

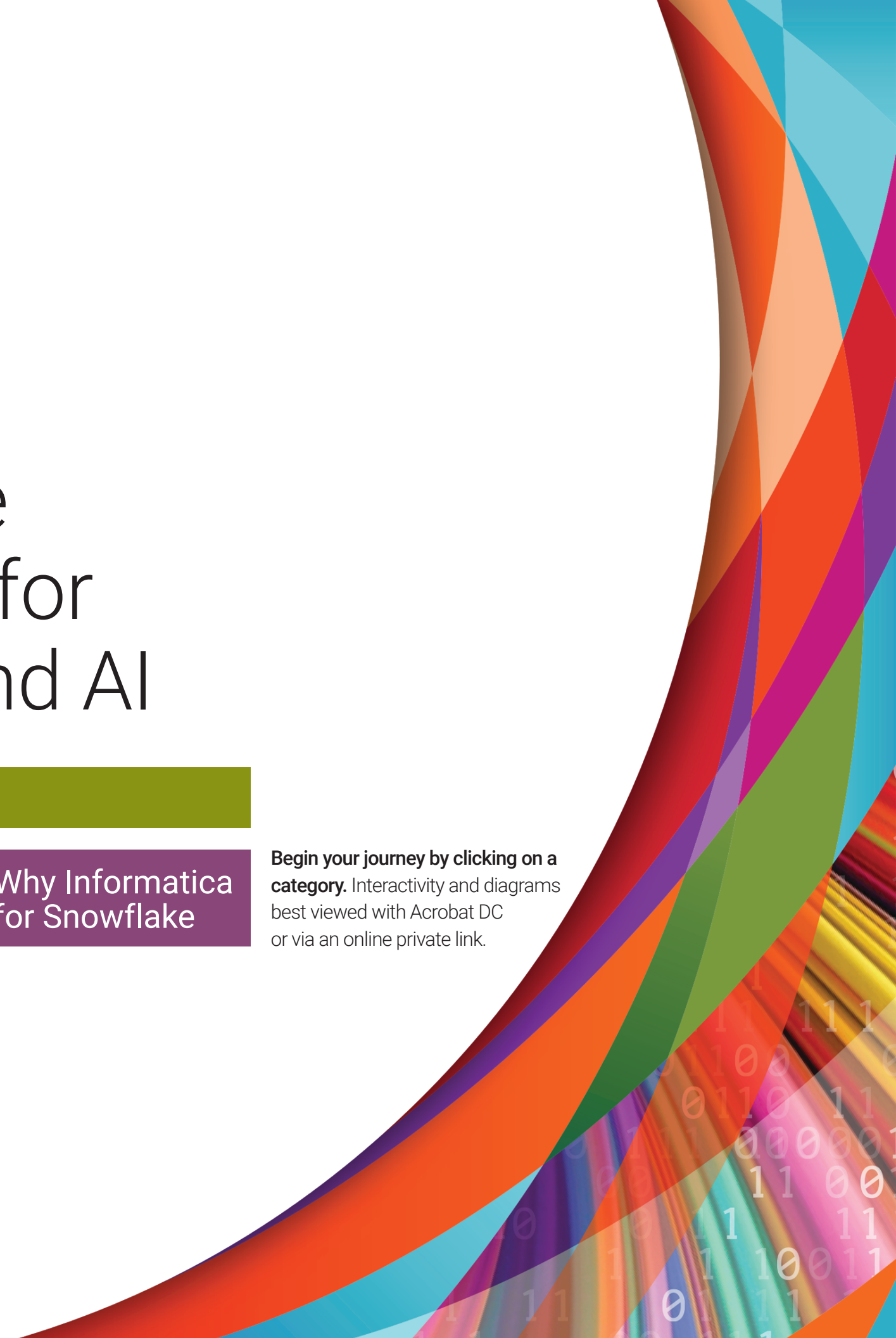


Informatica IDMC and the Snowflake AI Data Cloud for Modern Data, Analytics and AI

- Integrated, End-to-End Cloud Data Management
- Accelerate GenAI
- Realize Modernization
- Scale Governance
- Why Informatica for Snowflake

Begin your journey by clicking on a category. Interactivity and diagrams best viewed with Acrobat DC or via an online private link.

