



Informatica Talentathon

Institute Of Product Leadership

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About Me

Experiences

20+ years of IT experiences with proven ability to lead a body of work with **cross-functional partners** and implemented agile dual track to ensure seamless collaboration between designers, engineers, marketers, sales, customer support and stakeholders.

Education

- Executive MBAs in Product Management & Business Analytics and Certified AI Product Manage.
- Certified Deep Learning Professional from DeepLearning.AI.
- Certified Google UX Design Professional from Coursera.



Skills

- Product Management
- User Research
- User Experience Design
- Agile Dual-Track
- Data Science & AI
- Data-warehouse & Data Lake
- Python & SQL Programming
- Hybrid Cloud Computing

Projects

HPE GreenLake was built from the ground up:

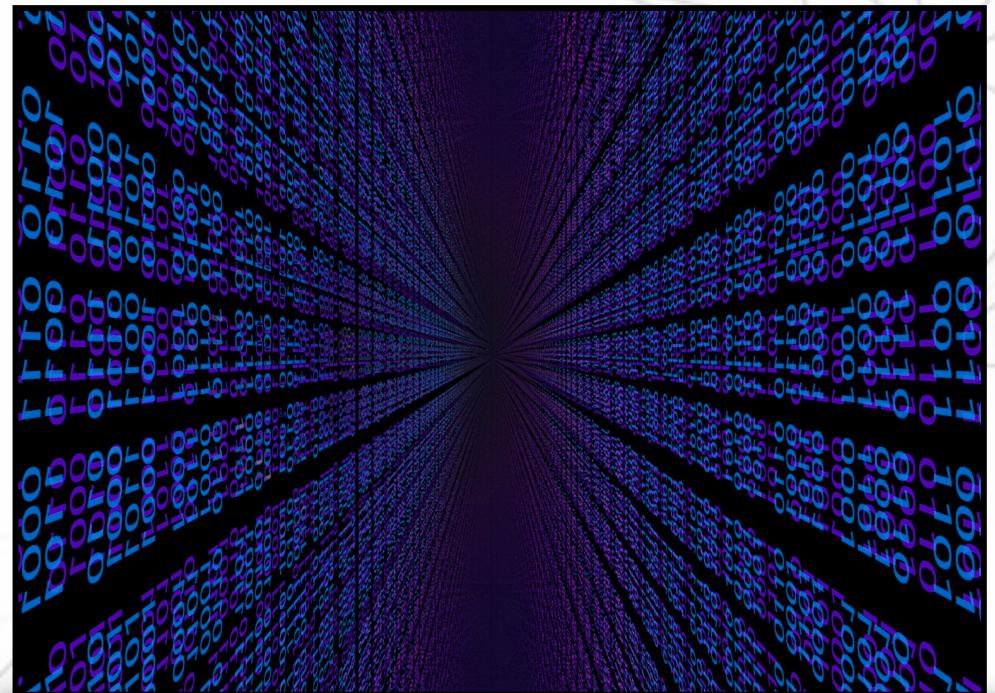
- Elimination of over-provisioning saves ~40% CAPEX.
- 75% faster digital project deployment.
- 85% less unexpected downtime.
- 40% increases IT team productivity by reducing the IT support burden.

Informatica Case Study

- Define business problem (for Cloud Data Replication)
- Define customer segments for which this problem exists.
- Which personas in this segment we are targeting, their user journey
- How big is the problem (TAM etc)
- Any market leading solution in the market to solve this problem
 - If no - then is there a reason competitors are not solving those problem
 - If yes – Briefly present SWOT analysis of their solution
- How can this problem can be solved by Informatica Product (Key Value proposition and Differentiator)
- Key Metrics that you will define to measure success of the solution
 - Adoption
 - Engagement
 - Usage
 - Churn

Problem Statement

How might we protect our customer data by building **Cloud Data Replication** product and bring **high levels of availability** and **performance** and **ensure zero data losses**?



Customer Segments

Segmented by Type

- Private Cloud
- Public Cloud
- Hybrid Cloud

Segmented By Region

- United States
- Canada
- Germany
- France
- UK
- Italy
- India
- Others

Segmented By Business Domain

- BFSI
- Government
- Healthcare
- Telecom & IT
- Retail
- Manufacturing
- Others

Segmented By Company

- Google
- Amazon
- Microsoft
- Dell
- Hewlett Packard Enterprise

Persona: Amit - Informatica Cloud Admin



"Our Product & Services are the digital root system of our company's Values. Our power lies in both anchoring our business operations and fuelling its competitive edge"

Demography

Age: 28

Work: Informatica Cloud Admin

Family: Bachelor, stay with parents

Location: Bangalore

Attributes

Intuitive

Curious

Analytical

Strong Coding Skill

Database Expert

Cloud Expert

Amit is a Informatica Cloud Admin as part of a Company's Cloud Infrastructure team working from Bangalore. As a Cloud Admin his roles is to work with customers and internal Informatica Product team to secure and maintain data and infrastructure efficiently with minimum down time.

