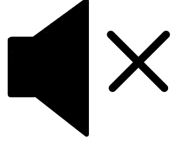June 22, 2021

Accelerated ROI using pattern-based approach (IICS)

Deepak Balakrishnan, Senior Principal Consultant,
Informatica Professional Services

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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 INFASupport YouTube channel and 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.

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Feature Rich Success Portal
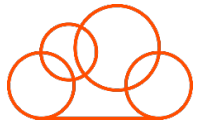
Bootstrap trial and POC Customers

Enriched Customer Onboarding experience

Product Learning Paths and Weekly Expert Sessions

Informatica Concierge

Tailored training and content recommendations

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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

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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.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

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Agenda For Today

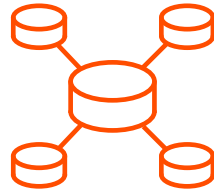|	
1	Introduction Business Drivers and Challenges
2	NO Code LOW Code
3	Pattern Based Approach
4	Customer Success Story
5	Demo
6	Q & A

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Cloud Modernization
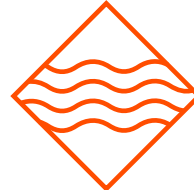
Data Warehouse, Lakes and Application Modernization Journey

Data Engineering   Data Warehouse   Data Lakes   Applications   Data Science
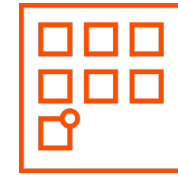
Integration is the common theme

© Informatica. Proprietary and Confidential.   Source: Harvard Business Review Services Survey, 2019

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One Set of Tools for All Your Clouds and On-premises Applications

Single Cloud

Azure Data Lake — Informatica — Azure Synapse

Multi-Cloud

Amazon S3 — Informatica — Azure Synapse

Hybrid Cloud

ORACLE — Informatica — snowflake

On-Premises

ORACLE — Informatica — teradata.
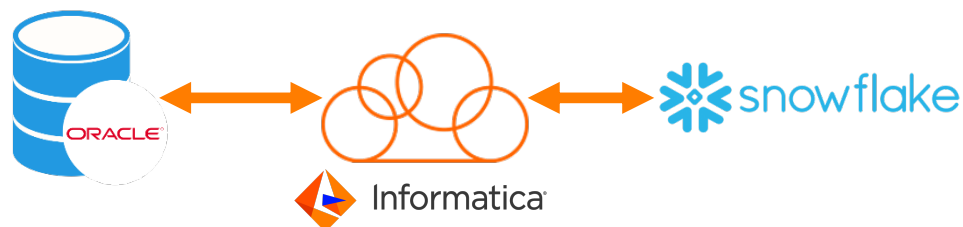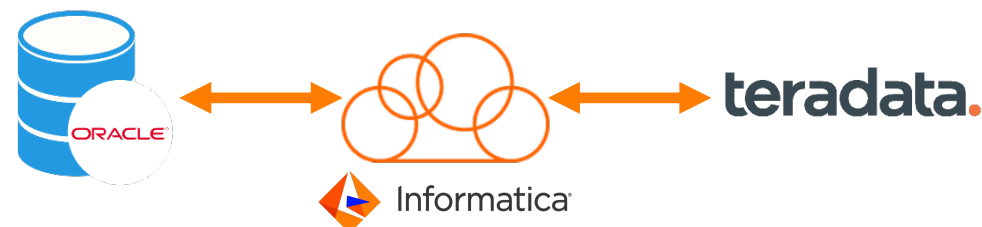
Secure Agent Architecture