Where data & AI come to **LIFE**





End-to-End Cloud Data Management Integrated and Validated with Snowflake

Organizations need to fully mobilize their data to drive the best business decision making and outcomes while preserving governance.

The Snowflake platform offers scalability, processing and collaboration, but critical data challenges exist that must be overcome.

To fully leverage the Snowflake AI Data Cloud, Informatica has introduced key integrations with Snowflake that will help enterprises:

- Easily and quickly build data-driven GenAI apps for the enterprise
- Rapidly get the right data to Snowflake with a data management foundation to deliver trusted data at scale
- Scale data-driven analytics and AI outcomes with enterprise data governance and sharing with Informatica's Cloud Data Governance and Catalog and Snowflake Horizon

This eBook focuses on the integration of Snowflake with Informatica and the innovations that successfully drive transformation with trusted data that meets governance and compliance benchmarks.

To get started now, visit Informatica's [Snowflake Solutions Page](#) or schedule a call with Snowflake and Informatica experts by contacting infaforsnowflake@informatica.com

To begin your journey, see how Informatica solves critical data challenges for enterprise Snowflake customers.

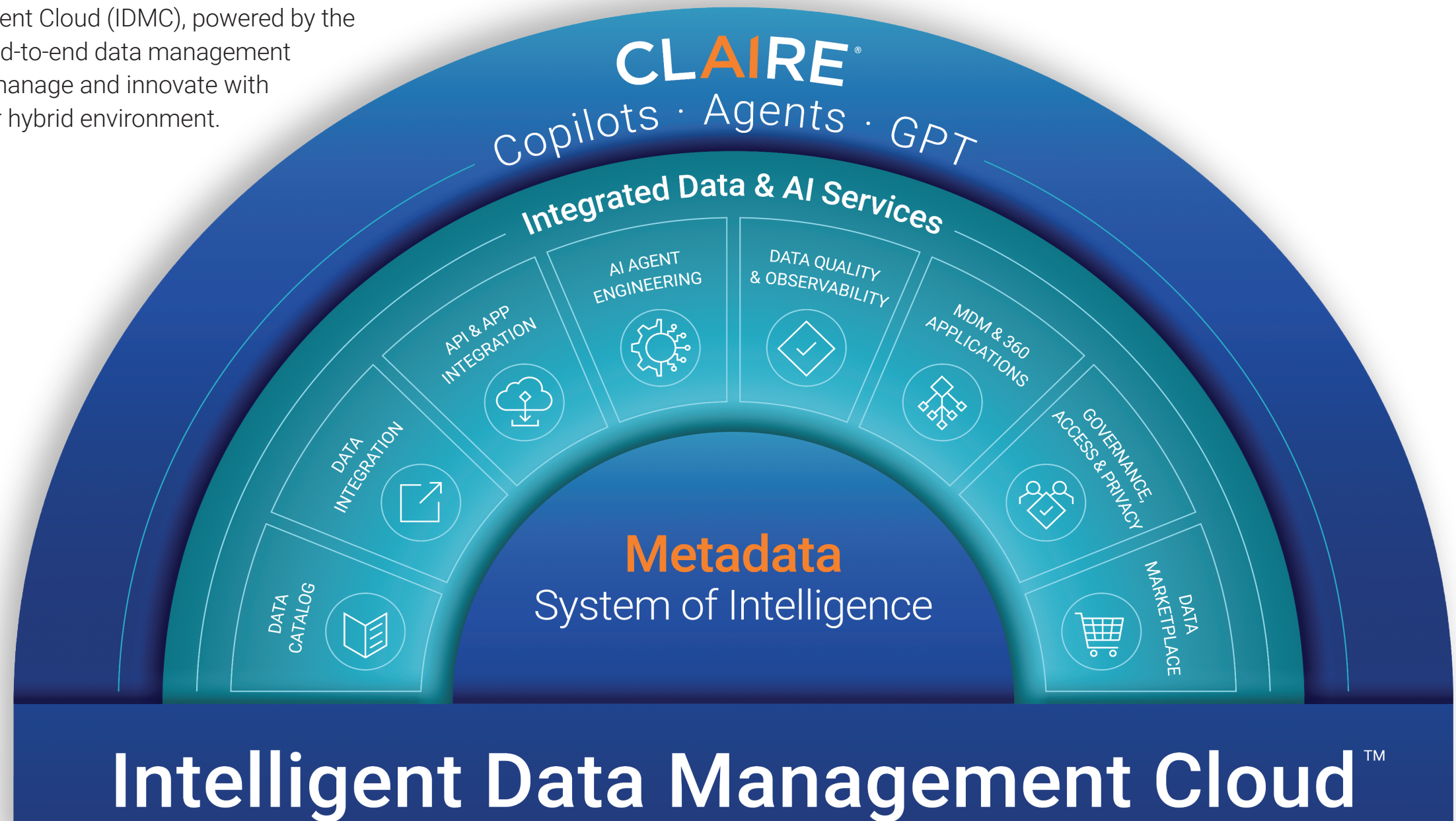
Roll over to reveal how Informatica solves critical data challenges



