

# IDMC Associate Bootcamp Intro

Melina Oliveira · Senior Solutions Consultant

Global Partner Technical Sales · GPTS

2023

# Where data comes to life



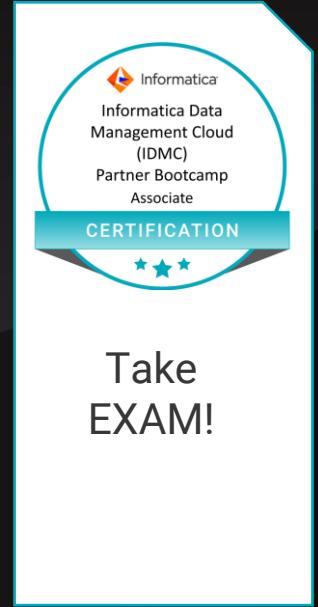
# IDMC Associate Bootcamp Setup

*A single-stop, comprehensive program to serve all levels of learning needs!*

DAY 1

DAY 2

DAY 3



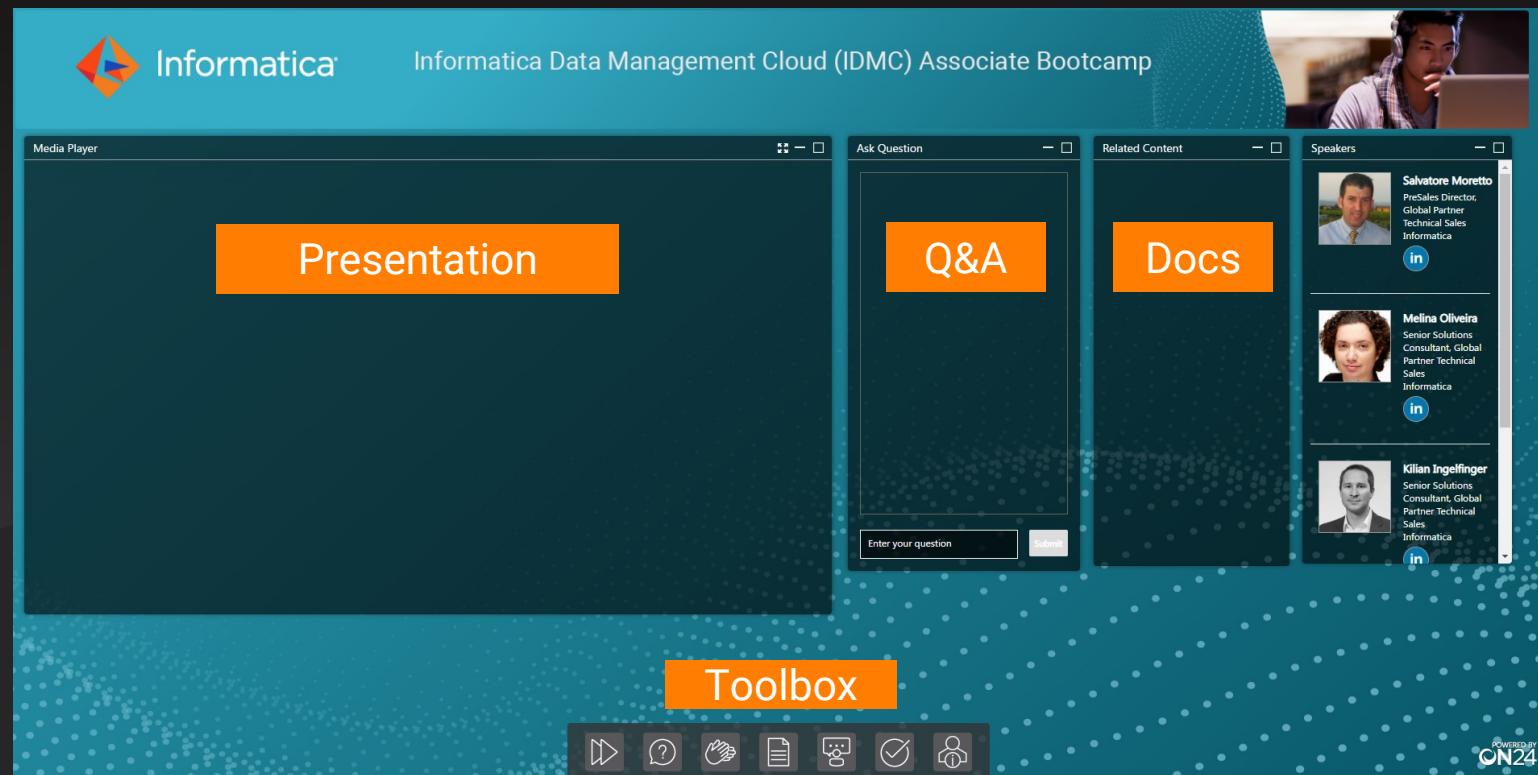
Enroll to Hands-On Cloud Data Integration Course

# Housekeeping for this session!

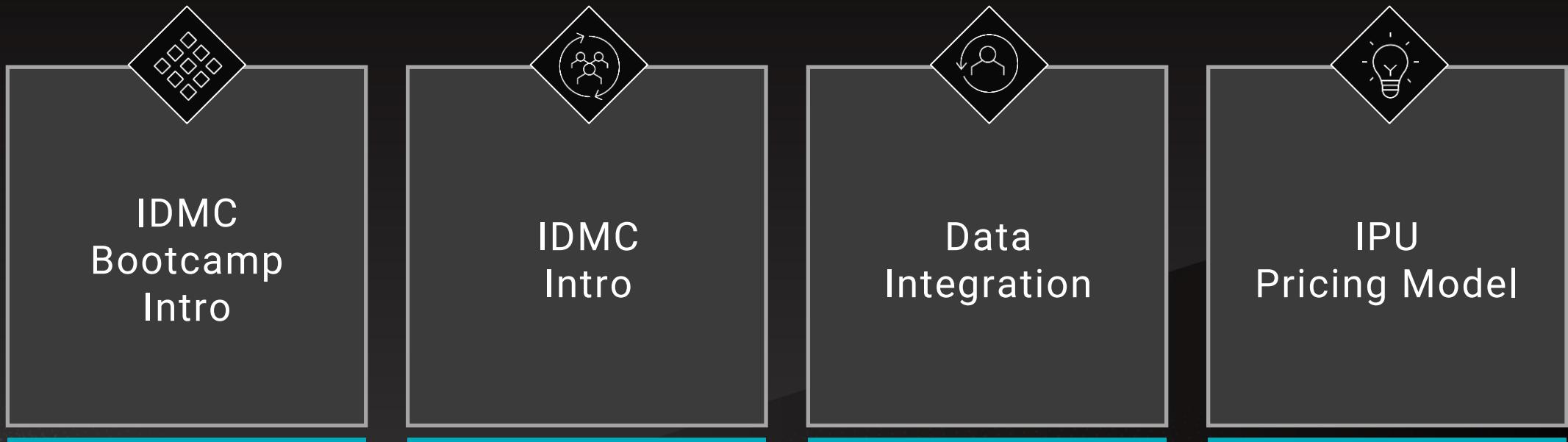
*A few tips on how to get the best ON 24 user experience*

## Key Facts

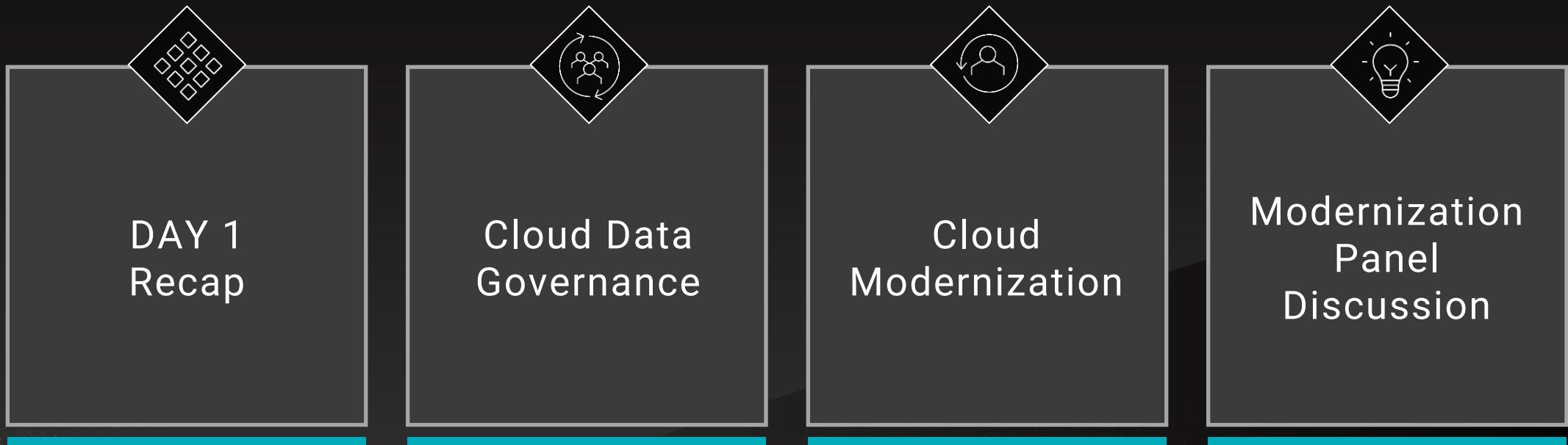
- Key Documentation under Related Content
- Q&A box available for live sessions
- Access to speaker information
- Resize and change layout as you wish
- Toolbox always available



# Agenda - DAY 1



# Agenda - DAY 2



# Agenda - DAY 3

DAY 2  
Recap

MDM & 360  
Applications

What's New in  
IDMC

What's Next?

# IMPORTANT : Action Required!

IICS : Cloud Data Integration Services Course!

This course is **MANDATORY** to achieve Data Integration hands on experience!

Register TODAY!

It's FREE of Charge!

The screenshot shows a course landing page for 'IICS: Cloud Data Integration Services'. The page has a dark header with the course title and a 'ENROLL NOW' button. Below the header is a large image of a woman in a business suit using a laptop outdoors at night. To the right is a sidebar with fields for 'Work Email', 'First Name', 'Last Name', and 'Organization Name'. The main content area includes a 'Course Overview' section and an 'Important note regarding this onDemand course' section.

**IICS: Cloud Data Integration Services**

onDemand | Cloud / iPaaS | Self-Paced | Release 41

**ENROLL NOW**

**Course Overview**

This course is applicable to Release 41. Learn the fundamentals of Informatica Intelligent Cloud Services (IICS) including the architecture and data integration features, synchronization tasks, cloud mapping designer, masking tasks, and replication tasks. This course enables you to operate and manage user security, secure agents, and monitor tasks and resources in IICS.

**Important note regarding this onDemand course:** Many students will need their personal laptop/PC to set up the lab environment and perform lab exercises. Laptops provided by your employer may not allow downloading external tools. To execute labs in full, students need to download and install the following tools. See Agenda below to view more.

**Questions?**

Work Email  
First Name  
Last Name  
Organization Name

# Where data comes to

Intelligent Data Management Cloud

Salvatore Moretto · PreSales Director

Global Partner Technical Sales · GPTS

2023



## Technology Challenges

Data is difficult to find and understand

Poor data quality, not trusted

Can't scale for volume and variety

Data and applications siloed and fragmented

Difficult to share data and not governed or protected

## Business Challenges

Reducing costs and growing revenue with access to trusted data for business insights

Increasing customer acquisition & retention with single source of customer data

Improving customer experience and optimizing supply chains

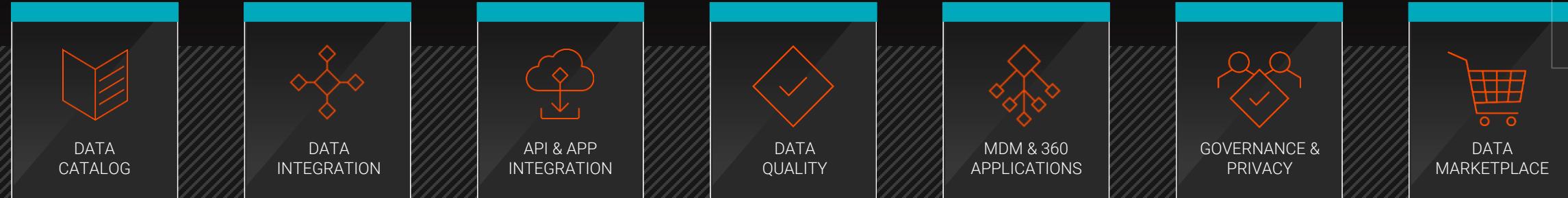
Reducing costs and improving business process efficiency

Ensuring data is trusted and used responsibly by enforcing data governance

Empowering data consumers to find, understand, trust and access data



# Why is Data Management Hard and Complex?



50% organizations rely on **5+ tools**

55% have **1,000+ data sources** and 78% predict more in 2023

Statistics are based on 600 CDOs surveyed around the world – November 2022

# Achieving Business Outcomes with Data

TRANSFORM  
EVOLVE & BUILD  
DEMOCRATIZE  
ILLUMINATE

**Where data comes to**



## DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

# Intelligent Data Management Cloud

DISCOVER & UNDERSTAND



DATA CATALOG

ACCESS & INTEGRATE



DATA INTEGRATION

CONNECT & AUTOMATE



API & APP  
INTEGRATION

CLEANSE & TRUST



DATA  
QUALITY

MASTER & RELATE



MDM & 360  
APPLICATIONS

GOVERN & PROTECT



GOVERNANCE &  
PRIVACY

SHARE & DEMOCRATIZE



DATA  
MARKETPLACE

**CLAIRE®**

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

Multi-Cloud



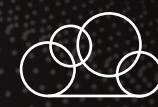
Google Cloud

ORACLE®  
Cloud

Hybrid



On-premises



Enterprise Cloud

# The Industry's Only **Intelligent** Data Management Cloud

## **Open and Flexible**

Designed to work within your reference architecture

## **Low Code, No Code**

Increased productivity for data engineers and citizen integrators

## **Best of Breed**

Industry leading products and services all in one unified platform

## **Multi-cloud and Hybrid**

Runs on and interoperates with what you have today and tomorrow

## **Leverages Best of Breed Open Source**

Delivers open-source innovations without the complexity

## **API and Microservices Based**

Modern architecture for optimal performance and resiliency

## **Elastic and Serverless**

Cost optimized performance and scalability

## **Cloud Native**

Built from the ground up for enterprise cloud workloads

## **Secure**

Highest level of cloud security certifications and attestations

## **Single Uniform Consumption Pricing**

Predictive and flexible pricing that adjusts to just what you need today

# Intelligent and Scalable for the Most Demanding Enterprises

49

Trillion

Transactions per month

18

Petabytes

Metadata

Intelligent and Scalable for the  
Most Demanding Enterprises

Manual efforts  
**reduced by up to 10X**

49 Trillion

Analysts and data scientists  
find **trusted data faster**

CLAIRe®

AI-powered Metadata  
Intelligence & Automation

**Boosts productivity** for data  
engineers and data stewards

8 Petabytes

# Simple Consumption Based Pricing

I nformatica  
P rocessing  
U nit

Pay for only what you use  
**Access to all platform services**



## Cloud Friendly

Cloud-native services aligned to customer needs



## Usage Based

Pay only for what you use; includes connectors



## Comprehensive

Use full breadth of services available on the platform



## Chargebacks

Track consumption for departmental chargebacks



## Elastic

Scale up or down to meet business demands



# Cloud Only, Consumption Driven!

# Customer Leadership—Global and Across All Key Verticals

## Customer Success

5,000+

Customers

9

of Fortune 10

85

of Fortune 100



tsia  
**STAR Awards**  
2020

TSIA STAR AWARD WINNER  
Innovation in Customer Growth and Renewal  
Innovation in Customer Success  
Innovation in Support Services Automation



#1

Customer Loyalty  
12 years in a row

# IDMC · Technical Intro

Kilian Ingelfinger · Sr Solutions Consultant

Global Partner Technical Sales · GPTS

2023

# Where data comes to



## DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

# Intelligent Data Management Cloud

DISCOVER & UNDERSTAND



DATA CATALOG

ACCESS & INTEGRATE



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CONNECT & AUTOMATE



API & APP  
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DATA  
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APPLICATIONS

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DATA  
MARKETPLACE

**CLAIRE®**

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

## DATA SOURCES



SaaS Apps  
Sources

+

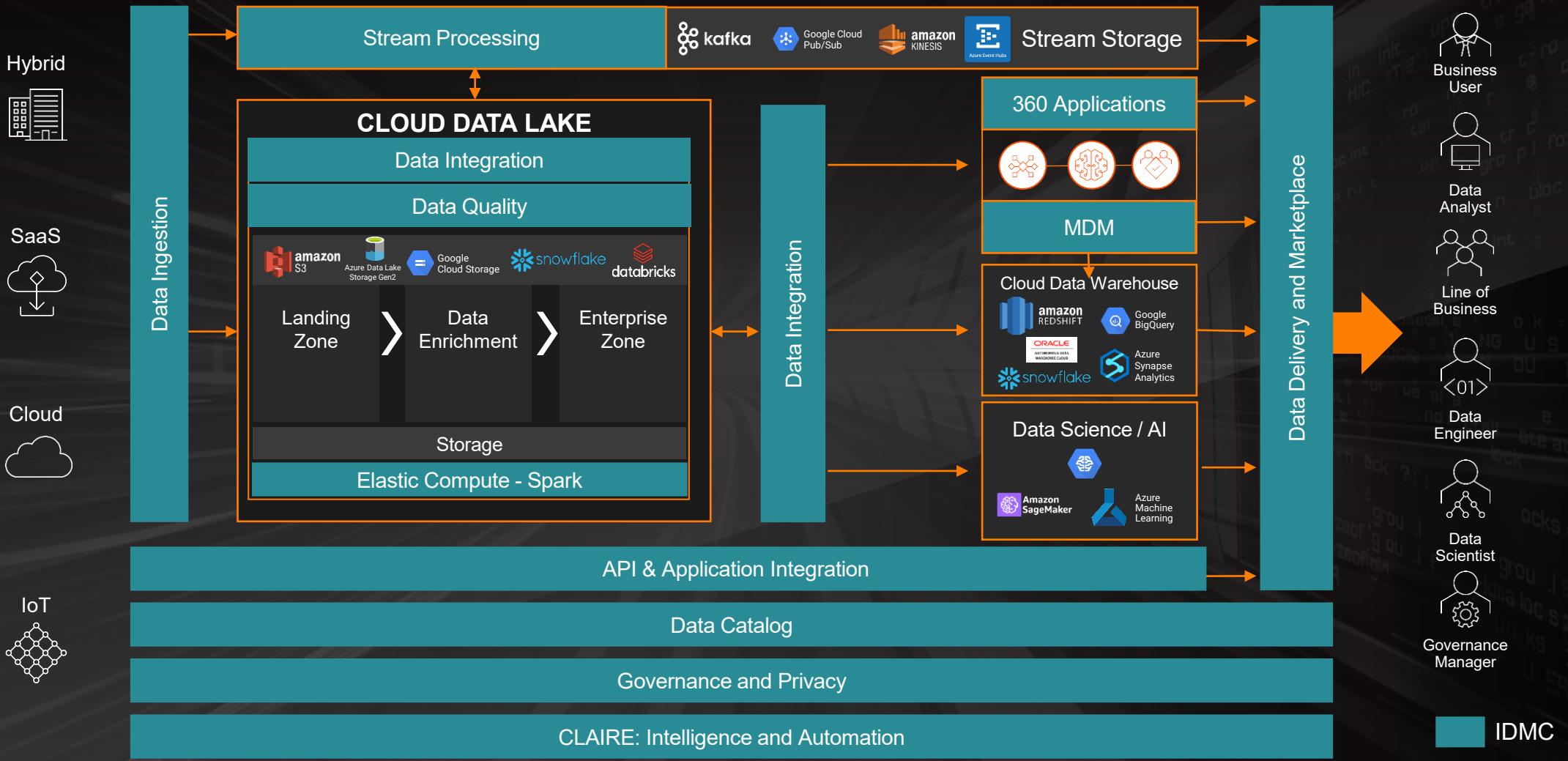


On-premises  
Sources



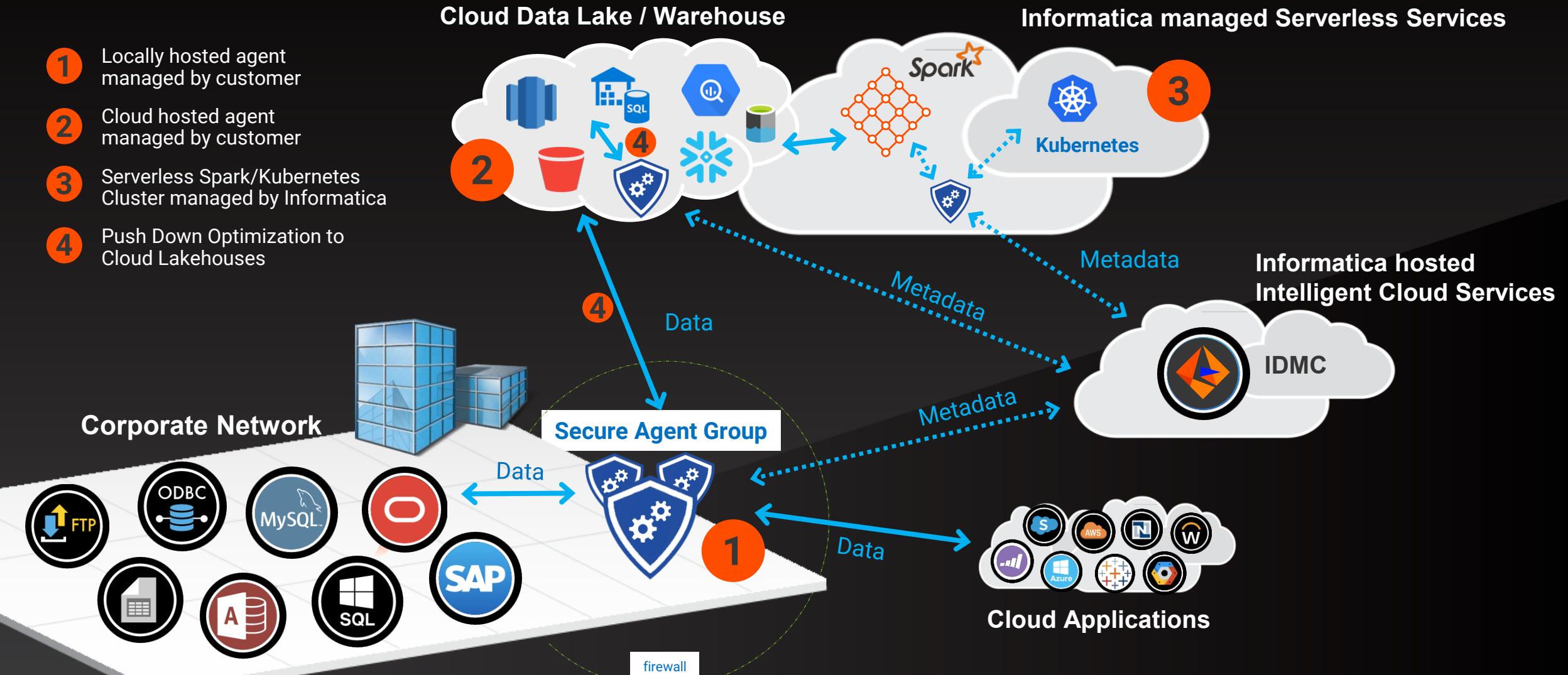
Real-time /  
Streaming Sources

# IDMC Architecture



# Informatica Cloud Integration Reference Architecture

- 1 Locally hosted agent managed by customer
- 2 Cloud hosted agent managed by customer
- 3 Serverless Spark/Kubernetes Cluster managed by Informatica
- 4 Push Down Optimization to Cloud Lakehouses



# IDMC – A Secure Platform

## Encryption

Encryption at Rest

Metadata & Data

AES-256 Bit

Encryption in Transit

Different Encryption keys per IDMC Service

TLS 1.2 encrypted using AES256-SHA (256 bit) cipher

No Inbound Firewalls

Https SSL Long Polling

## Key Management

Overview

Encrypted Data Keys

Tenant Specific

Customer Managed

Automatic Rotation every Year

Customer controlled Key Rotation

Envelope Encryption

Two levels of Master Keys

Master Key Stored in AWS KMS/Azure Key Vault

## Traffic Routing

Network Capabilities\*

DirectConnect/ExpressRoute

PrivateLink (Currently on AWS)

VPN

Connector Level (Azure Synapse/Snowflake etc.)

