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Elevate Your Integration Strategy with IDMC: A Complete Overview

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**Where data
& AI come to** 

The logo for "Where data & AI come to LIFE" features the word "LIFE" in a bold, multi-colored font where each letter is composed of various colored stripes.

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.

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Enriched Customer
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IDMC – Data Integration Services Overview

Agenda

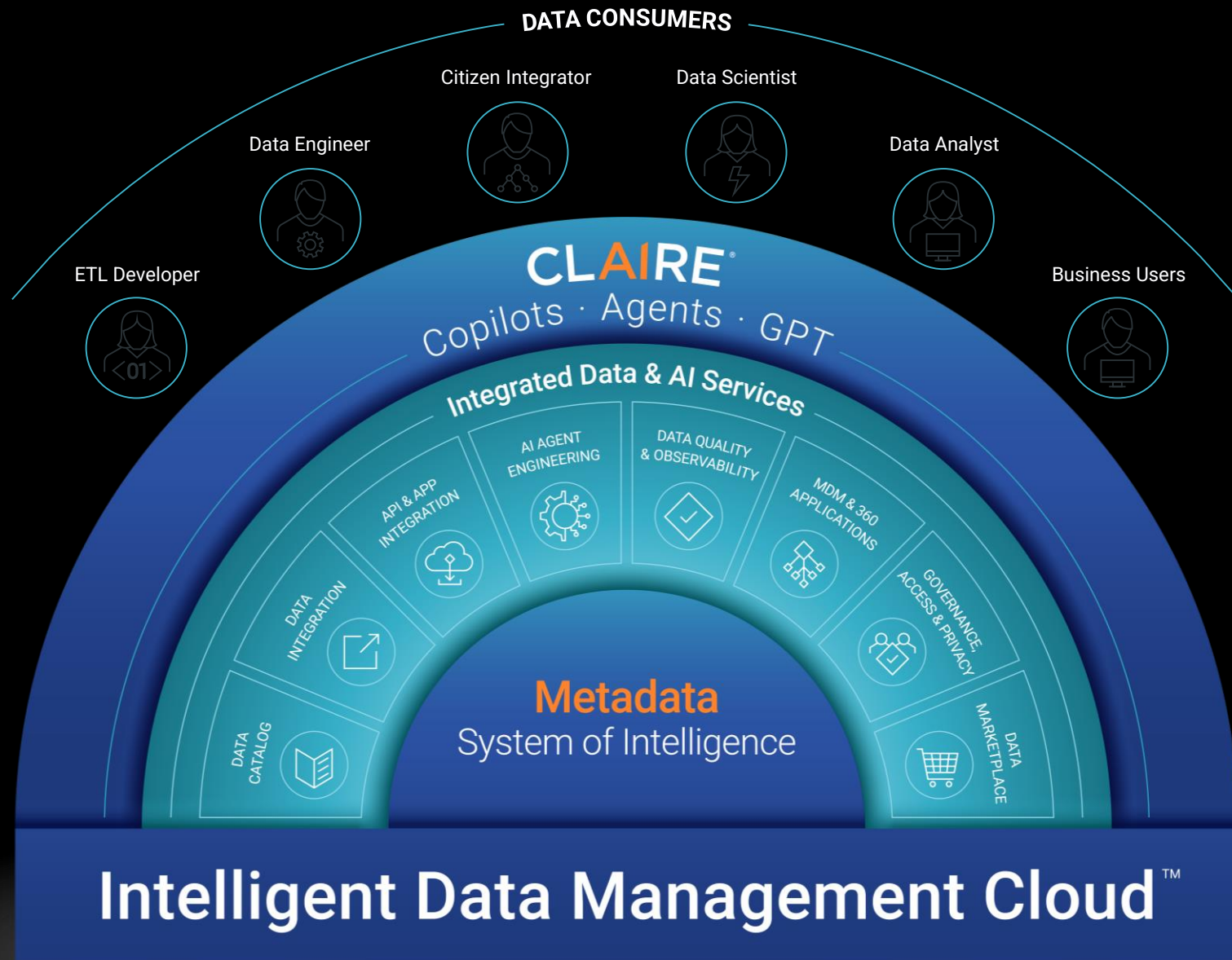
1 IDMC Architecture Overview

2 Cloud Data Integration(CDI)

3 Cloud Application Integration(CAI)

4 Cloud Data Ingestion and Replication(CDIR)

5 Q & A



Multi-Cloud
& Hybrid

50,000+
Metadata-Aware
Connections

Global
Scale

Security
& Compliance

Flexible
Pricing

Cloud Data Integration (CDI)

