

IDMC Associate Bootcamp

Melina Oliveira · Senior Solutions Consultant

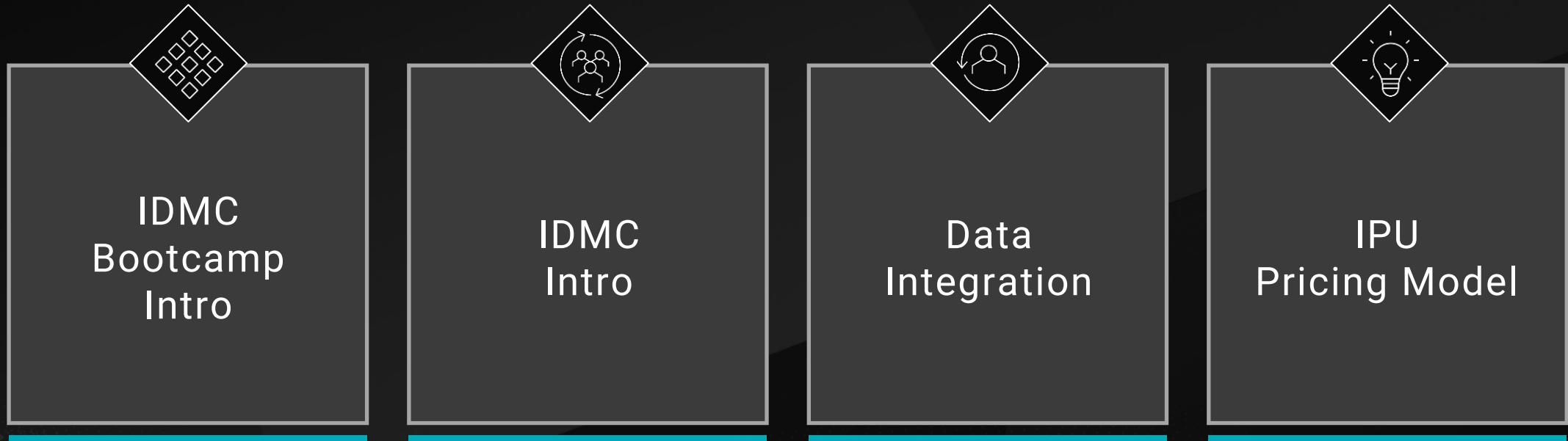
Global Partner Technical Sales · GPTS

2023

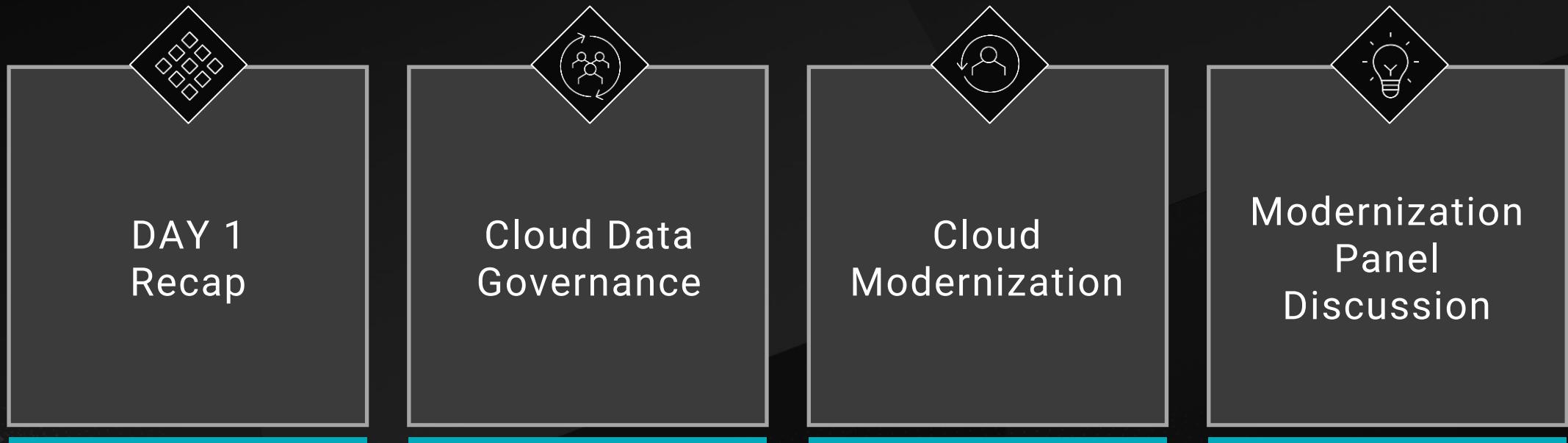
Where data comes to



Recap - DAY 1



Agenda - DAY 2



Where data comes to

Cloud Data Governance

Pascal Hurel · Sr Solutions Architect

Jose Ramón Acebes · Sr Solutions Consultant

Global Partner Technical Sales · GPTS

2023



Data Governance: Back to Basics

Drivers for Data Governance

Across multiple industries and geographies



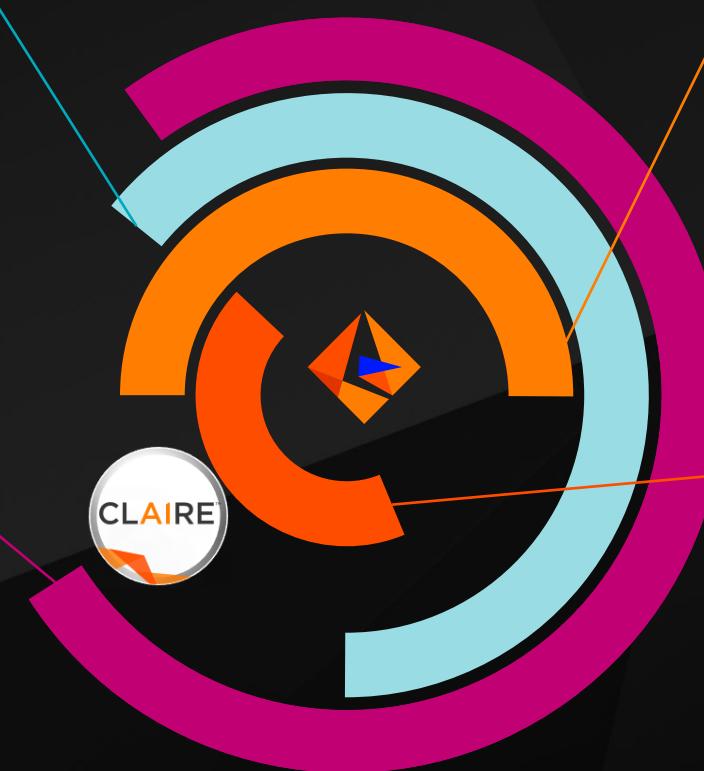
1. Insights & Analytics

- Self Service
- Data Quality & Privacy
- Predictive Analytics
- Data Driven Decisions
- Data Lake Reporting
- Data Definition & Understanding
- Data Lineage



2. Regulations

- GDPR
- CCPA
- FERC
- MIFID
- BCBS 239
- MDR



3. Business Enablement

- Change Management
- Customer Experience
- Customer Satisfaction
- Market Penetration
- Business Decision
- Data Ownership
- Elimination of Silos
- Enterprise Collaboration

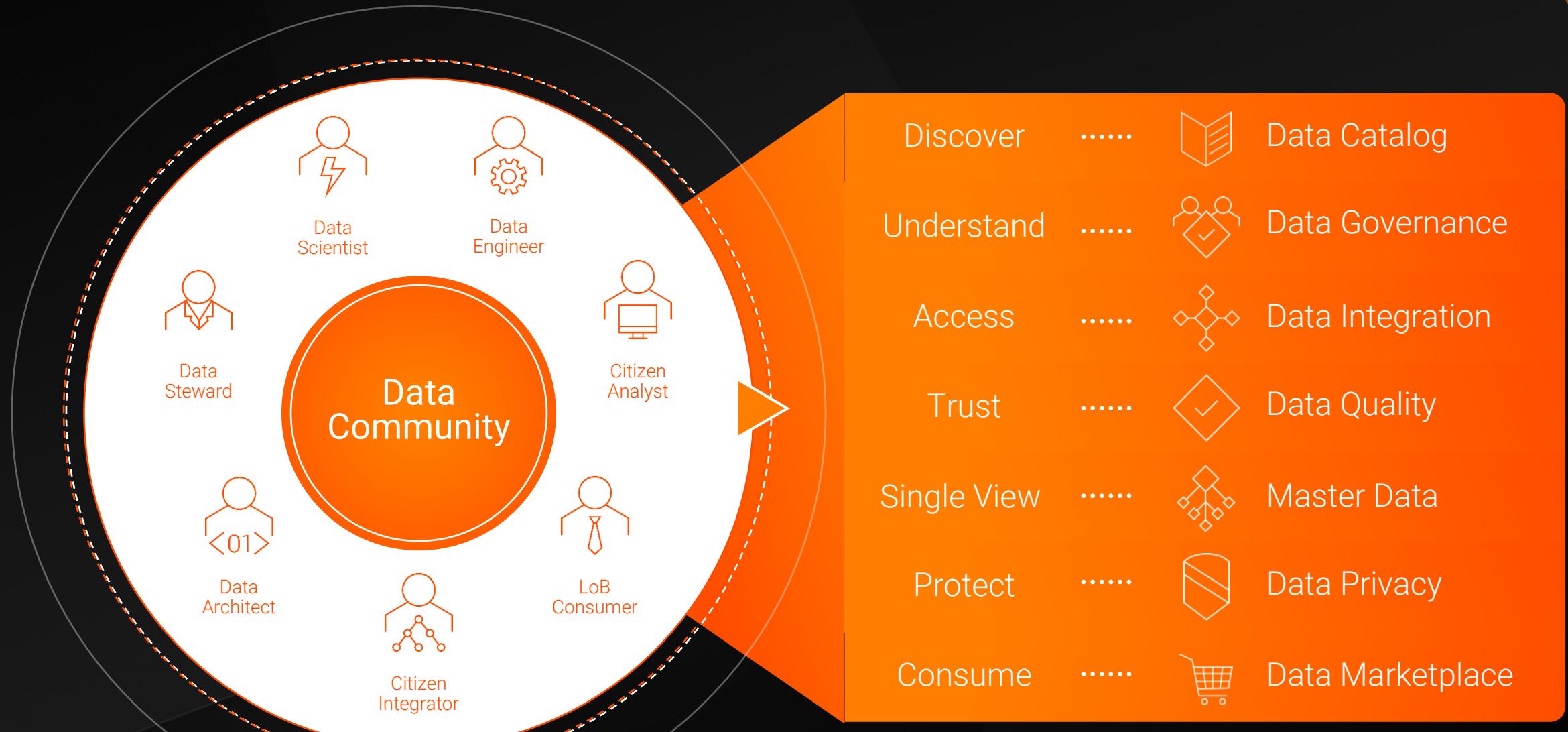


4. Digital Transformation

- Cloud Migration
- Data Warehousing
- Data Lake Management
- Data Explosion
- Data as an Asset



Enable Data-driven Transformation



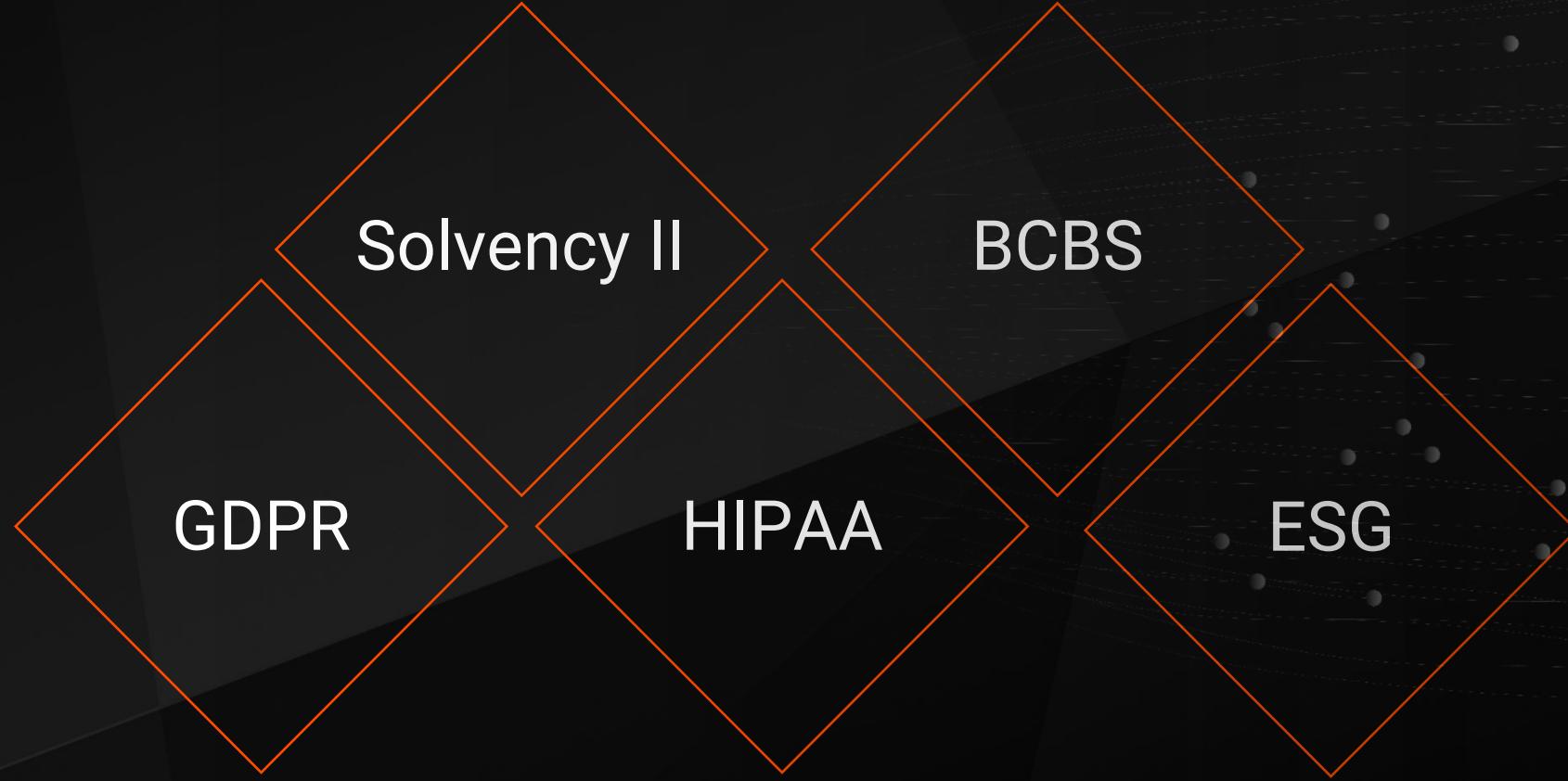
Data Governance & Privacy Use Cases

Starting points for enterprise data intelligence



Data Governance & Privacy Use Cases

Regulation, a driving force



Data Governance & Privacy Use Cases

Use Case – Data Privacy Compliance



Ensure ongoing compliance with GDPR, CCPA, CPRA, etc. by identifying, classifying, and tracking sensitive data across the organization

