



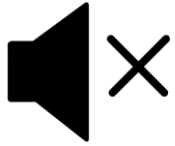
09 April, 2024

# Accelerate your Analytics Journey on Snowflake with Informatica Superpipe

- Dhirendra Sinha, Principal Product Manager, R&D

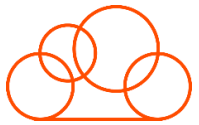
Where data & AI come to **LIFE**

# Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

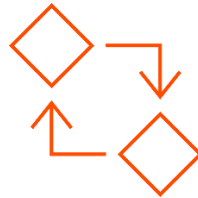
# Feature Rich Success Portal



**Bootstrap trial and  
POC Customers**



**Enriched Customer  
Onboarding  
experience**



**Product  
Learning Paths  
and Weekly  
Expert Sessions**



**Informatica  
Concierge**



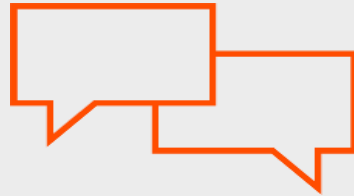
**Tailored training  
and content  
recommendations**

# More Information



## Success Portal

<https://success.informatica.com>



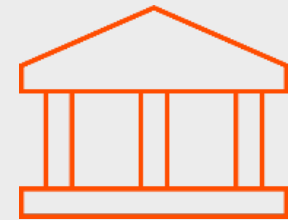
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

# Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

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# Accelerate your Analytics Journey on Snowflake with Informatica Superpipe

Dhirendra Sinha

Sr. Principal Product Manager

Where data & AI come to **LIFE**

# Why the need for Superpipe?

## Challenges

- Moving large scale data into Snowflake Data Cloud involves computation challenges and could impact performance for high scale/low-latency processing
- It is complicated to connect to data sources for analytics in Snowflake Data Cloud

## How Superpipe helps

**Superpipe** is a joint innovation between Informatica and Snowflake and we recently announced General Availability of Informatica SuperPipe for Snowflake as part of Cloud Mass Ingestion service.

It enables customers to, replicate, and stream both initial and incremental data changes up to 3.5x faster than standard change-data-capture (CDC) approaches.

# Replication using Superpipe

- Superpipe is a feature leveraging Snowflake's **Snowpipe streaming** and **Deferred Merge** for high-performance real-time ingestion into Snowflake Data Cloud.
- Real-time data view is always available regardless of CDC's deferred merge interval set.

- ✓ Up to 3.5 times performance gains
- ✓ Up to 40% lesser Snowflake credits consumed

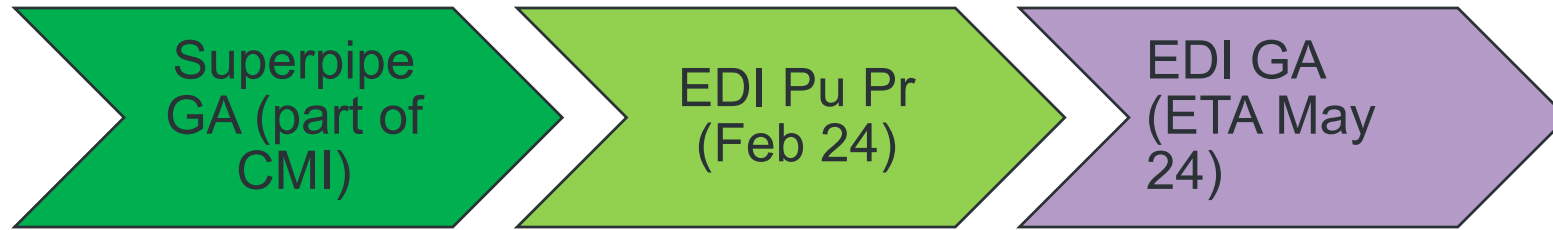
Use case ( Tech )	Optimization	Benefit
Real-time Ingestion	Use Snowpipe Streaming to bulk load and CDC on to target table and change table	Snowpipe streaming streams the changes. View created on the final target table and change table helps user have a near real time view always.
Deferred merge	Merge/Apply CDC changes on periodic basis instead of doing on transactional boundaries	Reduces TCO by doing merge in batches while providing real time replicated view of change data



# Superpipe Support for different ingestion modes

Ingestion/Replication modes	App sources	DB & Mainframe sources
Standard	✓	✓
Soft Delete	✓	✓
Audit mode	✓	✓

