rows.

Accelerates Innovation While Eliminating Complexity

Innovation thrives when relevant insights, based on the most recent and accurate data, are easily available — irrespective of where the sources and targets are. Help revenue leaders do their best work by accelerating the time from 'data-to-value' with accurate, ready-for-business data. Eliminate bottlenecks that slow down decision-making with high-speed data loading and transformation from virtually any source to any major cloud data warehouse.

Gets You the Right Data at the Right Time

Don't settle for sub-optimal tools that prove to be more costly in the long run. With Informatica CDI-Free, access high-performance ETL and ELT without the risk of hidden costs, the need for expensive developers and lengthy budget approvals. Get a friction-free start to your analytics project. Then, when it's ready to scale, upgrade with one click to Informatica CDI-PayGo. Simplify data integration to focus less on data wrangling and more on solving complex business challenges.

Key Features

Offers Connectivity to a Wide Range of Marketing and Sales Applications and All Major Cloud Data Warehouses

With CDI-Free and CDI-PayGo, you get access to a wide range of plug-and-play connectors which makes it easy for you to connect and access data from any application of your choice. It also enables you to securely load the transformed data, regardless of where it resides, into a cloud data warehouse of your choice — including Snowflake, Amazon Redshift, Azure Synapse, Databricks DeltaLake and Google BigQuery. That way, you can enable seamless data flow in minutes, while adhering to all security protocols.

Provides Reusable Mappings and Templates

CDI-Free and CDI-PayGo provide a codeless point-and-click mapping interface to transform data to fit your requirements. Easily map custom data flows, design data models and route data to selected targets without any technical expertise. Or, simply choose from a variety of pre-built transformation tasks and templates to jump-start your project and get fast, consistent results. And whether you're running an ELT or ETL data pipeline, you can use the simple drop-down menu options with no need to learn proprietary commands.
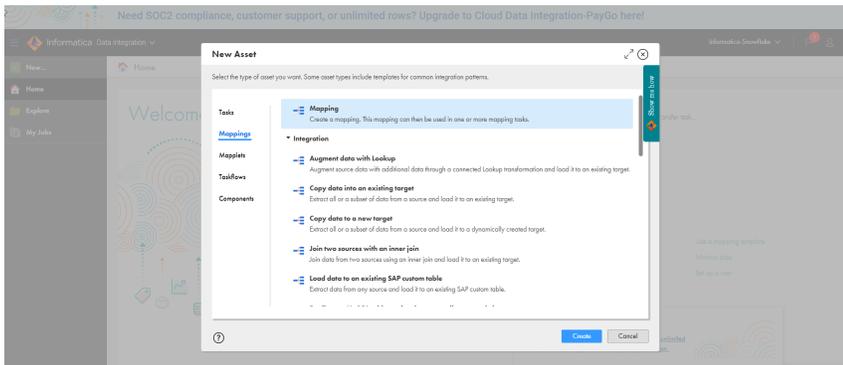

Figure 2: Choose from a variety of pre-built integration templates and get fast, consistent results every time.

Incorporates Proven Integration Techniques to Automate Your Data Pipeline

Quickly operationalize your new data pipeline by joining data from different sources. The CDI-Free intelligent process automation helps you move, validate and standardize data quickly and securely. It also reduces any data integration issues, finds and resolves task failures faster and supports security protocols, authentication and authorization mechanisms.

Additionally, CDI-PayGo offers large-scale data processing, compliance protection and award-winning customer support. You can also use the estimation tool to predict your future usage and upgrade as needed.

Free, Fast and Proven Data Integration with CDI-Free and CDI-PayGo

Collecting and analyzing meaningful data from diverse sources — whether on-premises, in the cloud or multi-cloud — is a roadblock to fast and smart decision-making. With Informatica CDI-Free and CDI-PayGo, you can simplify data integration and focus on solving complex business challenges instead. Get started with CDI-Free, and scale up with the transparent, flexible pay-as-you-go CDI-PayGo.

To discover additional resources and get started, please visit **www.informatica.com/free-paygo**.

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.