Locate and Trace the lineage of data from source to the cloud

Implement a subject registry, validate entities

Identify location of all PII Data

Data Governance & Privacy Use Cases

Use Case – ESG Compliance



Comply with new ESG reporting requirements in countries that require compliance by financial services organizations

Access & transform external and internal data used for ESG reporting

Identify and define legal entities involved in ESG related activities

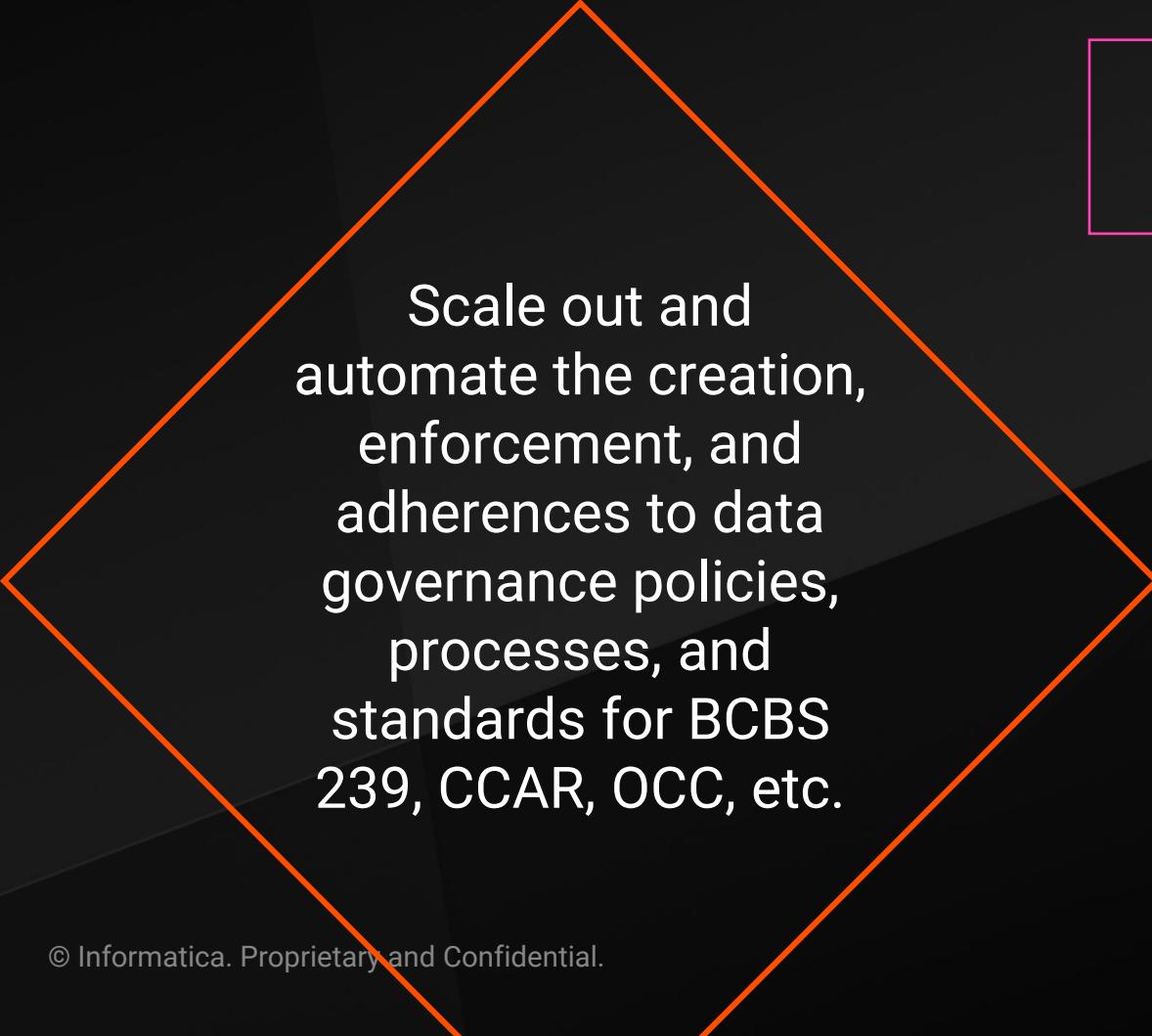
Locate and Trace the lineage of data from source to the cloud

Define ESG data policies and standards

Identify and deal with data quality errors

Data Governance & Privacy Use Cases

Use Case - Data Governance for Regulatory Compliance



Scale out and automate the creation, enforcement, and adherences to data governance policies, processes, and standards for BCBS 239, CCAR, OCC, etc.

Realize and deliver end to end data lineage across the enterprise

Help business users get answers to their data questions

Govern/Steward Data Policies and Standards

A Simple Use Case

Use Case: Acme Bank



Our scenario:

- To ensure their information is up-to-date, regulators are asking for the latest credit risk report
- This will be the first time the Bank is using their new platform to provide this information. Up until this point it was a slow and sometimes unreliable process

Cloud Data Governance and Catalog

A SaaS solution that drives the success of your Cloud Data Lake and Data Warehouse implementation—provides data context, lowers privacy risks, builds trust and delivers insight



Data Lineage,
Profiling, Discovery,
Source Context



Glossary,
Business Context, AI
Models, DQ & Privacy
Standards



Integrated with
Cloud Catalogs,
CDQ and CDI



Business User,
Navigation
Experience

ACME Challenges: Meet the stakeholders



Rebecca
Regulator

Need access to regulatory reports and documentation



Dan
Compliance
Manager

Makes sure the right information gets to the right people



Beth
Data Steward

Looks for data quality issues and creates rules to reduce them



Andy
Developer

Creates data flows needed for the business

Meet Rebecca, the Regulator



Rebecca
Regulator

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Meet Rebecca, the Regulator



Rebecca
Regulator

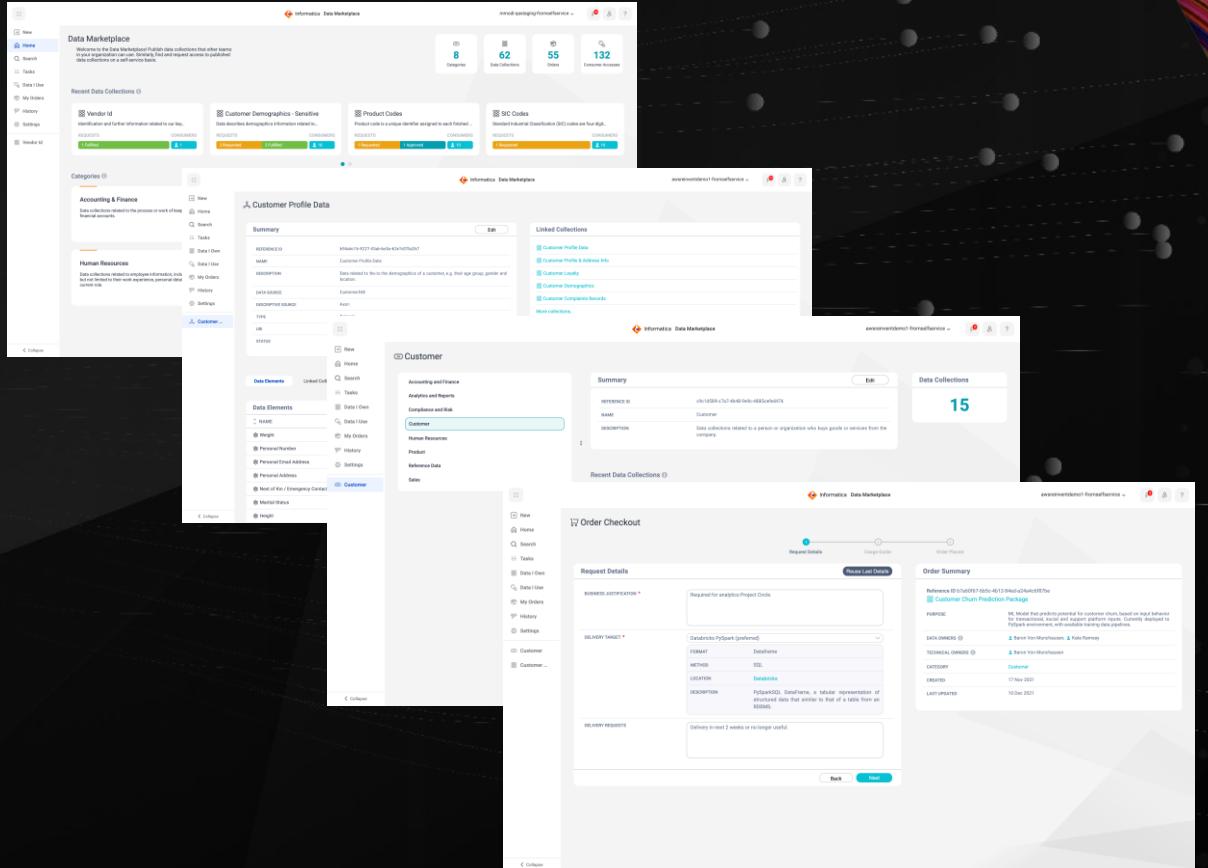
Need access to regulatory
reports and documentation

Today **she** is looking for a **credit risk report**

- She doesn't know very well **who is responsible** for the data
- She is not sure of the **format of the report**
- She wants to be able to **get the information by herself**

Cloud Data Marketplace

- Launch a storefront, with order management, and governed delivery capabilities
- Thoughtfully package diverse data assets
- Easily share data among data consumers
- Automate delivery to preferred targets
- Track fulfillment with full visibility



What did Rebecca achieve?



Rebecca
Regulator

-  - Found the information she was looking for
-  - Verified the data available and the delivery format
-  - Requested access to the report and additional information

Meet Dan, the Compliance Manager



Dan Compliance Manager

Makes sure the right
information gets to the
right people

Meet Dan, the Compliance Manager



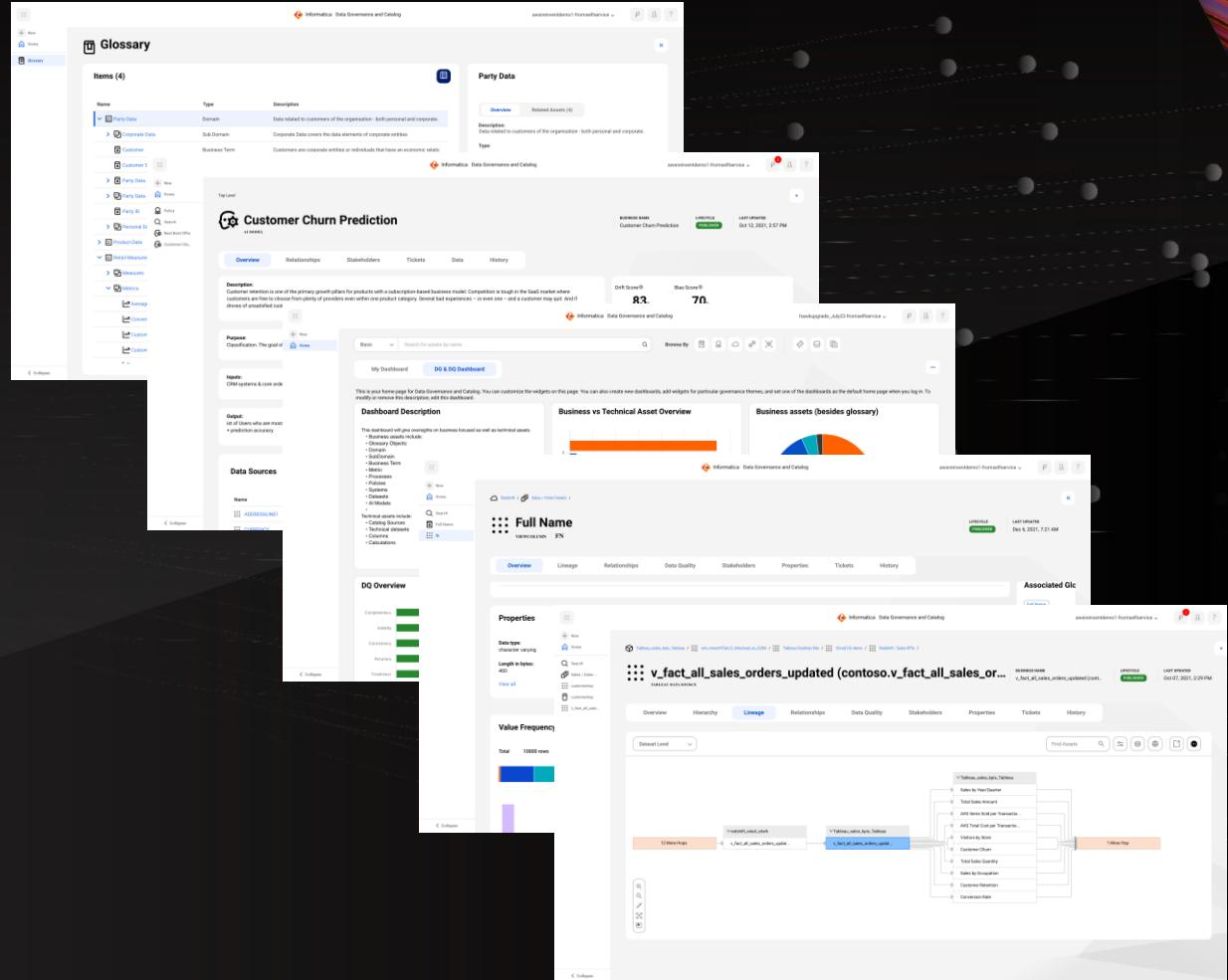
- He has to make sure that all Data assets offered in the Marketplace comply with the Central Data Governance Framework.
- Before granting access to the report, he will verify the Critical Data Elements (CDE).

Dan
Compliance
Manager

Makes sure the right
information gets to the
right people

Cloud Data Governance & Catalog

- Experience unified governance and catalog capabilities
- Easily search with browsable hierarchies
- Leverage goal-oriented workflows and dashboards
- Govern both data and AI models
- Gain insights from metadata with AI/ML
- Hassle free deployment and serverless execution



What did Dan achieve?