\*Note - Network and Infrastructure related capabilities have customer dependencies

## Authentication

SSO (Single Sign On)

Token Based

Certificate Based

SAML 2.0 Based

MFA (Multi Factor Authentication)

## Data Storage

Logically Separated per Tenant

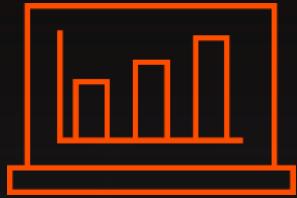
Data and Metadata Encryption

# Intelligent Data Management Cloud – IDMC

## Common Services    Most Demanding Enterprises

The screenshot shows the Informatica Intelligent Cloud Services interface. At the top, there is a navigation bar with the Informatica logo, the text "Intelligent Cloud Services", and a "Log Out" button. Below the navigation bar, the page title is "All Services". Under the "Common Services" heading, there are three cards: "Administrator" (cloud icon), "Monitor" (cloud icon), and "Operational Insights" (lightbulb icon). Under the "Data Quality and Governance Cloud" heading, there are four cards: "Data Governance and Catalog" (building icon), "Data Marketplace" (shopping cart icon), "Data Profiling" (bar chart icon), "Data Quality" (checkmark icon), and "Metadata Command Center" (network node icon).

# Operational Insights



Operational Analytics



Monitoring & Alerting



CLAIRE Recommendations



Hybrid Cloud



Integrated Dashboard

# Operational Insights

Informatica Operational Insights

Unity Global Demo Environment - EMEA

Home

Alerts

All Infrastructure

Application Inte...

Data Profiling

PowerCenter

Data Engineerin...

Data Quality

Data Integration

Mass Ingestion

MDM SaaS

### Infrastructure Summary

Informatica Cloud Service Status

24 ✓

Services in the Runtime Environment

Service	Count	Status
API Microgateway Service	1	✗
Elastic Server	3	✓
Common Integration Co...	3	✓
Data Integration Server	1 ✓	2 ✗
Database Ingestion	1 ✓	2 ✗
Discovery Agent Appli...	1 ✓	1 ✗
Mass Ingestion	2 ✓	1 ✗
Metadata Foundation A...	1 ✓	2 ✗

Secure Agents: 4 ✓

Domains

AWS EMEA Unity

World Map showing AWS EMEA Unity location.

### Rows Loaded

Total Rows Loaded: 1.8 M ⓘ

Last 4 Weeks

Rows Loaded

Data Integration: ~1.8M

Data Engineering Integration: ~10K

Power Center: ~10K

### Cloud Data Integration Jobs

Success: 24 Hours ⓘ

Warning: 24 Hours ⓘ

Failed: 24 Hours ⓘ

Running: Currently ⓘ

Rows Loaded: 0

Number of Jobs: 0

Legend: Success (Green), Warning (Yellow), Failed (Red)

# Monitor

Jobs Overview						
Job Status		Job Details				
Job Type	Status	Job Name	Description	Last Run	Run Duration	Actions
Running Jobs	Up to date	PreviewMapping_CLEANSE-252	SystemTEMP	Feb 15, 2023, 5:17 AM	Feb 15, 2023, 5:17 AM	4 ✓ Success
All Jobs	Up to date	PreviewMapping_RULE_SPECIFICATION-352	SystemTEMP	Feb 15, 2023, 2:44 AM	Feb 15, 2023, 2:45 AM	0 ✗ Failed
Import/Export Logs	Up to date	PreviewMapping_RULE_SPECIFICATION-351	SystemTEMP	Feb 15, 2023, 1:04 AM	Feb 15, 2023, 1:05 AM	7 ✓ Success
File Transfer Logs	Up to date	PreviewMapping_RULE_SPECIFICATION-350	SystemTEMP	Feb 15, 2023, 1:04 AM	Feb 15, 2023, 1:04 AM	0 ✗ Failed
Advanced Clusters	Up to date	ds_Customer_Oracle_Snowflake-526	Workspaces\Kilian Ingelfinger	Feb 14, 2023, 4:00 PM	Feb 14, 2023, 4:00 PM	60 ✓ Success
	Up to date	DQ_Exception_STATUS-7	Workspaces\Fouad Boulbellout	Feb 14, 2023, 8:46 AM	Feb 14, 2023, 8:46 AM	13 ✓ Success
	Up to date	Insight Inference - Profile_EU_CUSTOMER_INIT_with_Insights - run - 1-2	Workspaces\Fouad Boulbellout	Feb 14, 2023, 8:46 AM	Feb 14, 2023, 8:46 AM	0 ✓ Success
	Up to date	ScoreCard - Profile_EU_CUSTOMER_INIT_with_Insights - run - 1-3	Workspaces\Fouad Boulbellout	Feb 14, 2023, 8:46 AM	Feb 14, 2023, 8:46 AM	0 ✗ Failed
	Up to date	Outlier - Profile_EU_CUSTOMER_INIT_with_Insights - run - 1-2	Workspaces\Fouad Boulbellout	Feb 14, 2023, 8:46 AM	Feb 14, 2023, 8:46 AM	0 ✓ Success
	Up to date	Profile_EU_CUSTOMER_INIT_with_Insights - run - 1-1	Workspaces\Fouad Boulbellout	Feb 14, 2023, 8:45 AM	Feb 14, 2023, 8:46 AM	13 ✓ Success
	Up to date	DQ_Exception_STATUS-6	Workspaces\Jean Pramayon	Feb 14, 2023, 8:30 AM	Feb 14, 2023, 8:30 AM	13 ✓ Success
	Up to date	Insight Inference - Profile_hermes_CUSTOMER - run - 3-10	CDGC - Retail Assets	Feb 14, 2023, 8:26 AM	Feb 14, 2023, 8:26 AM	0 ✓ Success
	Up to date	Outlier - Profile_hermes_CUSTOMER - run - 3-9	CDGC - Retail Assets	Feb 14, 2023, 8:26 AM	Feb 14, 2023, 8:26 AM	0 ✓ Success
	Up to date	Profile_hermes_CUSTOMER - run - 3-8	CDGC - Retail Assets	Feb 14, 2023, 8:25 AM	Feb 14, 2023, 8:26 AM	756 ✓ Success
	Up to date	PreviewMapping_RULE_SPECIFICATION-349	SystemTEMP	Feb 14, 2023, 8:25 AM	Feb 14, 2023, 8:25 AM	4 ✓ Success
	Up to date	PreviewMapping_RULE_SPECIFICATION-348	SystemTEMP	Feb 14, 2023, 8:25 AM	Feb 14, 2023, 8:25 AM	3 ✓ Success
	Up to date	Insight Inference - Profile_hermes_CUSTOMER - run - 2-7	CDGC - Retail Assets	Feb 14, 2023, 8:23 AM	Feb 14, 2023, 8:23 AM	0 ✓ Success
	Up to date	Outlier - Profile_hermes_CUSTOMER - run - 2-6	CDGC - Retail Assets	Feb 14, 2023, 8:23 AM	Feb 14, 2023, 8:23 AM	0 ✓ Success
	Up to date	Profile_hermes_CUSTOMER - run - 2-5	CDGC - Retail Assets	Feb 14, 2023, 8:22 AM	Feb 14, 2023, 8:23 AM	756 ✓ Success
	Up to date	Drilldown - Profile_hermes_CUSTOMER-4	CDGC - Retail Assets	Feb 14, 2023, 8:01 AM	Feb 14, 2023, 8:01 AM	756 ✓ Success
	Up to date	PreviewMapping_RULE_SPECIFICATION-347	SystemTEMP	Feb 14, 2023, 8:00 AM	Feb 14, 2023, 8:00 AM	9 ✓ Success
	Up to date	Insight Inference - Profile_hermes_CUSTOMER - run - 1-3	CDGC - Retail Assets	Feb 14, 2023, 7:59 AM	Feb 14, 2023, 7:59 AM	0 ✗ Queued
	Up to date	Outlier - Profile_hermes_CUSTOMER - run - 1-2	CDGC - Retail Assets	Feb 14, 2023, 7:59 AM	Feb 14, 2023, 7:59 AM	0 ✓ Success
	Up to date	PreviewMapping_RULE_SPECIFICATION-346	SystemTEMP	Feb 14, 2023, 7:59 AM	Feb 14, 2023, 7:59 AM	9 ✓ Success
	Up to date	Profile_hermes_CUSTOMER - run - 1-1	CDGC - Retail Assets	Feb 14, 2023, 7:59 AM	Feb 14, 2023, 7:59 AM	756 ✓ Success

# Administrator

## External Authentication Support

The screenshot shows the Informatica Administrator interface. The left sidebar has a dark theme with various navigation options: Organization, Licenses, SAML Setup (highlighted with a red box), Metering, Settings, Users, User Groups, User Roles, Runtime Environment, Serverless Environment, Connections, Add-On Connectors, Schedules, Data Services Rep..., Swagger Files, Advanced Clusters, and File Servers. The main content area is titled "Settings" under "Unity Global D". It includes sections for "Overview" (Name:\*, ID: [redacted], Environment Type: [redacted], Description: [redacted], Number of Employees: [redacted]), "History" (Created By: [redacted], Created On: [redacted]), and "Authentication" (Minimum Password: [redacted], Minimum Character: [redacted]). The "SAML Setup" section contains fields for "Identity Provider URL" (https://idmcloud.iics.com), "Assertion Consumer Service URL" (https://iics.iics.com/unity/global-d/saml2/acs), "Single Sign-On URL" (https://iics.iics.com/unity/global-d/saml2/acs), and "Logout URL" (https://iics.iics.com/unity/global-d/saml2/logout).

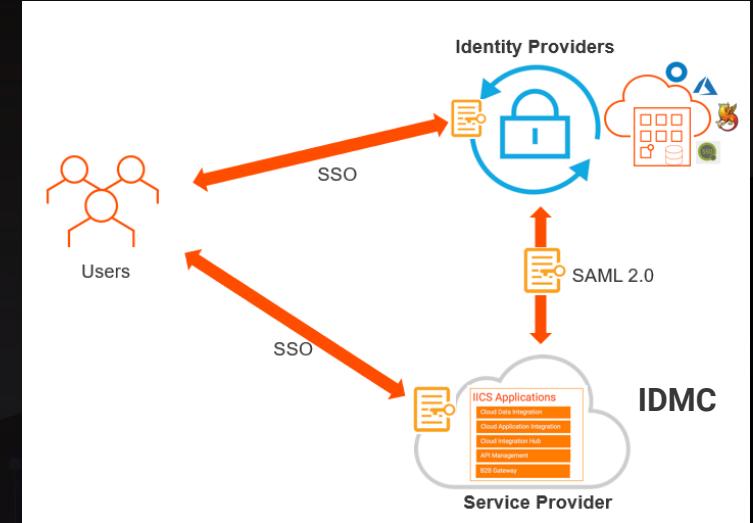
### SAML Authentication

Support for SSO based authentication through a variety of SAML 2.0 compliant Identity providers

- ADFS
- LDAP with SAML 2.0 support
- Okta, SSO Circle, Shibboleth, AAD
- Other compliant IDP with SAML 2.0 support

Support for

- Identity provider initiated SSO
- Service provider initiated SSO
- Attribute Mapping
- Role & Default Group Mapping

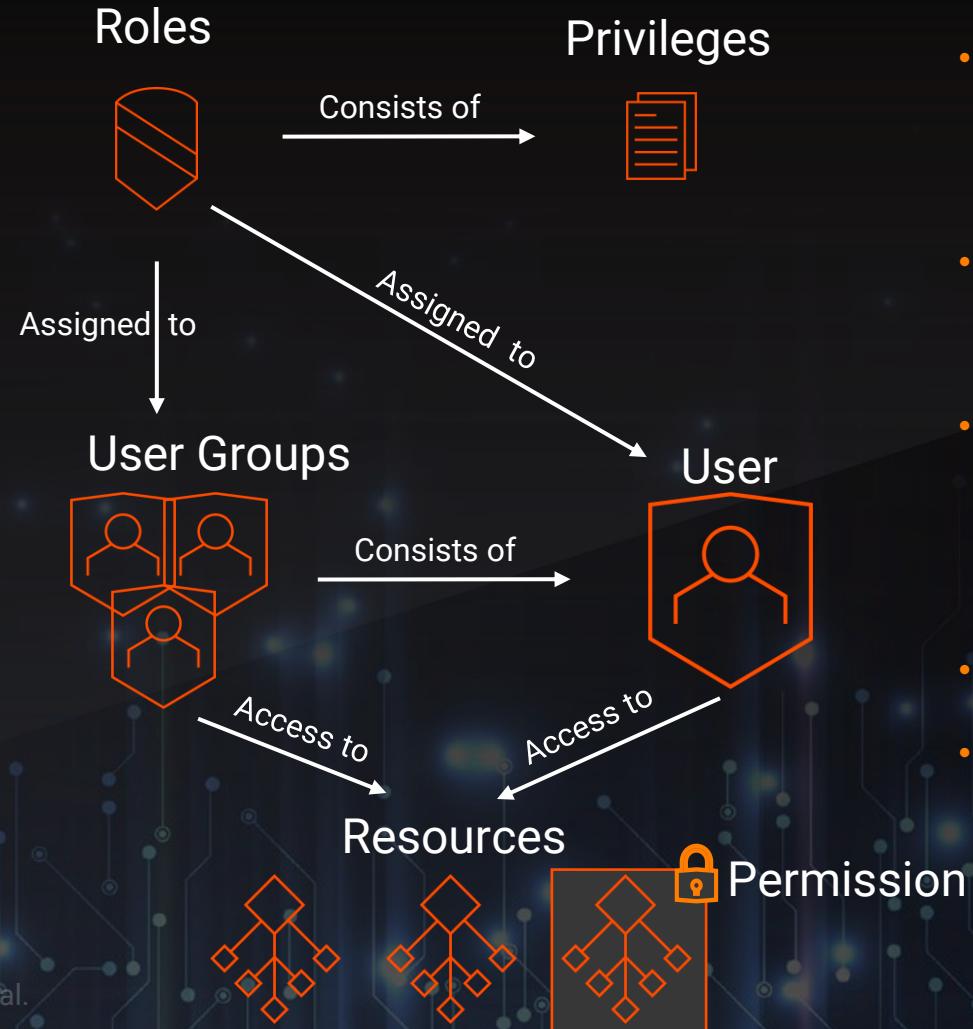


IP Address Filtering  
Allowed trusted IP ranges to access tenant

# Administrator

The screenshot shows the Informatica Administrator application window. The left sidebar contains a navigation menu with various options like Organization, Licenses, SAML Setup, Metering, Settings, Users, User Groups, User Roles, Runtime Environments, Serverless Environments, Connections, Add-On Connectors, Schedules, Data Services Rep..., Swagger Files, Advanced Clusters, and File Servers. The 'User Roles' option is highlighted with a red box. The main content area is titled 'Unity Global D' and shows a 'Settings' tab with fields for Name, ID, Environment Type, Description, and Number of Employees. Below this is a 'History' section with Created By and Created On fields, and an 'Authentication' section with Minimum Password and Minimum Character fields.

## Role Based Access Model



### Hot Tips:

- When a new asset is created, the default permissions for that asset allows access to anyone with a role having privilege(s) to the asset.
- To restrict permission to an asset, simply add only the users or user groups who should have the access to this asset.
- Restrict Admin role access to only those who absolutely need it and revisit them when there is a change in roles and responsibilities to those with Admin access
- Revisit roles and audit logs regularly
- Create custom roles when necessary

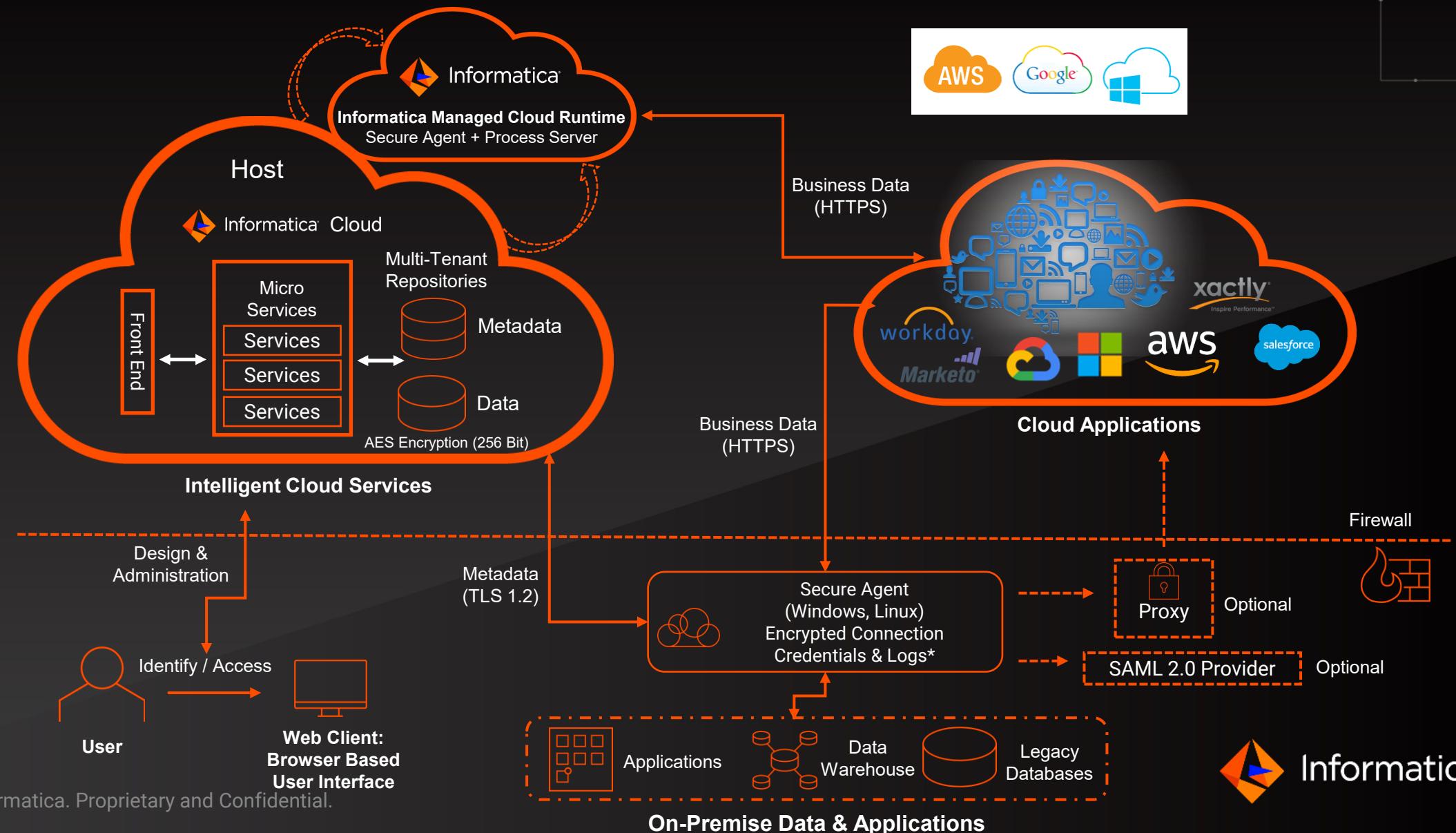
# Cloud Data Integration

Cliff Darroch · Principal Product Specialist  
2023

# Where data comes to

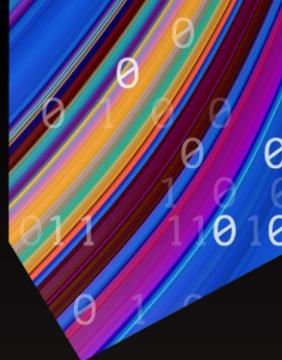


# IDMC Security Architecture Diagram



# IDMC Micro Services

## What are they?



- Data Integration
  - Cloud Data Integration (CDI) – Batch mainly with a few RT-enabled connectors. Most closely resembles PowerCenter in feel and execution
  - Advanced Mappings – Almost all of the same functionality is Cloud Data Integration with much better Hierarchical data handling and execution on SPARK
- Application Integration
  - Cloud Application Integration (CAI) – Designed for orchestration or transaction style patterns on an event-driven basis
- Mass Ingestion (MI)
  - File Mass Ingestion – Database Ingestion – App Mass Ingestion – Steaming Mass Ingestion
  - Low touch wizard-driven tool for moving large amounts of data from source to target with no transformation. General the first step in a full ELT pattern
- Data Quality
- Data Profiling

# IDMC Services

## By Pattern

Pattern	IDMC Micro Service
Load Data From File (Batch)	Cloud Data Integration Advanced Mappings Mass Ingestion - Files
Load Data From Database (Batch)	Cloud Data Integration Advanced Mappings
Load Data From Database (CDC)	Cloud Data Integration – CDC Mass Ingestion - Database
Load Data from Queue	Cloud Data Integration Mass Ingestion - Streaming Cloud Application Integration
ELT Patterns	Cloud Data Integration Advanced Mappings
FTP/SFTP Pattern	Cloud Application Integration Cloud Data Integration Mass Ingestion - Files

