

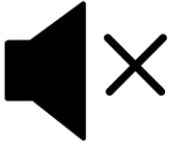
11 June, 2024

Build Custom Connectors Using INFAConnect

- Om Prakash Verma, Principal Product Manager, R&D
- Shwetha S T, Development Manager, R&D

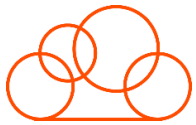
Where data & AI come to **LIFE**

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.

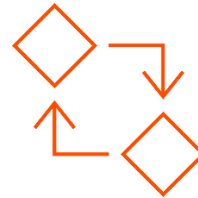
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**

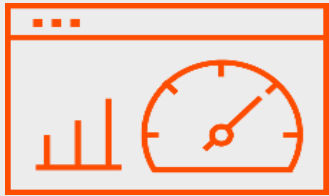


**Informatica
Concierge**



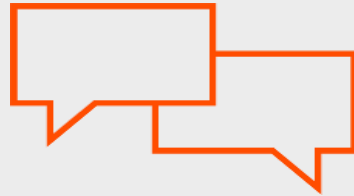
**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



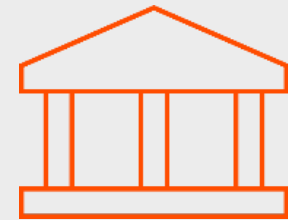
Communities & Support

<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.

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.

Build Custom Connectors using INFACONnect

Om Verma

Principal Product Manager

Where data & AI come to **LIFE**

Disclaimer: The information being provided herein is for informational purposes only. The development, release and timing of any Informatica product, service or functionality described herein remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision. Statements made herein are based on information currently available, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products, services or functionality in the future.

Agenda

1 Market Drivers

2 Key Challenges in building custom connector

3 Vision

4 INFACONnect Introduction

5 Demo

6 Q&A

Rapid Proliferation of New SaaS Applications and Databases

More than half of data leaders (55%) report having more than 1,000 sources.

— CDO Insights 2023: How to Empower Data-led Business Resiliency

SaaS spend continues to grow by 15-20% annually, as organizations maintain an average of over 125 different SaaS applications totaling \$1,040 per employee annually. IT typically is aware of only a third of those due to decentralized ownership and sourcing.

—Gartner®, Market Guide for SaaS Management Platforms, Dan Wilson, et al, 13 Dec 2022*