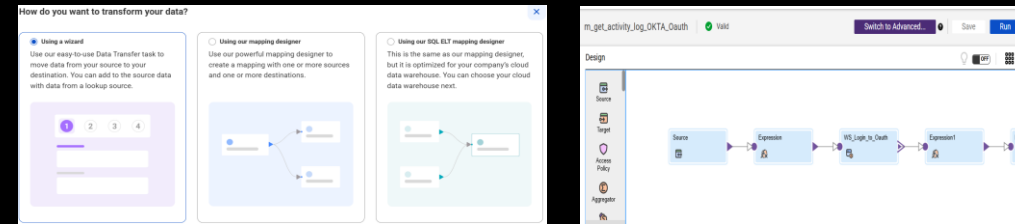
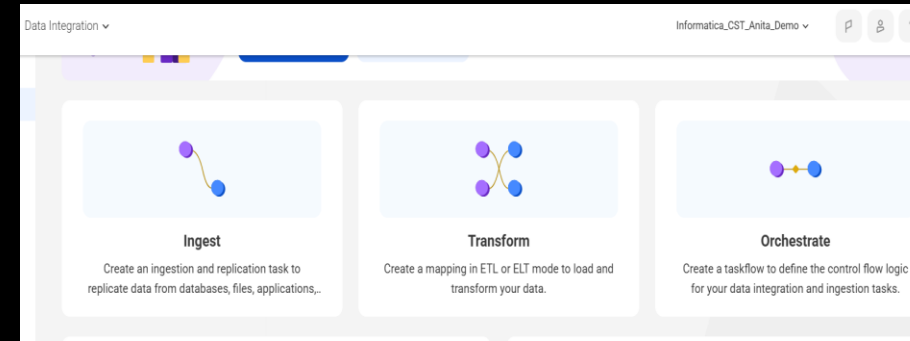
You can use Data Integration to build and run advanced, complex integrations using pre-built functions and templates for mappings and transformations

Use Cases:

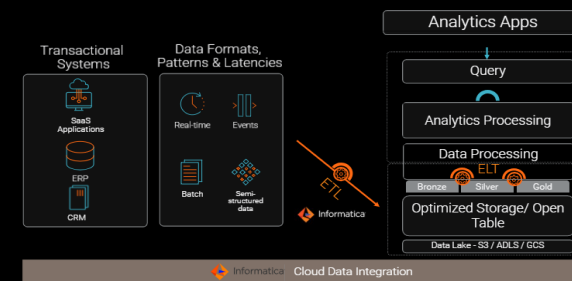
- Source(s) to Cloud Data Lake/Data Warehouse
- Data modernization
- Modern Analytics-Cloud Data Warehouses, Data Lakes, Lakehouse
- Gen AI applications
- Cloud Assurance Package(CAP)

Benefits:

- Guided path for ETL/ELT
- Guaranteed Pushdown
- Unified design experience for data pipeline-Integration, Ingestion and transformation
- Advanced transformation capabilities supporting Gen AI
- Elastic scaling with container support(tentative H2 2025)
- Connectivity for all major sources with Microsoft fabric, Lakehouse Open Table format support
- Cloud Assurance Package(CAP)



Informatica Cloud Data Integration for Modern Analytics



Cloud Application Integration (CAI)