# IDMC Services

## By Latency

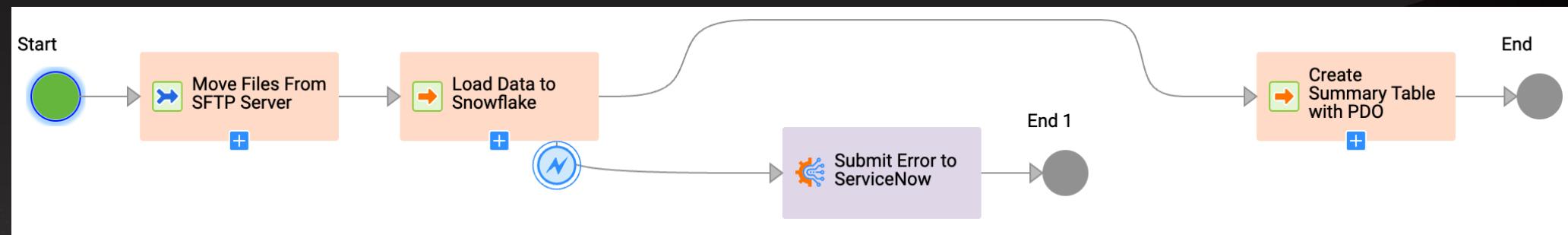
Latency	IDMC Micro Service
Event - API	Cloud Data Integration – SOAP/REST Cloud Application Integration – SOAP/REST API Gateway – SOAP/REST
Event – File Watch	Cloud Data Integration Advanced Mappings Cloud Application Integration Mass Ingestion - Files
Event – Object Store Watch	Cloud Data Integration Cloud Application Integration
CDC	Cloud Data Integration Mass Ingestion - Databases
Realtime Stream	Cloud Data Integration Mass Ingestion - Streaming

# Use Case

## A Day in the Life

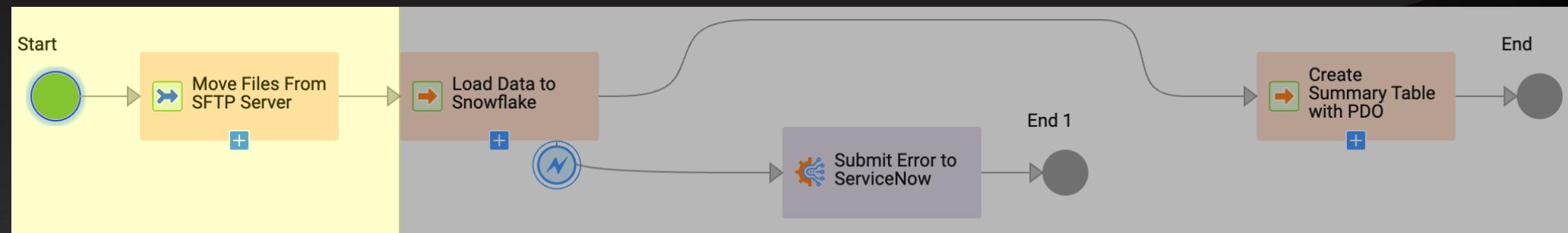
- Data Must Be Retrieved From SFTP And Archived
- Data Must Be Transformed And Standardized
- Data Will Be Loaded Into Snowflake
- Data Will Be Aggregated Into A Summary Table
- Any Errors Must Trigger A Case In Service Now

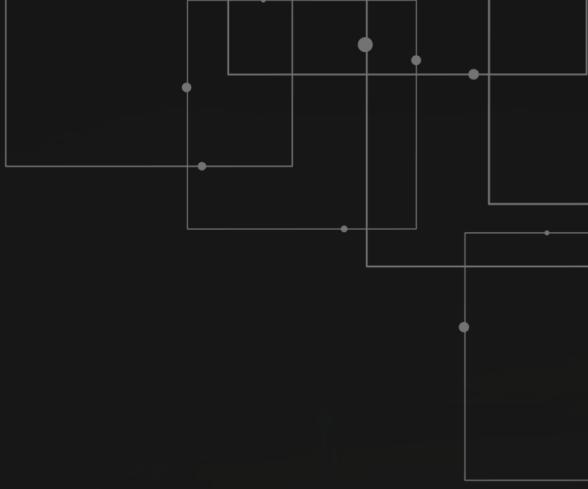
# Use Case Flow



# Use Case

Data must be retrieved from SFTP and Archived





Intelligent and Scalable for the  
Most Demanding Enterprises

49

Trillion

Transactions

DEMO

File Movement

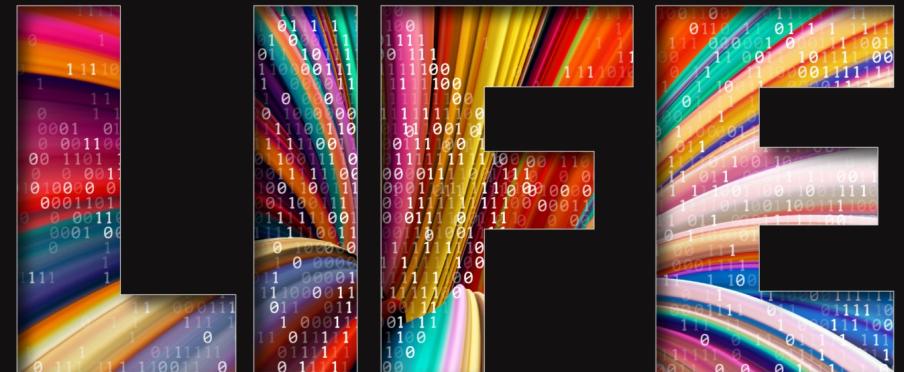
1.8

Petabytes

Metadata

# Cloud Mass Ingestion

**Where data comes to**



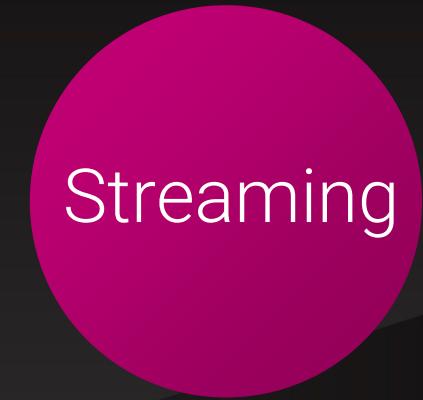
# Mass Ingestion Services



CMI-F



CMI-DB



CMI-S



CMI-A

# Mass Ingestion Files Overview

Provides **file transfer capabilities** for exchanging files between on premise and Cloud repositories, using standard protocols

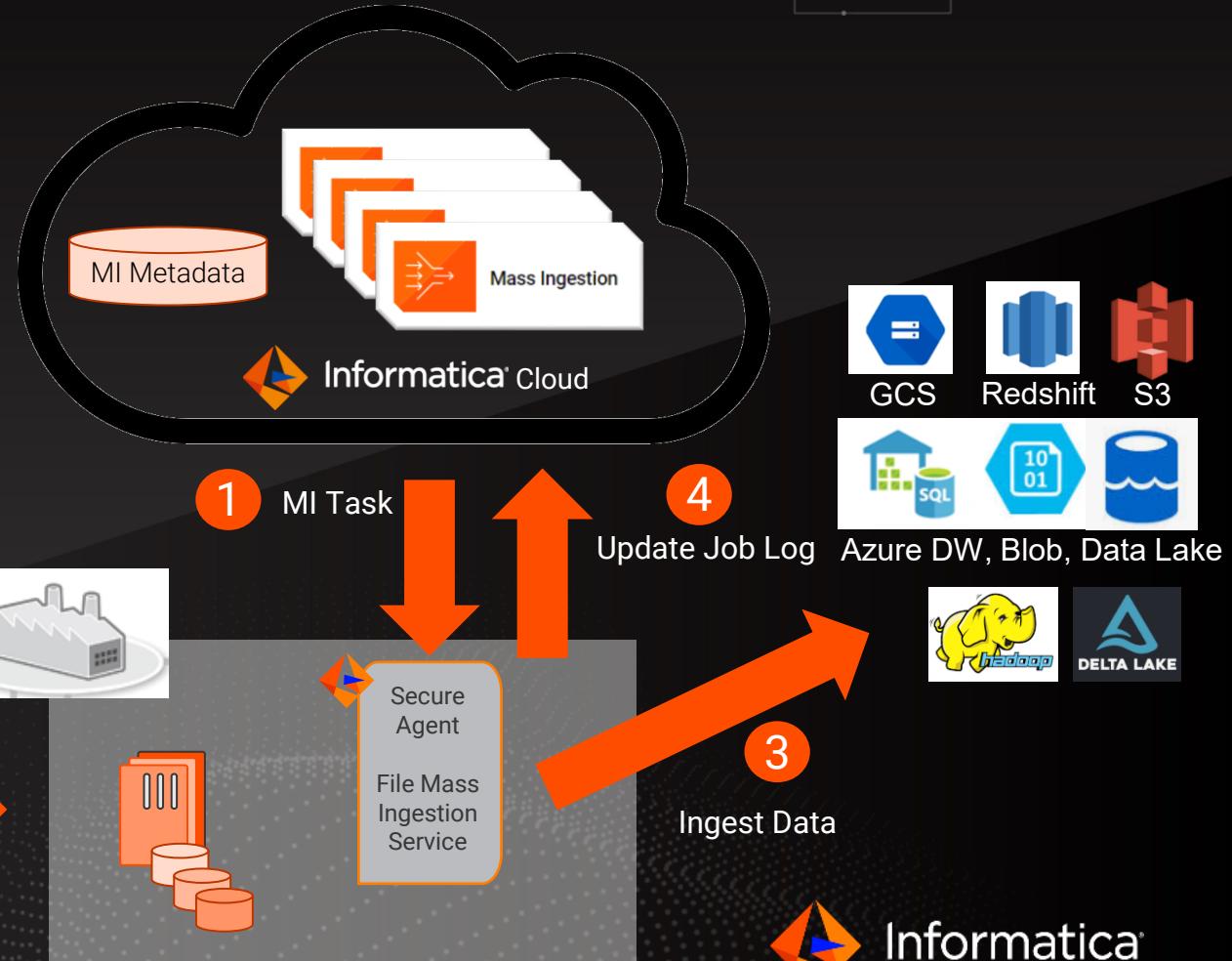
Transfer **any file type** with a **high performance and scalability**

Job and file level **tracking and monitoring**

Orchestrate File transfer and ingestion in **hybrid/cloud as managed and secure service**

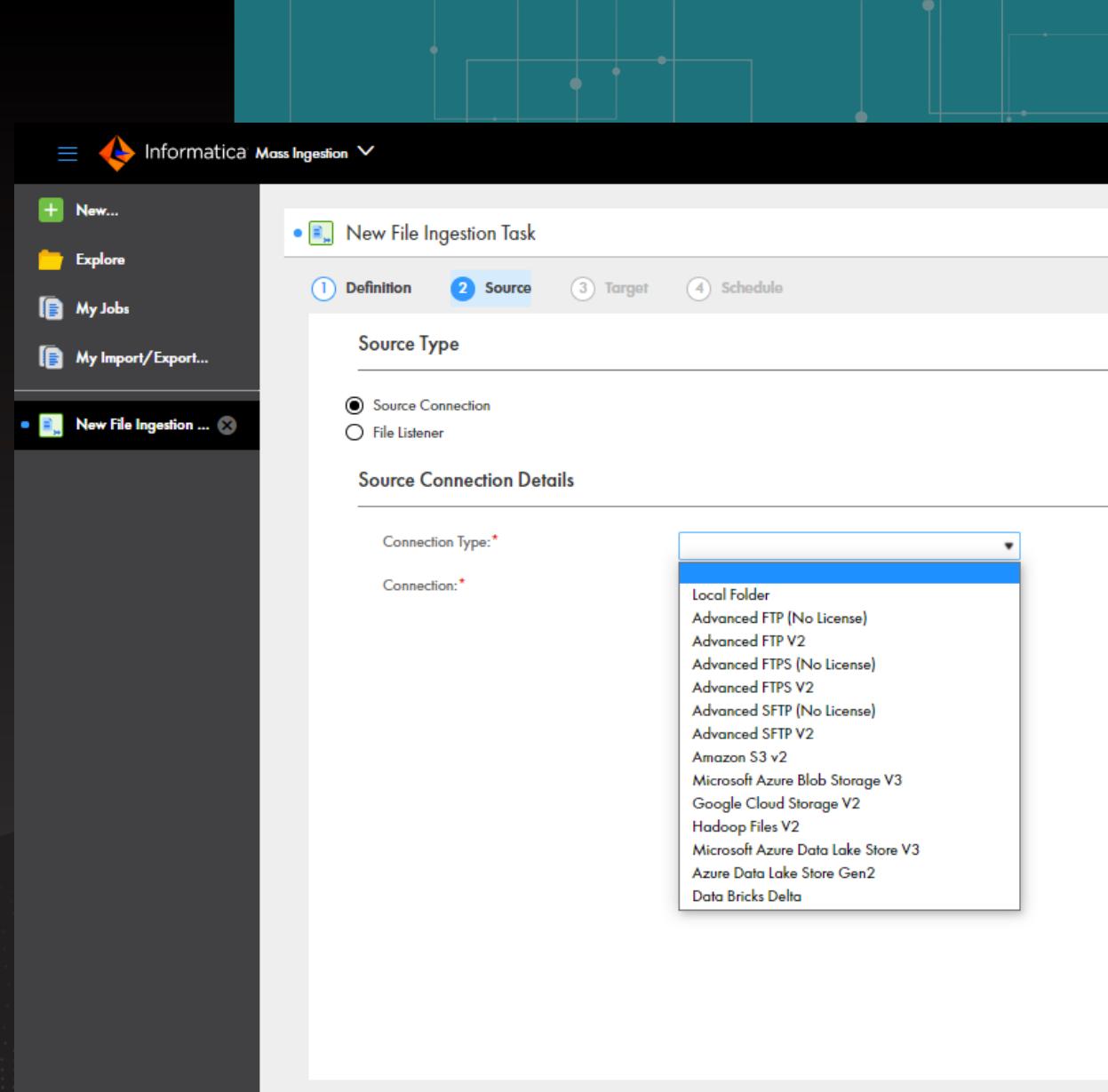


2  
Advanced  
FTP/SFTP/FTPS  
Connector



# Mass Ingestion Files

- Unified user experience for all ingestion types (Streaming, Database, File, Application)
- Simple, wizard-based task definition
- Wide list of supported sources/targets
- Advanced, highly scalable connectors for handling FTP/SFTP/FTPs
- Filter files by file name pattern, file size, file date



# Mass Ingestion Files

- API, schedule or file event triggered
- File actions :
  - Compress/decompress (Zip, Gzip ,Tar)
  - Encrypt/decrypt (PGP)
- Highly scalable, any file type
- Unified monitoring and tracking experience
  - Tracking and monitoring - Job and file level

The screenshot displays two main windows of the Informatica Mass Ingestion application.

**Top Window (Mass Ingestion Task Creation):**

- Title Bar:** Informatica Mass Ingestion
- Left Sidebar:** New..., Explore, My Jobs, My Import/Export..., New File Ingestion ... (selected).
- Right Panel:** A wizard titled "New File Ingestion Task" with four tabs: 1 Definition (selected), 2 Source, 3 Target, 4 Schedule. The "Schedule Details" section contains three radio button options:
  - Do not run this task on schedule
  - Run this task on schedule
  - Run this task by file listener

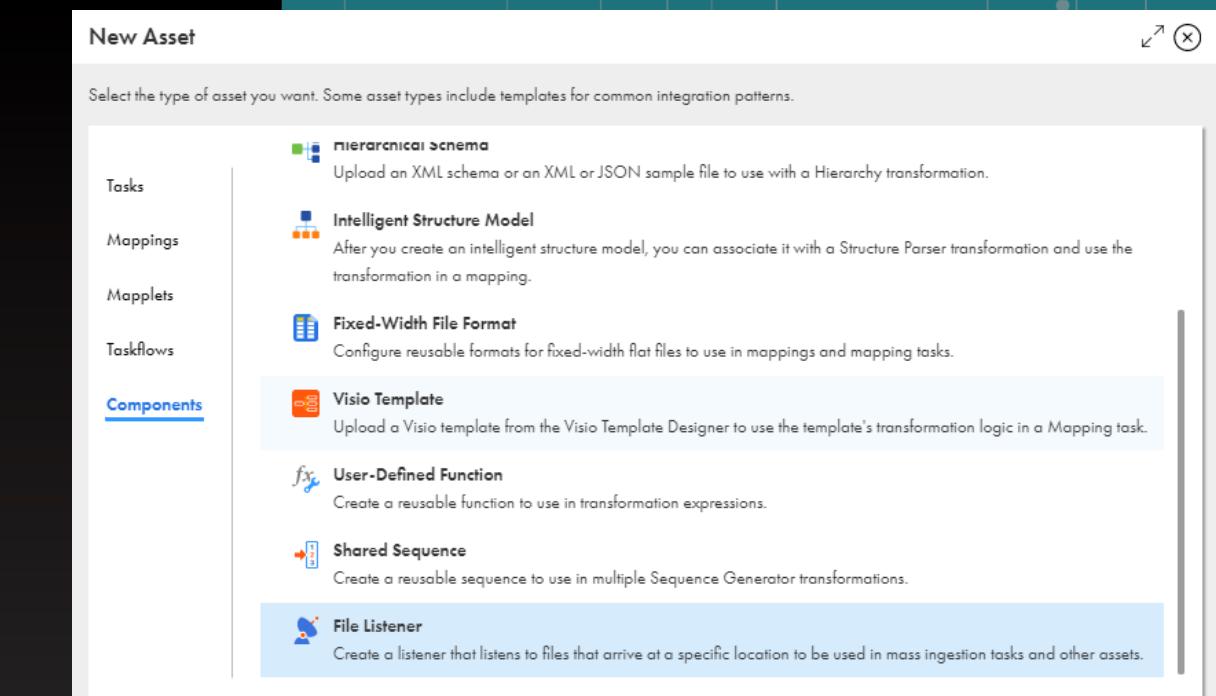
**Bottom Window (Mass Ingestion Monitor):**

- Title Bar:** Informatica Monitor
- Left Sidebar:** Running Jobs, All Jobs, Mass Ingestion (selected), Import/Export Logs, File Transfer Logs, Source Control Logs.
- Right Panel:**
  - Job Type:** Streaming 0, Database 0, File 22758.
  - Job State:** Failed 6710, Completed 16012 (selected), Aborted 36.
  - Table:** Shows a list of jobs with columns: Instance Name, Task Type, Runtime Environment, Start Time.

Instance Name	Task Type	Runtime Environment	Start Time
adls_to_adls_SunOct0...	File Ingestion Task	AParentOrg	Oct 4, 2020, 8:06:13 AM
azureblob_to_redshift_...	File Ingestion Task	AParentOrg	Oct 4, 2020, 8:02:57 AM
s3_to_redshift_SunOct...	File Ingestion Task	AParentOrg	Oct 4, 2020, 7:59:52 AM
gcs_to_ftps_1SunOct0...	File Ingestion Task	AParentOrg	Oct 4, 2020, 7:59:22 AM

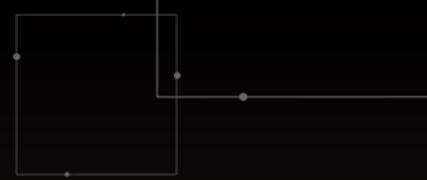
# Leverage the File Listener

- A platform level asset that provides file listener capabilities that can be used by different services
- User can define/manage file listeners and different apps/services can register/invoke file listeners (via UI or API)
- Usage:
  - File Mass ingestion as a scheduling option- move files when they land in a specific folder
  - Taskflow:
    - Trigger taskflow when file event occurs
    - File watch inside a taskflow process
  - B2B Gateway - as a scheduling option- process files when they land in a specific folder



The screenshot shows the 'File Listener Details' configuration screen. The 'File Listener Name:' field is set to 'AFileListenerTestMI6642'. The 'Location:' field is set to 'MI demo'. The 'Description:' field contains 'Test File Listener'. The 'Runtime Environment:' dropdown is set to 'INVR7B2B10'. The 'Source Type:' dropdown is set to 'Connector'. The 'Status:' dropdown is set to 'Enabled'. The 'Connection Type:' dropdown is set to 'Amazon S3 v2'. The 'Connection:' dropdown is set to 'S3'. A 'View' button is visible at the bottom right.

# Cloud Mass Ingestion Databases



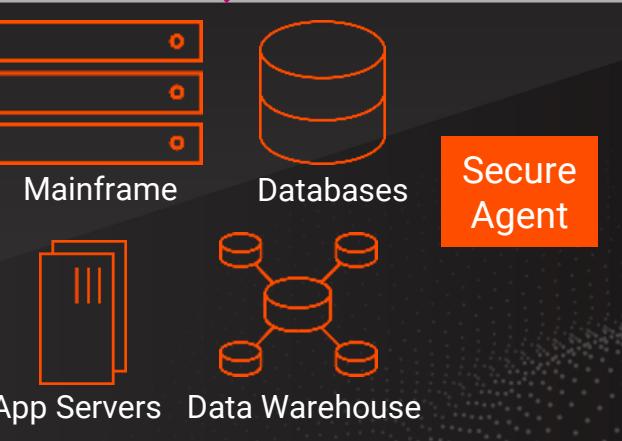
**Provides Database ingestion** capabilities as part of IICS Mass Ingestion service

**Ingest** relational database data from Oracle, SQL-Server & MySQL. Also supporting Schema Drift on CDC supported Databases

**Real-time monitoring** of ingestion jobs with lifecycle management and alerting in case of issues

**Orchestrate** Database data ingestion in **hybrid/cloud** as **managed** and **secure** service

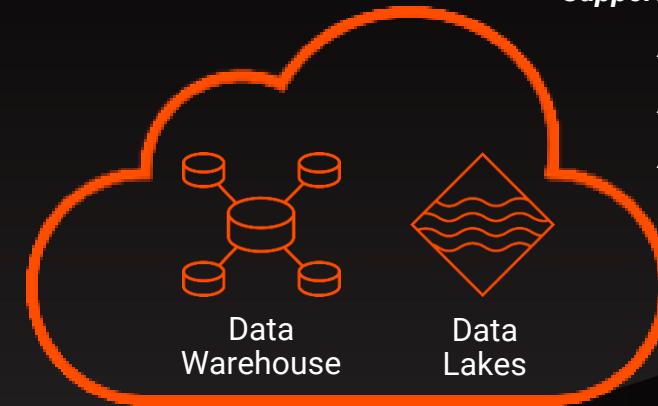
Informatica Intelligent Cloud Services



On-Premises Sources

Cloud Targets

*Supported Targets*



Data Warehouse      Data Lakes

Amazon S3

Azure ADLS & Synapse

Apache Kafka

Snowflake

Kafka



*Supported Sources*

Oracle, SQL Server, MySQL, Teradata



# Benefits of Mass Ingestion Databases

1 Supports both data synchronization & real time analytics use cases

Faster decision making

2 Wizard driven experience for ingestion

Increase business agility

3 Efficiently ingest CDC data from 1000's of tables

No expensive maintenance

4 Automatic schema drift addressing

Increased trust in data assets

5 OOTB Connectivity to CDC sources, Data Lake & DWH targets

No need to hand code

6 Real time monitoring and alerting

Faster troubleshooting

# Mass Ingestion Streaming - Overview

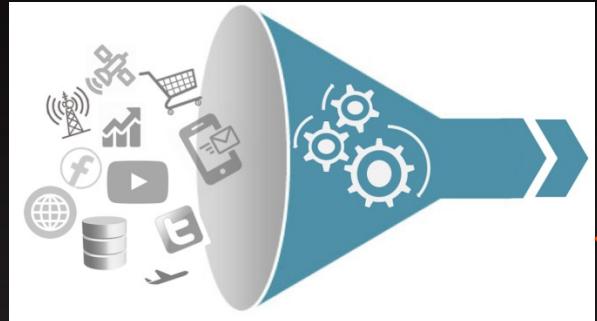
Provides streaming ingestion capabilities as part of IICS Data Ingestion service

Ingest streaming data: Logs, clickstream, social media, Kafka Kinesis, S3, ADLS, Firehose, etc.