Informatica Intelligent Data Management Cloud (IDMC)

Informatica’s Intelligent Data Management Cloud (IDMC), powered by the CLAIRE® AI engine, is a cloud-native, end-to-end data management platform designed to help businesses manage and innovate with their data across any platform, cloud or hybrid environment.

- Cloud-native, as-a-service
- Microservices-based platform
- Optimized for multi-cloud and hybrid data management
- Security-by-design architecture
- Supports 300+ source systems
- Consumption-based pricing
- Available on AWS, Azure and GCP
- Available globally





Build Enterprise GenAI Applications with Snowflake Cortex AI and Informatica

Get Your Data Ready for GenAI with Informatica

For those exploring LLMs, Snowflake Cortex AI delivers enterprise AI for development of enterprise-grade GenAI applications, refining models, and enabling no-code/low-code AI development.

But your data needs to be ready for AI.

To adequately prepare your data, it must be:

With these data management capabilities, you can be confident that your generative AI use cases are firmly grounded in accurate, highly relevant data from your organization. You can then leverage Informatica with Snowflake Cortex AI to access and build enterprise GenAI applications to drive game-changing business outcomes.



Grounded

to ensure that the LLM output is connected to accurate sources of enterprise information



Contextualized

to enable more relevant conversations based on understanding of business and industry-specific terminology and semantics



High quality

to prioritize the use of the highest quality data assets to augment GenAI conversational applications



Easy to develop and deploy

with no-code/low-code GenAI application definition for accelerated development and deployment



Governed and secure

for transparency, traceability and for enforcement of data access policies



Build Enterprise GenAI Applications with Snowflake Cortex AI and Informatica

Blueprint for Enterprise-Grade GenAI applications

Accelerate Pilot-to-Production on Snowflake Cortex AI

Informatica's blueprints for GenAI applications are designed to simplify and accelerate development and production of enterprise-grade GenAI applications on Snowflake Cortex AI.

- No code/low-code, prebuilt integration templates
- AI-ready data foundation built on Informatica's IDMC

Rollover the buttons below to see a structured blueprint enabling enterprises to harness GenAI's full potential —anchored in reliable data, robust governance, and scalable infrastructure.

[1] Planner

[2] Summarizer

[3] API Layer



Rapidly Load Disparate Enterprise Data to Snowflake

Leverage deep integration for ground-breaking performance with Informatica SuperPipe for Snowflake

Informatica SuperPipe for Snowflake, included in Informatica's Intelligent Data Management Cloud's (IDMC) Cloud Data Integration and Replication service, enables replication and streaming of both initial and incremental data changes up to 3.5x faster than standard change-data-capture (CDC) approaches.