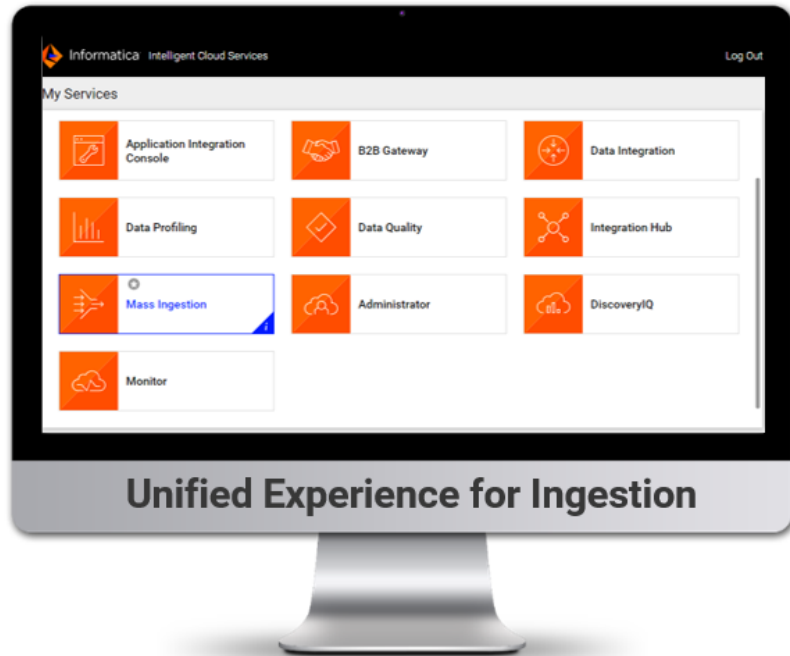
# Roadmap and Current Status



- 45+ customers using Superpipe in CMI

# Data Ingestion and Replication with Mass Ingestion

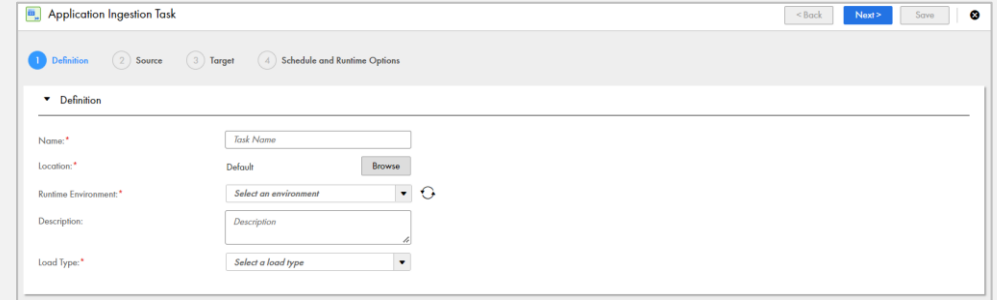
All ingestion patterns for files, databases, applications and streaming sources