Dan
Compliance
Manager

-  - Found compliance gaps, i.e. validation rules
-  - Created a data lineage report to share with the regulator
-  - Tasked the Data Steward to improve data quality rules

Meet Beth, the Data Stewart

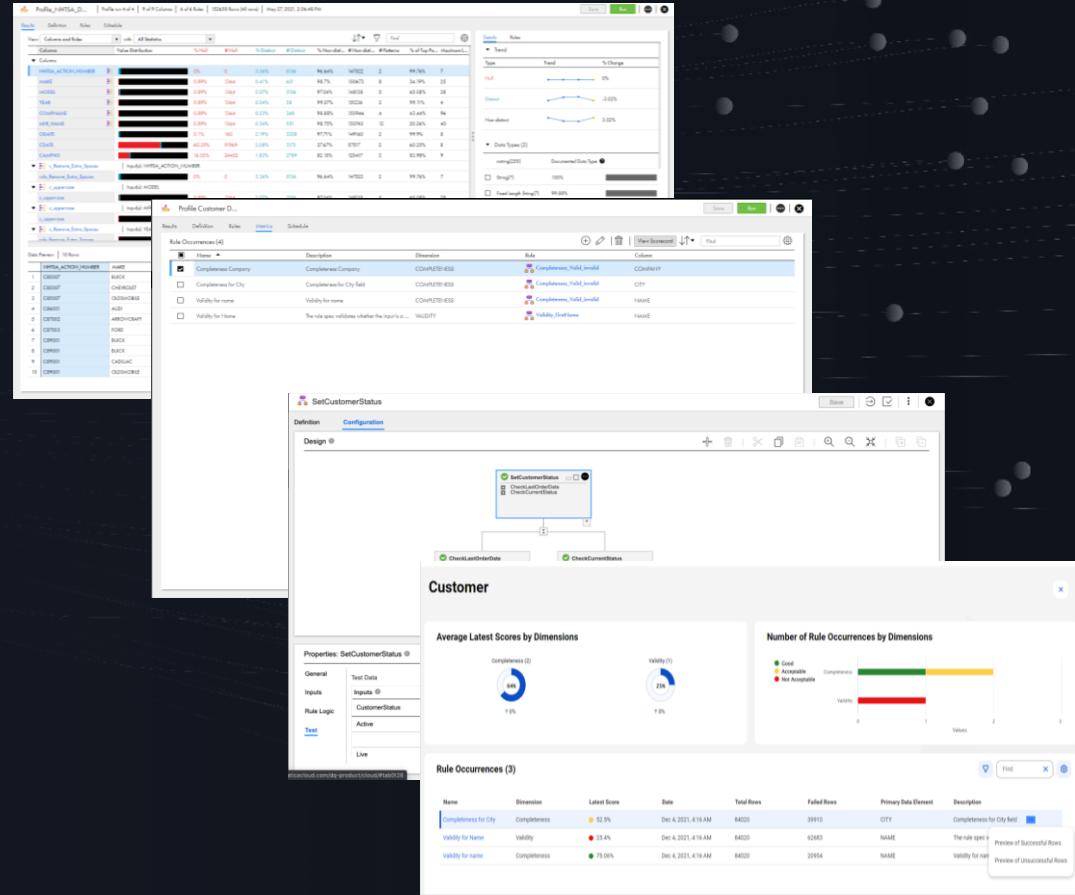


- In charge of the quality of the data products provided by the Finance Domain
- Today she received a request to investigate and fix quality issues found in the credit risk report
- She then has to make the improved data asset **Beth** available in the Data Marketplace

Looks for data quality
issues and creates rules
to reduce them

Cloud Data Quality

- Self-service data quality to quickly identify and resolve data anomalies
 - No code what-if scenarios to test assumptions about the data
 - State-of-the-art deduplication and consolidation of records
 - Verify and enrich contact data for over 240 countries
 - Fully integrated data quality scorecards with governance assets to provide rich visibility into data quality with business context



What did Beth achieve?



Beth
Data Steward



- Profiled the data and identified the issues
- Built a new rule to improve Data Quality
- Made a new DQ rule available for the developer

Meet Andy, the Developer

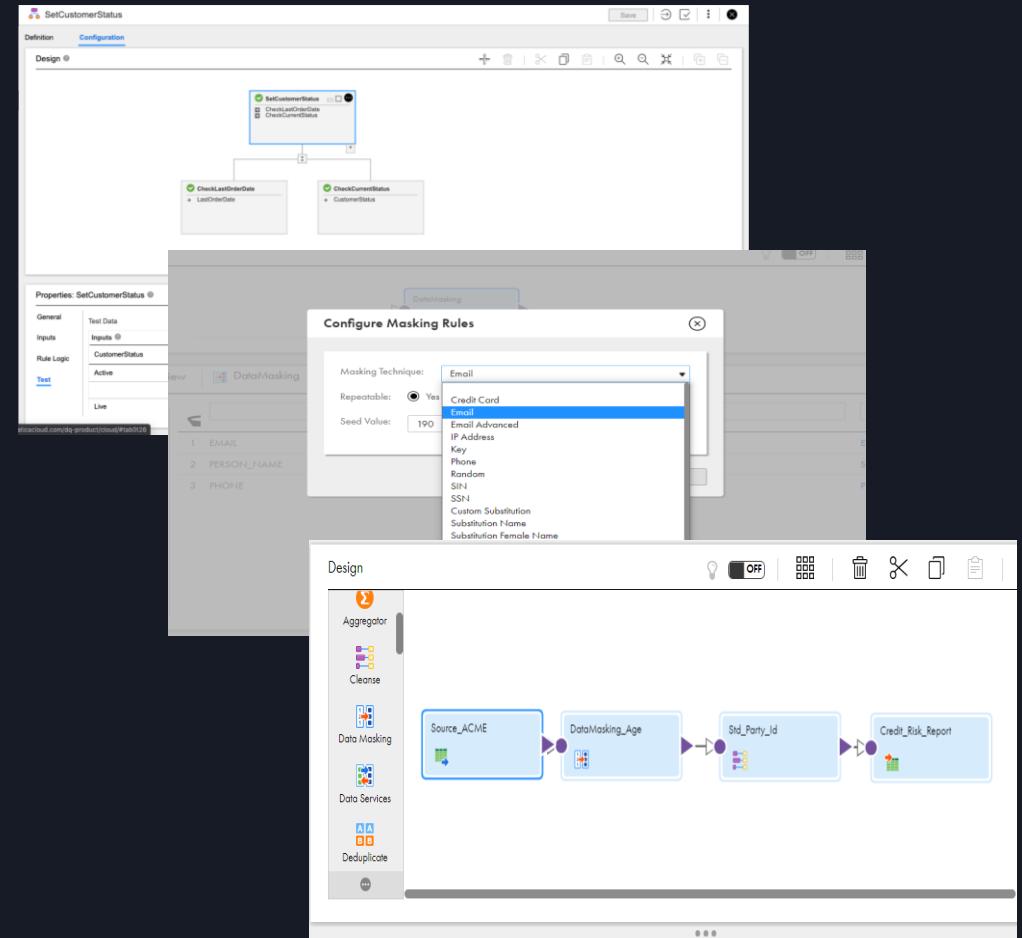
- Manages the delivery products & data set request by the data consumer
- Today he received a request from the Data Steward to include a new data quality rule

Andy
Developer

Creates data flows
needed for the business

Cloud Data Integration

- Apply transformation rules
- Apply Data Quality rules
- Update the delivery target
- Execute and monitor the data flow



What did Andy achieve?



Andy
Developer

- ✓ - Worked with the data flow template
- ✓ - Incorporated the new data quality rule
- ✓ - Created an updated version of the credit risk report

Summary

What did the stakeholders achieve?



Browse and request a credit risk report



Check compliance and create documentation



Identify and fix data quality issues



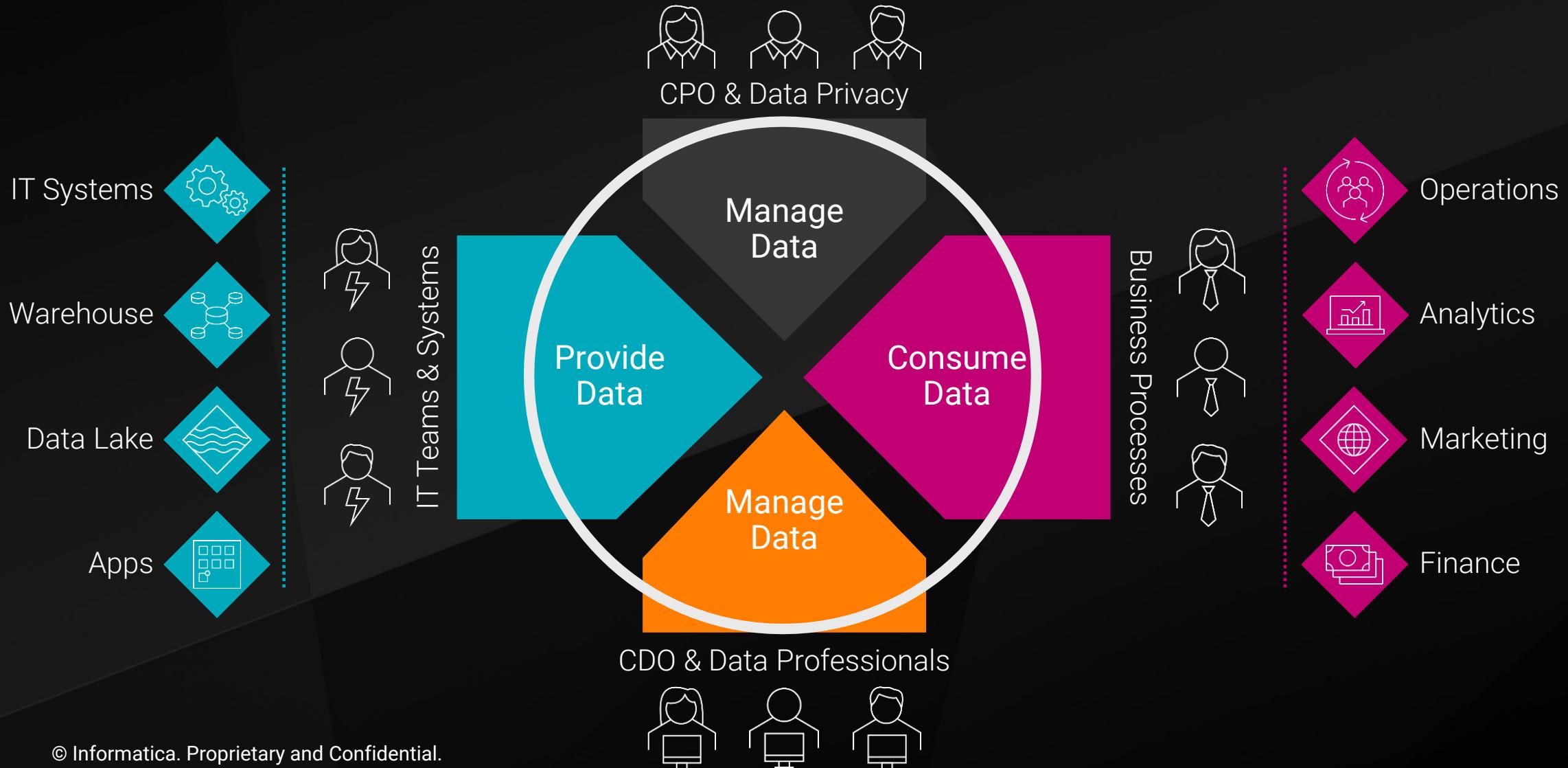
Update the data with the new DQ rule

What did the stakeholders achieve?

