



Pricing Guide

5-Minute Pricing Guide for Informatica Processing Units (IPU)

Whether you are a data or application owner, functional department lead or part of a global IT team, you can find a pricing plan that supports your data management goals.

**Where data
& AI come to** 

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Pricing Model



An Informatica Processing Unit (IPU) follows a consumption-based pricing model, maximizing the value of paying for actual usage across Informatica Intelligent Data Management Cloud™ (IDMC) services. This approach differs in comparison to traditional licensing models that calculate costs based on the number of users, systems, seats, scanners, etc. Such conventional methods often result in inflated costs due to lack of use or underutilization.

In addition, by adjusting to the varying usage needs across multiple IPU-based IDMC services, the new approach provides increased flexibility and cost-effectiveness.

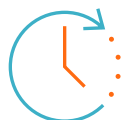


Pricing Principles

- 1 Try before you buy**
Opt for a 30-day free trial before purchasing most IDMC services to test our data management platform at no risk.
- 2 Enjoy flexible pricing model options**
Select monthly commitments for predictable and consistent usage, or opt for rolling 12-month commitments for seasonal and variable usage.
- 3 Meet your data management requirements**
Purchase IPUs and access any capability you need across a range of IPU-eligible cloud services.
- 4 Use only what you need, when you need it**
Start small and gradually scale up your usage as your business needs grow. Try out new services to foster innovation.
- 5 Maintain complete control**
Start and stop any service at any time with no pricing implications.
- 6 Get transparency**
See a detailed account of consumed and remaining IPUs from usage-based dashboards.
- 7 Benefit from pricing scalability**
Get lower per-unit pricing as you consume more. Consolidate your data management requirements on IDMC to take advantage of this benefit.
- 8 Avoid overruns**
With built-in FinOps capabilities, easily monitor service consumption to manage costs.

Pricing Definitions

Scaler Examples – What We Measure



Compute hours

Amount of computing time, in hours, needed for workload processing.



Rows (of data)

Definition varies by usage. For example, for SQL ELT, it refers to success rows written to a target table. For the Cloud Data Ingestion and Replication service, it indicates rows read from a source table.



Volume (of data)

Measured in gigabytes (GB); it signifies the amount of data processed by a given IDMC service.



Number of assets

Assets are artifacts such as business policies, rules, business terms, etc., processed by IDMC services such as data governance, data catalog and data marketplace.



Number of events

An event is a message or signal that represents a specific occurrence or change in a system or application. These are metrics for the IDMC Cloud Integration Hub service.



Number of API calls

The count of API calls made to the API gateway by consuming clients and applications.

Details of all scalers can be found in the [Informatica measurement guide](#).

Informatica Processing Unit (IPU) – A Standardized Measurement of Our Scalers

What is an IPU?

An Informatica Processing Unit, or IPU, is the unit of capacity purchased for utilizing Informatica's cloud services, called Intelligent Data Management Cloud, or IDMC. Customers purchase their desired number of prepaid IPUs for their contract period, typically for one to three years. These can then be allocated dynamically across all eligible cloud services until the pre-paid IPU subscription capacity is exhausted.

How is IPU consumption calculated?

Each scaler's consumption is mapped to IPUs. See calculations for each scaler in the examples below. Details on how each scaler is measured can be found in the [Informatica measurement guide](#).

Examples of how scalers are converted to IPUs

Compute hours to IPUs	Rows (of data) to IPUs	Volume (of data) to IPUs	Assets to IPUs	Events to IPUs	API calls to IPUs
• You processed 200 GB of data at the rate of 8 GB of data per hour • Total compute hours – $200/8 = 25$ compute hours • IPU rate mapping – 0.16 IPU/compute hour • Result – 4 IPUs	• Your SQL ELT service writes 100,000,000 rows of data to a target table • IPU rate mapping – 0.048 IPU/million rows • Result – 4.8 IPUs	• You ingest a database of 1,000,000,000 (1 billion) rows with an average row size of 2K. Total volume of data = $2K \times 1Bn = 2$ TB (2000 GB). • IPU rate mapping – 0.13 IPU/GB • Result – 260 IPUs	• Your data governance service catalogs 6,000 business terms, also known as assets. • IPU rate mapping – 0.95 IPU/1K assets per day • Result – 5.7 IPUs per day	• You process 34,000 events • IPU rate mapping – 6 IPU/1K events • Result – 204 IPUs	• 26,000,000 (26M) API calls are made by your application • IPU rate mapping – 13.33 IPU/1M API calls • Result – 346.58 IPUs

Disclaimer: All IPU pricing rates mentioned in this guide can change at Informatica's discretion.

See the [Informatica Cloud and Product Description Schedule](#) for the most updated information.

What is included in the IPU model?

IDMC services, such as data integration, data governance, data quality, etc., will be available to any customer purchasing IDMC IPU subscriptions. The complete list of services and their IPU usage details can be found in the [Cloud Description Schedule \(CDS\)](#).

How do customers access new IDMC services?

With an IPU subscription, you automatically gain access to all new services on IDMC.

How is IPU usage tracked?

Usage is tracked automatically and displayed on a dashboard within the product, enabling customers to monitor their usage in real time. Additionally, alerts are sent when specific usage thresholds are reached.



Pricing Examples

Use Cases

1 Upload and transform vast amounts of patient data from mainframe to Oracle Database

Melissa, an IT analyst in a hospital, is required to upload and transform 200 GB of patient data per month from their mainframe system to their Oracle database allowing analysts to more easily query the data to identify trends, measure outcomes and support clinical decision making.

Here is how much IPU this job uses:

Amount of data processed	200 GB = 200,000 MB
Processing speed of cloud data integration service	5,000 MB per hour
Total compute hour	$200,000 / 5,000 = 40$ hours
IPU per compute hour	0.16
Total IPU consumed	$0.16 \times 40 = \sim 5$ IPU

2 Real-time application/data sync between SAP and Salesforce

John, an analyst in the sales department of a global 2,000 firm, executes approximately 100K jobs per week to integrate real-time order and customer data from Salesforce to SAP, which then drives order fulfillment and inventory management.

Here is how much IPU this job uses:

The average duration of each job	1 second
Time needed for 100K jobs	$100K \times 1 \text{ second} = 100K \text{ seconds}$ ~ 28 hours
IPU per compute hour	1.38
Total IPU consumed	$1.38 \times 28 \sim 38$ IPU

Use Cases

3 Create new governance policies and unify business glossary terms

Darlene is a governance administrator whose responsibilities involve standardizing and organizing key business information to help increase data literacy and streamline policy enforcement in the organization. She uploads 950 glossary business terms from another system. Additionally, she creates 50 policies through the governance application UI. The total number of daily assets stored on this governance service is 1,000.

Here is how much IPU this job uses:

Total number of daily assets stored	1,000
IPU per 1K asset	0.95
Total IPU consumed	$(0.95 \times 1,000)/1,000 = 0.95$ IPU/day

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4 Modernize PowerCenter deployment driving real-time analytics

A retail company's CIO wants to modernize its data infrastructure to the cloud, streamlining inventory management across multiple locations and enabling real-time analytics for better decision-making. He converts their Informatica PowerCenter artifacts to Informatica Cloud Data Integration. This enables them to read inventory data from Oracle and write it to Snowflake, using SQL ELT, to analyze real-time inventory and correct for shortages.

Here is how much IPU this job uses:

Total number of rows processed (written to Snowflake)	100,000,000 rows (100 million)
IPU per million rows	0.048
Total IPU consumed	$0.048 \times 100 = 4.8$ IPU

About Us

Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform.

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