Per IDC Data Management Survey, 2023, N=1021

40% participants distribution and number of data sources impacting outcomes

37% participants cite data type variety as a complexity impacting outcomes

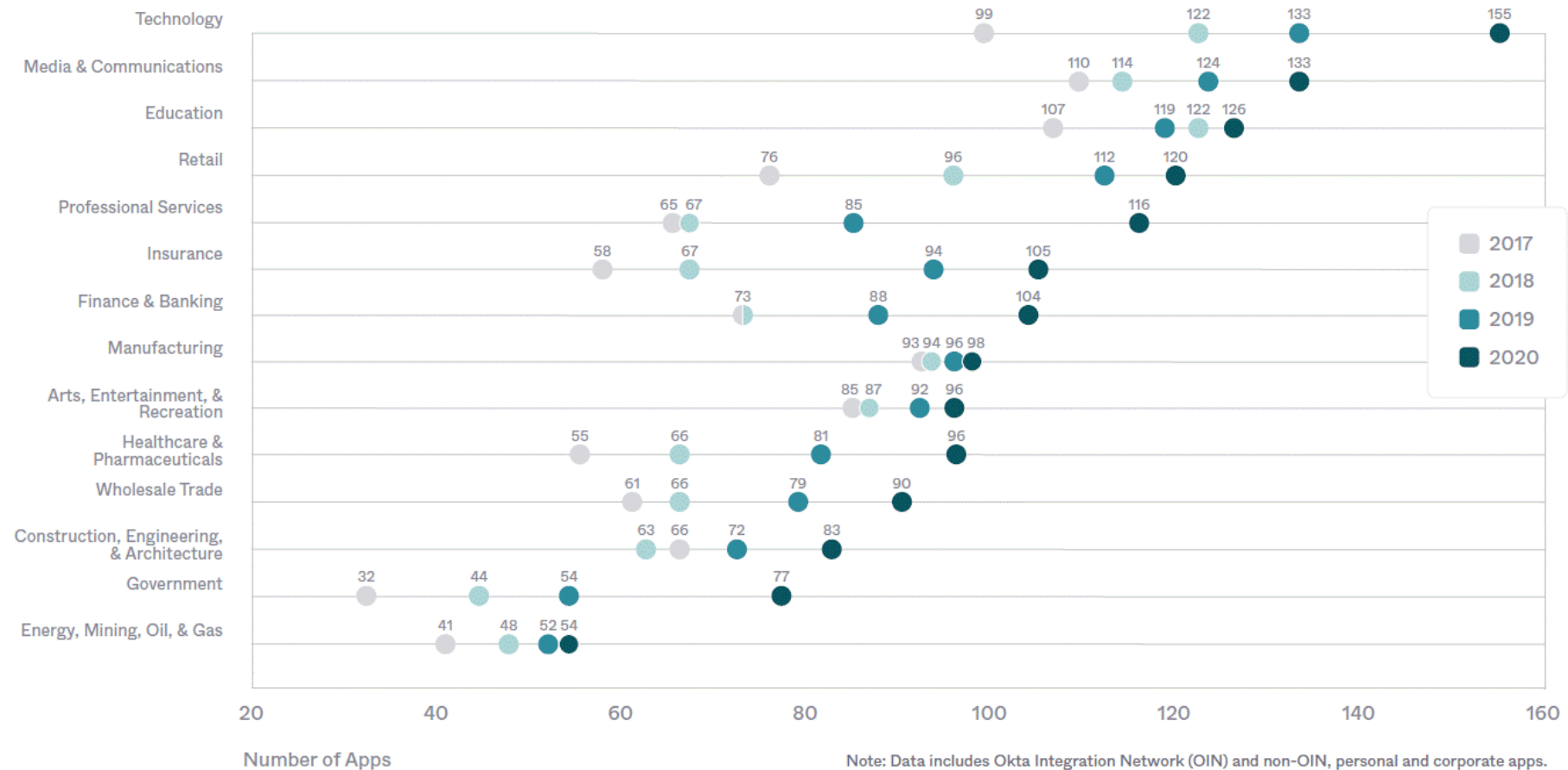
41% participants cite that data is changing faster than they can keep up with

*GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

-IDC, "Data Intelligence: The Foundation for Data Activation – Leveraging Intelligence About Data for Trusted Business Outcomes," Doc #DR2023_TR_SB, March 2023

Average Number of Applications

Per customer, by industry



Note: Data includes Okta Integration Network (OIN) and non-OIN, personal and corporate apps.

Note: Not all industries are represented.

Key Challenges

Challenges in building new integrations/connectors

1

Complexity

- SDK complexity
- Programing skills

2

Operationalizing the Connector

- Managing connector lifecycle
- Seamless provisioning
- Monetization

3

Not Extensible for Other Use Cases

- Suited for single use case only
- Dependency on multiple vendors

4

Versatile Endpoint Coverage

- Other vendors' SDKs generally support REST APIs
- Developing custom connectors for databases becomes an issue

Vision

Self-service, **frictionless** & **simplified** connector
development, deployment and sales motion process