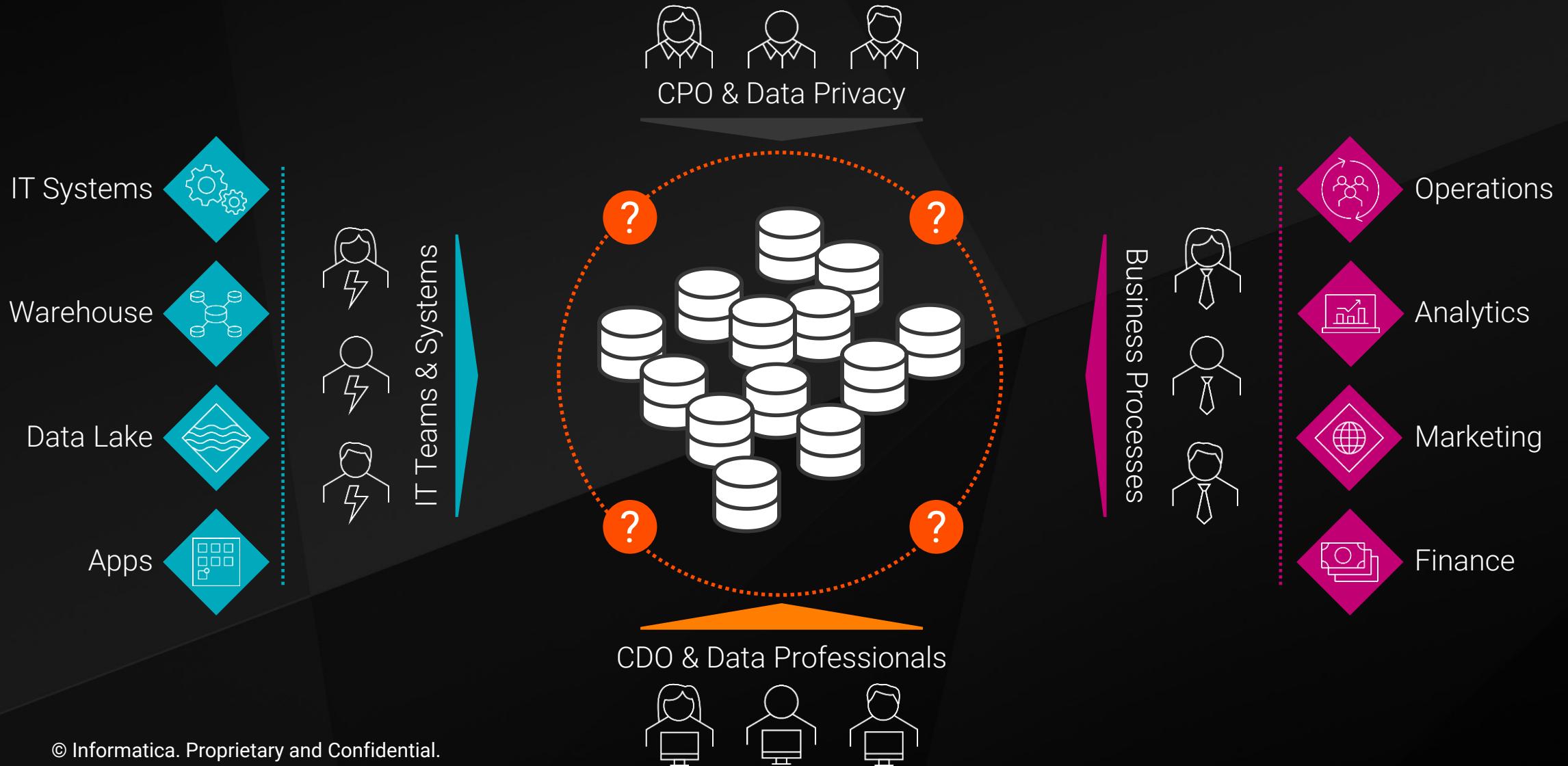


Collaborated towards a common goal

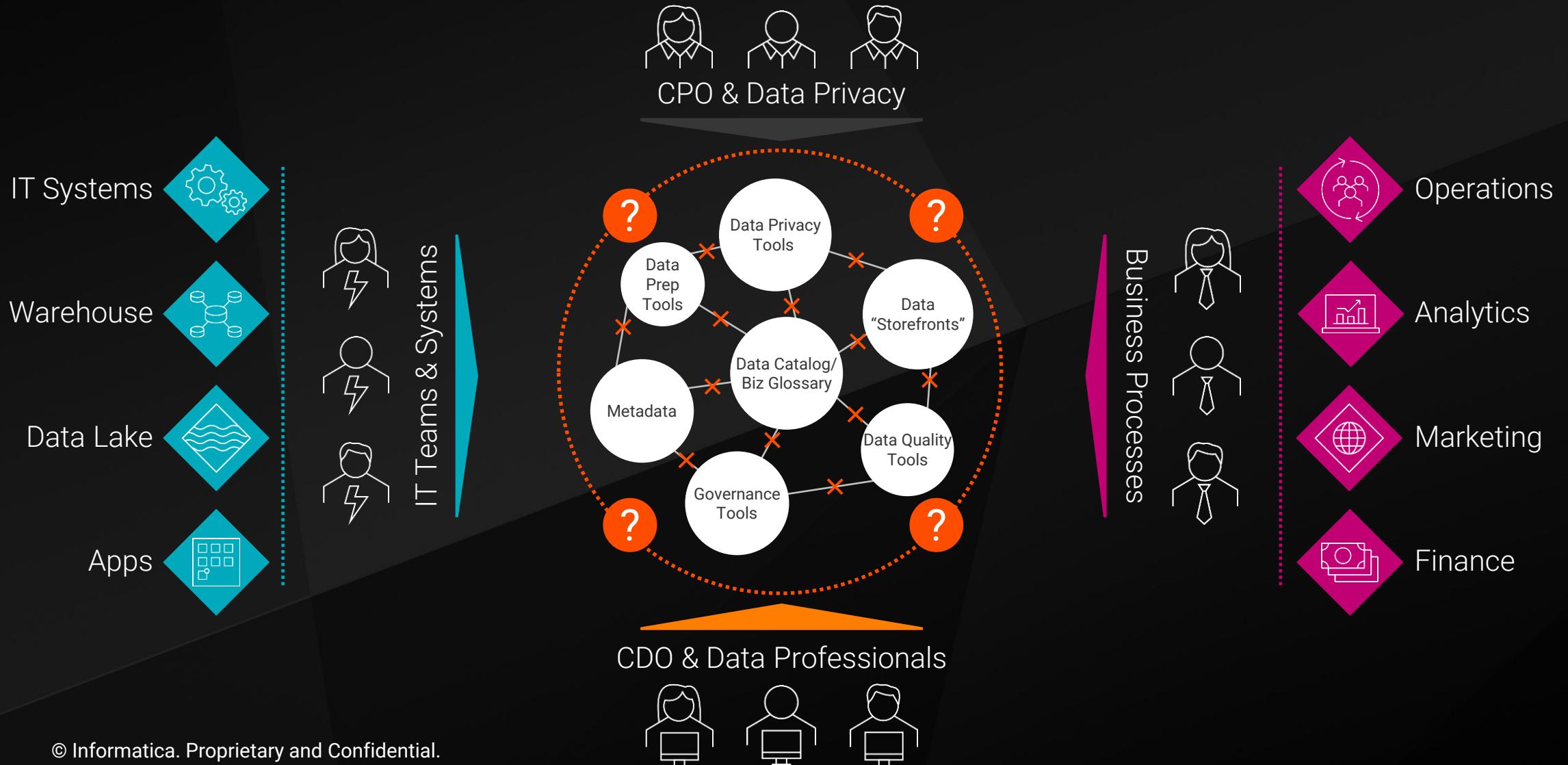
The Data Intelligence Challenge



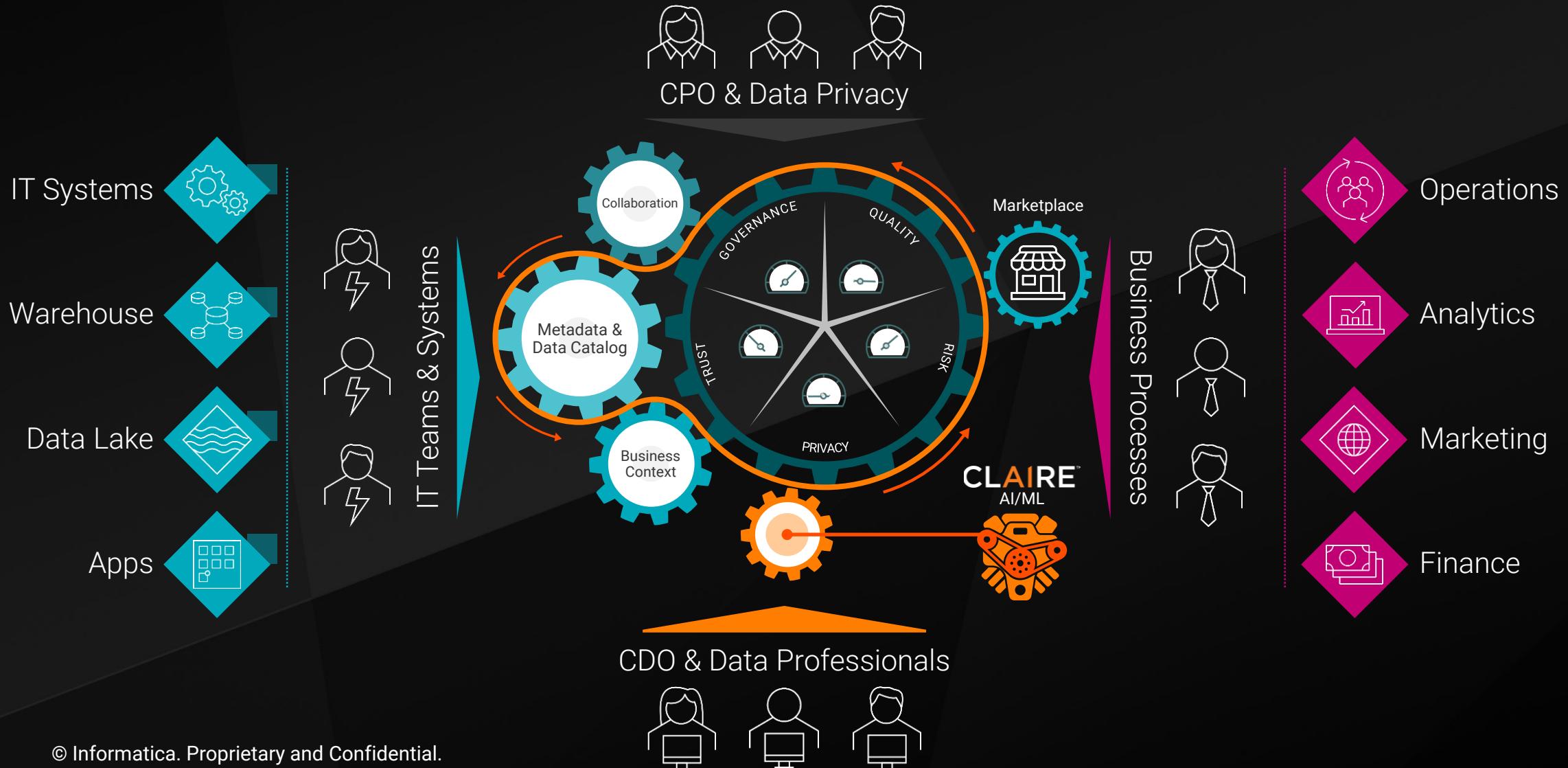
The Data Intelligence Challenge



Siloed Tech Doesn't Solve the Problem



A Single Cloud Data Intelligence Solution

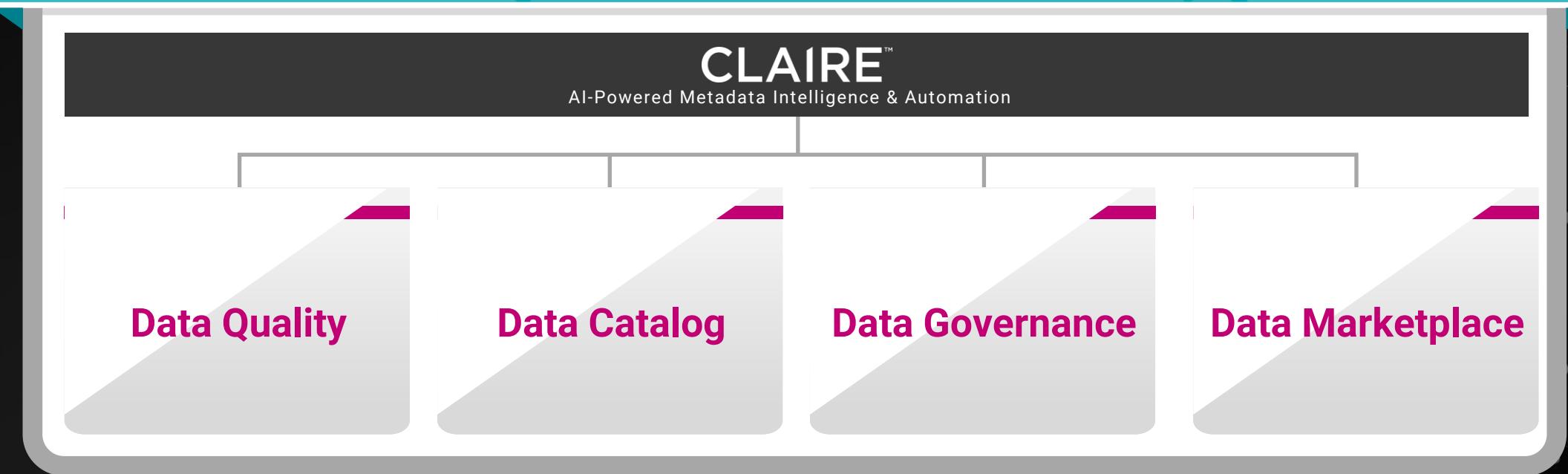


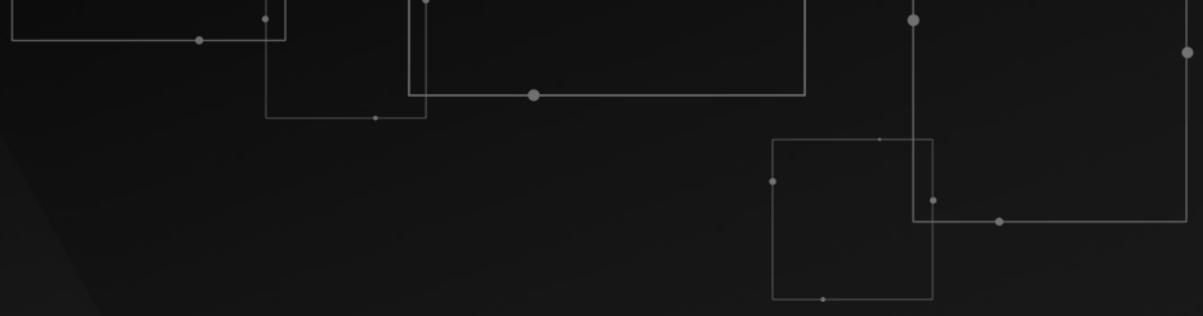
Cloud Data Intelligence Capabilities



Industry's Only Intelligent Data Management Cloud

IDMC for Data Governance and Democratization





Demo Bonus: Metadata Command Center

CDGC demo environment : How to access ?

Welcome to Informatica PARC
Informatica's Partner Activity & Resource Center offers a central location to manage partnership benefits with Informatica

IMPORTANT ANNOUNCEMENTS CLOUD DATA GOVERNANCE DEMO ENVIRONMENT ACCESS

PARC USER GUIDE CHANNELS EXECUTIVE LOUNGE

CURRICULUM

INFORMATICA PREDICTIVE DATA INTELLIGENCE – PARTNER DEMO ENVIRONMENT ACCESS

Last Updated 01/07/2023

Details

- Please make sure you have completed the Registration Form for **Informatica Predictive Data Intelligence Demo Environment** covering **Cloud Data Governance & Catalog** and **Cloud Data Marketplace**. Details on how to find and access the form can be found [here](#).
- Once you are registered, you will receive access to the offline Training Link present on Success Portal, Product URL, and the demo script to help you navigate through the tool.
- Please be aware that the login credentials to access the demo environment will be shared to you in a separate email within **three business days of registration**.
- You will be provided with **Read Only Access** on the environment. Hence, you will not be able to edit or create any new asset. Please be restricted to the steps mentioned in the demo script.
- In case you do not receive access details in 3 business days, kindly use the Need Help button below to reach out to us.

Need Help?

CURRICULUM

INFORMATICA PREDICTIVE DATA INTELLIGENCE – PARTNER DEMO ENVIRONMENT ACCESS

In Progress

This training is out of date and there is a new version. Click [here](#) to access the latest version.

Open Curriculum

Cloud Modernization for PowerCenter

Erwin De Smaele · Domain Expert

2023

Where data comes to



Agenda

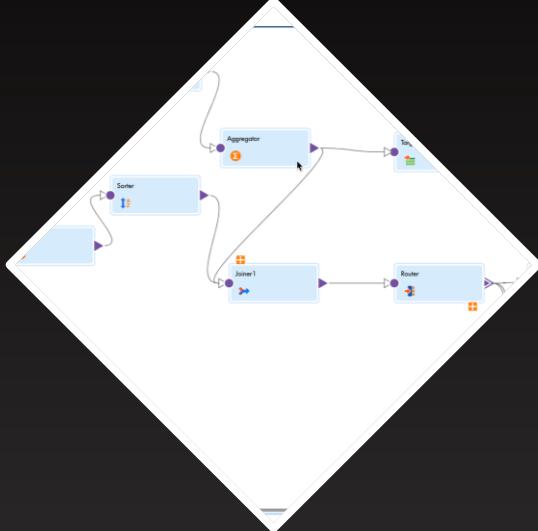
- 1 Introductions, why modernize PowerCenter
- 2 Migration Methodology & Approach
- 3 Who does what
- 4 Questions

Analytics modernization is more than migrate to CDW



DB migration

Modernize your on-premise Data warehouse to modern cloud datawarehouse



ETL migration

Modernize your ETL data pipelines into modern ELT/ETL/Spark data pipelines



Analytics migration

Modernize your reports and dashboards to cloud native analytics solution



Hardware migration

Modernize your hardware and storage to cloud managed virtual machines and storage

Journey to the Cloud



Current State

Future State

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

DATA SOURCES



SaaS Apps
Sources

+



On-premises
Sources

+



Real-time /
Streaming Sources



Informatica

IPU subscription unlocks ALL options available on IDMC

Access ALL Integration and Data Quality Services

Cloud Data Integration

Codeless, and optimized data integration

Cloud Data Quality

Identify, fix, and monitor data quality problems

Cloud Data Integration and Quality - Elastic

Dynamic scaling and automation for streamlined cloud-based processing on serverless Spark engine

Cloud Data Integration and Quality - Advanced Serverless

Managed environment with no cloud administration, software, servers or clusters to manage.

