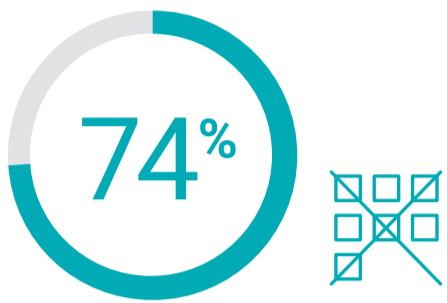


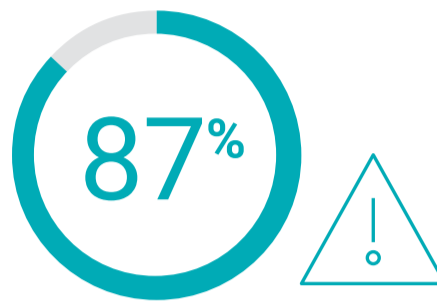
3 Keys to Successful Cloud Modernization

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

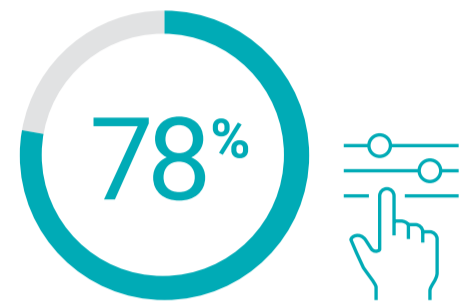
The stakes are high:



Application modernization initiatives fail¹



Data science projects fail²



Users who feel data tools are too complex³

These common mistakes lead to failure:



Using multiple point products

Stitching together point solutions increases cost and complexity



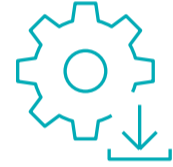
Taking an API-only approach

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

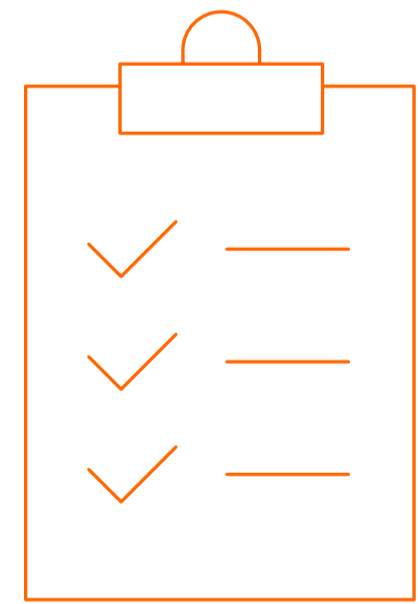
Scale

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

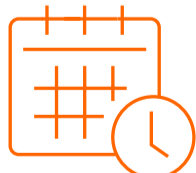


Achieve results like these:



10x to 100x

productivity gained for data practitioners from automating manual tasks⁴



Up to 70%

of a data engineer's time saved each month⁵



324%

average ROI realized⁶



50x

performance improvement⁷

Learn more at informatica.com/solutions/cloud-modernization.html

¹ Advanced Global Research
² Venture Beat, "Why do 87% of data science projects never make it into production?"
³ Harvard Business Review Services Survey
⁴ Informatica internal research comparing an intelligent automated solution against hand coding
⁵ Ibid
⁶ Nucleus Research ROI Guidebook: Informatica iPaaS
⁷ Informatica internal research comparing performance with Informatica Advanced Pushdown Optimization