

# Drive Digital Innovation By Managing Data in the Cloud

## Key Benefits

- Enhance workforce productivity through self-service data access
- Boost revenue and profitability with more accurate AI-models
- Increase agility with 360-degree views of your data across the business
- Drive operational efficiency with simplified workflows
- Protect data privacy and ensure regulatory compliance

## Boost Business Agility as an Intelligent Data Enterprise

Organizations today know they need to digitally transform to succeed. In the process of undergoing digital transformation, companies are pursuing a range of strategies to drive top-line growth, reduce costs, improve operational efficiency, increase competitive advantage and, most importantly, to better serve their customers.

However, significant challenges can hold you back from achieving digital transformation. Data proliferation, fragmentation and decentralization across multiple clouds and hybrid environments is the new normal. The ability to overcome data fragmentation and to democratize data in a trustworthy way are critical to digital transformation. But these initiatives are the hardest to execute upon. Ninety-two percent of firms recently surveyed were accelerating investments in data and AI projects, yet only 29% say they attained transformational business outcomes.<sup>1</sup>

Companies are coming to see that to realize the promise of digital transformation, they need to become an intelligent data enterprise. But what does that mean? An intelligent data enterprise is one that embraces the following best practices to drive business outcomes by:

- Democratizing trusted insights for analytics and AI
- Improving data literacy and data culture
- Orchestrating and automate applications and processes
- Connecting data and digital experiences
- Discovering, cataloging, governing and sharing data

Data is the catalyst for enabling transformation, and cloud data management is the key that unlocks that data. An intelligent data enterprise requires a data management approach that encompasses the entire end-to-end data lifecycle – from the edge to AI – to enable a connected strategy.

<sup>1</sup> <https://hbr.org/2021/02/why-is-it-so-hard-to-become-a-data-driven-company>

## The Advantages of an Independent and Neutral Data Management Cloud

How you manage and innovate with your data determines whether you become an industry disruptor or get left behind.<sup>2</sup> Those that can connect the right data to the right consumers with ease and trust will accelerate their digital transformation.

To accomplish this, organizations need an independent, neutral and complete solution for a multi-cloud, multi-hybrid world. The Informatica Data Management Cloud™ (IDMC) is designed to help businesses efficiently handle the complex challenges of dispersed and fragmented data to truly innovate with their data on any platform and any cloud.

IDMC can help your organization reimagine and redefine how they manage and innovate with their data. An independent and neutral intelligent data management cloud enables you to share, deliver and democratize data across your organization on a foundation of governance and privacy to drive key initiatives at scale, including:

- Digital experiences, including digital commerce
- Customer engagement
- Supply chain optimization
- Cloud modernization
- AI automation
- Streamlined processes
- Data sharing
- Regulatory compliance

Informatica IDMC provides complete, comprehensive cloud-native and AI-powered data management capabilities. Taken together, these capabilities enable you to democratize trusted insights for AI and analytics; orchestrate and automate applications and processes; connect data and digital experiences; and discover, catalog, govern and share data.

- Data catalog intelligently scans metadata to discover and understand your enterprise data.
- Data integration accesses and integrates data at scale using elastic and serverless computing.
- Business process automation and application modernization enable you to connect and orchestrate your applications.
- Data quality delivers consistent, trusted and governed data across the enterprise.
- MDM and SaaS 360 applications enable you to innovate with 360-degree views of business data and trusted intelligent insights.
- Data intelligence enables you to govern, protect and democratize your data.
- A data marketplace enables data sharing within and outside your organization

<sup>2</sup> <https://assets.kpmg/content/dam/kpmg/xx/pdf/2020/10/harvey-nash-kpmg-cio-survey-2020.pdf>

## 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.™

Informatica IDMC is powered by our AI and machine learning (ML) engine, CLAIRE®, optimized for intelligence and automation. IDMC is built on a modern, elastic, serverless microservices stack that connects data consumers to the data sources they need. It enables you to intelligently discover and understand all the data within and outside the enterprise, access and ingest all types of data wherever and whenever you want, curate and prepare data in a self-service fashion so that it is fit for use and deliver an authoritative and trusted single view of all your data.

Informatica IDMC helps organizations deliver on their digital-first initiatives and build a competitive edge with these critical attributes:

- **Cloud-native at scale.** Scale as you need for all enterprise workloads with elastic and serverless processing.
- **AI-native at scale.** Automate thousands of manual tasks and accelerate data-led transformations by applying AI and ML to data and metadata.
- **Multi-cloud, multi-hybrid.** Run, interoperate and support all combinations of multi-cloud and on-premises hybrid infrastructures.
- **Low-code/no-code experience.** Maximize agility by empowering the largest possible community of data practitioners within your organization.
- **Security and trust as design principles.** Ensure the highest level of security, consistent data quality, end-to-end data governance and data privacy across the enterprise.

## Benefits of the Informatica Approach

An AI-powered, microservices-based intelligent data management cloud helps you to become more data-driven, develop more innovative products and services and deliver exceptional customer experiences. Here's how:

- Optimize costs by using a single platform for comprehensive data management, eliminating the need to purchase and manage multiple fragmented point solutions.
- Increase workforce productivity by empowering governed, trusted, self-service access for all data consumers.
- Boost revenue and profitability by operationalizing AI models and improving their accuracy by fueling them with high-quality, authoritative, trustworthy data.
- Enhance operational efficiency and reduce costs by simplifying and streamlining business processes and workflows.
- Reduce regulatory risk and boost compliance by ensuring the accuracy and protection of sensitive data.
- Increase agility and resilience by enabling 360-degree views of relationships between customers, products and suppliers across the business.

## Next Steps

Learn more about the [Informatica Intelligent Data Management Cloud](#).



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