Cloud Mass Ingestion

Ingest Database, Change Data Capture, IoT, Streaming

Cloud B2B

Self-service partner onboarding and management

Cloud Integration Hub

High-performance, governed pub/sub data hub

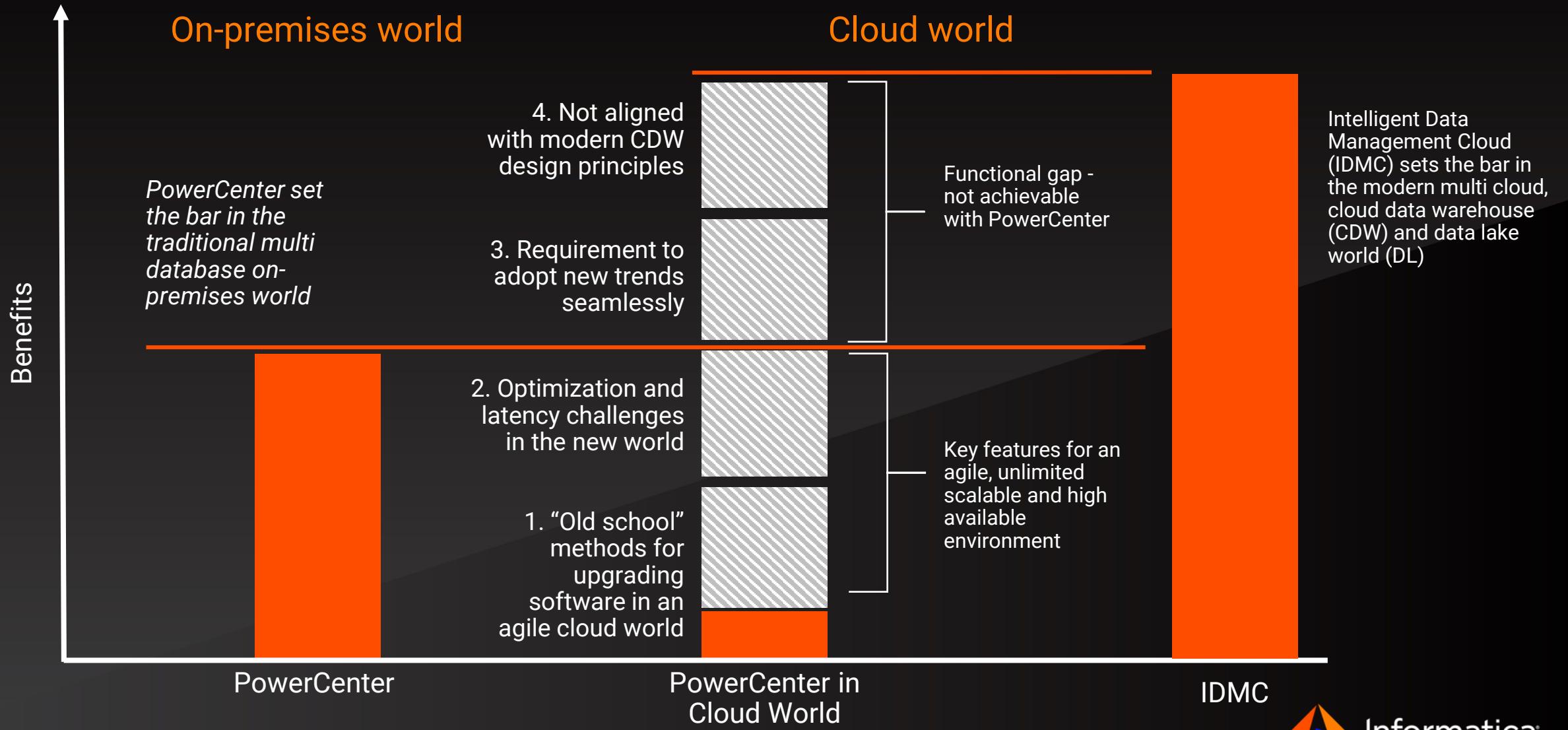
Cloud Application Integration & API

No-code, no-build UX to build, monitor & maintain integrations and API

Data Governance and Catalog

Find, understand, access, and govern all the organization's data

Why moving to the cloud for Data Management?

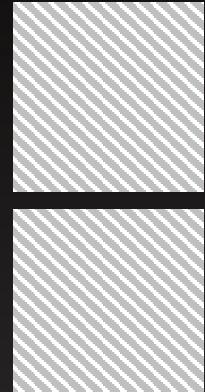


Future needs why IDMC is a good choice?

IDMC critical capabilities

- Database PDO, Advanced Pushdown for loading data from CDL to CDW with transformations
- **Mass Ingestion from databases, files, applications and streaming sources**
- Support for data lake cloud storage - S3/ADLS/GCS.
- **Operational Insights**
- Hierarchical datatype support for JSON, Parquet, Avro, ORC types
- Change Data Capture (**CDC**) to CDW's
- **Broad meta-data aware connectivity including PaaS, Middleware, SaaS, APIs and on-premises**
- **Elastic** (Highly scalable distributed processing via Spark) & **Advanced serverless processing**
- Partitioned reads and writes for data lakes
- **Hyper Automation through APIs** integration with Git HUB, Operational Insights and Cloud Application Integration
- **Data Quality and Data Profiling**
- **Data Catalog and Data Governance**
- Consumption based pricing

Cloud



Functional gap -
not achievable
with PowerCenter



Intelligent Data Management Cloud (IDMC) sets the bar in the modern multi cloud, cloud data warehouse (CDW) and data lake world (DL)

IDMC

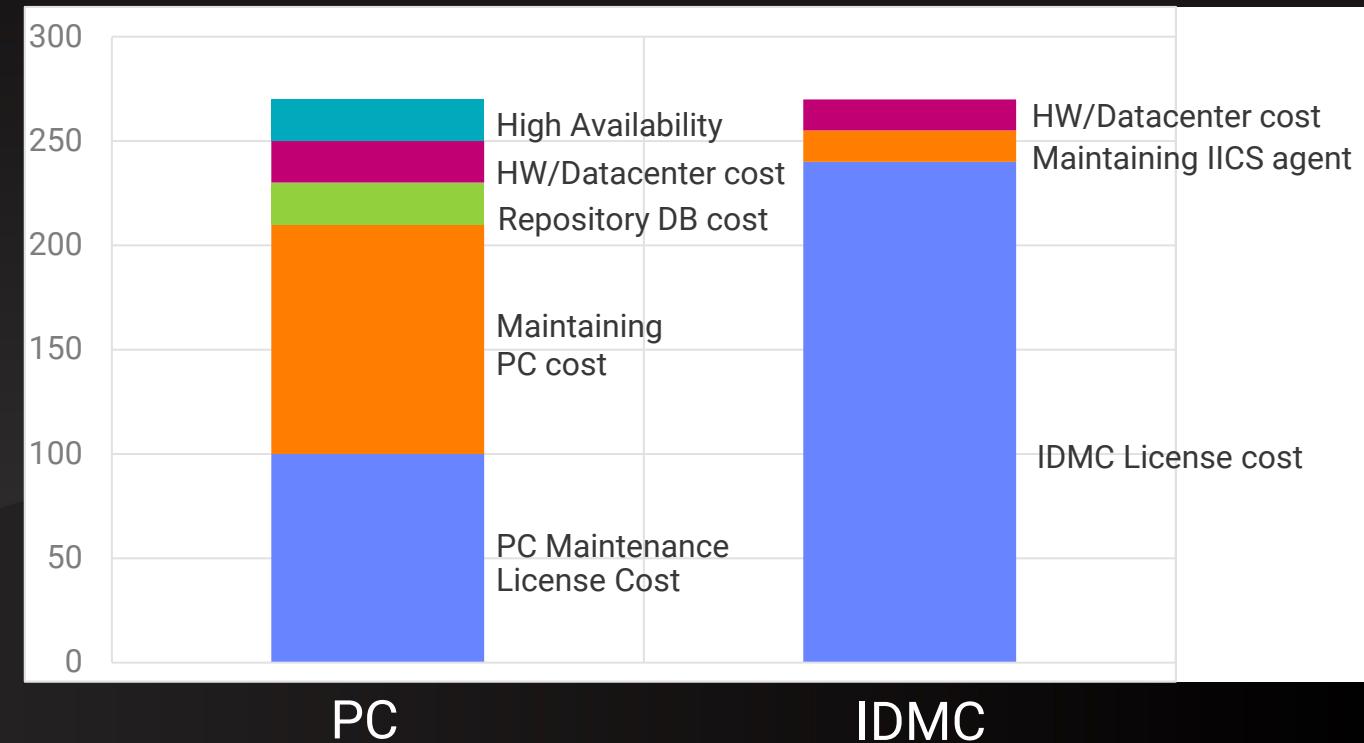


Understanding the Shift in moving to SaaS/PaaS

This isn't about just comparing 'maintenance vs subscription' ...

- Financial Shift: Maintenance to subscription *isn't* a 'like-for-like'
- Value/Cost analysis
 - Cost analysis to 'run (maintain/upgrade)' each environment
 - Understanding the migration project when shifting to a new platform
 - Major benefits of a more effective platform such as scalability/features/availability ...

Financial Analysis

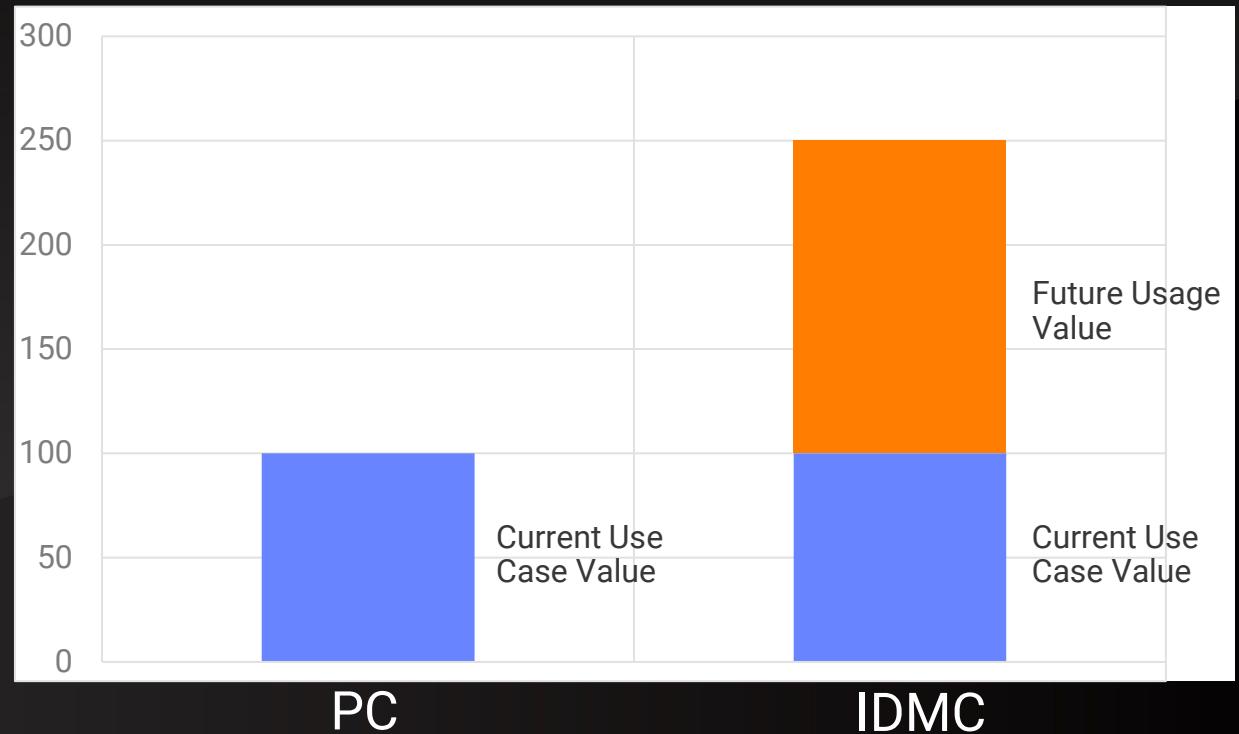


The true Value with modernization

Be ready for the future ...

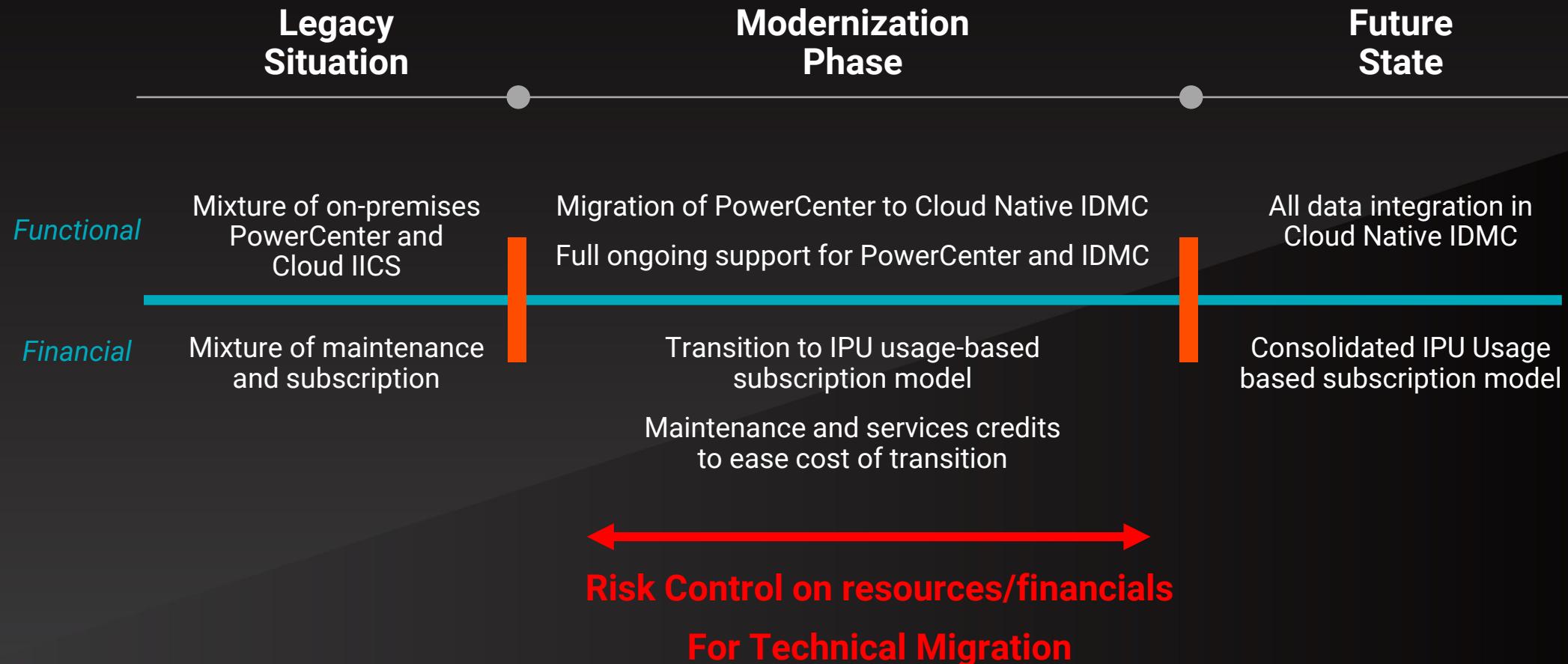
- Capability to be able to adopt new use cases in an agile way will really boost the value and future return