Your Corporate Network

DI Elastic & Serverless Engine

Spark

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Metadata

Cloud Agent

Agent Group

Metadata

Data

Data

Secure Agent

firewall

Cloud Applications
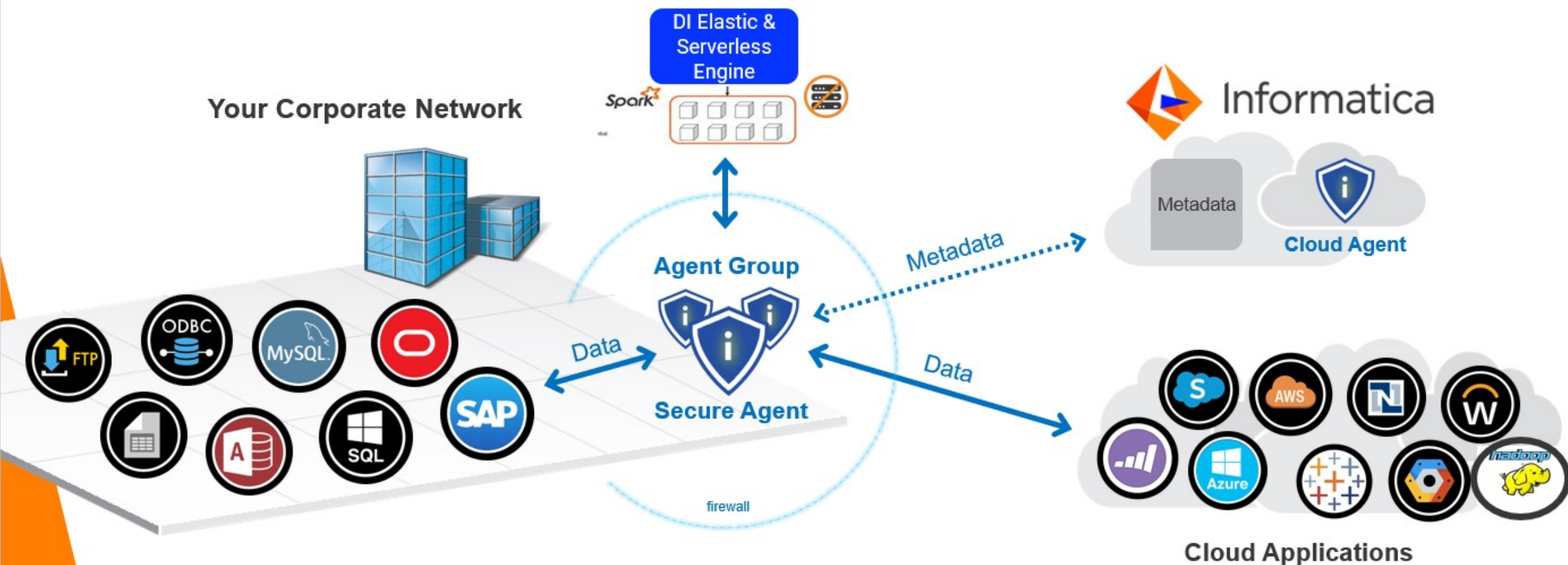
✅ **No staging required** ✅ **Data transmission is secure** ✅ **Multiple security certifications**

✅ **Agent Groups for High Availability** ✅ **Cloud Hosted Agent**

Appexchange CERTIFIED

SSAE-16 AUDITED

CERTIFIED ISO 27001

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IDMC Platform

DATA CONSUMERS

Intelligent Data Management Cloud

| DATA CATALOG | DATA INTEGRATION | API & APP INTEGRATION | DATA PREP | DATA QUALITY | MASTER DATA MANAGEMENT | CUSTOMER & BUSINESS 360 | DATA MARKETPLACE | GOVERNANCE & PRIVACY |

CLAIRE™
AI-Powered Metadata Intelligence & Automation

CLOUD-NATIVE • MICROSERVICES-BASED • API-DRIVEN • ELASTIC • SERVERLESS

DATA SOURCES

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CDW & DL Challenges Persist

Resource Constraints

96%

of IT and engineering decision-makers say no-code/low-code will be a priority because of the lack of software engineers

Cost Overruns

75%

of organizations using cloud data management will encounter budget overruns resulting in their questioning the value of using cloud services

Complexity

72%

of organizations are still struggling to operationalize within their enterprise

Source: 1– Aptum cloud impact study | 2– Advanced Global Research, May 28, 2020 | 3- Venturebbeat

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Informatica Can Help You to Get the Most Value From Your Cloud Data Management Initiative

Resource Constraints

Reduced new integration job setup time by **40% to 55%** percent

Cost Overruns

Up to **70%** reduction in ETL process time

Complexity

Cloud Data Quality reduced the time dedicated to quality assurance tasks by up to **35%** each week

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Problem: Resource Constraints

87%

of organizations experiencing or expecting to face talent shortage in software development, including data & analytics talent

Main barriers include:

- Difficulty finding specialized skills
- 2 Resources for every job
- Lack of automation
- Lack of tools for non-tech users

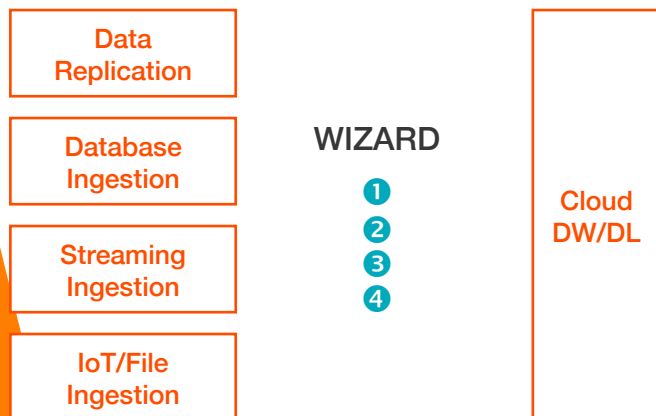The solution is

Self-Service and Automation

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NO code LOW code - methodology