Real-time monitoring of ingestion jobs with lifecycle management and alerting in case of issues

Orchestrate streaming data ingestion in **hybrid/cloud** as **managed** and **secure** service

-  Sensor Data
-  Machine Data / IoT
-  WebLogs
-  Social Media
-  Messaging Systems

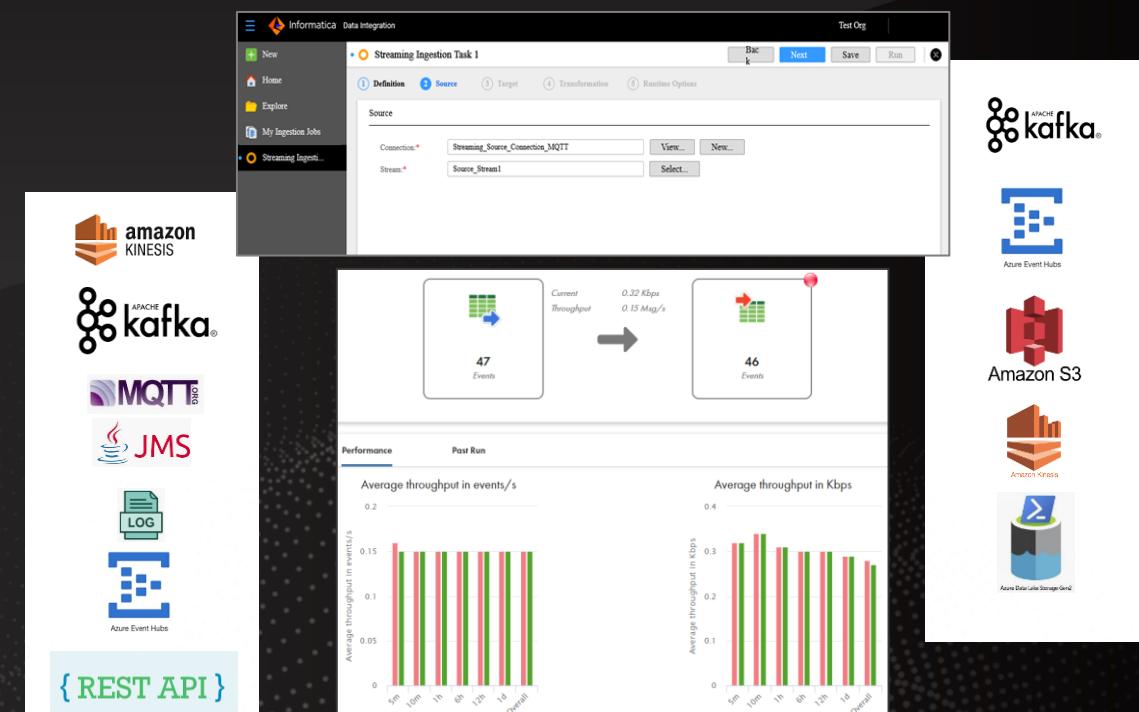


-  Messaging Systems

Real time analytics

-  Data Lake & ML

Consumption



The screenshot displays the Informatica Data Integration software interface. On the left, a sidebar lists various data sources: Amazon Kinesis, Apache Kafka, MQTT, JMS, LOG, and Azure Event Hubs. The main workspace shows a 'Streaming Ingestion Task 1' configuration. It includes a 'Source' section where 'Streaming\_Source\_Connection\_MQTT' is selected and 'Source\_Stream1' is chosen. Below this, a flow diagram shows data moving from a source stream to a target. Performance metrics are displayed at the bottom, showing average throughput in events/s and Kbps across different time intervals (5m, 10m, 1h, 6h, 1d, Overall). The overall theme of the slide is the integration and monitoring of streaming data flows.



# Benefits of Mass Ingestion Streaming

1 Single ingestion solution for all patterns

Save time and money

2 Wizard driven experience for ingestion

Increase business agility

3 Enable business the ingest streaming data for their usage

Faster decision making

4 Edge transformations for cleansing data

Increased trust in data assets

5 Connectivity to streaming sources & targets

No need to hand code

6 Real time monitoring and alerting

Faster troubleshooting



# Mass Ingestion Applications

- CMI-A can transfer data from Software-as-a-Service (SaaS) and on-premise applications to cloud-based data warehouse.
- The SaaS and on-premises applications used in your business or organization store large amounts of business-critical data on a daily basis. You can use CMI-A to transfer the data stored by your applications to cloud-based targets that can handle large volumes of data.
- After you transfer the data to the target, you can consolidate the data and use it for various purposes, such as advanced data analytics and data warehousing.

CMI-A can perform the following types of load operations:

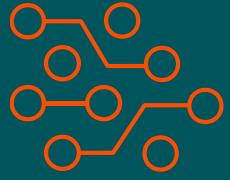
- *Initial load*
  - Loads source data read at a single point in time to a target.
- *Incremental load*
  - Loads data changes continuously or until the ingestion job is stopped or ends.
- *Initial and Incremental load*
  - Performs an initial load of point-in-time data to the target and then automatically switches to propagating incremental data changes made to the same source objects on a continuous basis

# Summary



## Cloud native ingestion

- Unified service for ingestion from various sources
- Orchestration for ingestion from variety of patterns



## Connectivity

- On-prem Database & CDC
- On-prem & cloud files
- IoT & Streaming
- Cloud data lakes, Datawarehouse and messaging hub



## Wizard Driven Design

- Simple easy to use wizard
- Edge transformations
- Intent driven ingestion

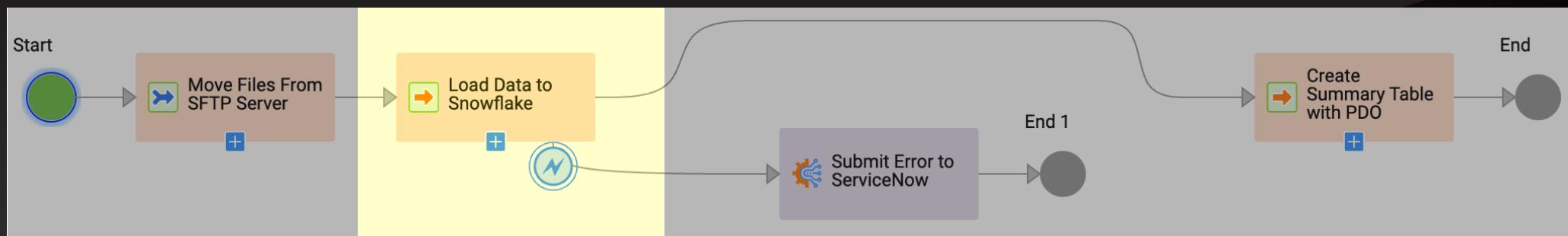


## Real-time Monitoring

- Pictorial view of the ingestion job
- Real time flow visualization
- Lifecycle management

# Use Case

Data must be Transformed and Standardized & Loaded into Snowflake





Intelligent and Scalable for the  
Most Demanding Enterprises

49

Trillion

Transactions

DEMO

Data Transformation

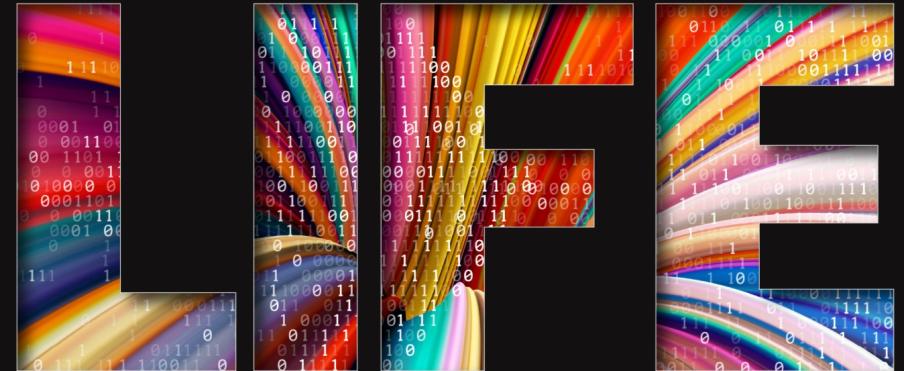
1.8

Petabytes

Metadata

# Cloud Data Integration

**Where data comes to**



# With modern role-based unified experience

- Uniform front-end for cloud services
- Role-based, easy access, individualized “Home Page”
- Integrated access to Marketplace, Community and guided tutorials

The screenshot displays the Informatica Data Integration platform's unified user interface. On the left, a sidebar provides navigation links for New, Home, Explore, Bundles, My Jobs, and My Import/Export Logs. The main area is divided into several sections: "Overview" shows 18 Runtime Environments, 192 Connections, 16 Projects, 66 Folders, and 530 Assets; "Recent Project" shows a donut chart with 178 ASSETS, where the vast majority are "Valid" (green) and a small portion are "Invalid" (red); "Runtime Environments" lists various environments like AWS\_CDF\_CDIE, AWS\_DBMI, and AZURE\_CDF\_CDIE, each with a status indicator (Up and Running or Stopped); "Recent Assets" lists recent workspace items such as "KafkaTestCDC", "m\_Spotify\_Cdc\_Monthly\_Aug\_16\_Daily", and "m\_Spotify\_Cdc\_Monthly\_Aug\_16\_Daily", along with their location and last accessed date.

Unified experience across all cloud services

# Integration Task Wizards for Citizen Integrators

Edit DSS\_sfdc\_ora

① Definition ② Source ③ Target ④ Data Filters ⑤ Field Mapping ⑥ Schedule

Add Mapplet... Refresh Fields

**Source: Account**

Edit Types

Status	Name
✓	Account ID
✗	Deleted
✗	Master Record ID
✓	Account Name
✓	Account Type
✗	Parent Account ID
✓	Billing Street
✓	Billing City
✓	Billing State/Province
✓	Billing Zip/Postal Code
✓	Billing Country
✗	Billing Latitude
✗	Billing Longitude
✗	Billing Geocode Accuracy

**Target: EJS\_ACCOUNTS**

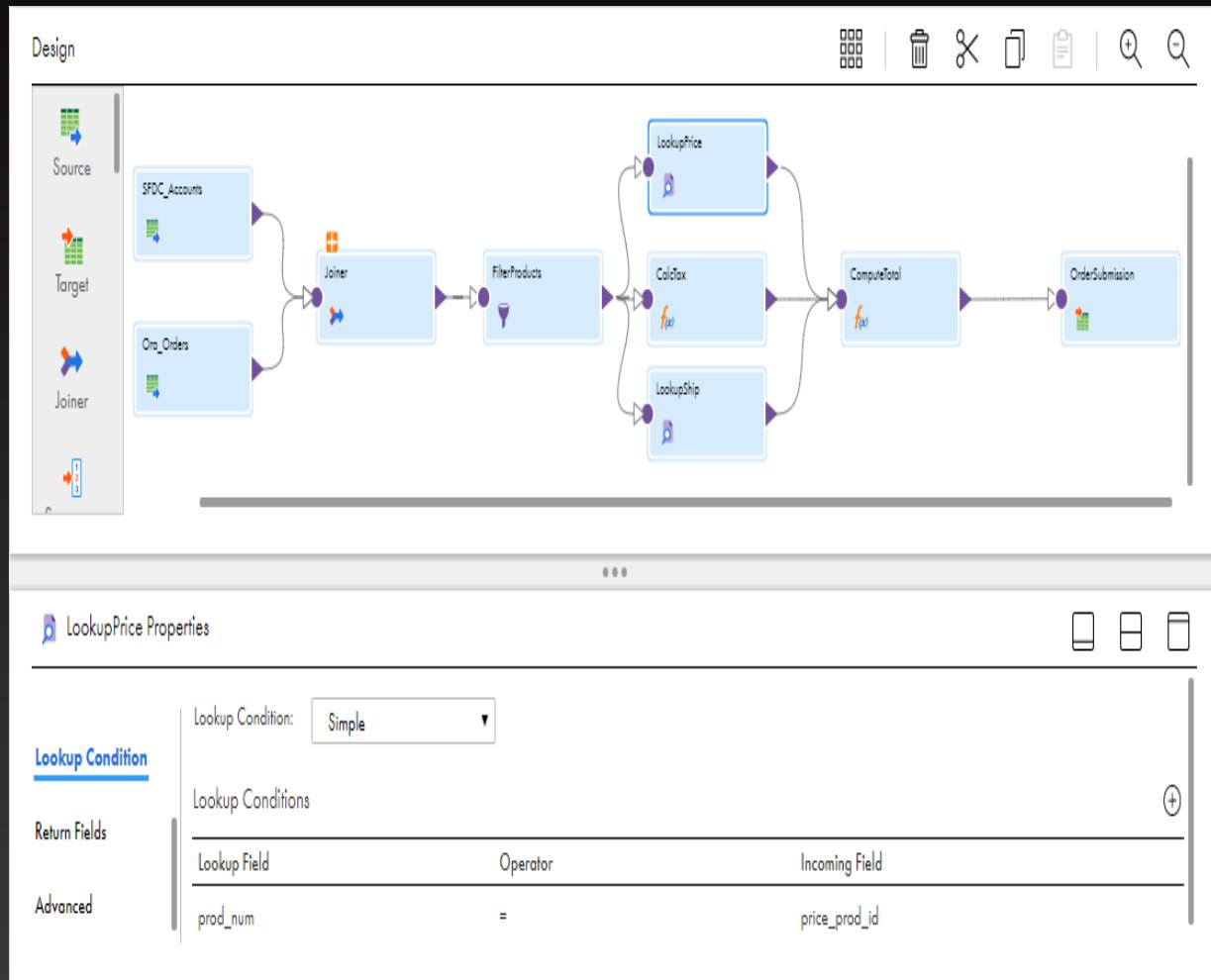
Clear Mapping Automatch Validate Mapping Edit Types...

Status	Name	Actions	Expression/Lookup
✓	ID	fx	Id
✓	NAME	fx	Name
✓	TYPE	fx	Type
...	BILLINGSTREET	fx	BillingStreet
...	BILLINGCITY	fx	BillingCity
...	BILLINGSTATE	fx	BillingState
...	BILLINGPOSTALCODE	fx	BillingPostalCode
✓	BILLINGCOUNTRY	fx	BillingCountry
✓	PHONE	fx	Phone
✓	FAX	fx	Fax
✓	ACCOUNTNUMBER	fx	concat(AccountNumber, Id)

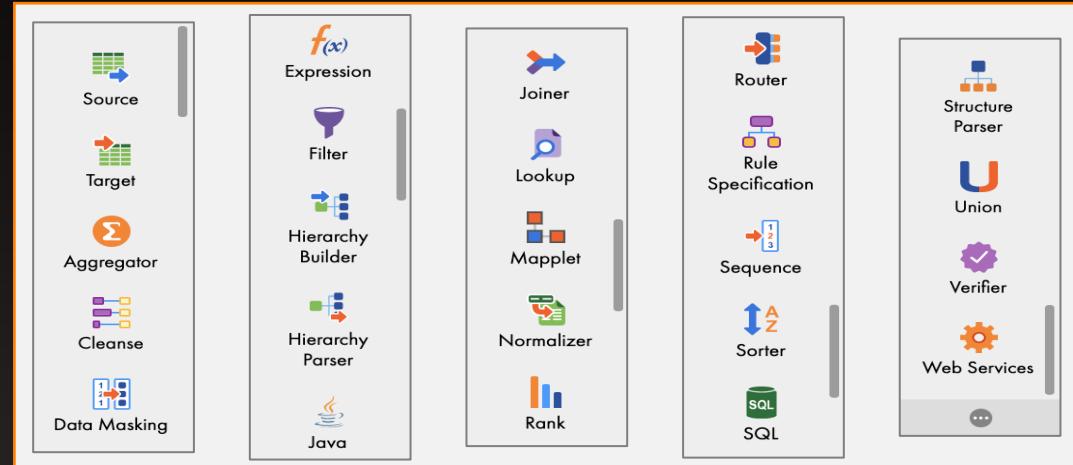
?

Save < Back Next > Finish Cancel

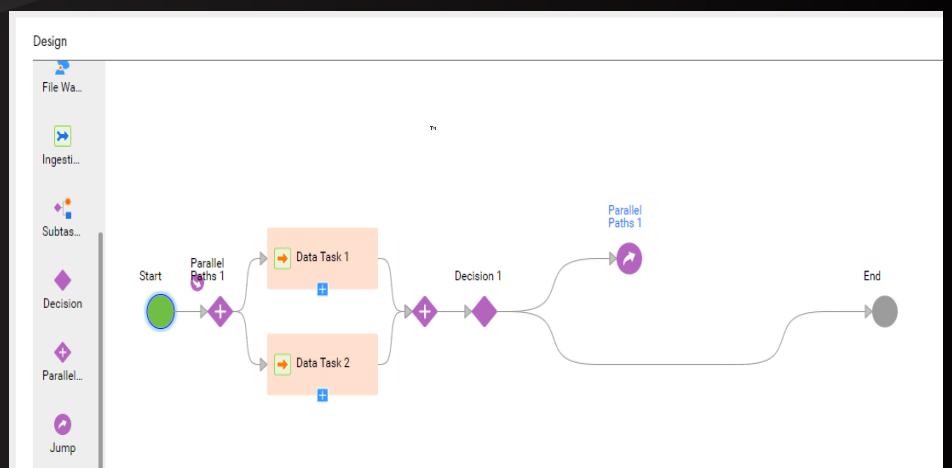
# Cloud Mapping Designer for Integration Experts



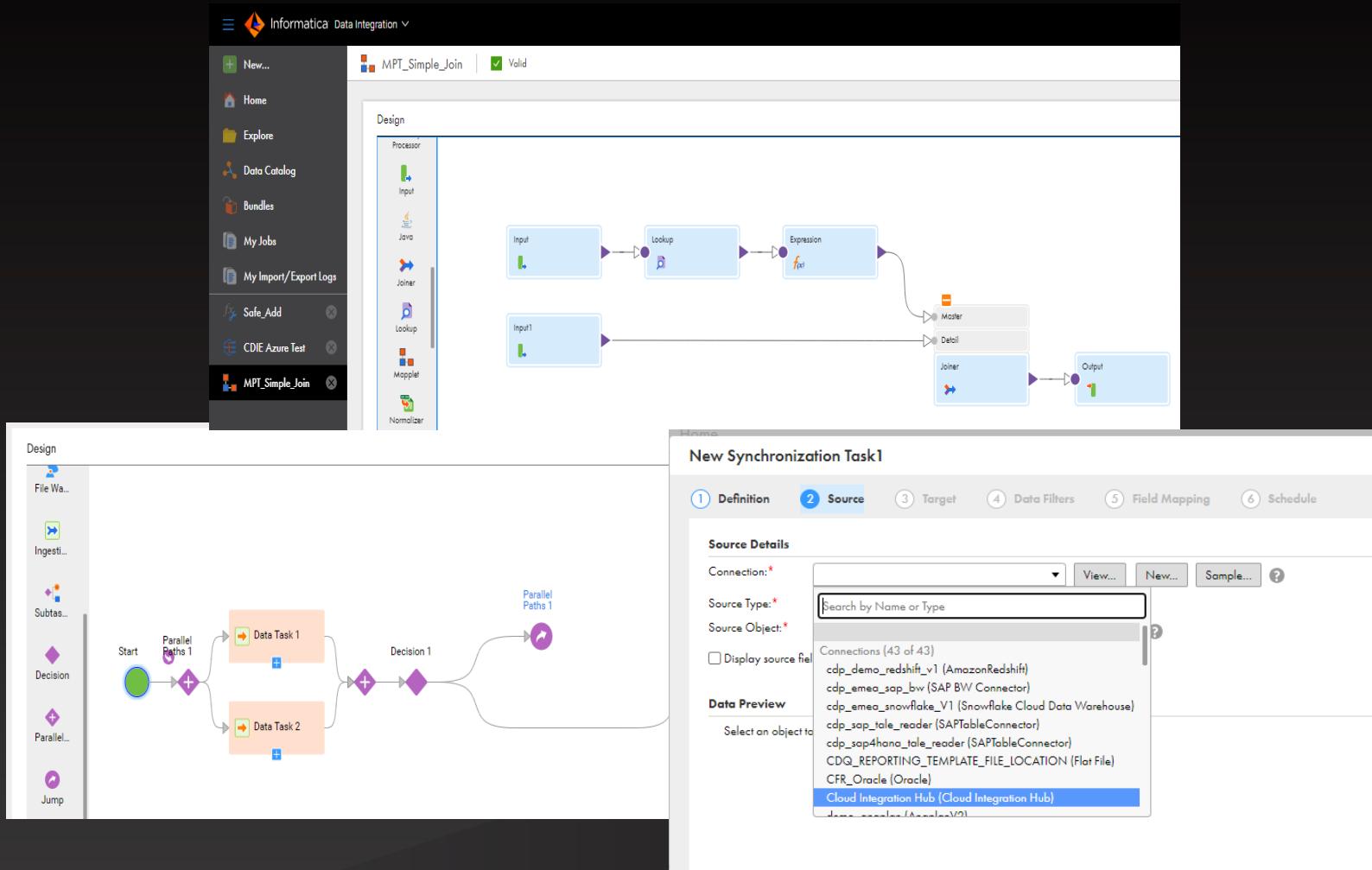
## Transformations



## Task Flows



# Multi Cloud Integrations using CDI



## Key Platform Capabilities

- Ease of Use
- Templates and Wizards
- Micro-service Architecture
- Reusability
- Broad Hybrid and Multi-Cloud Connectivity
- No coding across the platform
- Performance optimizations like CDC, parallel processing, pushdown optimization, Mass Ingestion, etc

Hybrid, Multi-Cloud integrations using CDI Transformations and Patterns

# Tools For Making Mapping Easier And More Robust

- Tools for defining complex data
  - Hierarchy Parser
  - Complex Flat File (For multi-record Mainframe Data)
  - Intelligent Structure Discovery/Parser \*
  - And more...
- Tools for Automating Repetitive Tasks
  - User Defined Functions
  - Maplets
  - Parameters and Variables
  - Dynamic Mapping Tasks \*
  - Sub Processes (reusable taskflows)