Value Analysis



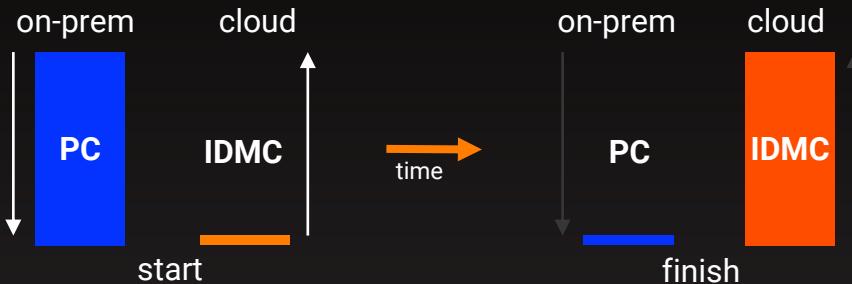
Modernization for PowerCenter Solution

Technical, Functional and Financial Transition



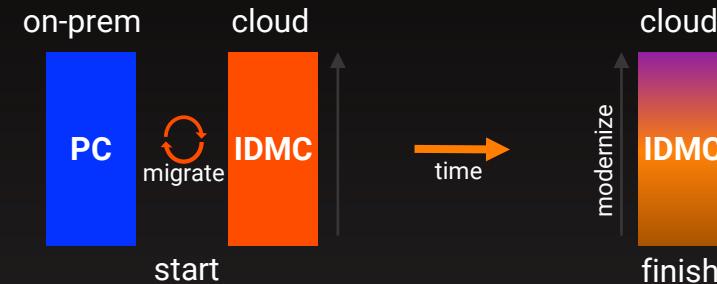
Modernization options

Comparing modernization options



Build completely new architecture

- Pro
 - Start fresh, fix modeling issues
- Con
 - **Very time consuming** (consider how long it took to build current architecture)
 - **High cost**
 - New tools = **new challenges**
 - **Double cost** during development of new solution



Migrate first, then modernize

- Pro
 - Get rid of current infrastructure **fast**, avoid double cost
 - **Impact** to business **low** since reports/dashboards don't change, only underlying technology changes
 - Build experience with new tech before modernize
 - Prioritize modernization without double cost
- Con
 - Migration cost might be unexpected
 - Takes a bit longer to modernize (because you migrate first)

Informatica's PowerCenter Modernization Solution

Solution Component		Description
1	Cloud Native products	Intelligent Data Management Cloud Consumption based services for any use case across integration, data quality, MDM, governance
2	Migration Factory	Assessment, conversion tools, and migration methodology
3	Financial Incentive	Credit against both existing PowerCenter maintenance and related Professional Services plus Ecosystem Partner Incentives
4	Professional Services + Partners	Specialized resources enabling and delivering on your modernization initiative
5	Migration Support	Ongoing support of customer's existing PowerCenter environment through the migration

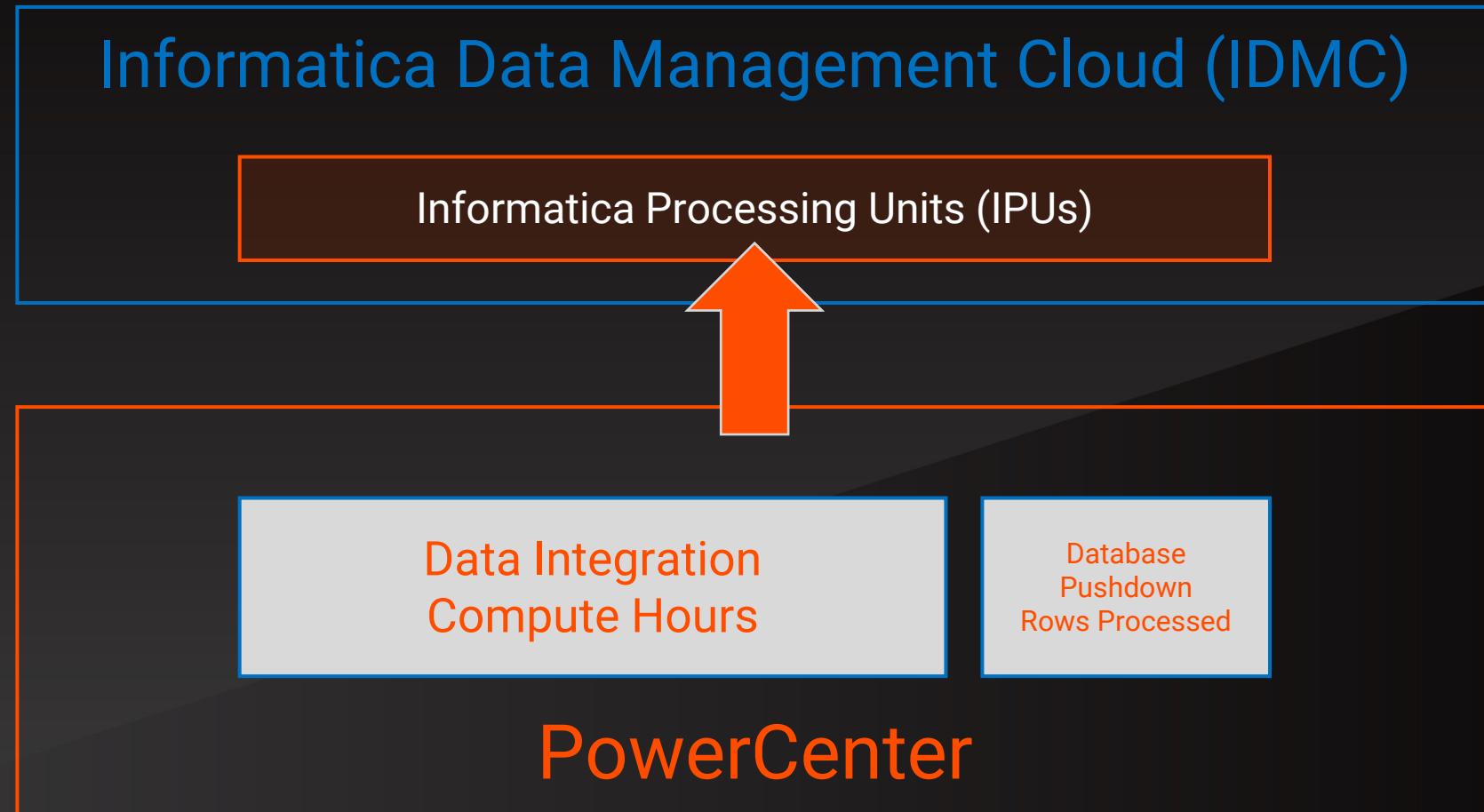
Informatica Processing Unit (IPU) Model

Service	Scaler	Metric
Cloud Data Integration	Compute Units	Hours
Cloud Data Integration Elastic / Advanced Serverless	Compute Units	Hours
Cloud Data Quality	Compute Units	Hours
Cloud Data Quality Elastic / Advanced Serverless	Compute Units	Hours
Mass Ingestion Files	Data Volume	GB
Mass Ingestion Database / Streaming / Applications	Data Volume	GB
Mass Ingestion Applications – Change Data Capture	Data Volume	10M Rows
Advanced Pushdown Optimization	Rows Processed	Million Rows
Change Data Capture – CDI	Rows Processed	Million Rows
Change Data Capture – DBMI	Rows Processed	50M Rows
API and App Integration	Compute Units	Hours
API and App Integration with Advanced Serverless	Compute Units	Hours
API Management	API Calls	Million Calls
B2B Gateway	Compute Units	Hours
Integration Hub	Events	Events
Cloud Data Masking	Compute Units	Hours
Data Marketplace	Daily Assets Stored	100 Assets
Cloud Data Governance & Catalog – Governance	Assets Stored	1K Assets
Cloud Data Governance & Catalog – Catalog	Assets Stored	100K Assets
Cloud Data Governance & Catalog – Scanner	Compute Units	Hours
CDGC - Scanner with Advanced Serverless	Compute Units	Hours
Sandbox/Sub-Org/Production/Pre-release	Per Org	Per org

Highlights

- Usage based
- Provides comprehensive capabilities for modern CDW data integration needs
- Re-mix products from the eligible list at any time, up to the total processing units

Cloud Native Capacity Estimation is Based on Actual PowerCenter Usage

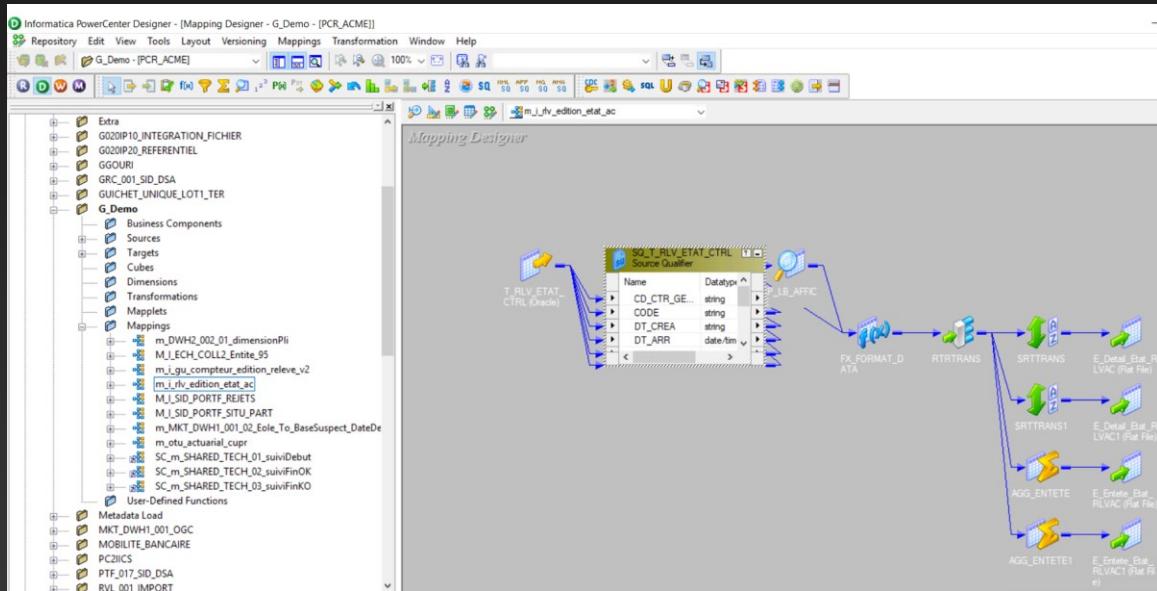


Migration Factory

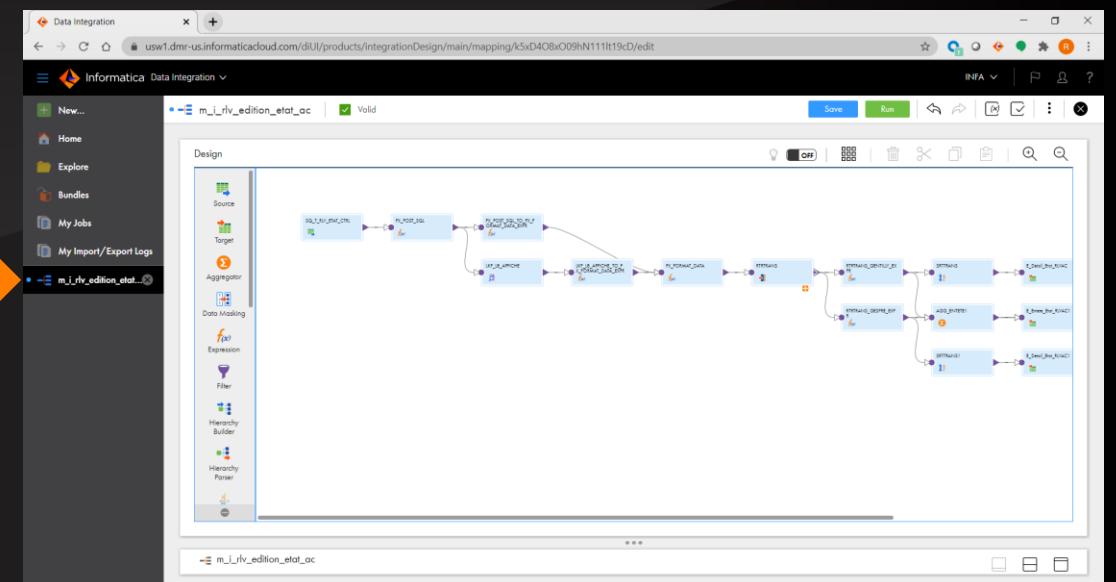
Protecting customer investments while modernizing to cloud

- Methodology
- Automation Utilities
- Manual Conversion Finishing

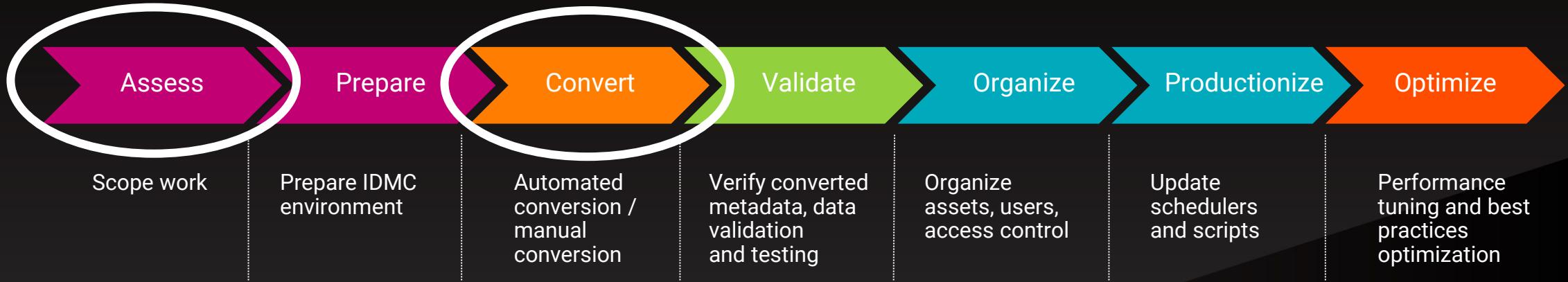
PowerCenter



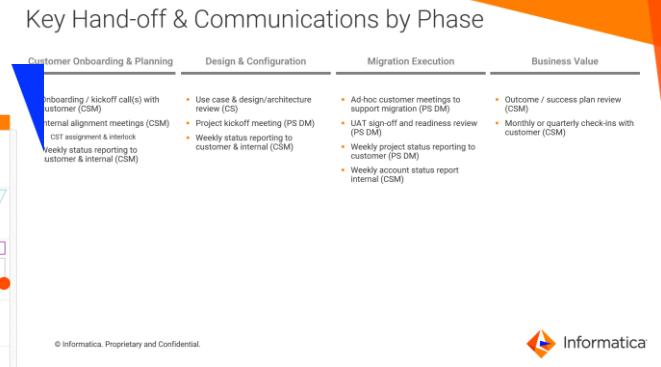
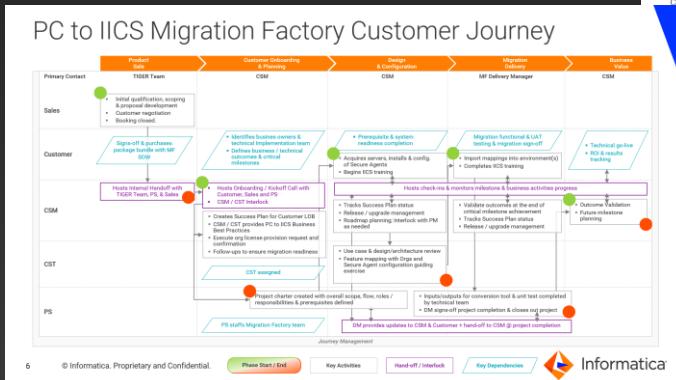
IDMC



