



4 Stats You Can't Ignore on Your Journey to Cloud-First MDM

Explore insights from a survey of 300 data leaders utilizing Informatica Master Data Management

Where data & AI come to **LIFE**™

100% of data leaders have adopted or will adopt a cloud-first strategy for their organizations

Takeaway

As cloud adoption reshapes data management, data leaders are prioritizing scalable, agile solutions to future-proof their operations. This unanimous shift to cloud-first master data modernization (MDM) underscores its strategic importance.



25% of data leaders are seeking AI-powered automation from MDM in the cloud

Takeaway

With artificial intelligence (AI), you can identify, unify and reconcile data quickly and efficiently, and improve privacy and protection, MDM relationship discovery and data modeling. In fact, AI-powered automation was identified as the most desired feature for utilizing MDM in a cloud-first environment.



84%

of data leaders identify improving efficiency, implementing data fabric and driving innovation as the top technology drivers for modernizing legacy applications to the cloud

Takeaway

Data leaders view cloud modernization as essential for boosting efficiency and fostering innovation. By embracing cloud-first MDM, they can leverage advanced analytics and automation to streamline processes and innovate faster.



66% of data leaders attribute flexibility or cost efficiency as the top reasons for moving MDM to the cloud

Takeaway

Cloud-first MDM offers unmatched adaptability and cost control, freeing resources for innovation. This flexibility allows teams to respond rapidly to market changes and manage data without the overhead of on-premises systems.



Set your path towards innovation with cloud-first MDM.

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Source: Informatica, The State of Global Master Data Management 2024.

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About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Informatica. Where data and AI come to life.™

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