INFAConnect

Self-service, extensible, connectivity framework for enabling community adoption



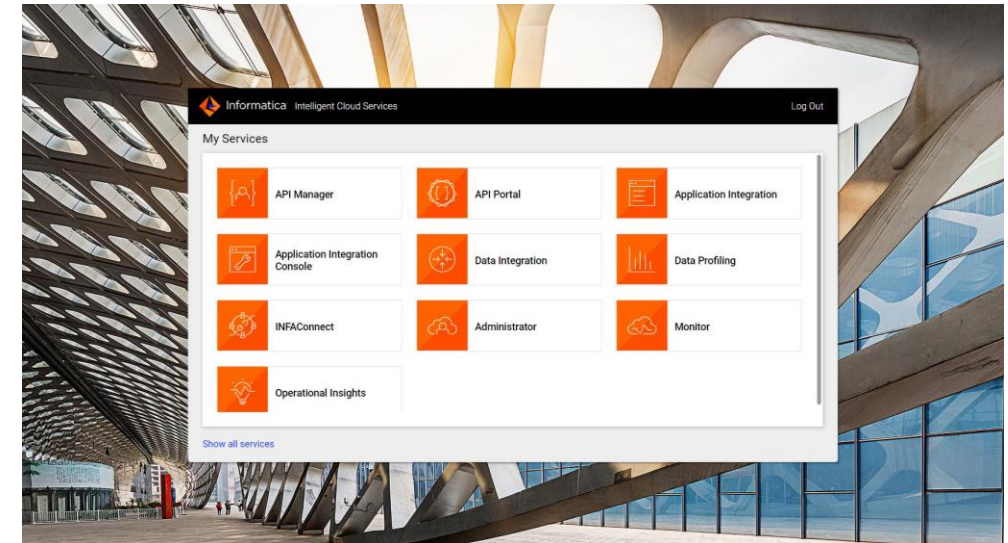
Key Highlights

- Informatica Intelligent Data Management Cloud (IDMC) service for extensible connectivity framework
- Self-service/UI-driven solution for creation, deployment and publishing of connector
- Offers simple and easy-to-use SDK for connectivity
- Multiple pattern support: Informatica Data Loader, Informatica Cloud Data Integration, Informatica Cloud Mass Ingestion*
- Marketplace integration for sales and license entitlement*

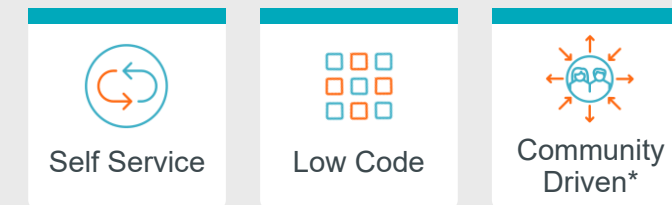


Benefits

- Open framework for community adoption of connectivity*
- Self-guided UI, low-code/no-code framework for faster time to value for the connector
- Frictionless framework for partners to sell the connector*