✓ **Snowflake supported**



✓ Step-by-step wizard for designing and creating an ingestion task



✓ Deployment, scheduling, real-time monitoring and lifecycle management



Ingest in Real-Time



Real-Time Monitoring



Automated Schema Drift Handling

✓ Versatile out-of-the-box connectivity to sources and targets



Databases and CDC



Streaming Sources



Files



Applications

# Industry Specific Data Management Clouds

Awarded based on joint customer base in each industry

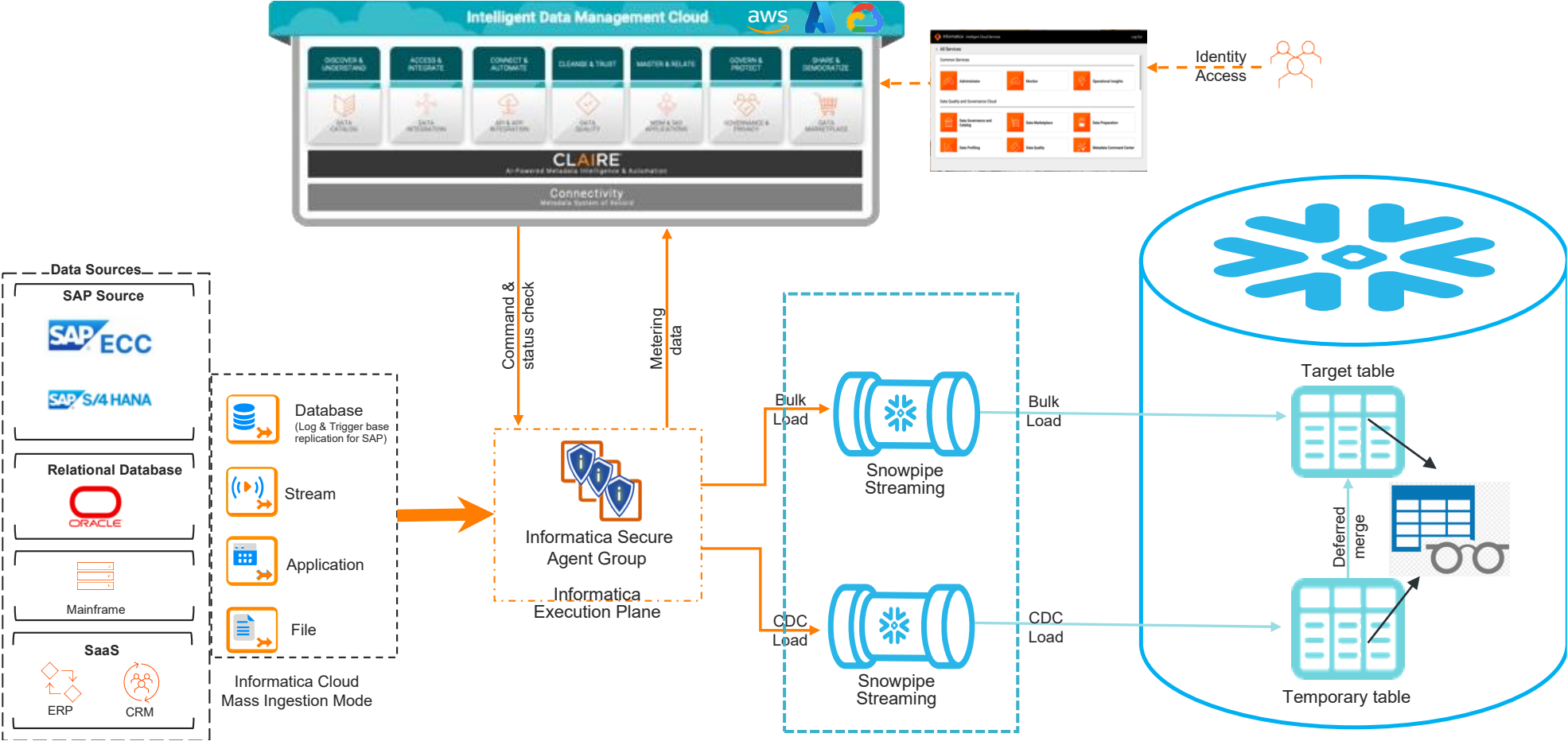


# Informatica + Snowflake

- Informatica is a Snowflake **Elite** partner (renewed for 2022-2023)
- Data Lake Partner of the Year 2020**
  - Close R&D collaboration and product integration – **Snowflake-Ready badge, Snowpark and Data Governance badges** (only Snowflake partner with all three)
- Native Snowflake product support at scale – **Trillions of records/month**
- Flexibility to deploy on all three public cloud platforms