# Intelligent Structure Discovery

Informatica Data Integration

multiple\_excel\_sheets

Intelligent Structure Model Details

Schema/Sample File: multisheet\_exampl.xlsx

Discover Structure | Display: Orders

Visual Model JSON/XML Find Test Relational Output

Display by: Output groups

A B

organization1

ACME

ACME LLC Address\_\_value

2000 Main Street

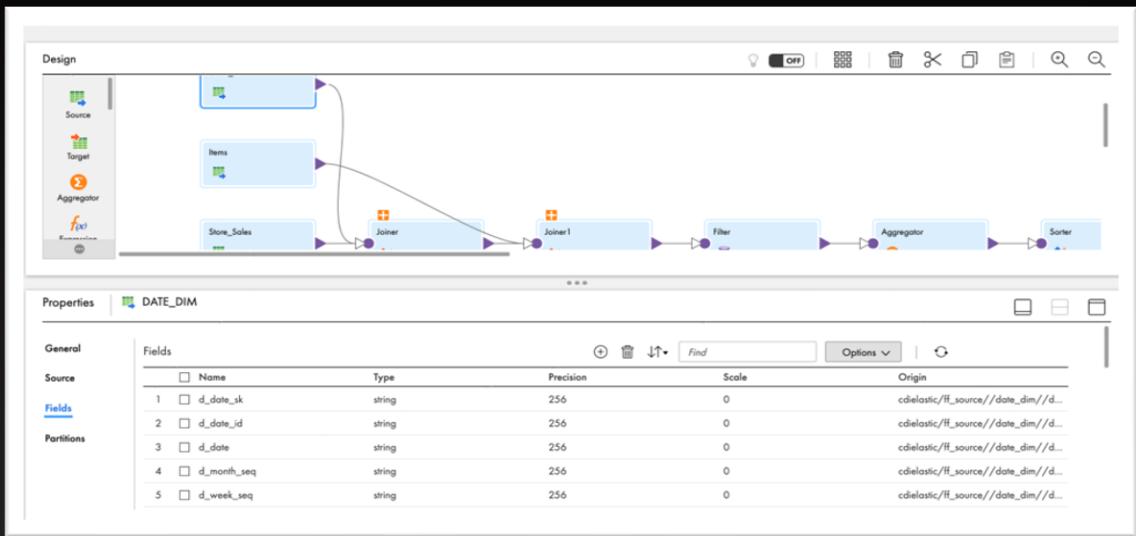
Orders\_value1 Orders\_value2

[{"O\_ORDERKEY": 4416740,"O\_CUS..."}, {"I\_orderkey": 4416740,"I\_partkey": ...}, {"O\_ORDERKEY": 4416741,"O\_CUS..."}, {"I\_orderkey": 4416741,"I\_partkey": ...}, {"O\_ORDERKEY": 4416742,"O\_CUS..."}, {"I\_orderkey": 4416742,"I\_partkey": ...}, {"O\_ORDERKEY": 4416743,"O\_CUS..."}, {"I\_orderkey": 4416743,"I\_partkey": ...}, {"O\_ORDERKEY": 4416744,"O\_CUS..."}, {"I\_orderkey": 4416744,"I\_partkey": ...}]

organization2

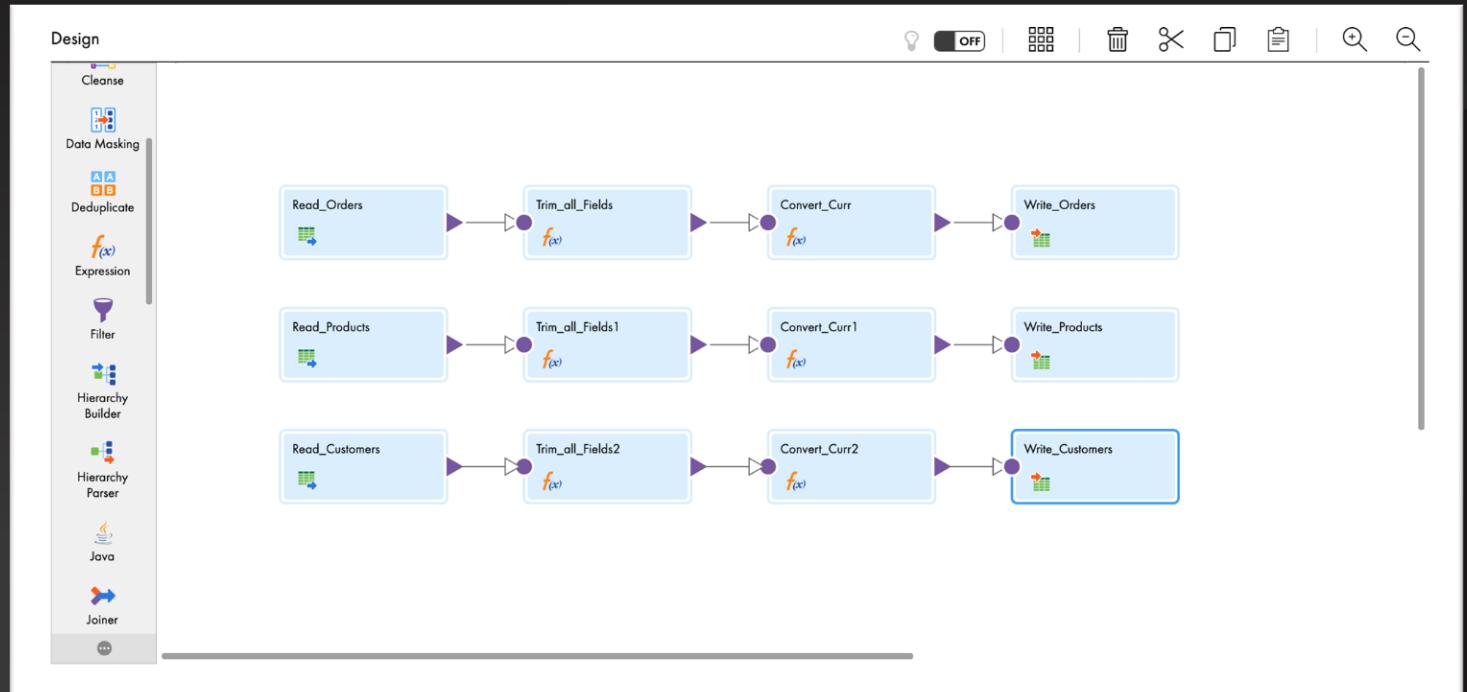
The screenshot shows the Informatica Data Integration interface with the title "multiple\_excel\_sheets". In the top navigation bar, there are links for "New...", "Home", "Explore", "Bundles", "My Jobs", and "My Import/Export Logs". The main workspace displays "Intelligent Structure Model Details" for a schema named "multisheet\_exampl.xlsx". The "Discover Structure" button is highlighted in green. A "Display" dropdown menu is set to "Orders". Below this, there are tabs for "Visual Model" (which is selected), "JSON/XML", "Find", and "Test". The "Relational Output" tab is also visible. On the left, a table lists sheet names: 1 ACME, 2, 3 ACME LLC, and 4 Address. The central area shows a hierarchical diagram of the Excel schema. Nodes include "Excel", "element", "Orders", "element1", "attributes", "Address\_", "Phone\_", "Fax\_", "sheet da...", "sheetIndex", "sheetName", "Person D...", "element2", "Products", "element3", and "table". Lines connect "Excel" to "element", "Orders" to "element1", "element1" to "attributes", and "element1" to "table". Other connections show relationships between sheets like "sheetIndex" and "sheetName". To the right, the "Relational Output" section shows a table with two columns, "A" and "B". Column A contains "organization1" and "organization2". Column B contains "Address\_\_value" and an array of JSON objects representing order data. The array includes fields like O\_ORDERKEY, O\_CUST... (truncated), I\_orderkey, and I\_partkey.

# Mapping Challenges



Mappings are tightly bound to schemas

Change in metadata (data type, column, etc.) may involve manual changes to 100s of transformations and mappings



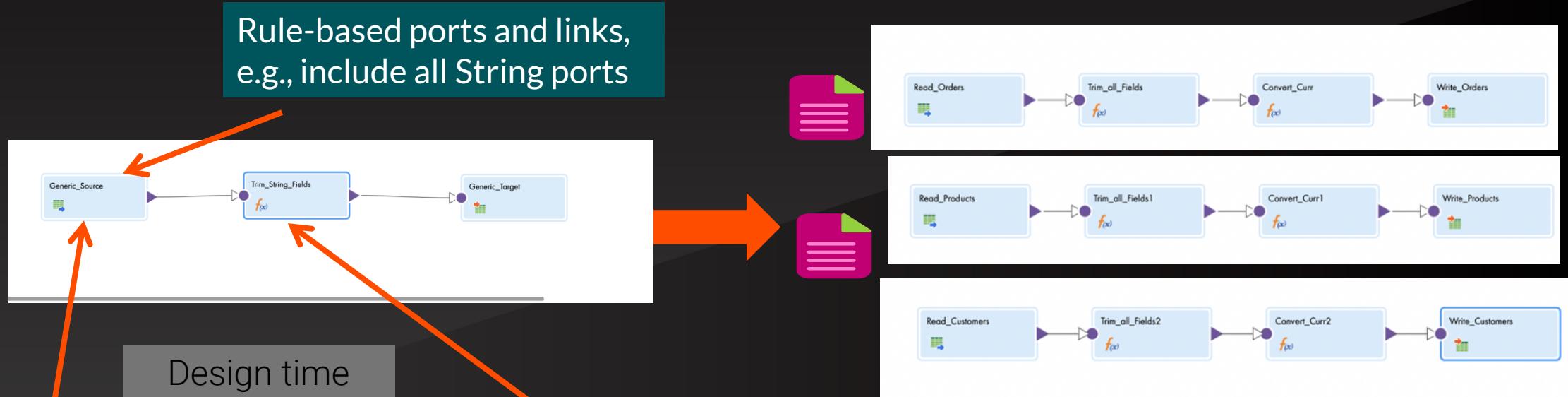
Multiple mappings/workflows are created, tested, maintained for each source

# Dynamic Mapping – Goals

- **Support Any Data Integration Pattern**
  - Give customers the ability to develop a highly parameterized mapping
- **Schema Drift**
  - Use one mapping to support multiple file formats
  - Discover the schema at run-time
- **Simplify Maintenance**
  - Turn hundreds of mappings into 1
  - Support table changes without changing the related mappings

# Efficiency & Flexibility with Dynamic Mapping

- **Data Integration:** Build a template once – automate mapping execution for 1000's of sources with different schemas automatically
- **Mapping *self-adjusts* dynamically** to external schema changes and column characteristics



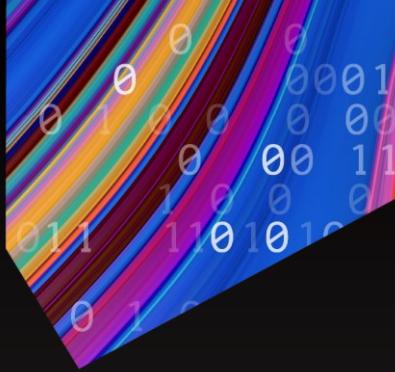
Varying logic, e.g., apply TRIM for varying  
number of String fields in the Source

# Advanced Integration

*Previously CDI-Elastic*

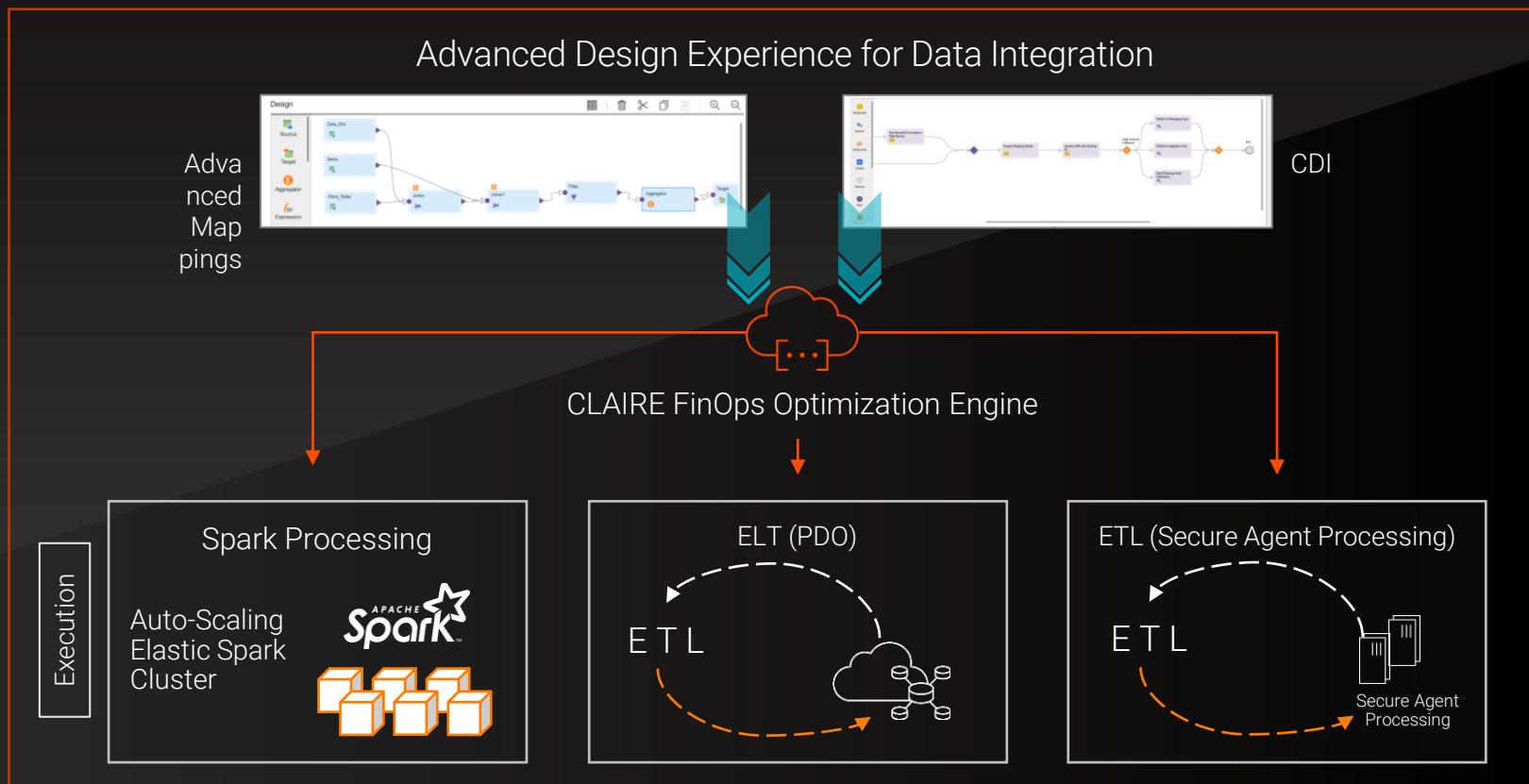
**Where data comes to**





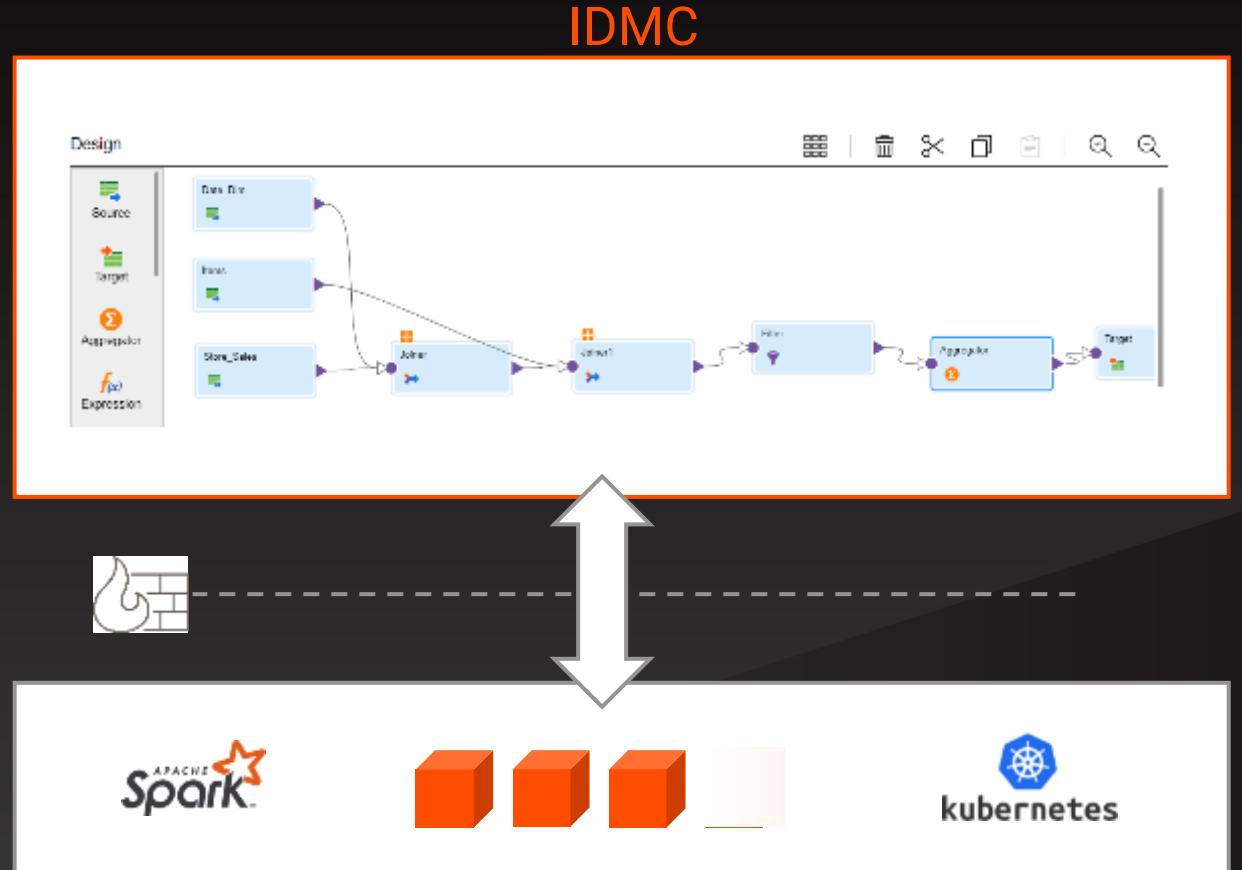
# Advanced Integration

- Single design time experience for all your data integration needs
- 250+ purpose-built, cloud-native connectors with purpose-built transformations for any type of workload, at any scale
- Support for optimized mixed-mode execution (part DTM, part Spark)
- Intelligent (CLAIRE-driven) optimization @runtime for best cost-performance



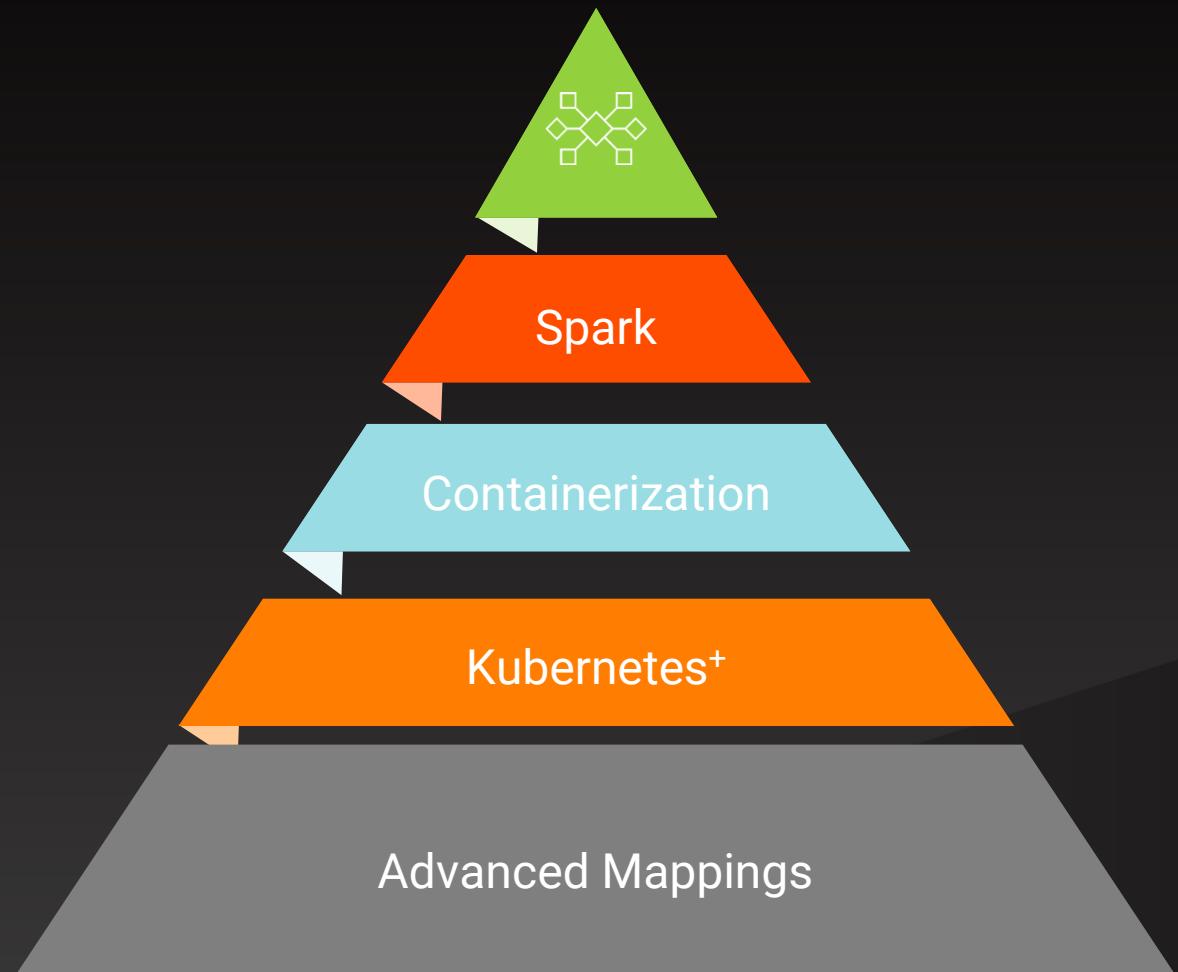
# Advanced Mappings

Enabling Kubernetes for auto-scaling and provisioning



- ◆ Same, familiar Informatica Design-Time
- ◆ Serverless Kubernetes Cluster
- ◆ Deployed to your Cloud Network