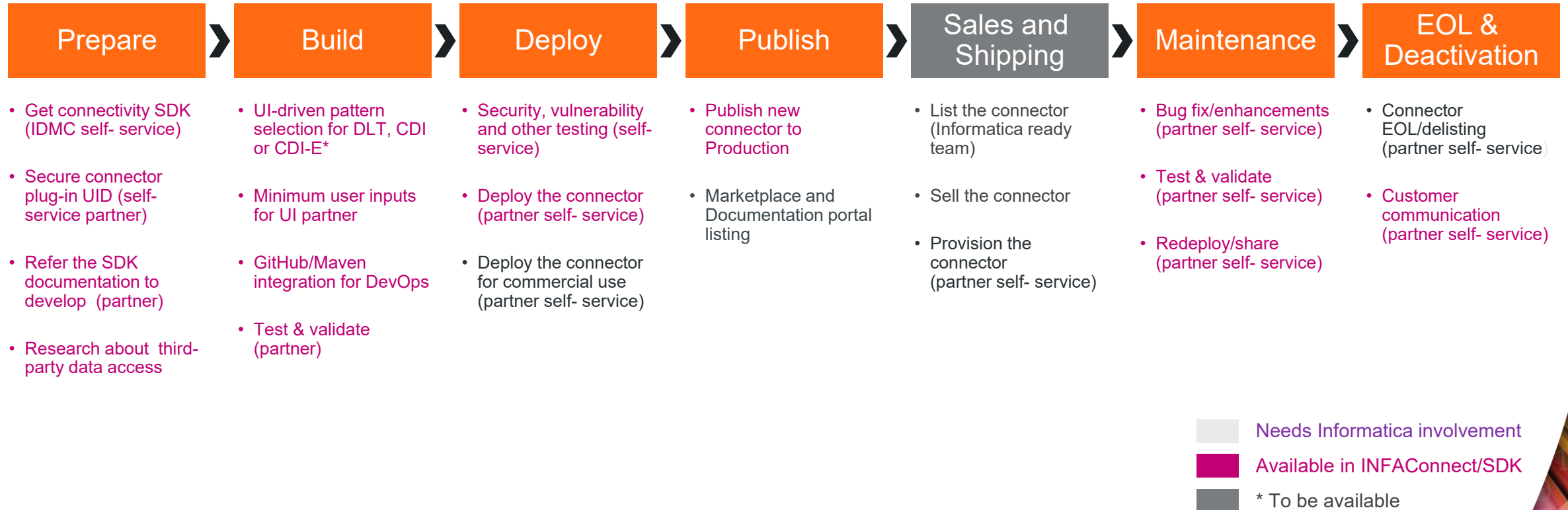


Intelligent Data Management Cloud



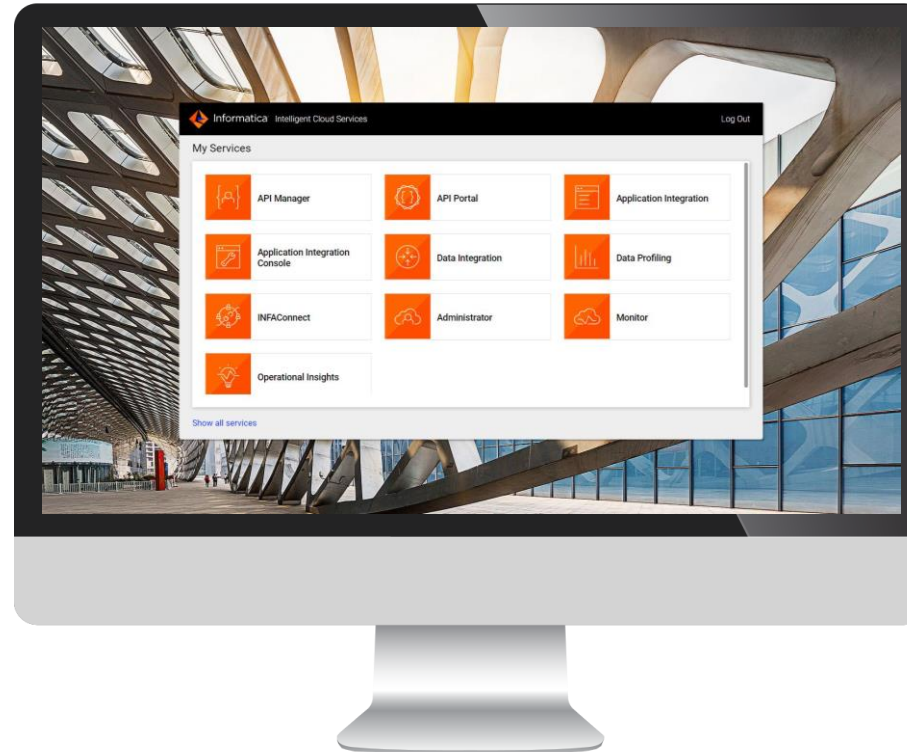
INFAConnect

Connector development lifecycle

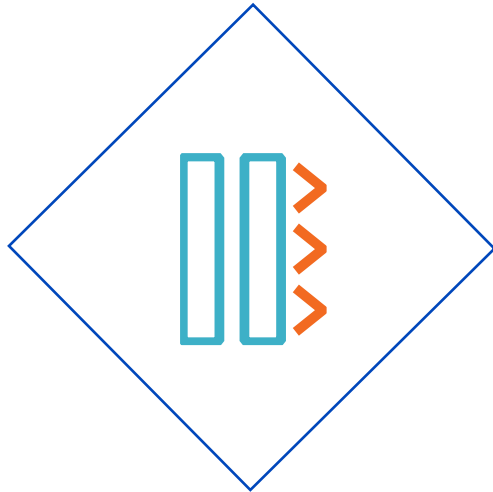


DEMO

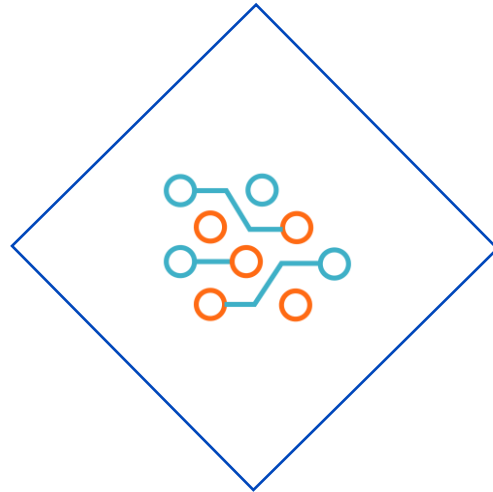
New 'Slack' Connector



Summary and Call to Action



Self-service



Automated
connector development



Versatile
endpoint support



Support for multiple
Informatica IDMC services

Next Steps

Register for **Public Preview** using QR code or via [INFACONnect Registration Form](#)

For further consultation and demo: overma@informatica.com



Thank You

Where data & AI come to



Informatica