Migration Factory Methodology



End to End Playbook



Playbook Resource Contents (Sample)

Project Charter	Customer Journey Checklist	Prerequisite Guides
<ul style="list-style-type: none">MF PlaybookPhase 00: Pre-SalesPhase 01: Customer Onboarding & PlanningPhase 02: Design & ConfigurationPhase 03: Migration ExecutionPhase 04: Business ValueAppendixDWM Migration Factory Conversion ProcessCS Engagement RACI	<ul style="list-style-type: none">Hosts Onboarding / kickoff call(s) with customer (CSM)Creates Success Plan for Customer LOBExecutes org license provision request and confirmationFollow-ups to ensure migration readinessIdentifies business owners & technical implementation teamProvides initial trainingFollow-ups to ensure migration readinessImports servers, installs & configImports mapping into environment(s)Completes IICS trainingTechnical go-live & results hand-offUse case & design/architecture reviewProject kickoff meeting (PS DM)Weekly status reporting to customer & internal (CSM)Ad-hoc customer meetings to support migration (CSM)UAT sign-off and readiness review (PS DM)Weekly project status reporting to customer (PS DM)Monthly or quarterly check-ins with customer (CSM)Outcome / success plan review (CSM)Final high-level Asset ListCommunication PlanMigration PlanProject CharterProject Mission & High-Level OverviewProject Role & Resource MatrixProcess FlowPrerequisite GuidesCustomer Journey ChecklistExecution PlaybookFinal UploadsRelational Objects DDL'sSample Data for Unit TestingTraining PathDocumentation	<ul style="list-style-type: none">Confirm list of Mappings, Sessions and WorkflowsLatest Repository back upAll dependent Parameter files/Scripts/Flat files to be sharedCheck for any preference in folders/sequence of conversionsCustomer Dev Org detailsAccess to secure agent machineConnection map in case of reporting

Informatica

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Migration Factory Automation

Assess

The dashboard includes sections for Repository, Config Version, Assessment Run Date, and Folder. It displays Mappings Summary (Grand Total: 2,120, Automated: 1,735, Partial: 295, Manual: 90), Migration Factory Scope (Total: 2,030, Automated: 1,735, Partial: 295), Manual Asset Detail (Needs Review: 33, Redesign: 57, Refactor: 0, On Roadmap: 0), and a Manual Feature Breakdown chart. It also shows Complexity Mappings (Very High: 18%, Low: 35%, Medium: 32%, High: 13%, Very High: 10%) and Complexity Analysis (Very High: 18%, High: 31%, Medium: 31%, Low: 30%).

Analyzes all PowerCenter mappings, sessions and workflows

Identifies which assets can be fully or partially migrated to Informatica Cloud

Provides basis for level of effort required for migration

Intelligence

Migrate

The dashboard includes a Summary pie chart (83.3% Fully Converted, 10.097% Converted with Issues, 6.602% Not Converted), a Folder View bar chart, an Asset View stacked bar chart, and a Top Issues donut chart. It also lists Assets (30) with their Publish status, Type, PC Location, ICS Location, State, and Issues.

Performs initial migration data load

Migrates PowerCenter assets to IDMC and repoints mappings from EDW to CDW

Unit testing of migrated assets

Automation

Migration Factory Conversion Finishing

These are tasks that are non-automatable but must be completed for every mapping post-conversion.

Create/Update Mapping Configuration Tasks (MCTs) Create Sessions and Update Run time Properties

SQL Override Syntax

SQL Syntax Conversion / Validation

Parameter Files and Custom Scripts

Server Migration & Re-Formatting

CDW Target Overrides

Changes to filters, schemas, tables, etc.

Unit Testing

Runtime validity of mappings, tasks, and taskflows in IDMC

Assessment - Detailed Analysis of PowerCenter

Total Assets	Automated	Partial	Manual	Conversion Rate	Total PwC Scanned
2,278	693	1,437	148	94%	1,324
Summary Views					
Overall Summary			Summary View		
Grand Total	Automated	Partial	Manual	Unknown	Conversion ..
Mapping	547	297	203	47	0 91%
Maplet	149	134	14	1	0 99%
Session	1,242	222	966	54	0 96%
Workflow	340	40	254	46	0 86%
Grand Total	2,278	693	1,437	148	0 94%

Overall Summary

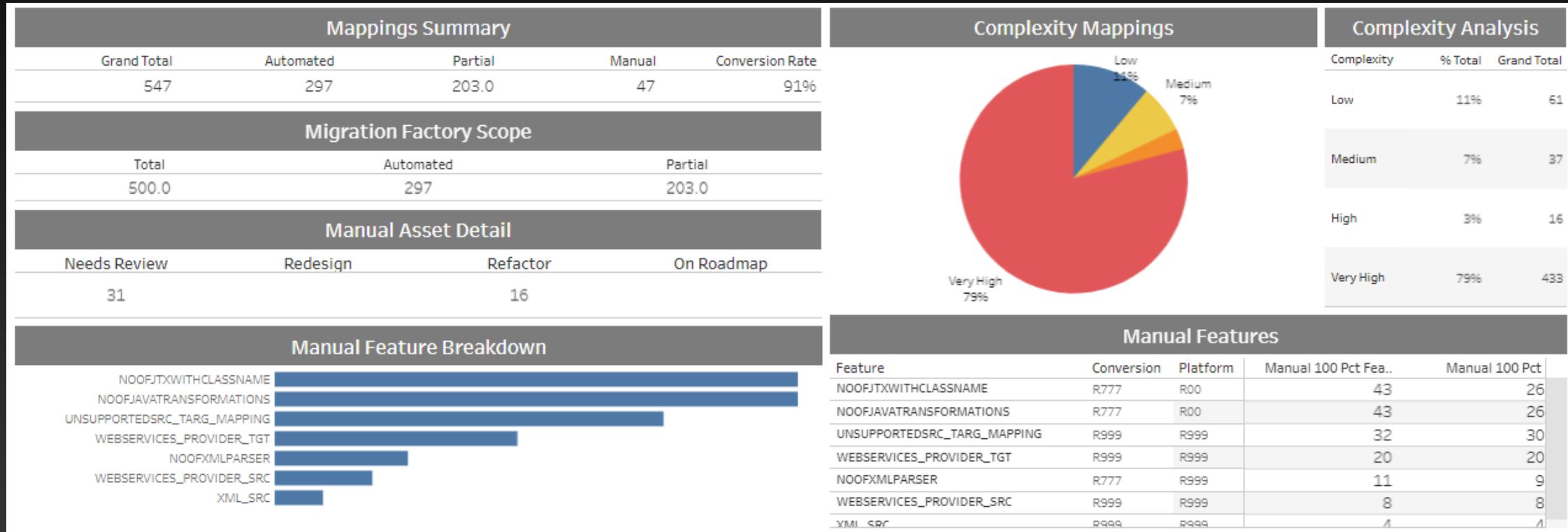
	Grand Total	Automated	Partial	Manual	Unknown	Conversion ..
Mapping	547	297	203	47	0	91%
Maplet	149	134	14	1	0	99%
Session	1,242	222	966	54	0	96%
Workflow	340	40	254	46	0	86%
Grand Total	2,278	693	1,437	148	0	94%

Summary View

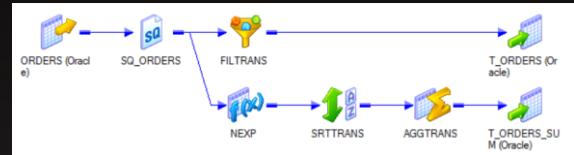
Category	Automated	Manual	Partial
Mappings and Maplets	431	48	217.0
Sessions	222	54	966.0
Workflows and Worklets	40	46	254.0

Legend: Automated (Blue), Manual (Orange), Partial (Grey)

Assessment – Mapping Details



Assessment defines scope for the migration factory



PowerCenter



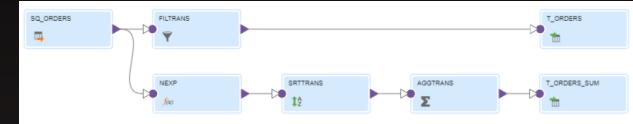
Repository backup

Overall Summary				
	Grand Total	Automated	Partial	Manual
Mapping	547	297	203	47
Maplet	149	134	14	1
Session	1,242	222	966	54
Workflow	340	40	254	46

Assessment



Migration factory



IDMC mappings



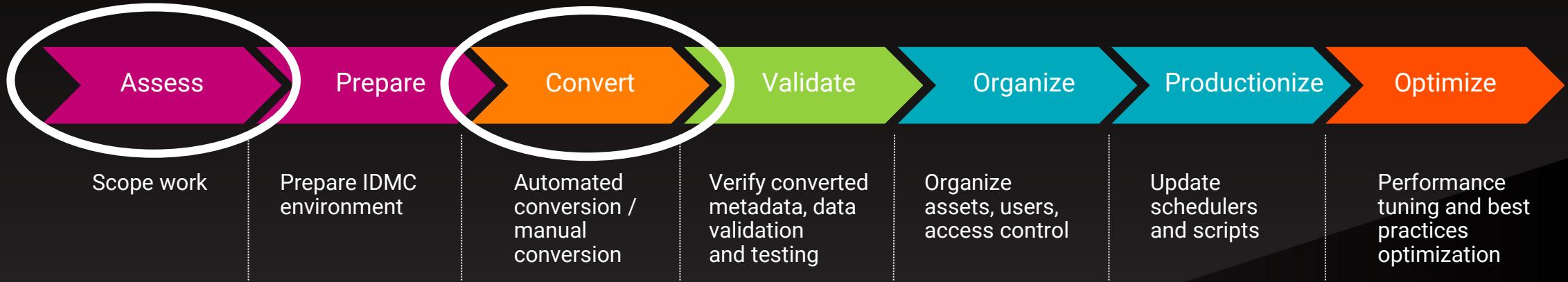
Manual conversion

Assessment phase

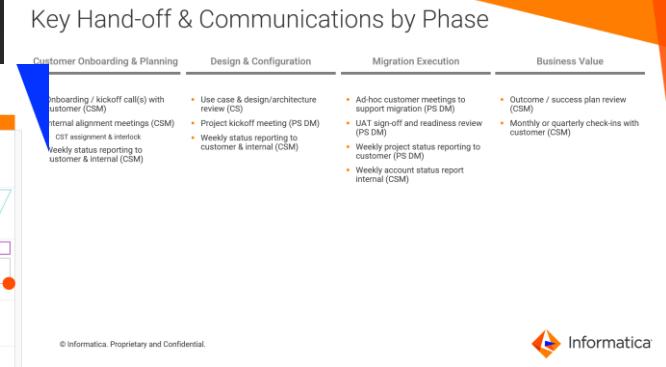
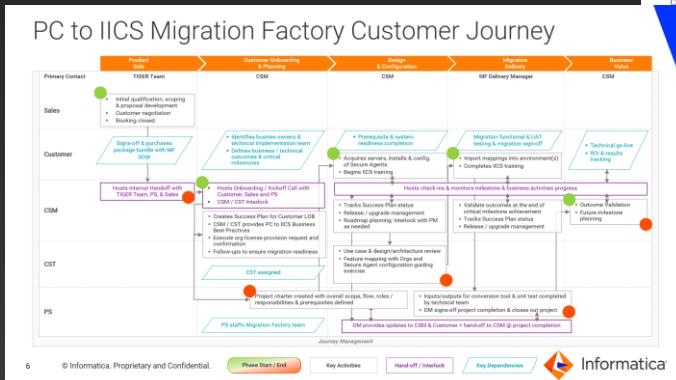
Migration phase

Deployment phase

Migration Factory Methodology



End to End Playbook



Playbook Resource Contents (Sample)

Project Charter	Customer Journey Checklist	Prerequisite Guides
<ul style="list-style-type: none"> Project Mission & High-Level Overview Project Role & Resource Matrix Process Flow Communication Plan Migration Plan High-level Asset List DWM Migration Factory Conversion Process CS Engagement RACI 	<ul style="list-style-type: none"> MF Playbook Phase 00: Pre-Sales Phase 01: Customer Onboarding & Planning Phase 02: Design & Configuration Phase 03: Migration Execution Phase 04: Business Value 	<ul style="list-style-type: none"> Confirm list of Mappings, Sessions and Workflows Latest Repository back up All dependent Parameter files/Scripts/Flat files to be shared Check for any preference in folders/sequence of conversions Customer Dev Org details Access to secure agent machine Connection map in case of reporting Relational Objects DDL's Sample Data for Unit Testing Final Uploads

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Informatica, Customers, and Partners Work Together To Modernize PowerCenter Customers to the Cloud

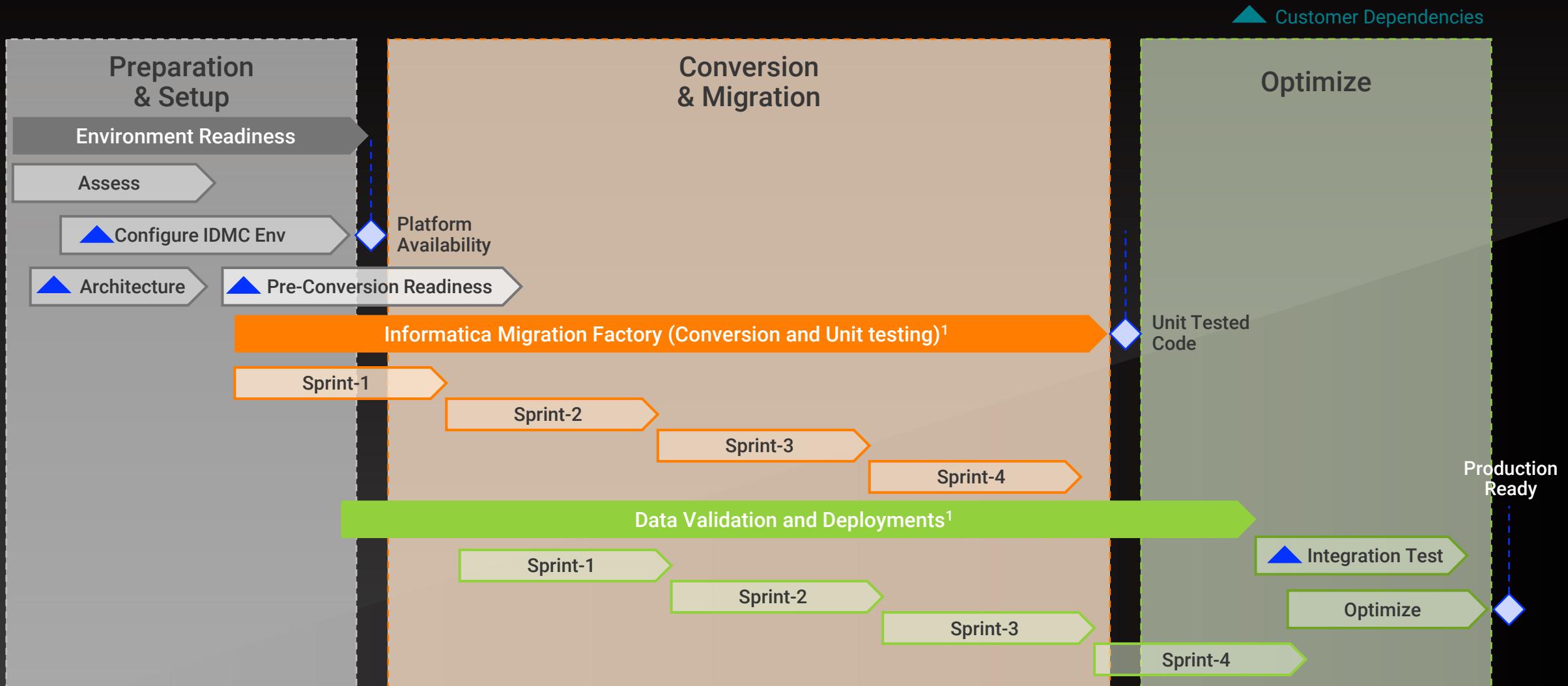
	Assess	Prepare	Convert	Validate	Organize	Operation-alize	Test	Optimize		
	Scope Work	Prepare IDMC Environment	Automated Conversion	Manual Conversion	Conversion Finishing	Unit Testing	Mappings, users, access control	Update schedulers & scripts	Data Validation & User Acceptance Testing	Performance tuning & best practices
Informatica Migration Factory*	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Approved Partner	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
Customer	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				