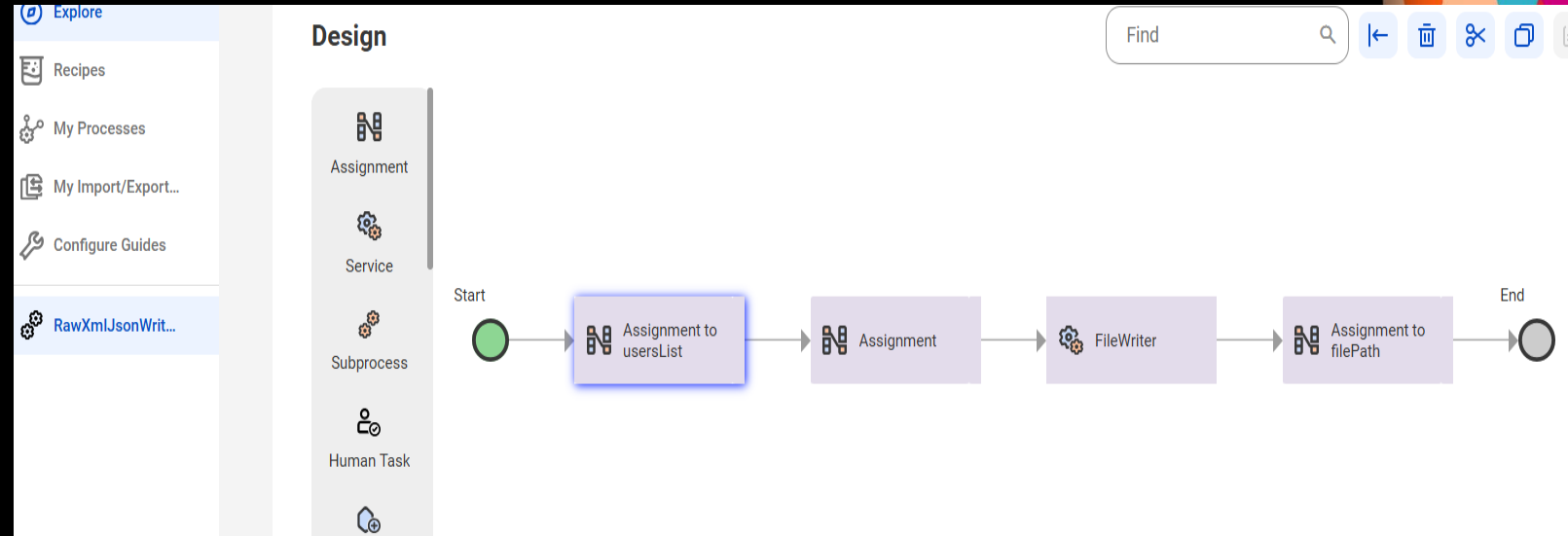
Service that allows you to design, integrate, and implement business processes spanning different cloud and on-prem applications.

Use Cases:

- Process Orchestration
- App to App Integration
- Legacy App modernization
- No-code GenAI Applications
- API Implementation and Management

Benefits:

- Ensure data consistency with API and event-driven application integration
- Integrate in real time with APIs, messaging and Pub/Sub
- Automate and integrate business processes that span applications on-premises and on Cloud
- Automating user workflows with interactive access to data (Human Tasks), Guides and much more
- Prebuilt Integration solutions to streamline workflows and reduce the need for manual development using Recipes [streamline workflows and reduce the need for manual development](#)



Cloud Data Ingestion and Replication

Cloud Data Ingestion and Replication quickly and accurately ingests large amounts of data from variety of sources into data warehouses, data lakes and messaging hubs.

You can ingest the data in batches or real time for Analytics and Visualization.

Use cases:

In today's data driven world, we need to analyze data from different source types through a single view from the data lake.

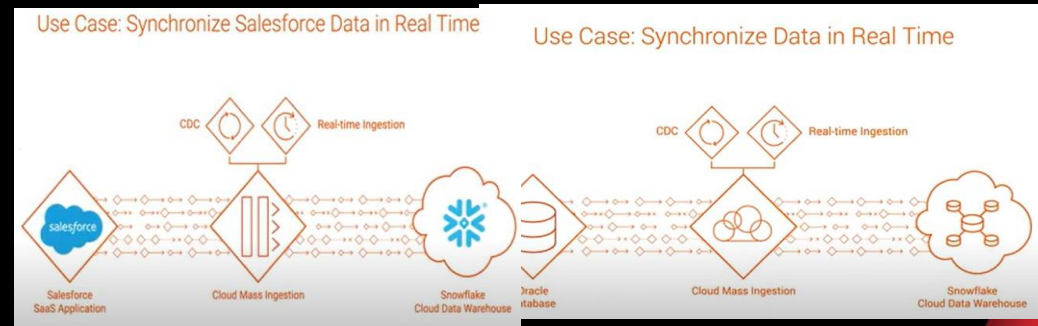
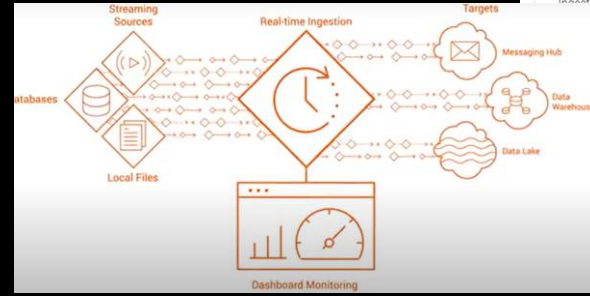
When you migrate or modernize data warehouses or databases you need to move data from on-premises databases, data warehouses and mainframes into cloud data warehouse and then synchronize the data using CDC

If your organization is adopting Kafka, you need to put data from sources like log files, Clickstreams, Sensor Data, Machine Data and IoT devices for real time analytics

Ingestion and Replication Tasks

Choose the type of ingestion and replication task to create.