# Architecture



# Snowflake objects

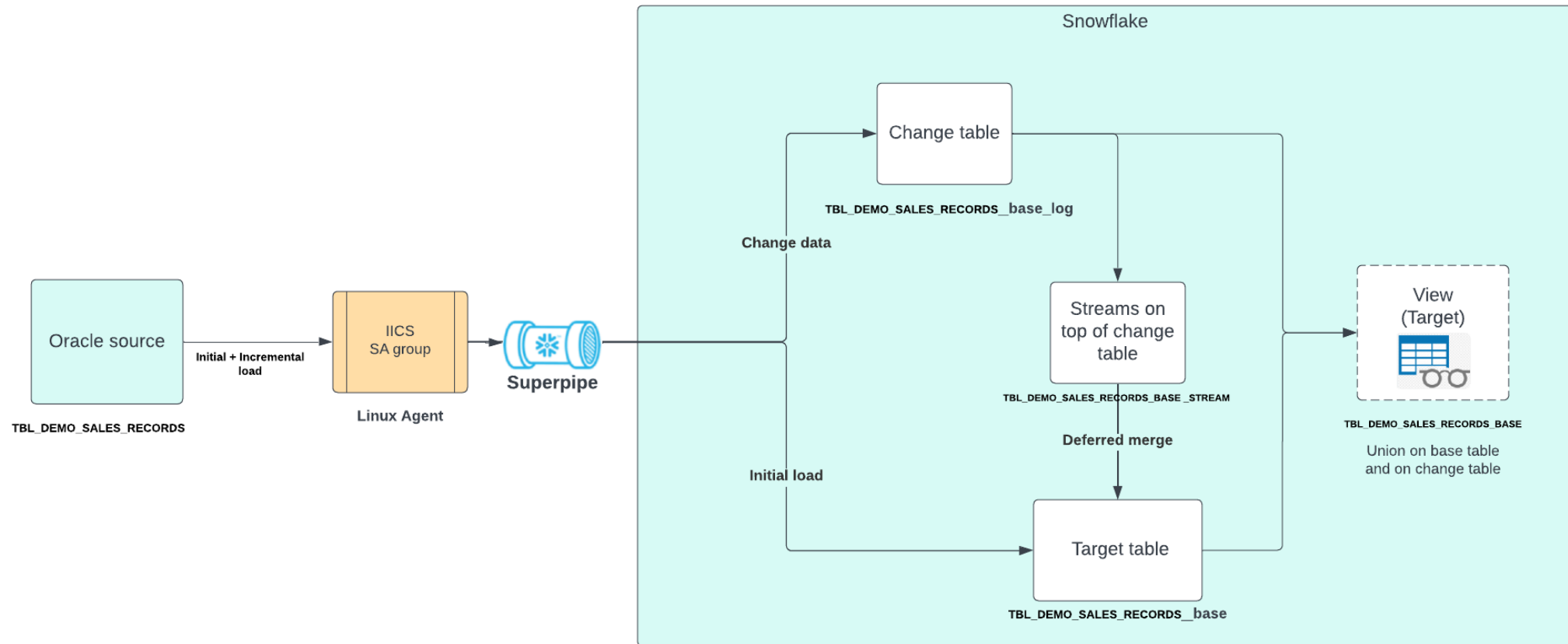
▼ **Advanced**

Add Last Replicated Time:

Prefix for Metadata Columns:

Superpipe:

Merge Frequency:



# Some reference for reading

## Blog for Superpipe and EDI

<https://medium.com/snowflake/how-informatica-superpipe-leverages-snowpipe-streaming-for-scalable-and-real-time-ingestion-into-ca40be68d8cb>

[https://www.snowflake.com/blog/simplify-data-integration-with-informatica-snowflake-native-app/?utm\\_campaign=Oktopost-linkedin-Snowflake&utm\\_content=Oktopost-Content+-+Blogs&utm\\_medium=social&utm\\_source=linkedin](https://www.snowflake.com/blog/simplify-data-integration-with-informatica-snowflake-native-app/?utm_campaign=Oktopost-linkedin-Snowflake&utm_content=Oktopost-Content+-+Blogs&utm_medium=social&utm_source=linkedin)

### Simplify Data Integration With Informatica's Snowflake Native App

Product and Technology > Applications



### How Informatica SuperPipe leverages Snowpipe Streaming for scalable and real-time ingestion into Snowflake



Ripu Jain · Follow

Published in Snowflake · 10 min read · Jan 16



23



1



All businesses can benefit by having low latency access to operational data stored in application databases or ERP systems or SaaS applications, for real-time analytical and decision making purposes. Snowflake's [Snowpipe Streaming](#) API, now Generally Available, enables the low-latency ingestion of streaming rows directly into Snowflake tables with ordered ingestion and high scalability. The challenge still remains how do you configure your data producers and sources to efficiently capture changes, to push and stream the data to Snowpipe Streaming API. Enter Informatica.



# Informatica Enterprise Data Integrator for Snowflake

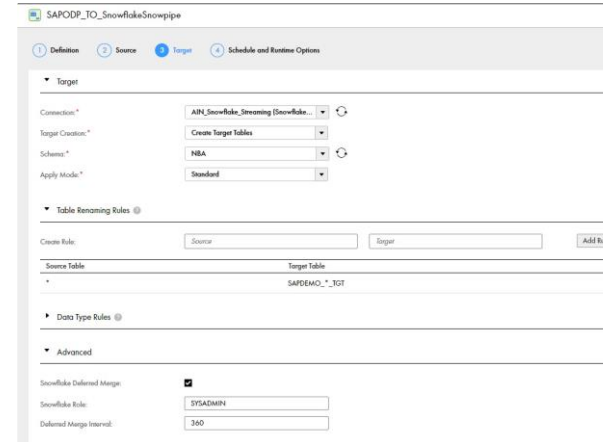
- Snowflake Native App Experience

## Key Highlights

Faster and cost-efficient ingestion into Snowflake (Superpipe)