Benefits of the Informatica SuperPipe for Snowflake

- **Improves performance**—significant boost in performance (3.5x faster than standard approaches)
- **Seamless integration**—bi-directionally integrate data to and from the Snowflake AI Data Cloud with other key enterprise data applications and databases
- **Keep critical data up-to-date**—data is ready faster for querying of the latest data from key enterprise systems

See the full SuperPipe architecture by rolling over the orange button below.

Roll over to reveal SuperPipe for Snowflake diagram

Value-driven features of the Informatica SuperPipe for Snowflake

- Replication at scale to Snowflake AI Data Cloud
- Connectivity to multiple data sources and enterprise application
- Support for bulk load and CDC capture using Snowpipe streaming
- Real-time replicated view of change data
- Other capabilities (schema drift handling, soft delete, object level re-sync)



Rapidly Load Disparate Enterprise Data to Snowflake

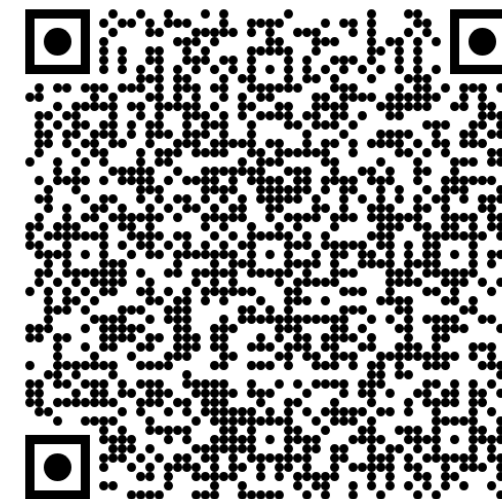
Easily integrate data to and from the Snowflake AI Data Cloud with Informatica's Enterprise Data Integrator (EDI)

Facilitate high-speed replication of enterprise data into Snowflake and bring the full breadth and depth of Informatica's capabilities into a single interface. Informatica's EDI, a Snowflake native app, uses the power of the IDMC platform to integrate a wide range of application data in the Snowflake AI Data Cloud.

Benefits of EDI

- **Simplicity and speed**—access the full power and performance of Informatica SuperPipe for Snowflake platform through a single drag-and-drop interface within Snowflake
- **Seamless integration**—bi-directionally integrate data to and from the Snowflake AI Data Cloud with other key enterprise data applications and databases
- **Speed time to insights and value**—leverage Informatica's AI capabilities to automate and optimize data management tasks
- **Quickly move Oracle and SAP workloads to Snowflake**—leveraging Snowpipe streaming together with the Enterprise Data Integrator Native App available through Snowflake Marketplace

To see the EDI for Snowflake architecture featuring simplified UX and real-time job monitoring, roll over the orange button.



Use the QR Code above to access our Informatica EDI 30-day free trial on Snowflake Marketplace.

Roll over to view EDI for Snowflake diagram



Rapidly Load Disparate Enterprise Data to Snowflake

Fast, smart data integration with Informatica Cloud Data Integration-Free (CDI-Free)

Automate data ingestion and transformation with Informatica Cloud Data Integration (CDI-Free) no-code/low-code data pipelines.

Key benefits of the Informatica CDI-Free Service

Get started quickly and at no cost

Start loading data into Snowflake and preparing it for analytics and AI from over 40 data source types with no-code/low-code data pipelines running natively in Snowflake. CDI-Free provides you with 20M rows per month of data loading or 10 hours per month of ELT data pipeline execution free of charge. You can easily sign up from Snowflake Partner Connect. If you need to scale due to high processing requirements, you can easily upgrade to pay-as-you-go.

Leverage an easy, self-serve user experience to remove central IT burdens

With no software installation needed, you can focus on important, business-driving initiatives.