* Informatica's Migration Factory uses an offshore model

= Available from Trained Informatica Modernization Partners

Planning the Migration (Sample)



1. Sprints determined by business/subject area/folder and business priorities

Overall migration process

What tasks are there and how do they fit in the phases

Preparation phase

- Setup IDMC/environment readiness
 - Plan the environment
 - Install Secure Agents
 - Setup security, connections
 - Define overall migration plan
- Solution readiness
 - Migrate database to new CDW
 - Define prioritized list of PC

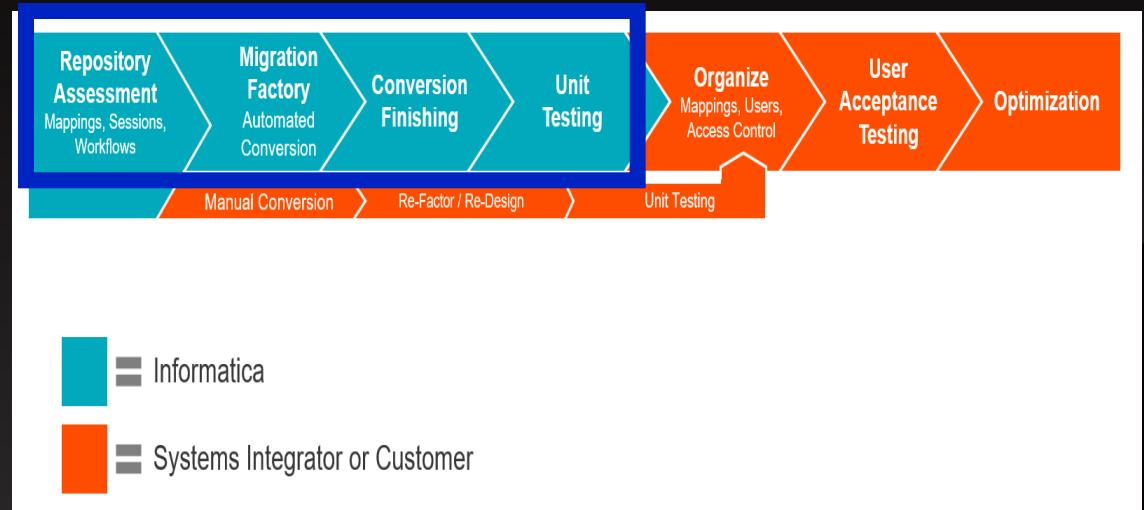
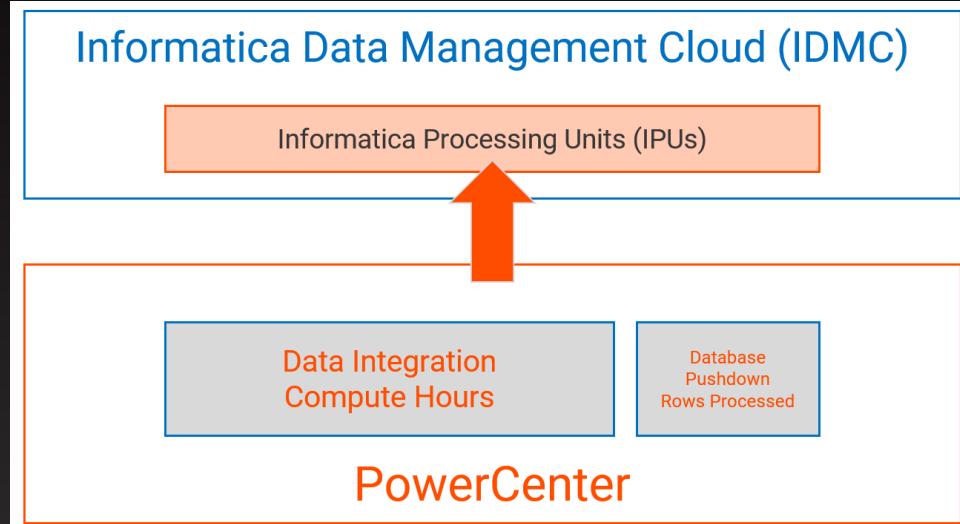
Migration phase

- Assess PowerCenter logic
 - Mappings/Maplets
 - Sessions
 - Workflows
- Migrate PowerCenter logic including embedded SQL logic
- Generate mapping tasks & simple taskflow
- Unit test for functional completeness
- Migrate parameter files

Optimization phase

- Verify conversion and data validation testing
- Migrate complex SQL logic/stored procedures
- Organize assets/users/accesscontrol
- Productionize taskflows and update scheduling & orchestration framework if applicable
- Update mapping tasks to optimize for CDW

Customer Financial Incentives Overview



New Software Subscription Cost
(2-year subscription contract)

Migration Services Cost

Financial Incentives based on the previous estimations

Informatica Cloud Native Subscription

UPTO

50%

of IPU
subscription

UPTO

20%

of IPU
subscription

**Credit against existing
PowerCenter maintenance**

Credit in effect for the two years of the subscription period

**Services credit against
the Migration Factory SOW**

Credit to be used in the first year of the subscription period

Recap

	Solution Component	Description
1	Cloud Native products	Intelligent Data Management Cloud Consumption based services for any use case across integration, data quality, MDM, governance
2	Migration Factory	Assessment, conversion tools, and migration methodology
3	Financial Incentive	Credit against both existing PowerCenter maintenance and related Professional Services plus Ecosystem Partner Incentives
4	Professional Services + Partners	Specialized resources enabling and delivering on your modernization initiative
5	Migration Support	Ongoing support of customer's existing PowerCenter environment through the migration

Why the Informatica Migration Factory approach



Reduced Migration Time

- Automated Migration utilities
- Migration Factory approach
- Reduced Time-To-Market



Reduced Migration Cost

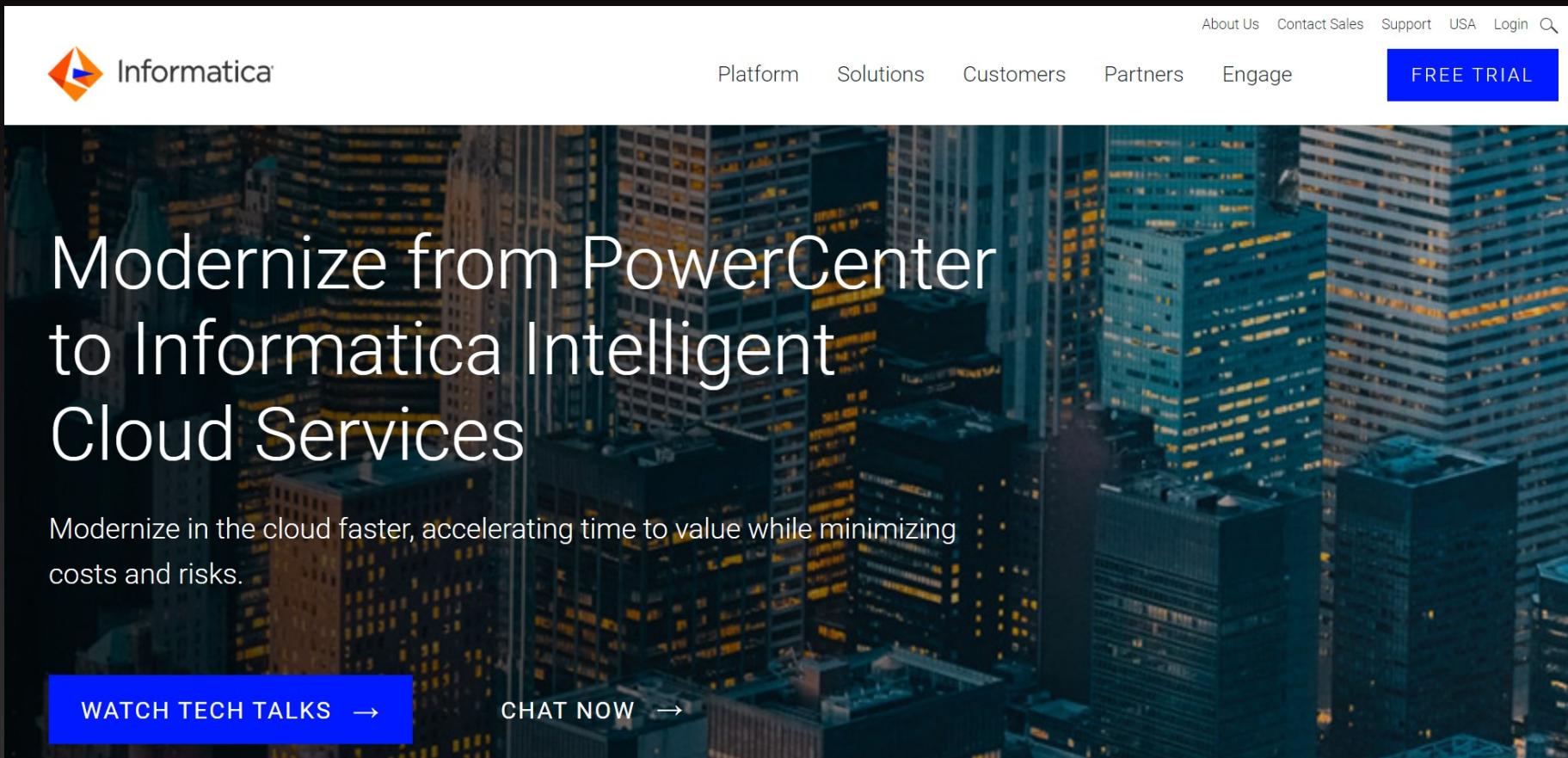
- Reduced time = less cost
- Higher quality code = less rework
- Less development resources



Reduced Migration Risk

- Code generation = less errors
- Predefined scope = less scope creep
- Shorter duration = less scheduling challenges

Where can I find more information?



The image shows a screenshot of the Informatica website. At the top, there is a navigation bar with links for About Us, Contact Sales, Support, USA, Login, and a search icon. Below the navigation bar is a logo for Informatica, followed by a horizontal menu with Platform, Solutions, Customers, Partners, and Engage. A blue button labeled "FREE TRIAL" is also visible. The main content area features a large, dark background image of a city skyline at night. Overlaid on this image is white text that reads: "Modernize from PowerCenter to Informatica Intelligent Cloud Services". Below this main heading, there is a smaller text block that says: "Modernize in the cloud faster, accelerating time to value while minimizing costs and risks." At the bottom of the banner, there are two blue call-to-action buttons: one labeled "WATCH TECH TALKS →" and another labeled "CHAT NOW →".

About Us Contact Sales Support USA Login 

Platform Solutions Customers Partners Engage 

Modernize from PowerCenter to Informatica Intelligent Cloud Services

Modernize in the cloud faster, accelerating time to value while minimizing costs and risks.

[WATCH TECH TALKS →](#) [CHAT NOW →](#)

<https://www.informatica.com/lp/powercenter-modernization.html>

More info: Comprehensive Training Resources



Success Portal

Microlearning Assets

Free e-Learnings and Recorded Videos

Included with Subscription



On-Demand

Online Self-Paced with Labs

Cloud Training Paths

Included with Subscription



Paid Training Options

Public Virtual Instructor-led with Labs

Tailored Private Training (onsite/virtual)

Contact for Pricing/Registration



Recommended Training

Success Portal:

Beginner/Intermediate/Advanced

IICS: Cloud Data Integration Services

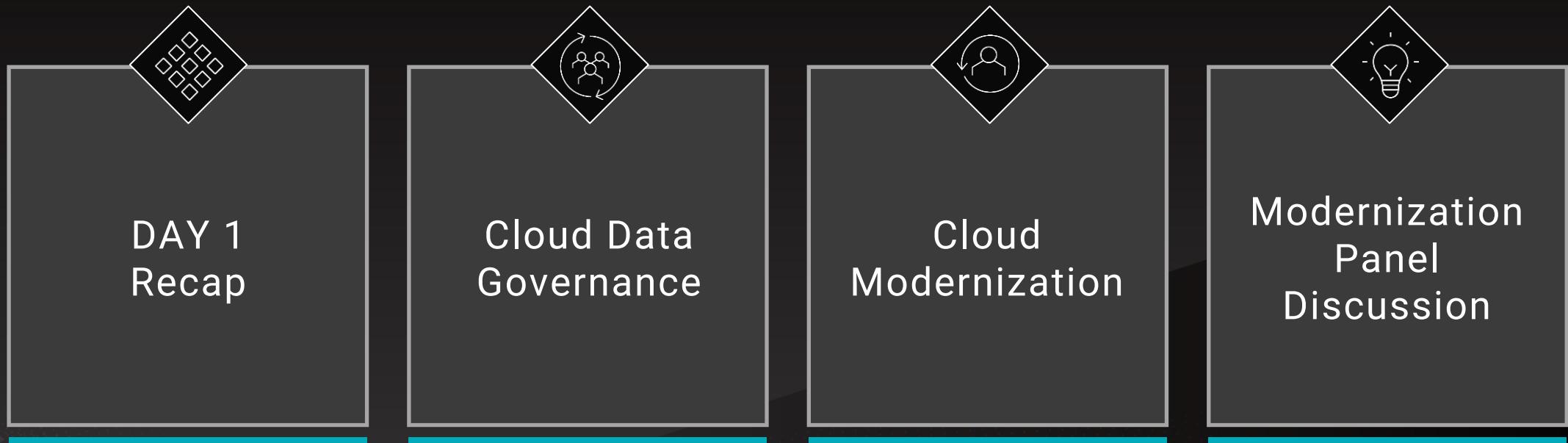
Cloud Application Integration Services

Wrap up Day 2

Where data comes to



Agenda - DAY 2



Agenda - DAY 3

DAY 2
Recap

MDM & 360
Applications

What's New in
IDMC

What's Next?