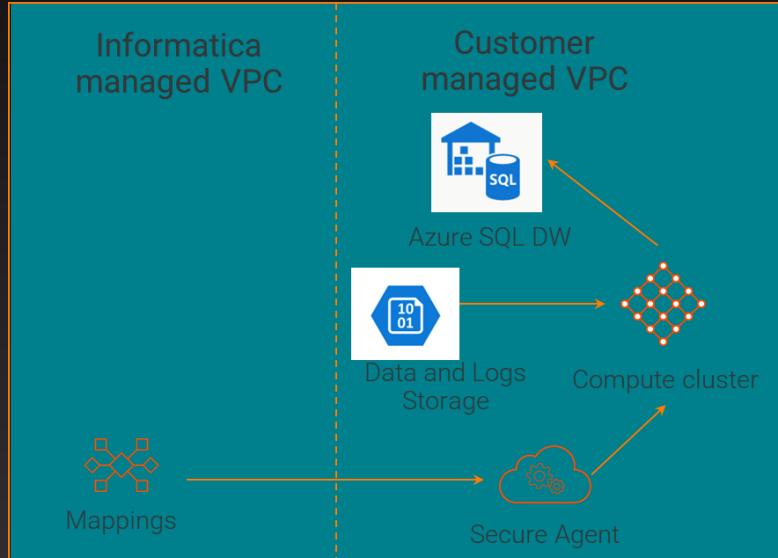
# Architecture



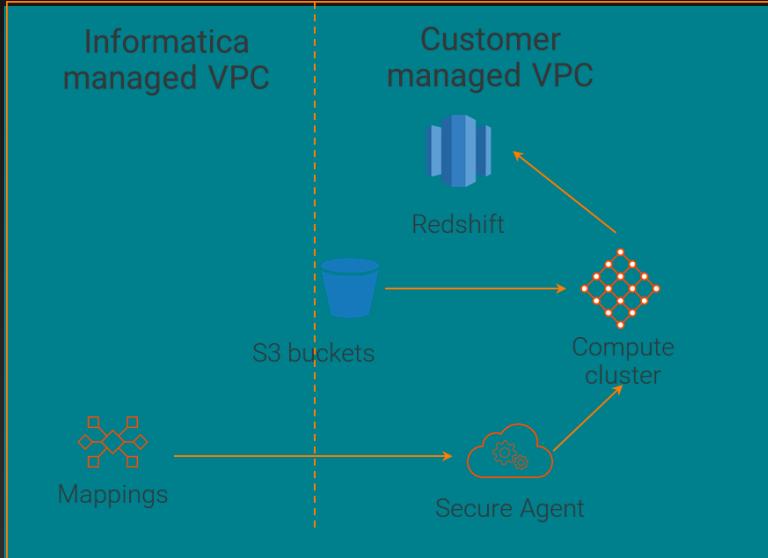
- IDMC-based Spark serverless solution
  - Cutting edge technology
  - Open source and best-in-class
  - Built on the cloud, built for the future
  - Lower the overall TCO for customers with Claire-based auto scaling and provisioning
    - Informatica will manage the compute cluster
  - Vendor neutral architecture
  - Ready for multi-cloud from the get-go
- + – Kubernetes based orchestration for Serverless

# Advanced Mappings Deployment Options

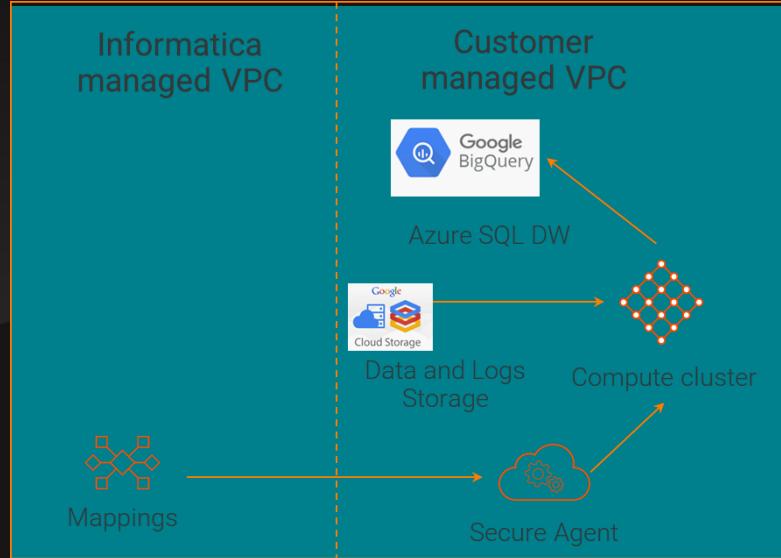
Azure



AWS



GCP



- Compute cluster is launched by Secure Agent in the customer network
- Customer has complete control on network peering, assigning roles and privileges

# Advanced Mappings: Automated Performance Tuning

## Powered by CLAIRE

The screenshot displays the Informatica PowerCenter interface with a focus on CLAIRE Tuning. On the left, the 'Task Details' and 'Task Mapping' panes are visible. A central modal window titled 'Configure Tuning' shows a summary of the tuning process and a field for 'Number of Mapping Task Runs' set to 25. To the right, a 'Tuning Result' window provides performance statistics and tuning recommendations.

**Task Details**

- Task Name: mt\_cdie\_lab02\_user00\_jdbc\_edw\_to\_S3
- Location: Training\CDI-E
- Description:
- Runtime Environment: DE\_PS\_CDIE\_AWS
- Created On: Jul 15, 2020 7:48:31 AM
- Updated On: Aug 27, 2020 11:08:24 AM
- Created By: scjohnson@de.informatica.com
- Updated By: scjohnson@de.informatica.com
- Last Run: Jul 15, 2020 10:28:19 AM

**Task Mapping**

Name:   
Location:   
Updated Date:

**Mapping Image**

src\_jdbcV2\_ora\_edw\_cus to mr

**Configure Tuning**

Get a Recommendation for a set of Spark properties that optimize the performance of the mapping task.

CLAIRE Tuning runs the mapping task multiple times in succession to optimize performance.

To set resource limits, configure the appropriate Spark properties before you tune the mapping task.

Number of Mapping Task Runs: \*

POWERED BY CLAIRE™

**Tuning Result**

CLAIRE Tuning found a recommendation to optimize performance.

**Performance Improvements**

- Difference in task duration: 37.50%
- Estimated task duration without tuning: 00:01:20
- Estimated task duration with tuning: 00:00:50

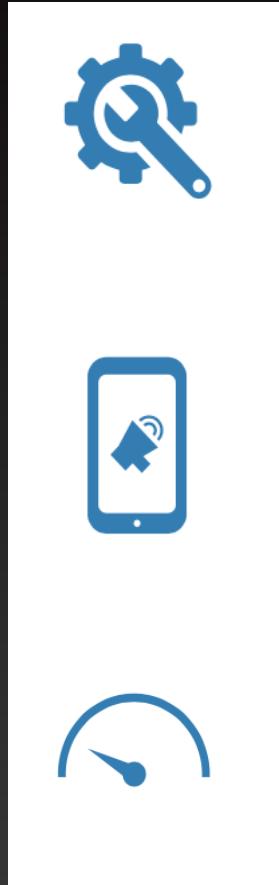
**Tuning Recommendation**

Property Name	Property Value	Tuning Recommendation
spark.executor.memory	2G	
spark.rdd.compress	false	
spark.shuffle.file.buffer	29k	
spark.executor.cores	4	

POWERED BY CLAIRE™

Apply Tuning Recommendation Cancel

# Advanced Mappings: Why tune?



Manual work

30% of your Engineers time

Frequent Outages

Pager ringing at 3 AM

Slow and expensive

Missing SLA's every week.



# Advanced Mappings: What is tuned?

## Optimal cluster parameters

- Size
- Instance Type
- # of processors
- # of memory
- Disks
- ...

## Optimal Spark Configuration

- Parallelism
- Shuffle
- Storage
- JVM Tuning
- Feature Flags
- ...

# Advanced Mappings: Auto Scaling

- Auto scaling to meet your SLA at least possible costs
- Dynamically respond to changes to environment and workloads to meet the data volume requirements and compute requirements
  - Algorithm to scaling up/down effectively
  - Auto adjust based on concurrency
  - Horizontal and vertical scaling
- Increase/decrease parallelism by arriving at the optimum number of nodes and spark executors based on the job demands

# Advanced Mappings: Incremental File Load

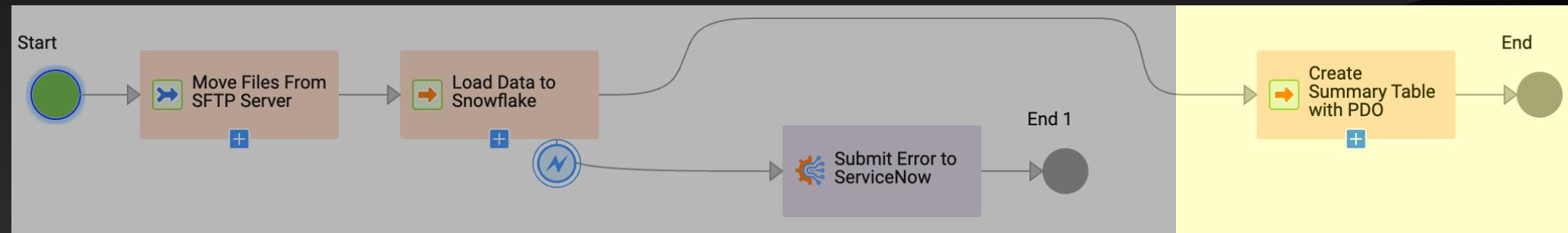
- Challenge:
  - I want to load data (different flat files) into Cloud Storage
  - Files which already have been processed should be ignored.
  - I cannot just delete them, since they are used by other processes as well.



- Solution:
  - Advanced Mappings can track data that has been processed during a previous run of an MCT by persisting the state information of the job run.
  - Incremental File Load is a feature of Advanced Mappings which will maintain the state information and prevent reprocessing of old data.
  - Time travel will help to go back in time and re-process files

# Use Case

Data will be aggregated into a summary table





Intelligent and Scalable for the  
Most Demanding Enterprises

49

Trillion

Transactions

# DEMO

Leverage Investment In  
CDW

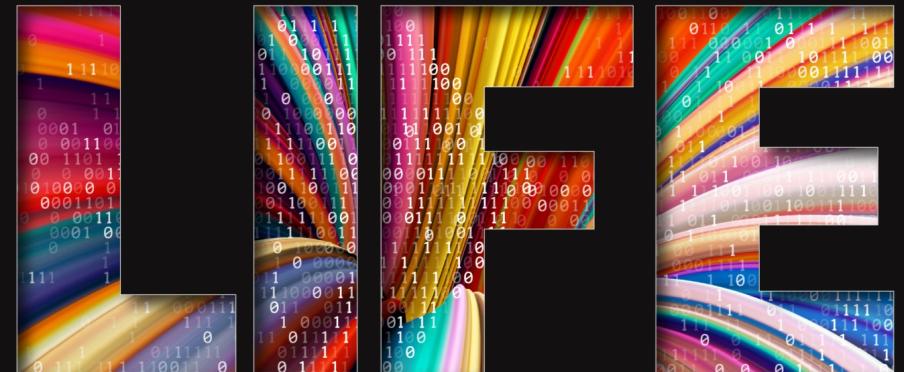
1.8

Petabytes

Metadata

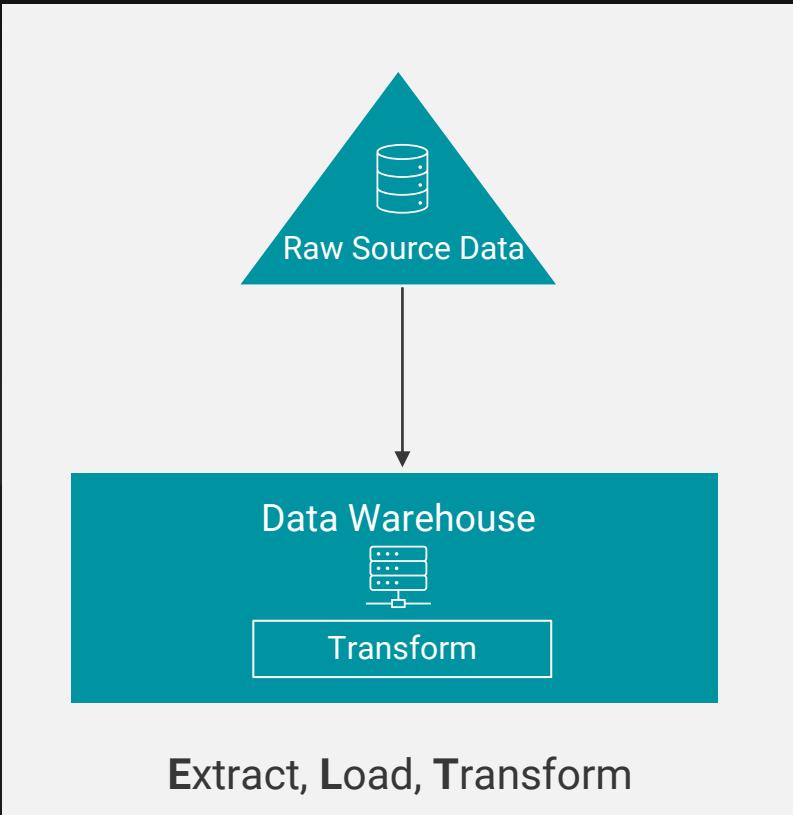
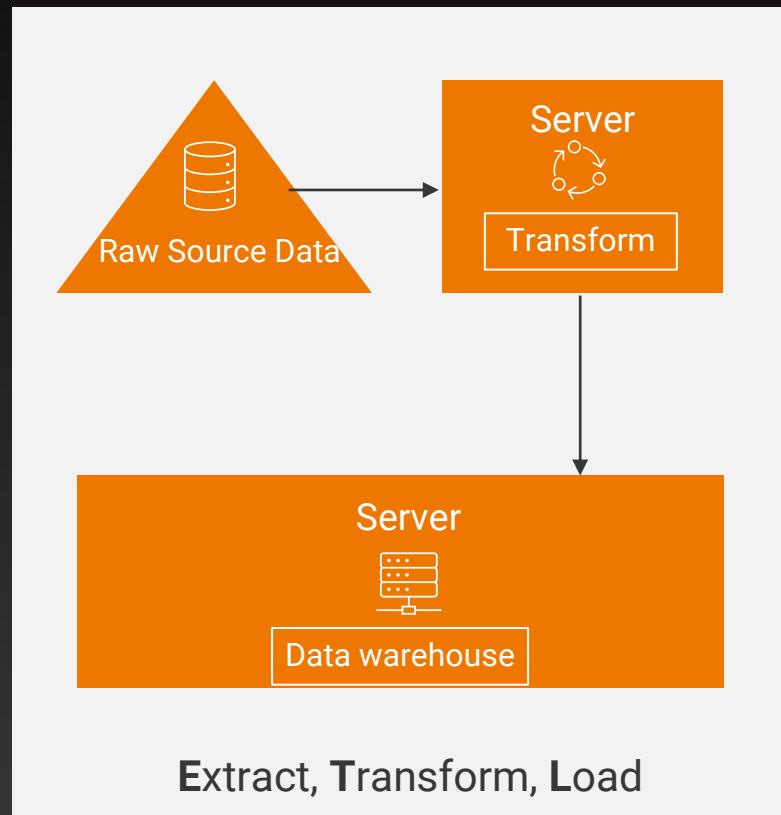
# Advanced Pushdown Optimization

Where data comes to



# ETL vs ELT

ETL and ELT differs from each other when it comes to where data processing occurs



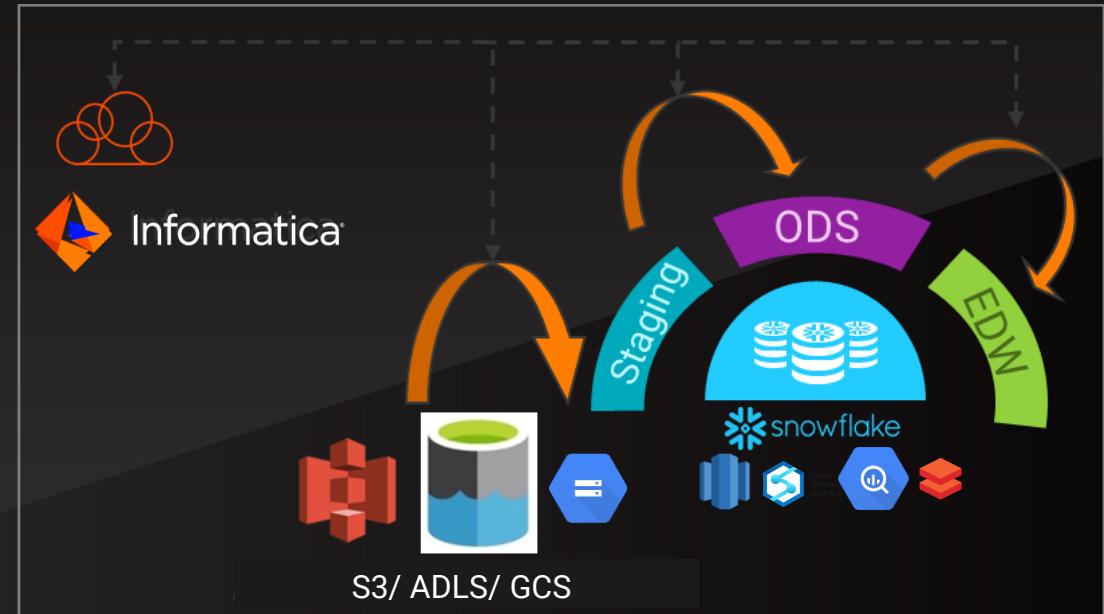
# Advanced Pushdown Optimization(APDO)

## Advanced pushdown

Converts and processes data pipelines to native ecosystem commands and SQL queries for faster processing at lower cost while ensuring data stays within the ecosystem

### Features

- Data pipeline logic gets translated into Cloud ecosystem based native SQL (**SQL Based PDO**) or native ecosystem API/ commands (**Ecosystem PDO**) based on the Data integration pattern
- Support for **Full, Source, Partial** PDO
- Broadest array of connectors and support for all major ecosystems (CDL/CDWs)
- Ecosystem agnostic
- Simple drop-down option in GUI with no need to learn proprietary commands



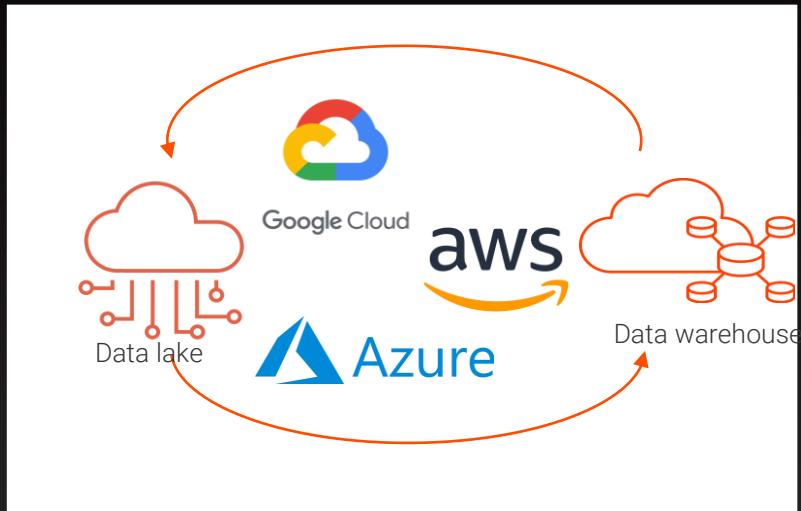
Enable faster processing with zero data egress charges through advanced pushdown optimization



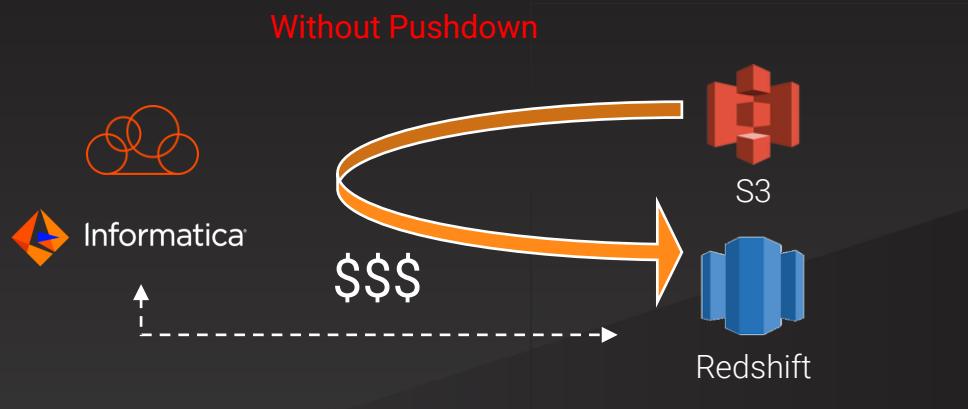
# ODBC PDO vs APDO

ODBC Based Pushdown Optimization	Advanced Pushdown Optimization
Developed 15+ years ago. No further plans to expand transformation/function support	Specifically designed to support CDW/CDL patterns. Major expansion plan for transformations/function support, more features in roadmap.
An ODBC connection needs to be created and used in mappings	Advanced Pushdown Optimization is a native connector feature. No separate ODBC connection required
Classical CDW patterns only	Multiple patterns within CDW, CDL, including classical CDW
Requires Secure Agent	All-cloud: Works on Informatica Runtime, Informatica Advanced Serverless (supports secure agent as well)
Supports only ODBC connection features	Existing connector features are supported (example: any advanced authentication options)
No separate license required	Enabled with IPU based model. For Non-IPU, requires separate license.