Accelerate innovation with relevant insights based on the most recent data

With high-speed data transforming and loading from 40+ data sources to Snowflake, you can speed up your analytics and AI initiatives and get insights faster. With CDI-Free, starting your project is easy and hassle-free.

Key features of Informatica CDI-Free

- Robust out-of-the-box connectivity to 40+ data sources
- Load into and transform data via ELT or ETL on Snowflake
- No-code/low-code, visual mapping designer for rapid development of complex data pipelines
- Provides data pipeline templates for common data ingestion and transformation patterns to accelerate your time to value
- Scheduling and monitoring of data pipelines
- Incremental loading of data



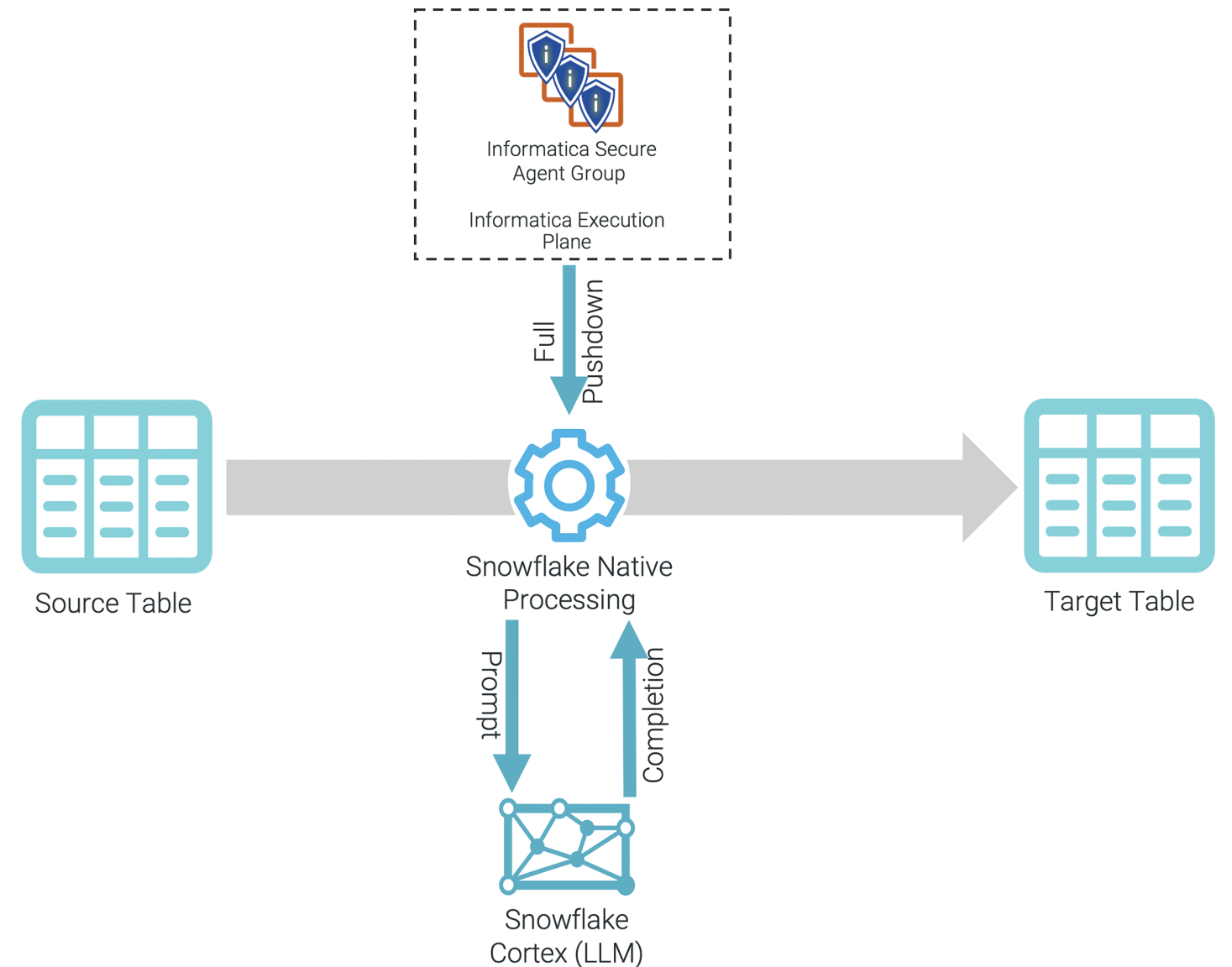
Prepare Data with No-Code/Low-Code Data Pipelines Running Natively in Snowflake