Multi-Step Wizards for Data Ingestion & Integration	Over 35 Template Bundles for Data Integration, Data Quality	Reusable Objects and Mapplets for Dynamic Mappings

Guides users through a series of point and click steps—abstracts away code and architecture

Leverage prebuilt integration logic (Bundles) for 80% of the development work

Define mapping logic/reusable code once—use it in multiple projects

Data Replication

Database Ingestion

WIZARD
1
2
3
4

Cloud DW/DL

Streaming Ingestion

IoT/File Ingestion
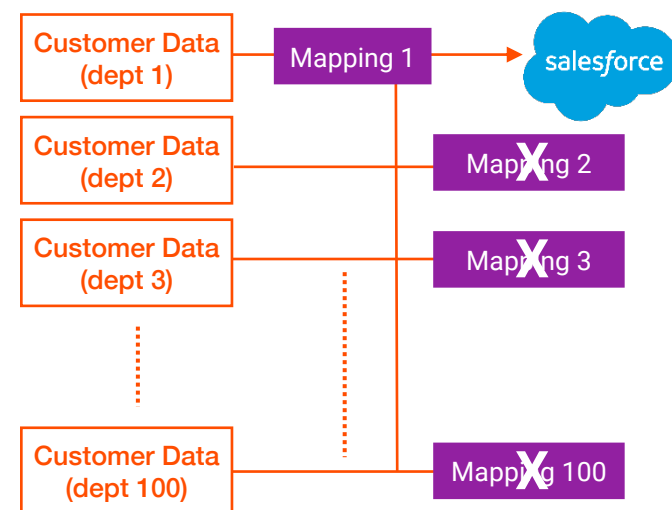
Sample Bundle—Data Quality Quick Start

- Match account data
- Match personal data
- Standardize company name
- Parses name information—generates gender, validates date of birth, email, address