Goals

- Subject matter expert Cloud Administration.
- Work with other stakeholders to secure and maintain data and infrastructure efficiently with minimum down time.

Frustrations

- Server Downtime and Data Security concern.
- Collaborate with cross functional team and customer counter part across globe.

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perceiving

Motivation

Incentive

Social

Growth

Power

Persona: Raj - ABC Inc. Cloud Admin



"Our Company's Infrastructure & Operations are the digital root system of our company's Technology Service. Our power lies in both anchoring our business operations and fuelling its competitive edge"

Demography

Age: 30

Work: ABC Inc. Cloud Admin

Family: NA

Location: NY, USA

Attributes

Intuitive

Curious

Analytical

Stakeholder Management Skills

Cloud Expert

Database Expert

Raj is a Cloud Admin part of a Company's Technology Service team working at ABC Inc, NY, USA.

As a Cloud Admin his roles is to work with his Informatica Team to secure and maintain data with high quality and low downtime.

Goals

- Subject matter expert Cloud Administration.
- Work with other stake holders to secure and maintain data and infrastructure efficiently with minimum down time.

Frustrations

- Server Downtime and Data Security concern.
- Collaborate with cross functional team and customer counter part across globe.

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Motivation

Incentive

Social

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Power

Market Evaluation, Total Addressable Market (TAM) & Major Competitors

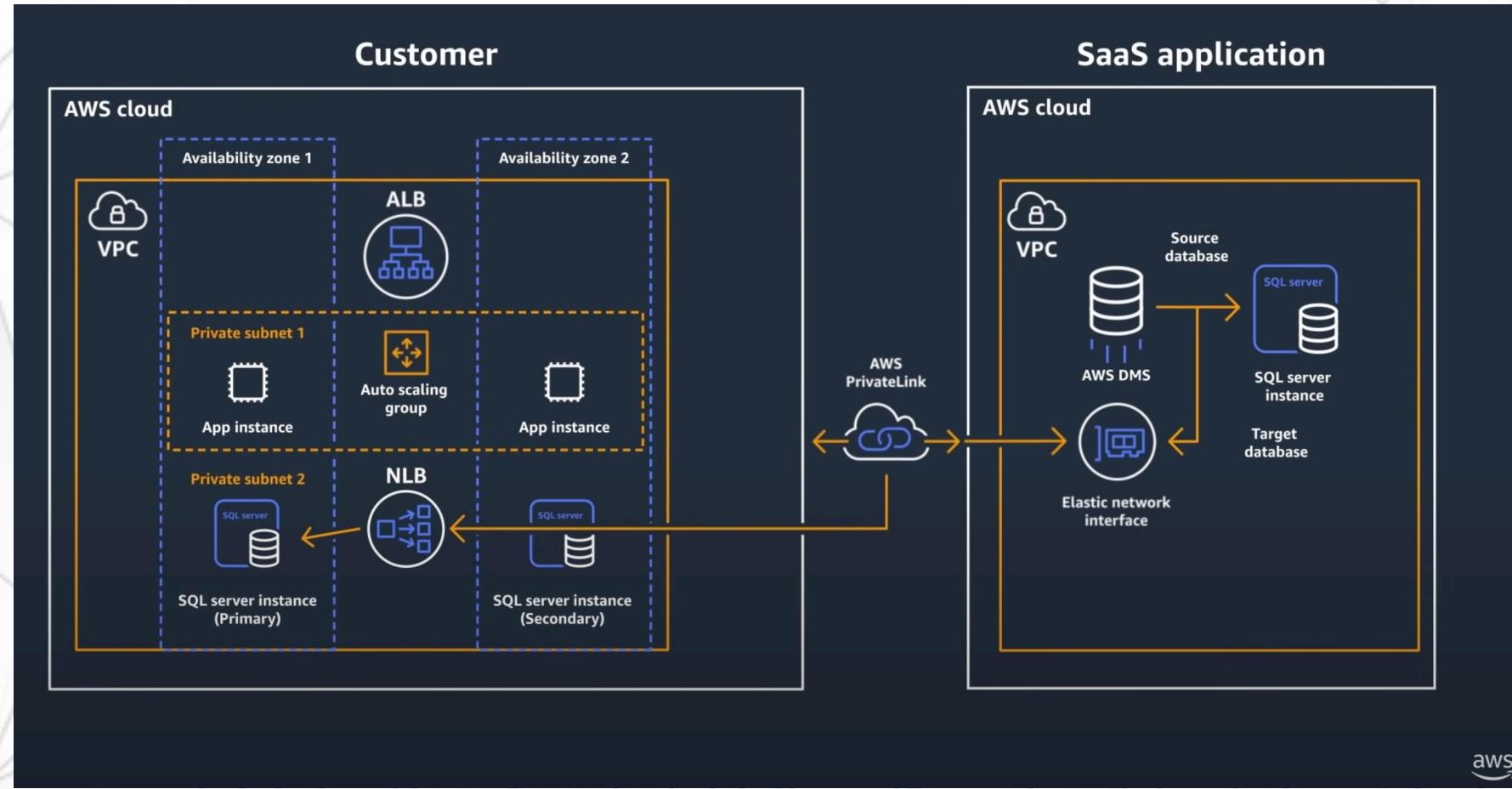
The Global Cloud Data Replication Market size was valued as **USD 9.4 Billion (TAM)** and is anticipated to reach **USD 19.91 Billion by 2027 at a compound annual growth rate (CAGR) of 10.5%**.