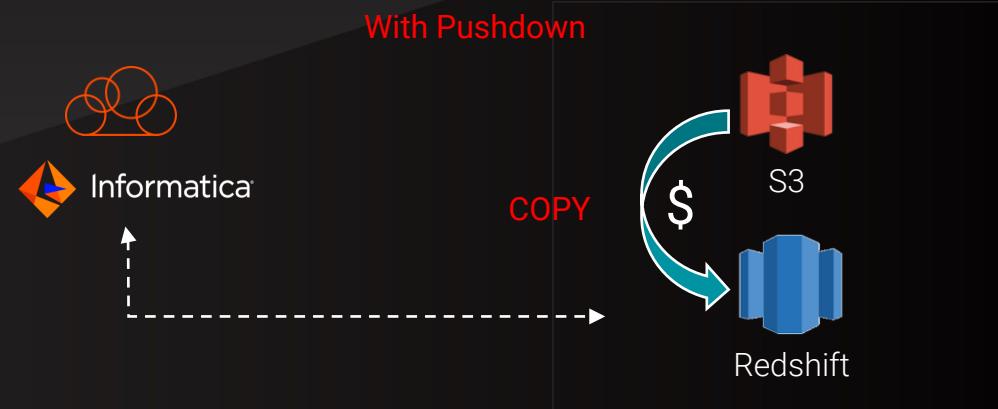
# Use Case 1: Ecosystem Pushdown



Ecosystem Pushdown transfers data from cloud data lake to data warehouse using native ecosystem commands

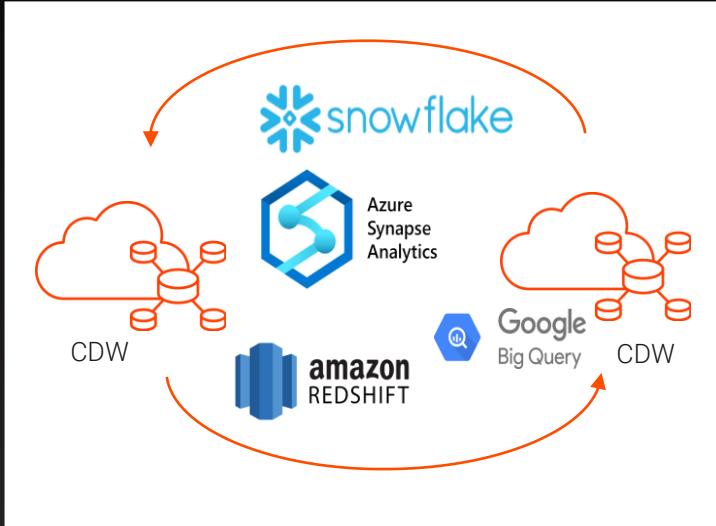


Loading data from Data lake to Data warehouse using  
Informatica engine



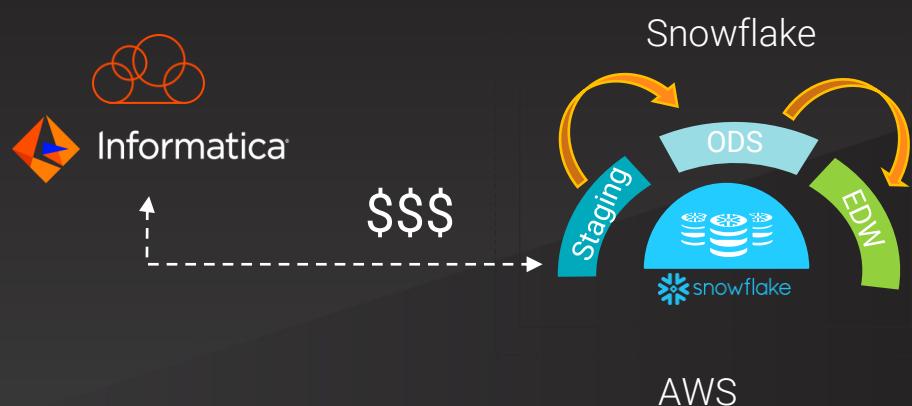
Loading data from Data lake to Data warehouse using AWS  
commands

# Use Case 2: Data warehouse Pushdown



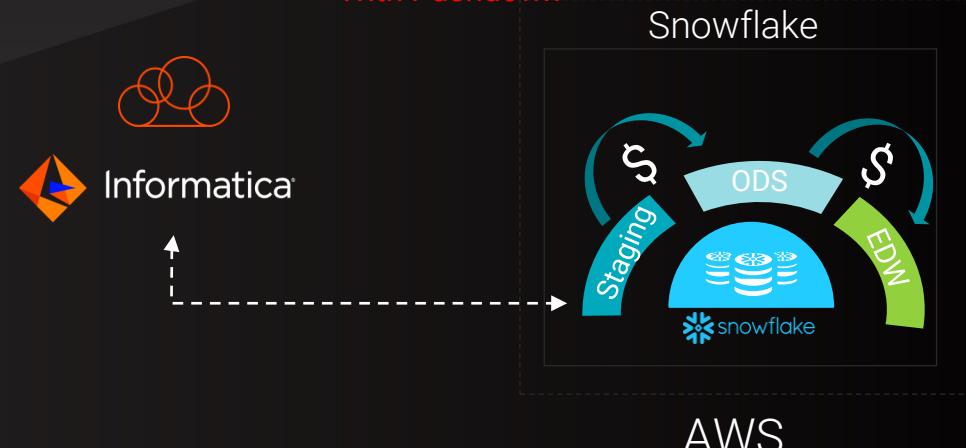
Data warehouse pushdown Use SQL queries to move data from staging area to ODS and ODS to EDW within a data warehouse

Without Pushdown



Loading data from staging to ODS in Snowflake using Informatica engine

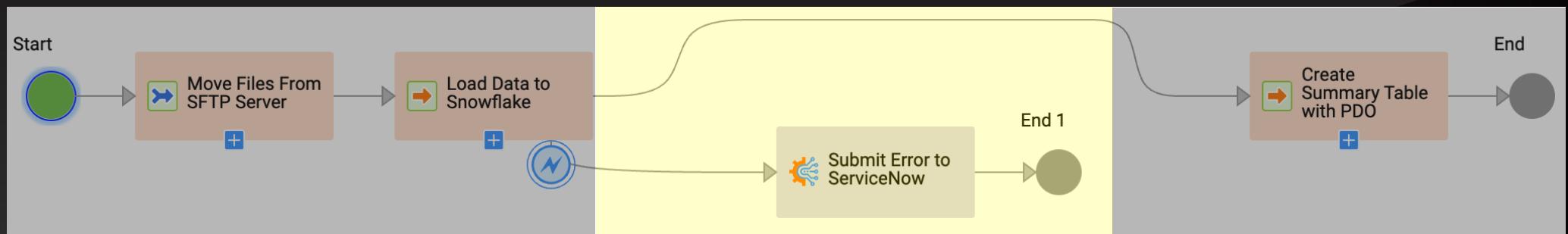
With Pushdown



Loading data from staging to ODS in Snowflake using Snowflake engine

# Use Case

Any errors must trigger a case in ServiceNow





Intelligent and Scalable for the  
Most Demanding Enterprises

49

Trillion

Transactions

DEMO

APIs and Error Handling

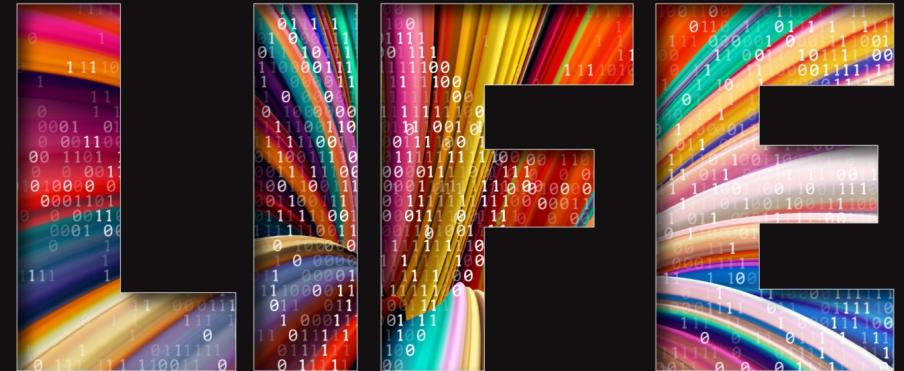
1.8

Petabytes

Metadata

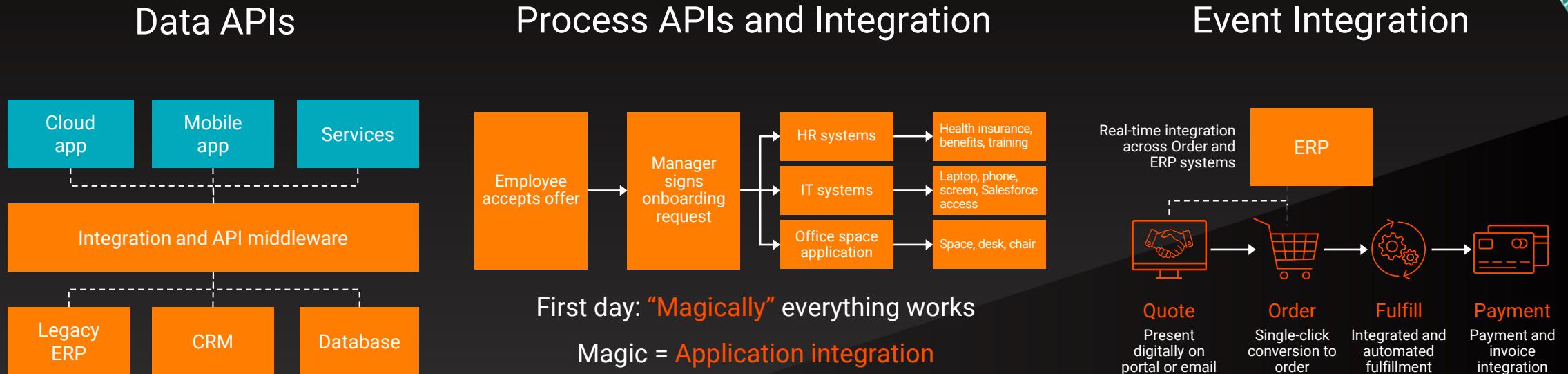
# Cloud Application Integration

**Where data comes to**



# Critical Capabilities for Application Modernization

## Data-Driven, Process and Event Integration APIs



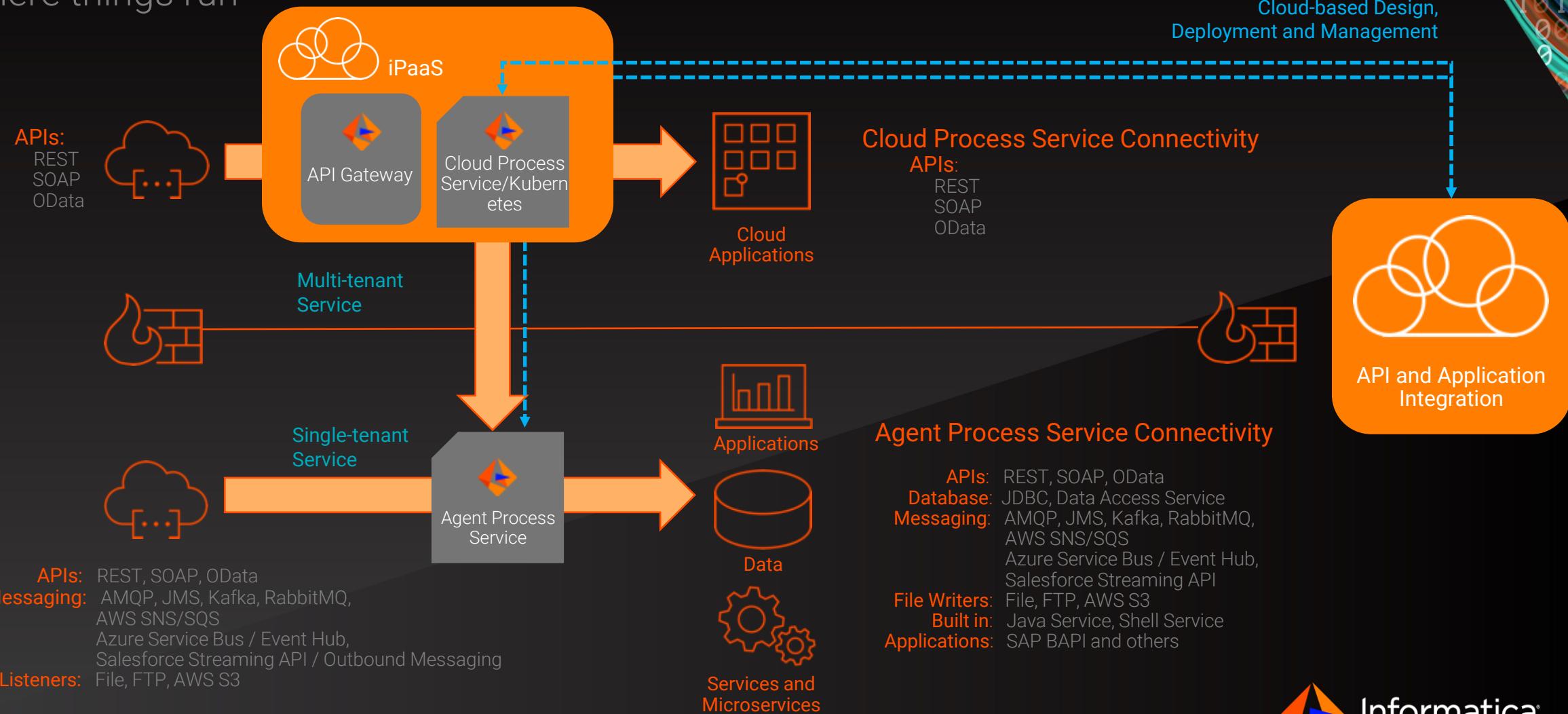
...for sharing data using no-code data access APIs

...for integrating business processes that span applications and automating user tasks

... for app-to-app data interchange in real-time using data events and messaging

# API and Application Integration

Where things run



# What is Cloud Application Integration?

## API and App Integration



### Start Event

- Dequeue Message
- File Event / Read
- HTTPS request
- Salesforce OBM/Streaming

### Business Logic

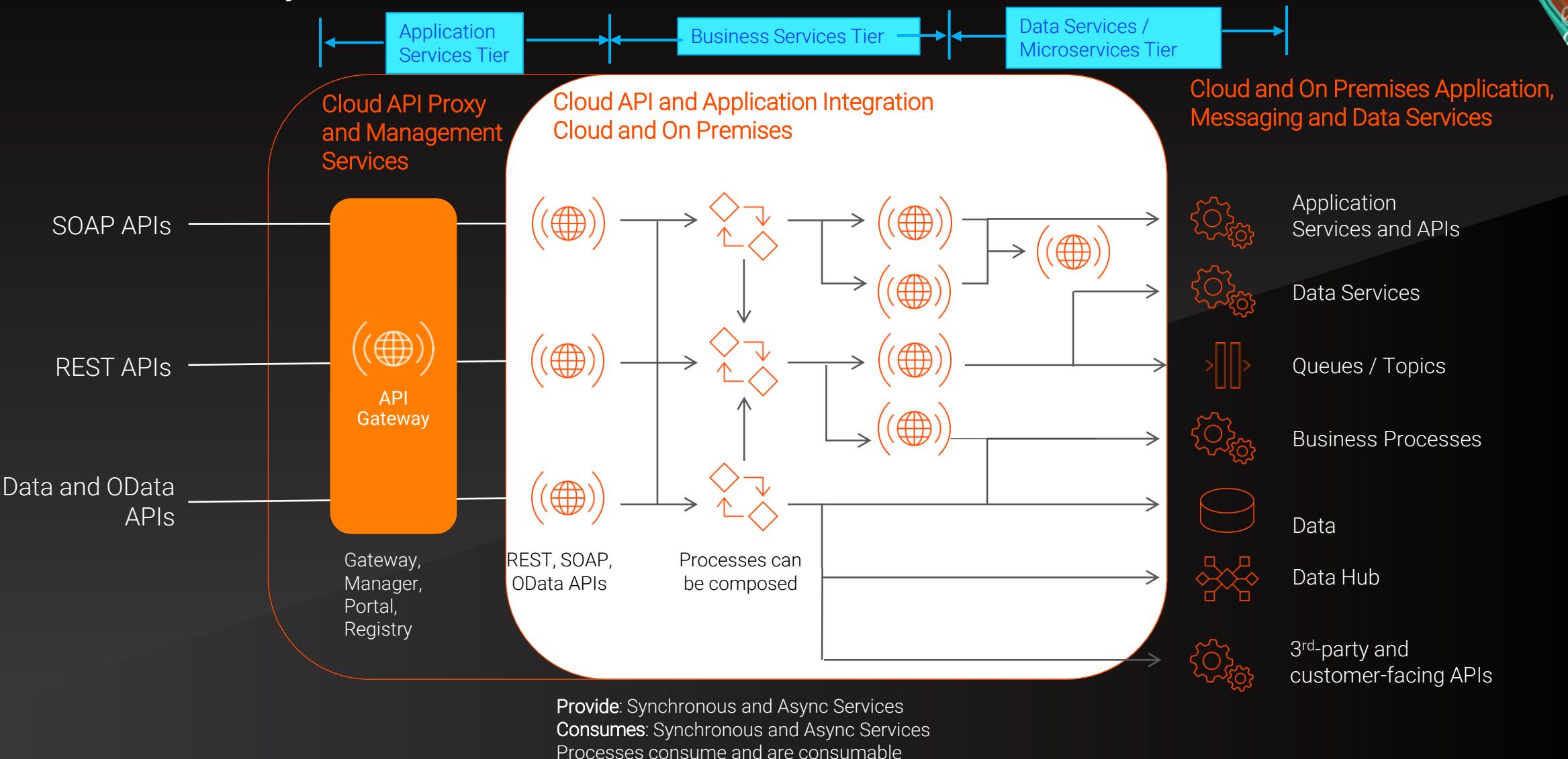
- Call another API
- Call subprocess
- Read/write to DB
- Mediation/Routing