Improve ELT pipeline performance with Informatica Native SQL ELT for Snowflake AI Data Cloud

Take advantage of the scale and compute power of Snowflake AI Data Cloud with Informatica Native SQL ELT—no-code/low-code ELT pipelines running natively inside Snowflake.

Highlights of Informatica Native SQL ELT for Snowflake

- **Simple and intuitive user experience**—for building no-code/low-code ELT pipelines on Snowflake AI Data Cloud
- **End-to-end pipeline**—executed natively on Snowflake AI Data Cloud
- **Extensive Snowflake support**—250+ Snowflake functions
- **Support for Cortex LLM functions**—employ commonly used Snowflake Cortex AI functions





Scale Data-Driven Outcomes with Data Governance from Informatica and Snowflake Horizon

Informatica and Snowflake combined governance solution empowers organizations to govern, manage and secure data across the enterprise, enabling data-driven decisions and powering AI initiatives. The IDMC platform, integrated with Snowflake Horizon, provides a comprehensive set of data governance, data quality and observability services for an integrated solution with Snowflake that complements data strategy goals of accelerated democratization of trusted data to drive business outcomes.

Benefits of Informatica + Snowflake Horizon for holistic Data Governance

- **Identify and fix data quality issues**—to provide the most trusted data
- **Democratize data discovery**—through use of our cloud data marketplace
- **Enforce enterprise data access policies**—with native Snowflake Horizon access controls
- **Protect confidential or sensitive data**—by utilizing Informatica’s Cloud Data Governance and Catalog to define related data and policies, and to align people processes and systems
- **Utilize and control data by applying business context to data objects**—to leverage Informatica Data Catalog to map business terms to technical terms
- **Interactively trace data origin**—through lineage views at any level, from business-friendly views that highlight the endpoints to granular views that provide the intricate details in between



Why Informatica for the Snowflake AI Data Cloud

By utilizing Informatica IDMC together with Snowflake, enterprise data producers and consumers can fully leverage their enterprise data assets at scale for AI and analytics-driven outcomes with the scalability, accessibility, simplicity and governance of an integrated platform—specifically designed for improved intelligence that drives business forward.

Summary

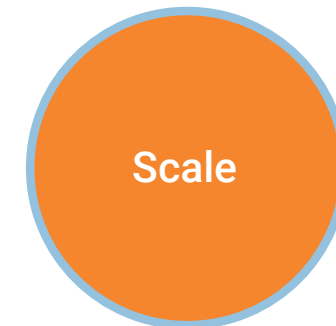
With Informatica Intelligent Data Management Cloud . . .



- Blueprint for Enterprise GenAI Apps with Snowflake Cortex AI
- Scale native SQL ELT support for Snowflake Cortex AI



- Informatica SuperPipe
- Informatica Enterprise Data Integrator



- Informatica Cloud Data Governance and Catalog for Snowflake Horizon
- Informatica Cloud Data Access Management for Snowflake Horizon



Learn more about Informatica for Snowflake from Informatica's [Snowflake Solutions Page](#).

For further questions or to schedule a call with Snowflake and Informatica experts, please contact infaforsnowflake@informatica.com

**Where data
& AI come to** 

The logo for "LIFE" features the letters L, I, F, and E in a bold, sans-serif font. Each letter is filled with a vibrant, multi-colored pattern of vertical stripes in shades of red, orange, yellow, green, and blue.