The growing adoption of cloud-based technology is expected to boost market growth during the forecast period.

1. Dell inc.
2. Microsoft Corporation
3. IBM corporation
4. Oracle Corporation
5. Acronis International GmbH
6. CA Technologies
7. Hewlett Packard Enterprise
8. Commvault
9. Veeam Software
10. NetApp Inc.



Existing or Propose Solutions by AWS



aws

Key Metrics

Adoption

- How many users created a itinerary this quarter?
- How many new users requested for Trial this quarter?
- How many times use the trial this quarter?
- How many customer request for second trial this quarter?
- How many customer purchase the product this quarter?

Usage

- Monthly/Quarterly Usage Trend
- Frequency
- Sessions

Engagement

- Monthly Active Users
- Product Demo
- Product Sales, Training & Support
- Webinar
- Survey
- Social Media Forum
- Referral/Advocate of our Product

Churn

- Getting users to use the service often and behave in a way that helps the users and business.
- Net Promoter Score (NPS)
- How many users made a second itinerary?

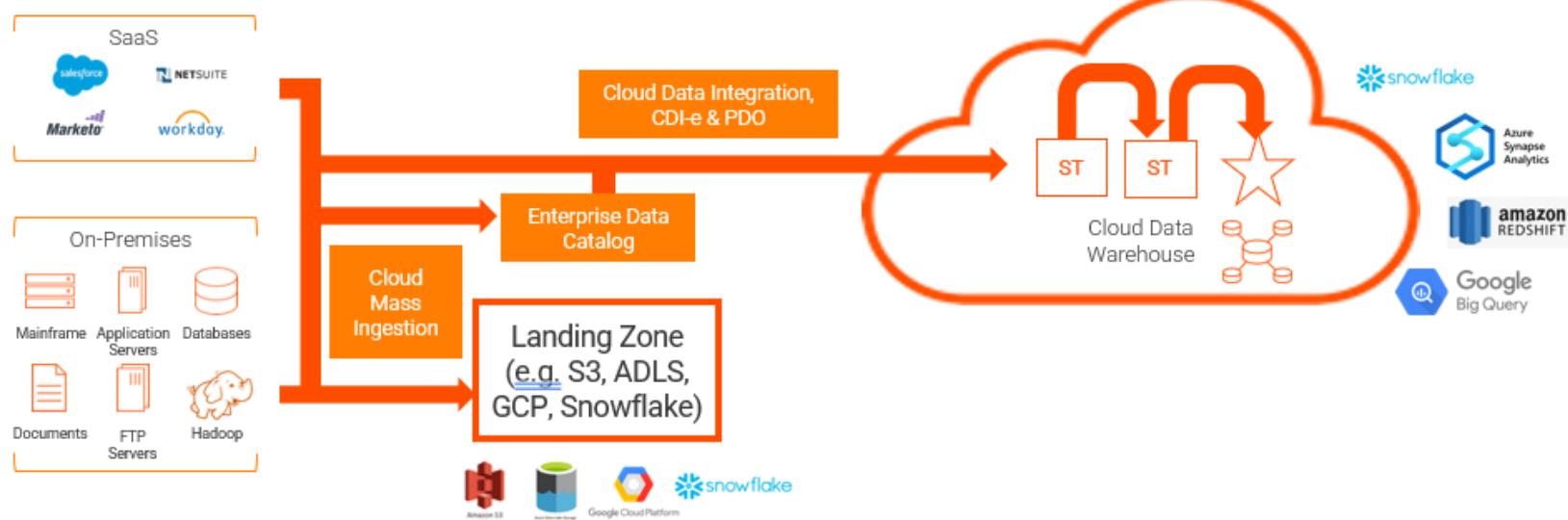
Conclusion

My Suggestion for Informatica is not to build Cloud Data Replication because, although there is a large market opportunity, but there are many large player competing in this space (Red-Ocean) and Informatica is the market leader in data migration, data quality, data integration and master data management space.