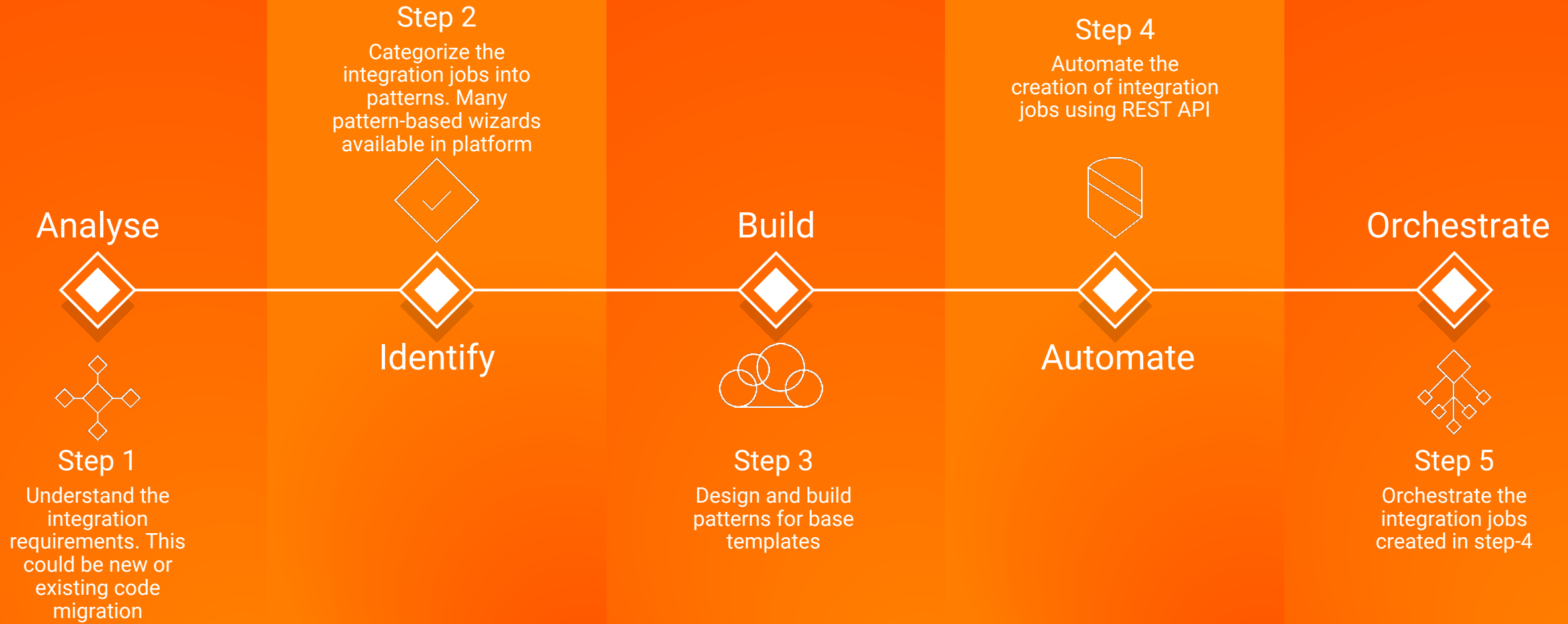### 80% Productivity Improvement

- 1 hour with Bundle vs. 5 hours manual build

Customer Data (dept 1) — Mapping 1 → salesforce

Customer Data (dept 2) — Mapping 2

Customer Data (dept 3) — Mapping 3

Customer Data (dept 100) — Mapping 100

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Pattern Based Cloud Integration – 5 Easy Steps

Analyse

Step 1
Understand the integration requirements. This could be new or existing code migration

Step 2
Categorize the integration jobs into patterns. Many pattern-based wizards available in platform

Identify

Build

Step 3
Design and build patterns for base templates

Step 4
Automate the creation of integration jobs using REST API

Automate

Orchestrate

Step 5
Orchestrate the integration jobs created in step-4

Cost Exadata's Cost of Ownership yearly was 1million PLUS other OPEX costs to maintain the solution. Informatica changed it to a fraction

Data Volume 7TB and counting; 2.5 billion rows moved daily.

Migration 7 months end-to-end for 1000 plus integration jobs

Solution Built 20 reusable patterns and automated for 1000 plus jobs. Leveraged dynamic mapping functionality.

Result Cost-effective, efficient, agile and effective data warehouse. Improved operational efficiency and reduced costs. Allowed superstore to be the data driven agile organization it aspired to be

Customer Story

Major retail store in Australia use case:

Enterprise Cloud DW Migrate Integration jobs and data from Exadata to AWS Redshift
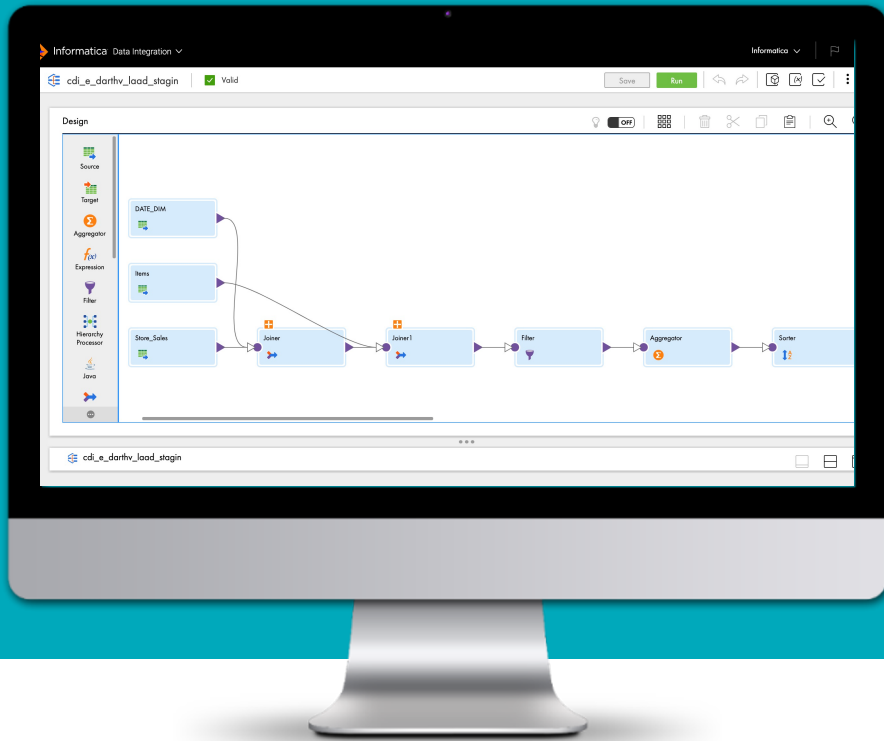
Business Case:

Cloud Modernization to drive the store to be #1 brand in Australia

Pain Point:

No integration strategy with Legacy DW, hand coding, unscalable and report changes taking ages for simple tasks

Core Value Proposition:

Ease of Use, broad connectivity, execution performance and reusability

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DEMO

Q & A
Your team for today

Abhinav Ray
Practice Director – ASEAN
Panelist

Deepak Balakrishnan
Journey Lead – Cloud DI APJ
Speaker

Nagaraja Ganiga
Migration Consulting Manger
Panelist

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Thank You

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