

# Modernize Analytics and Applications in the Cloud to Accelerate Digital Transformation

## Key Benefits

- Accelerate time to value, optimize costs, and lower TCO
- Demonstrate rapid ROI
- Promote business agility
- Future-proof your investments
- Gain cloud scale and agility to meet any enterprise demand
- Get started immediately and increase productivity with self-service tools for any data practitioner

## Accelerate Time to Value and Increase ROI from Data Warehouse, Lake, and Application Modernization

For modern chief digital officers at organizations today, digital business is no longer an aspiration—it's a necessity. Recent upheaval in the business and technological landscape has shown that for many enterprises, disruption is coming sooner than expected. The timetable has accelerated. The time to modernize is now.

To gain agility, flexibility, cost savings, and scale, organizations are modernizing or consolidating on-premises data warehouses and lakes (such as Teradata and Netezza) and legacy applications (such as Seibel CRM and PeopleSoft HRMS) in the cloud. And they're investing in new technologies to help them succeed—Salesforce, Workday, Adobe, Snowflake, Amazon Web Services, Microsoft Azure, and Google Cloud. How can you be successful faster and cost-effectively?

Challenges abound. Increased cost and complexity pose real pitfalls, thanks to ever-growing data volumes, lack of integration between applications, failure to apply data quality and governance, lack of operationalization and manual data pipeline maintenance, keeping up with rapidly changing technologies, and a scarcity of resources.

In fact, 74% of application modernization initiatives<sup>1</sup> and 87% of data science initiatives<sup>2</sup> fail. According to Boston Consulting Group, 70% of organizations seeking digital transformation won't reach their goals.<sup>3</sup>

To meet these challenges, organizations need an intelligent, automated approach to cloud modernization that accelerates time to value and increases ROI.

<sup>1</sup> Advanced Global Research, 2020

<sup>2</sup> VentureBeat, "Why do 87% of data science projects never make it into production?" 2019

<sup>3</sup> Boston Consulting Group, "Flipping the Odds of Digital Transformation Success," 2020

## Common Mistakes to Avoid

Modernization can be complex. But many of the difficulties organizations encounter come down to common—and avoidable—mistakes.

Using **multiple point solutions** increases cost and complexity. Without a comprehensive, end-to-end platform, organizations must stitch together disjointed tools. You're consigned to constant do-it-yourself integration, changing roadmaps, project overruns, and inconsistent data governance and quality.

**Manual approaches** such as hand coding and APIs are expensive to develop and maintain, require skilled developers, and lack reusability. With a manual approach, scarce IT resources must focus on maintenance and operations, instead of on strategic IT initiatives that deliver value to the business. Plus, you're always at risk of a technology or platform change that requires recoding, retesting, and redeployment—hampering your agility.

Many organizations investing in new applications or trying to extend the life of their on-premises legacy applications take an **API-only approach**. But they forget that these applications need to talk to each other. As more applications come into your environment, you need to scale, connect, and integrate them so that they don't live in silos. APIs help—but they're a band-aid solution that won't scale long-term.

**Limited tools** from platform-as-a-service (PaaS) or infrastructure-as-a-service (IaaS) vendors may offer basic integration and ingestion. But typically they rely on hand-coded development and provide capabilities that extend only as far as their own platforms—a significant limitation in an increasingly multi-cloud world. What's more, they lack integrated capabilities like data quality and data governance that result in the trusted data that drives better business decisions.

## Key Capabilities of a Successful Cloud Modernization Strategy

To deliver maximum value from your cloud data warehouse, lake, and application investments, take a clear look at your cloud modernization strategy. Cloud modernization is a journey. But whatever your starting point, a few key capabilities determine a successful approach.

To meet modernization challenges, you need a unified, comprehensive, enterprise-scale, cloud-native data integration, application and API integration and data management partner to help you:

- Rapidly develop and operationalize end-to-end data pipelines for AI and analytics
- Connect thousands of legacy and SaaS apps (e.g., Salesforce, Workday, etc.) faster with simple and intelligent tools
- Rapidly onboard new, critical capabilities with flexible and elastic consumption-based pricing
- Work with the multi-cloud platforms and technologies you choose (e.g., AWS, Azure, Google, Snowflake, Databricks, and Adobe)
- Scale faster with self-learning and self-optimizing systems
- Address new use cases with an end-to-end cloud-native platform that future-proofs your investments
- Deliver more with fewer resources and budget, and enhance productivity of data practitioners with intelligence and automation

## 3 Principles for Successful Cloud Modernization

The Informatica® Cloud Modernization Solution enables three key criteria for enterprise success: simplicity, productivity, and scale.

### **Simplicity**

- Codeless, purpose-built tools and experiences for all users, from data engineers to citizen integrators, data scientists, and developers
- Unified single platform for data integration, data quality, application and API integration, and process integration
- Simple, modern, flexible consumption-based pricing making it easy to quickly adapt to changing data management needs
- Fully managed scale-out environment with no clusters or software to manage, reducing infrastructure costs

### **Productivity**

- Enhanced productivity for ALL users and data practitioners with intelligence and automation, reducing development costs
- AI-powered intelligent automation and recommendations for rapid development, operationalization, scaling, and tuning
- Automatic data quality rules based on domain discovery and business context to deliver trusted data for the business
- Self-service, wizard-based builders, cloud-native designers, discovery-centric marketplaces, and business interoperability portals, with built-in debugging and testing
- More than 10,000 high-performance, metadata-aware connectors for cloud, on-premises, and SaaS

### **At Scale**

- Self-learning and self-optimizing platform that leverages telemetry data to deliver best performance
- Purpose-built tools, business and data APIs, multi-latency mass ingestion, advanced pushdown optimization, and Spark-based elastic serverless processing for faster processing and lower costs for data processing, ingress, and egress
- Single, comprehensive cloud-native platform, global PODs, and Trust certifications
- Elastic scaling to meet any enterprise multi-cloud demand (e.g., AWS, Azure, Google, Snowflake, etc.)

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Benefits of the Informatica Approach

A cloud-native, microservices-based, API-driven and AI-powered intelligent data platform helps you accelerate time to value and increase ROI. You gain the *simplicity, productivity and scale* you need to succeed. As a result, you are able to:

- **Accelerate time to value, optimize costs, and lower TCO.** Leverage with a comprehensive integrated, intelligent cloud-native solution for cloud modernization. Avoid budget overruns with auto scaling and auto tuning clusters to cater to dynamic workloads.
- **Demonstrate rapid ROI.** Ensure the successful completion of your data warehouse, lake, and application migration and modernization project to the cloud, on time, with high-performance integration that connects to all data and applications.
- **Promote business agility.** Empower the entire organization with democratized access to trusted data to fuel strategic business initiatives and deliver value. Make better business decisions faster to improve business outcomes.
- **Future-proof your investments.** Rapidly onboard critical capabilities as business requirements and technologies change, including rapidly changing cloud platforms (e.g., Amazon Web Services, Microsoft Azure, Google Cloud Platform, Snowflake, Databricks Delta Lake, etc.).
- **Gain cloud scale and agility to meet any enterprise demand.** Scale across multi-cloud environments and meet all business use cases for all analytics and applications with rapid deployment of jobs, minimal install and setup, automatic upgrades, fast data onboarding, and an integrated solution for high availability and advanced security.
- **Get started immediately and increase productivity with self-service tools for any data practitioner.** Get up and running quickly without advanced training by leveraging out-of-the-box connectivity to hundreds of data sources. And take advantage of graphical, codeless development and built-in complex transformations with intelligence and automation.

## Next Steps

Learn more about Informatica solutions for [Cloud Modernization](#).



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