Application Ingestion and Replication Task	Database Ingestion and Replication Task	File Ingestion and Replication Task	Streaming Ingestion and Replication Task
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Cloud Data Lake Ingestion

Ingest...

- Files
- Streaming and IoT data
- On-premises database content

...into a data lake

Data Warehouse Modernization or Migration

Ingest...

- On-premises databases
- Data warehouses
- Mainframe content

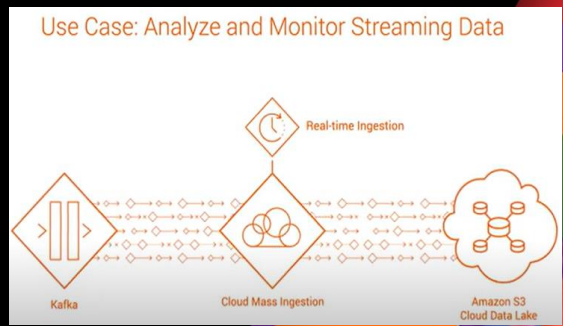
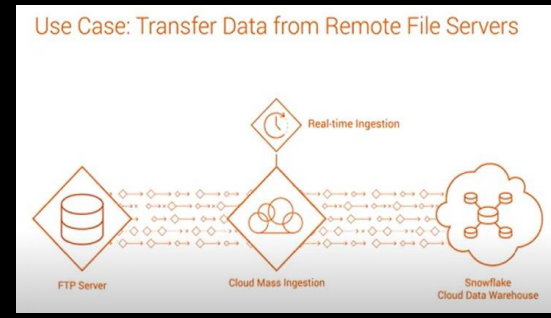
...into a cloud data warehouse & synchronize using CDC

Kafka for Real-time Analytics

Ingest...

- Log files
- Clickstreams
- CDC
- IoT devices

...into Kafka



Cloud Data Ingestion and Replication

Benefits:

- Provides consistent experience for ingesting streaming, database, application and file data through easily use interface for ingestion and monitoring
- Provides new and simplified wizard to guide through steps to design, configure, deploy and schedule on data ingestion jobs.
- On Monitoring dashboard, you can monitor the system performance and ingestion jobs real time.
- Features provided in Database and Application Ingestion and Replication
 - Adding row filters.
 - Staging CDC data
 - ELT integration with task flows and transformations.
 - Schema drift handling
 - Applying audit history of source table changes to target tables.
 - Ability to apply deletes as soft deletes on the target
- Deployment option on serverless is coming up in July 2025 for Azure.

The image displays several screenshots of the Informatica Data Integration (DI) user interface, illustrating the workflow for creating and configuring ingestion and replication tasks.

- Top Left:** A welcome screen for GCS CloudMinder with options to "Ingest", "Transform", or "Orchestrate" data.
- Top Right:** A modal window titled "Ingestion and Replication Tasks" allowing users to select the type of task to create, such as "Application Ingestion and Replication Task", "Database Ingestion and Replication Task", "File Ingestion and Replication Task", or "Streaming Ingestion and Replication Task".
- Middle Left:** A "Choose runtime environment" dialog box with a dropdown menu and a "Set as default" checkbox.
- Middle Right:** A "Where is your data going?" screen showing a "Sample S3 Connection" and a "Hops_cloud_hosting_PROD_connect..." connection.
- Bottom Left:** A "Where is your data coming from?" screen with three SQL Server connection options: "Hops_cloud_hosting_PROD_connect...", "EDH_ODW_ITOPS_STG", and "EDH_ODW_ITOP".
- Bottom Center:** A "How do you want to replicate data from the source?" screen with a "Load Type" dropdown menu (options: Initial Load, Incremental Load, Initial and Incremental Loads) and a "Schema" field.
- Bottom Right:** A "Transform" screen with a "Table Name" dropdown and a "Find" search bar.
- Bottom Far Right:** A "Let's Go!" screen showing a task flow diagram with a "Source" (SQL Server SpServer2019) and a "Target" (SQL Server SpServer2019).
- Bottom Far Right (Bottom):** A "General Properties" screen for the task, including fields for "Task Name", "Source", "Destination", "Load Type", and "Schema".

Q&A

Thank you