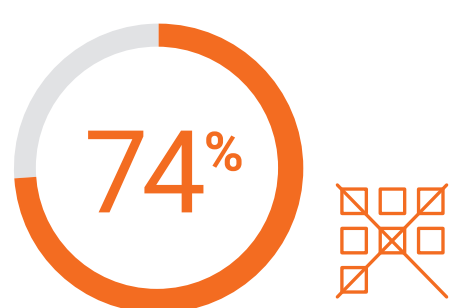


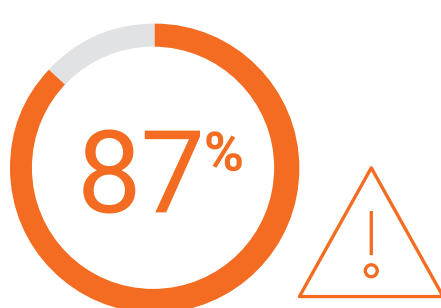
# 3 Keys to Successful Cloud Modernization

You're modernizing or consolidating analytics and applications in the cloud. How do you achieve success faster?

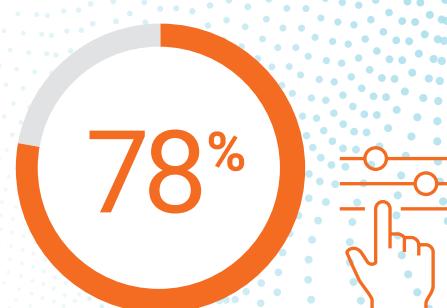
The stakes are high:



Application modernization initiatives fail<sup>1</sup>



Data science projects fail<sup>2</sup>



Users who feel data tools are too complex<sup>3</sup>

These common mistakes lead to failure:



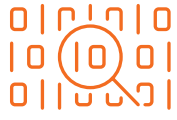
#### Using multiple point products

Stitching together point solutions increases cost and complexity



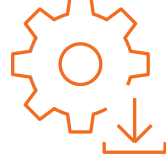
#### Taking an API-only approach

Using APIs to connect apps only goes so far—they're not a scalable, enterprise-class, long-term solution



#### Manual approaches such as hand coding

Manual efforts are expensive, difficult to operationalize and maintain, require skilled developers, lack reusability, and aren't future proof



#### Using limited PaaS tools

PaaS or limited IaaS tools don't work for multi-cloud and lack complete capabilities to deliver trusted data

You need 3 keys for a successful approach:


# 1



### Simplicity

Zero-code, zero-footprint self-service tools for any user

# 2



### Productivity

AI-powered intelligent automation to easily build, operationalize and maintain integrations

# 3



### Scale

Single, comprehensive and future-proof cloud-native, microservices-based, API-driven platform with elastic scale

## What are the benefits?

With Informatica's **intelligent, automated approach** you can:

- Optimize costs and reduce TCO with intelligent automation of the entire data lifecycle
- Demonstrate rapid ROI and faster first time to value
- Easily onboard new capabilities to increase business agility
- Future proof your investments with a single platform
- Gain elastic scale for any enterprise multi-cloud demand
- Deliver self-service experience for any user

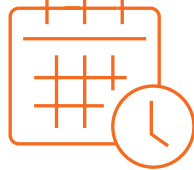


Achieve results like these:



## 10x to 100x

productivity gained for data practitioners from automating manual tasks<sup>4</sup>



## Up to 70%

of a data engineer's time saved each month<sup>5</sup>



## 324%

average ROI realized<sup>6</sup>



## 50x

performance improvement<sup>7</sup>