Integrated native experience and power of IDMC within Snowflake

Connectivity to various apps and databases  
Up to 3.5x performance optimized and up to 40% reduction in Snowflake compute cost



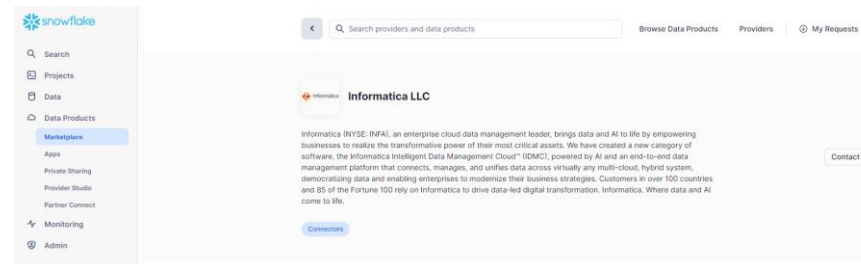
Superpipe ->  
Snowpipe streaming  
integration with CMI

## Benefits

Ease of Use - Single experience for users

High Performance Ingestion - Integration  
with latest innovation for high scale  
ingestion into Snowflake

Lower TCO on Snowflake credits  
consumption



EDI: Streamlit based  
native ingestion

# Summary

- Enterprise Data Integrator is in Public Preview with support for SAP and Oracle as supported sources and incorporates the benefits of Superpipe ( Up to 3.5x performant than file-based writes and up to 40% reduces Snowflake credits consumed)
- Please reach out to [dl\\_edi@informatica.com](mailto:dl_edi@informatica.com) for any questions and customers can request for the app from the listing in Marketplace



## Informatica Enterprise Data Integrator Informatica LLC

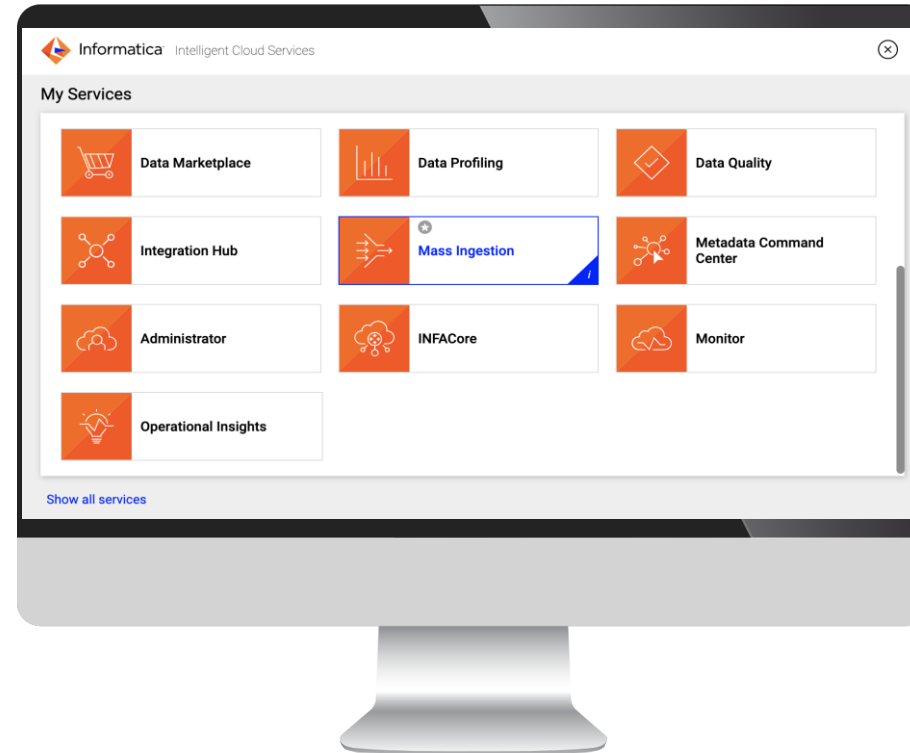
Informatica's Enterprise Data Integrator (EDI) is the high-performance, low-latency, easiest way to integrate your Oracle and SAP data into the Snowflake Data Cloud. The wizard-driven, no-code EDI experience is amazingly simple, with just a few clicks of the mouse and input of data locations you can connect your critical data systems to Snowflake and start replicating your data in minutes. Built on the power of Informatica's AI-Powered, industry-leading, Intelligent Data Management Cloud Platform, EDI leverages

Available On  
Request

✓ Personalized For You

# DEMO

Superpipe





Presenter name / Date

# Thank You

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