### End Event

- Enqueue Message
- Write Files
- HTTPS response
- Throw Error

# API Implementation and Management

## Service Hierarchy



## IDMC Pricing Model

Kilian Ingelfinger · Sr Solutions Consultant

Global Partner Technical Sales · GPTS

2023

# Where data comes to





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

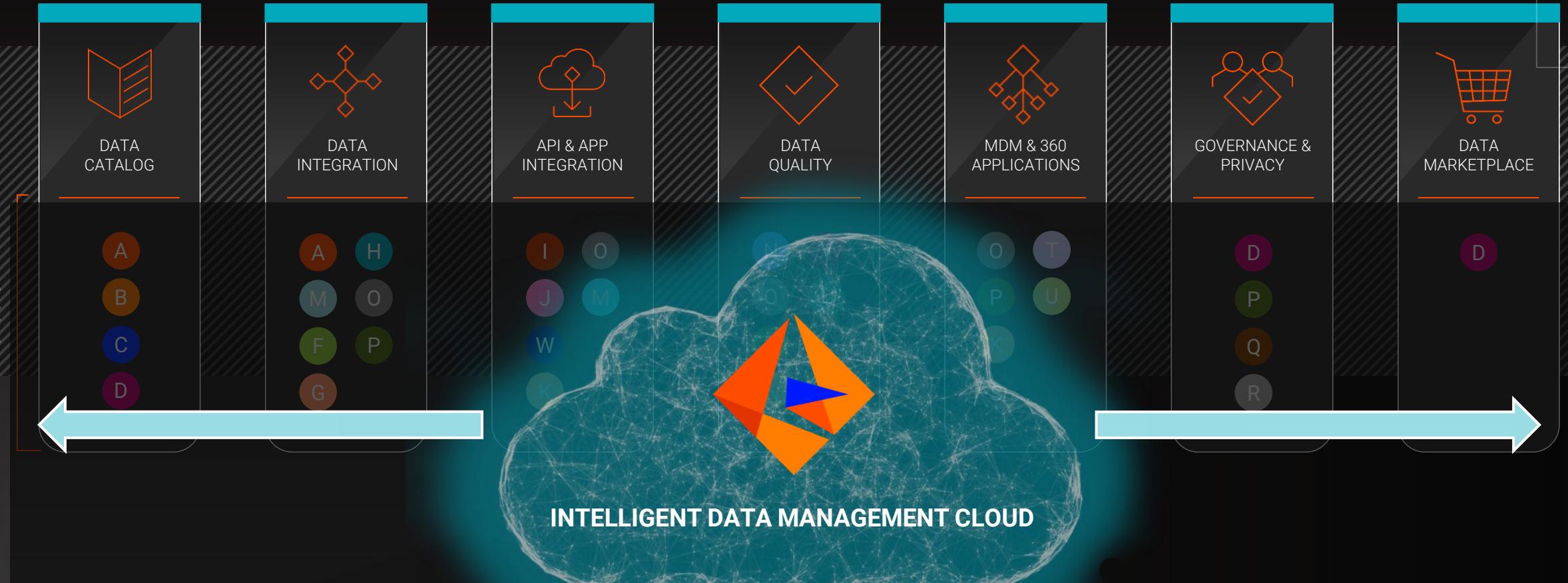


DATA SOURCES

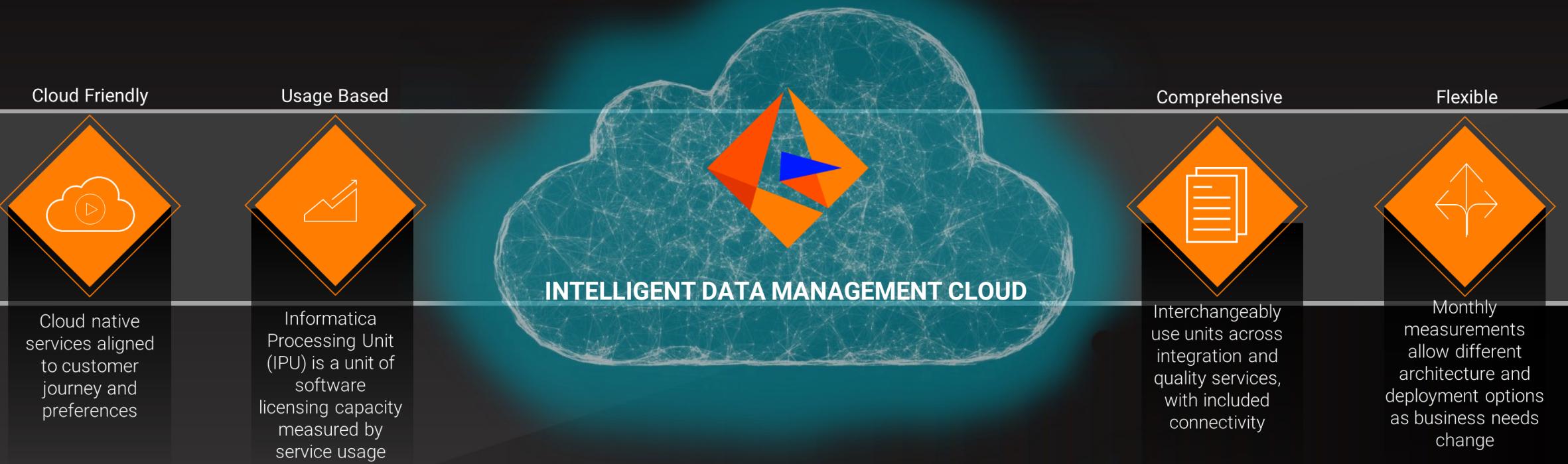


Informatica

# Why is Data Management Hard and Complex?

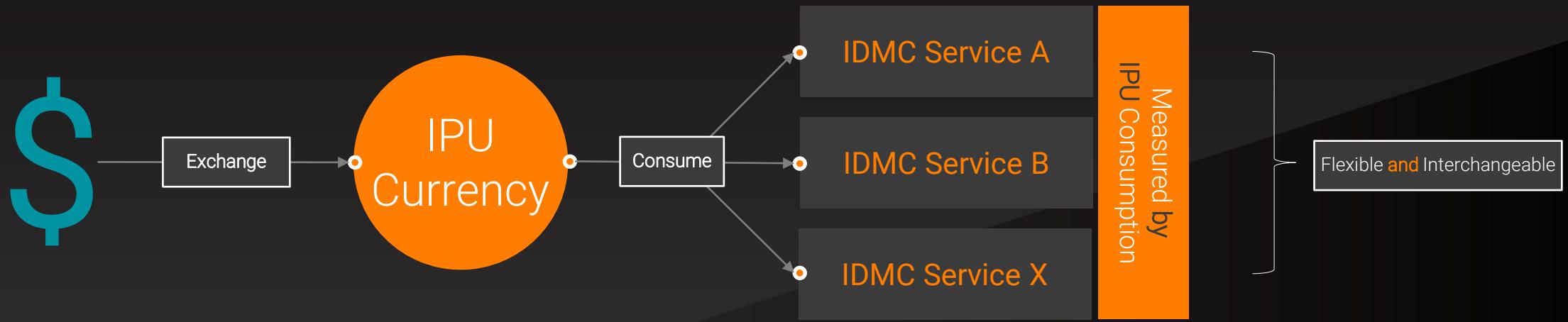


# Modern Consumption Based Pricing Model

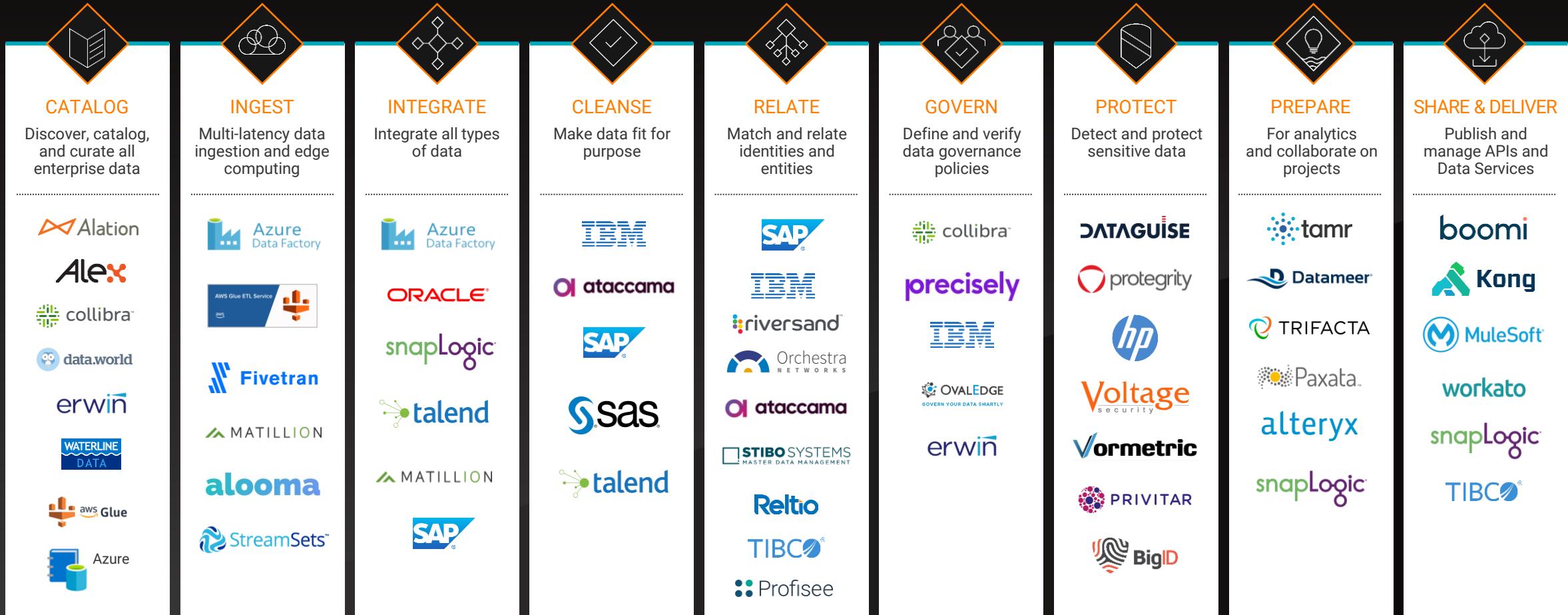


# Informatica Processing Unit – IPU

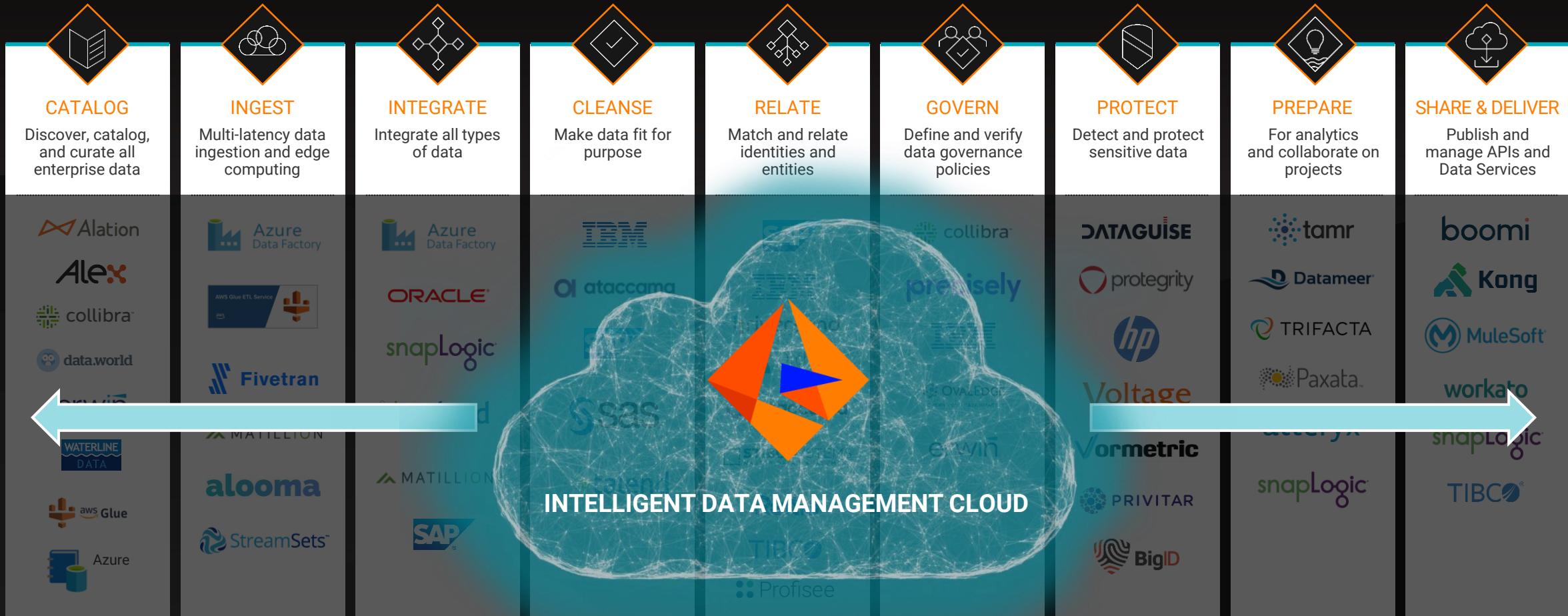
## A new Currency for Consumption



# Data Management Landscape is Fragmented



# We can do all this with one cloud native platform: IDMC



# IPU Meters and Scalars

- IPU meters are the...
  - Services and
  - Features...
- included in the IDMC
- This table lists the IPU meters and their applicable scalars

METER	SCALAR
Advanced Data Integration	Compute Units
Advanced Serverless	Compute Units
API Management	API Calls
Advanced Pushdown	Rows Processed
Application Integration	Compute Units
B2B Gateway	Compute Units
CDGC Governance	Daily Assets Stored
CDGC Catalog	Daily Assets Stored
CDGC Scanner	Compute Units
Data Integration	Compute Units
Data Integration with CDC	Rows Processed
Data Marketplace	Daily Assets Stored
Data Masking	Compute Units
Data Quality	Compute Units
Integration Hub	Events Processed
Mass Ingestion	Data Volume
Mass Ingestion DB with CDC	Rows Processed
Sandbox/Sub-Org	Organization

# Primary Scalars and their Units of Measure

Scalar	Unit of Measure	Description
Compute Units	Hour	Processing capacity used or consumed. A minimum of four physical or logical CPU-cores is used to calculate Compute Units.
API Calls	Number	HTTP/HTTPS requests triggered by consuming applications and end-clients, using the API Gateway
Rows Processed	Million Rows	Number of Rows that are transferred, transformed or incorporated
Events Processed	1k Events	Inbound & outbound instances of data accessed in an intermediate storage layer.
Daily Assets Stored	100/1k/100k Assets	Number of Assets that are stored by the service on a single day
Data Volume	Gigabyte	Volume of data that is transferred, transformed or incorporated
Organization	Number	Number of sub-organizations and sandbox organizations

# Calculating IPU Consumption

- The „Rate Card“ defines the conversion rate of metered consumption to IPU
- The „Rate Card“ aka *Cloud and Product Description Schedule* is a part of the Customer Quote
- IPU rate of the scalars can depend on amount of consumption
- Example:

## Data Integration

- **Scaler:** Compute Units of this Service
- **Metric:** Per Hour
- **IPU Per Metric Unit:**
  - 0.16 for the first 2,000 Hours
  - 0.025 for > 2,000 Hours

- 1 Compute Hour = 0.16 IPUs
- 1.000 Compute Hours = 160 IPUs
- 10.000 Compute Hours = 320 +200 = 520 IPUs

## Informatica Cloud and Product Description Schedule

### B2B Gateway

B2B Gateway supports the exchange of messages through Partner Connections and includes partner management, EDI mappings, B2B Gateway Connectors, monitoring and tracking.

- **Scaler:** Compute Units of this Service
- **Metric:** Per Hour
- **IPU Per Metric Unit:**
  - 0.28 for the first 1,000 Hours
  - 0.04 for 1,000 - 6,000 Hours
  - 0.005 for > 6,000 Hours

### Data Governance and Catalog - Governance

Data Governance and Catalog - Governance enables the Customer to capture and store data governance program assets obtained through user interaction with this service. Governance Assets include glossary, business terminology, policies, other asset definitions supported by the system or custom asset types configured by the Customer.

- **Scaler:** Daily Assets Stored of this Service
- **Metric:** Per 1K Assets
- **IPU Per Metric Unit:** 0.95

### Data Governance and Catalog - Catalog

Data Governance and Catalog - Catalog enables the Customer to store technical metadata about data repositories, including systems & data file stores, generated through execution of processes in the service. Technical metadata results from scanning data repositories, such as schema, table and column, file and field, including from custom scanners configured by the Customer, and the system's processing of the resulting metadata.

- **Scaler:** Daily Assets Stored of this Service
- **Metric:** Per 100K Assets
- **IPU Per Metric Unit:**
  - 0.83 for the first 500,000 Records
  - 0.067 for > 500,000 Records

### Data Governance and Catalog - Scanner

Data Governance & Catalog - Scanner enables Customer to scan data repositories, such as relational databases and file stores, to extract & process metadata for purpose of profiling, discovery and classification.

- **Scaler:** Compute Units of this Service
- **Metric:** Per Hour
- **IPU Per Metric Unit:** 0.32

### Data Governance and Catalog - Scanner with Advanced Serverless

Data Governance and Catalog - Scanner with Advanced Serverless enables metadata extraction and processing on an Informatica managed serverless Environment.

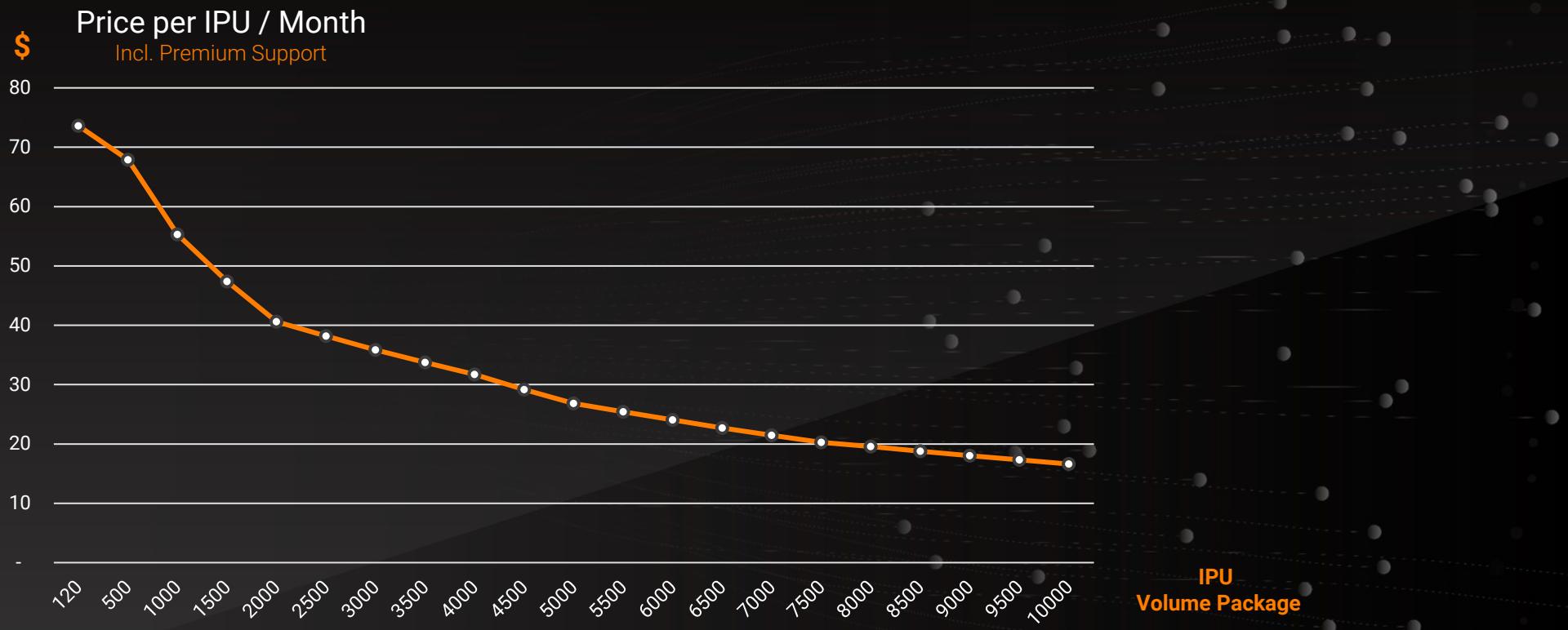
- **Scaler:** Compute Units of this Service
- **Metric:** Per Hour
- **IPU Per Metric Unit:** 0.56

### Data Integration

Data Integration provides data integration capabilities including the ability to perform data synchronization, define simple orchestrations with linear workflows, design and execute data integration tasks (mappings), create re-usable tasks (parameterized mappings or templates) using the Cloud Mapping Designer; design complex orchestrations for all data integration tasks with the advanced Taskflow Designer, schedule and invoke via REST workload executions.

- **Scaler:** Compute Units of this Service
- **Metric:** Per Hour
- **IPU Per Metric Unit:**
  - 0.16 for the first 2,000 Hours
  - 0.025 for > 2,000 Hours

# Price per IPU decreases with increasing Pre-Commit



Whether a customer pre-commits to 120 IPUs or 10K IPUs, they all get access to the same functionality

# Informatica IPU Commercial Model

## What we charge for

Usage of the platform:

- Processing hours for any Integration pattern , Data Quality or Masking
- Data volume for Mass Ingestion
- Number of rows for change data capture

## What we do NOT charge for

- Connect to any system at no additional cost
- No charge per user
- Swap between functionality for no additional cost
- Install as many secure agents as you wish

# Informatica IPU Example Uses

## **120 IPU/ month**

Example Usage :

- 750 hrs/month of batch integration

OR

- 280 hrs/month of real time integration

OR

- 315 hrs/month of Data Quality

OR

- 20 million rows/month of change data capture

OR

- 150 hours batch, 36 hours real time, 58hours Data Quality, 4 million rows CDC

## **200 IPU/month**

Example Usage :

- 1250 hrs/month of batch integration

OR

- 740 hrs/month of real time integration

OR

- 525 hrs/month of Data Quality

OR

- 33 million rows/month of change data capture

OR

- 240 hours batch, 60 hours real time, 80 hours Data Quality, 10 million rows CDC

## **400 IPU/month**

Example Usage :

- 5000 hrs/month of batch integration

OR

- 4000 hrs/month of real time integration

OR

- 1050 hrs/month of Data Quality

OR

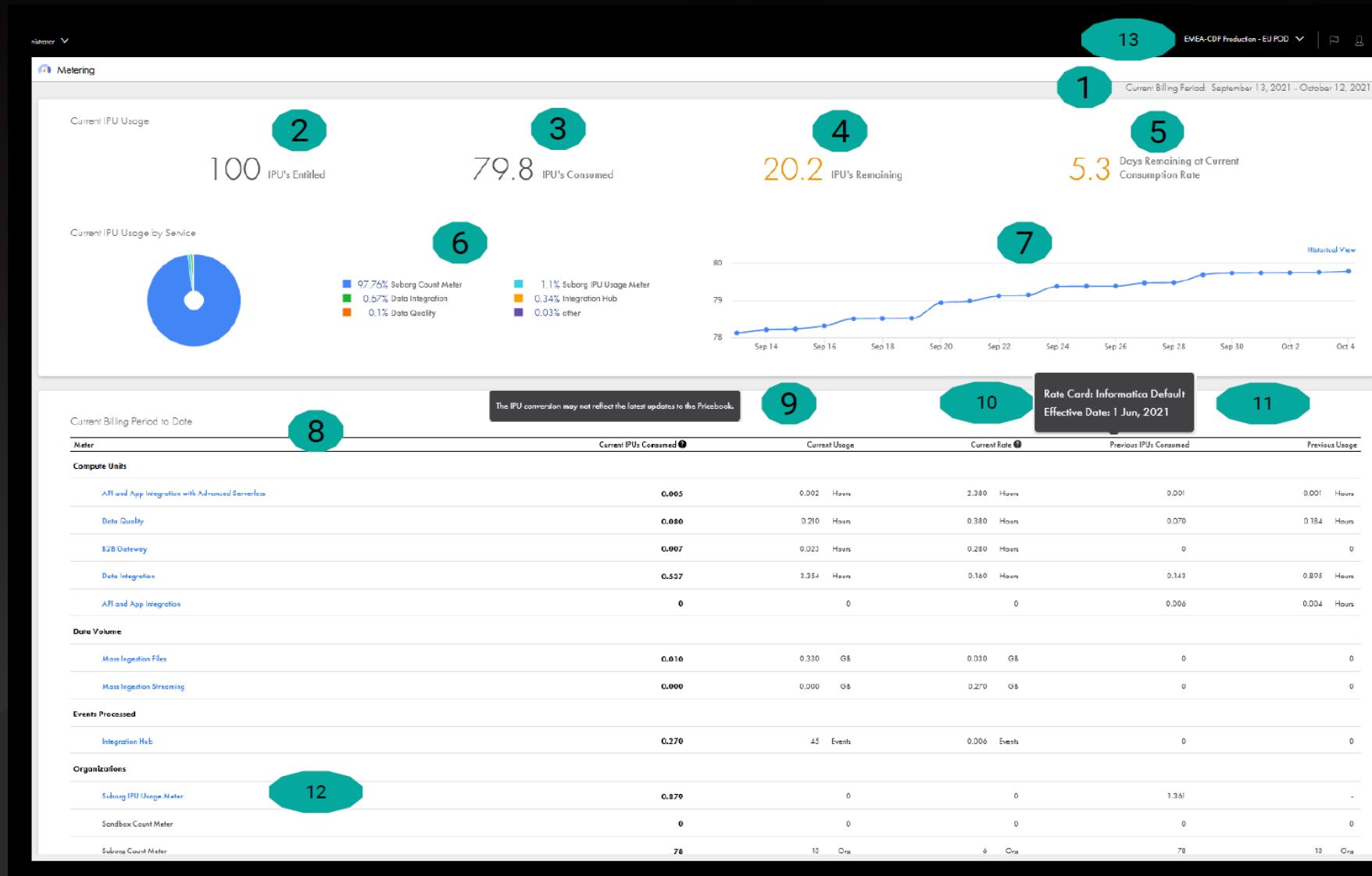
- 205 million rows of change data capture

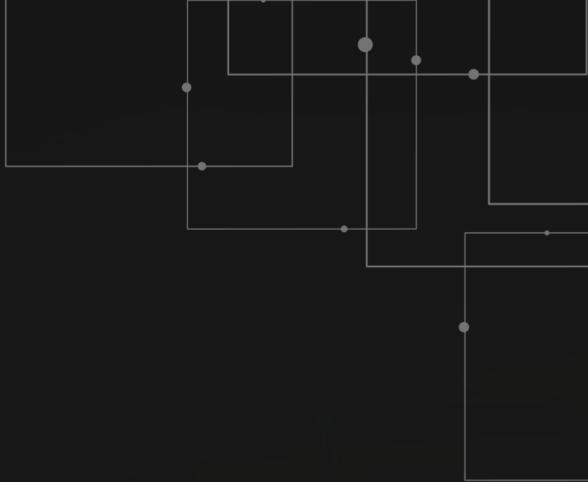
OR

- 500 hours batch, 450 hours real time, 120 hours Data Quality, 21 million rows CDC

# IPU Usage Summary Page

1. Current Billing Period
2. Allocated IPUs across pro/sub-orgs/sandboxes
3. IPUs consumed
4. Remaining IPUs
5. Projection of days available on current usage rate
6. Split view by service/major feature
7. Daily plot of IPU usage in given billing period
8. List of meters by scalar
9. IPUs consumed and scalar usage (current period)
10. Current rate
11. IPUs consumed and scalar usage (previous period)
12. Count and usage of sub/sandbox orgs
13. Use switcher to change to sub-org





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IPU Metering

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Petabytes

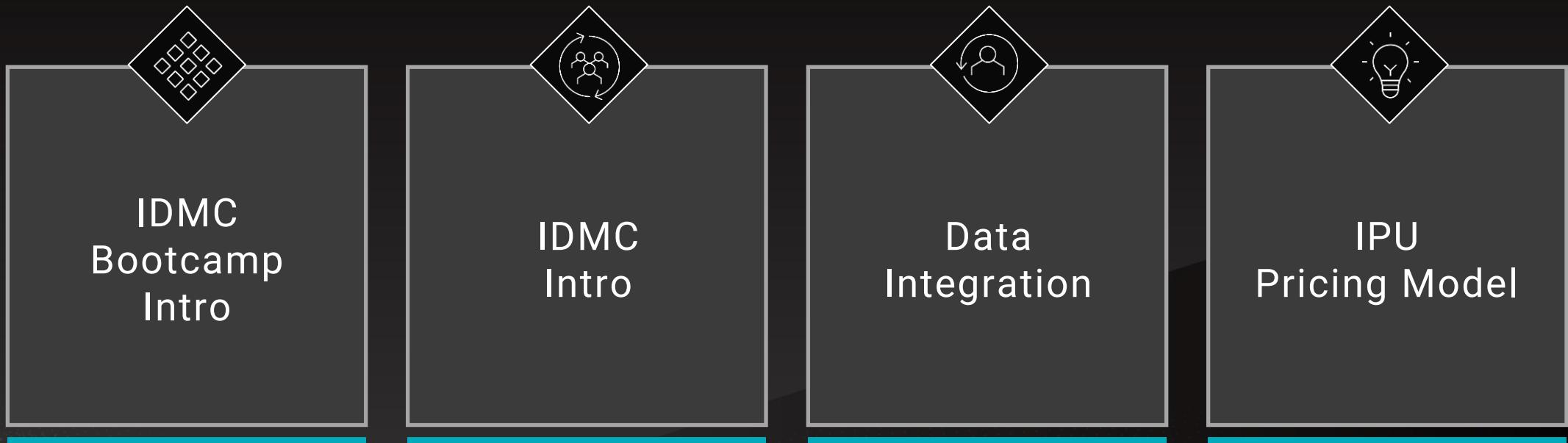
Metadata

# Wrap up Day 1

Where data comes to



# Agenda - DAY 1



# Agenda - DAY 2