So Informatica should position itself in the current market, where informatics is a leader, and where innovation opportunities are very high in the cloud data migration space because 70 to 80% of effort is spent on data pre-processing in any data science and deep learning projects.

According to Precedence Research, the artificial intelligence (AI) market size is projected to surpass around **US\$ 1,597.1 billion by 2030 and is expanding growth at a CAGR of 38.1% from 2022 to 2030.**

Modern Cloud Data Warehouse or Data Lake

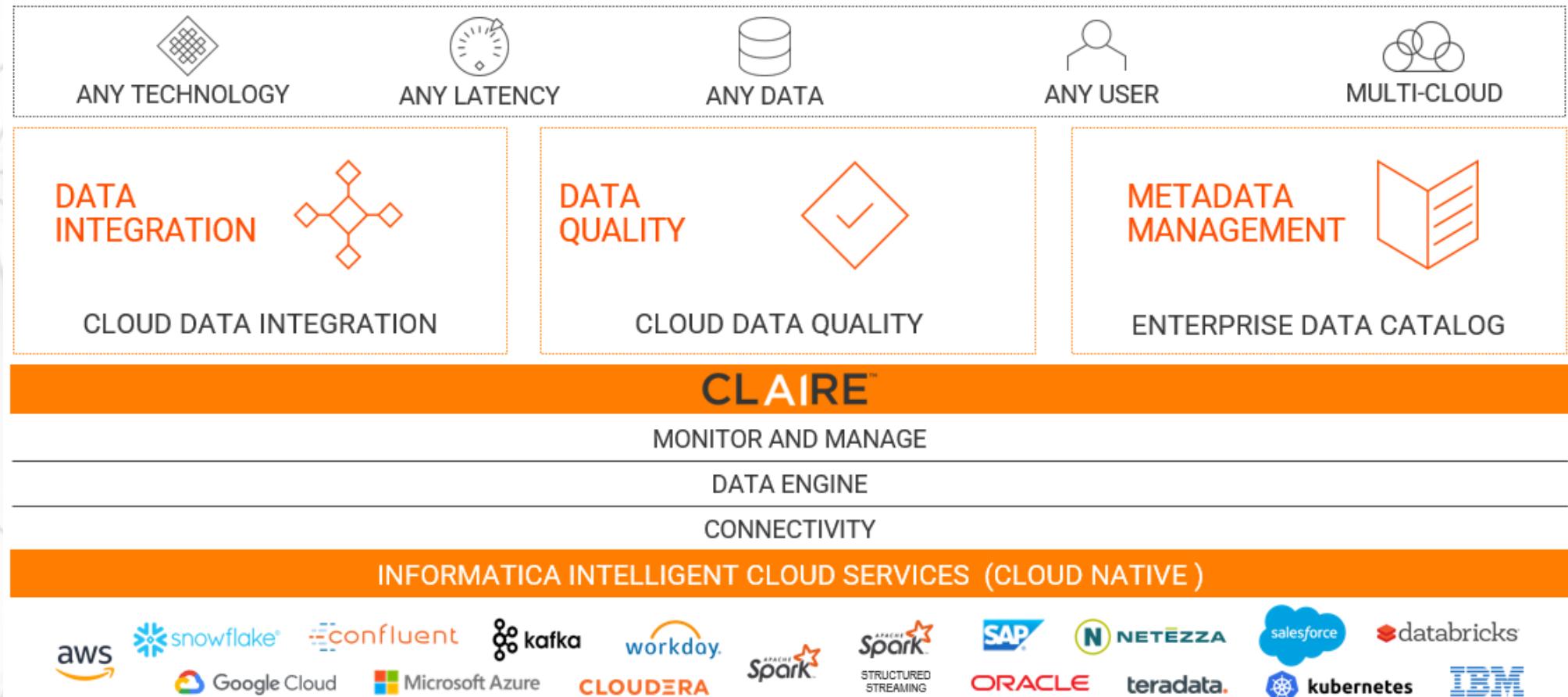


Optimizing for Cloud deployments

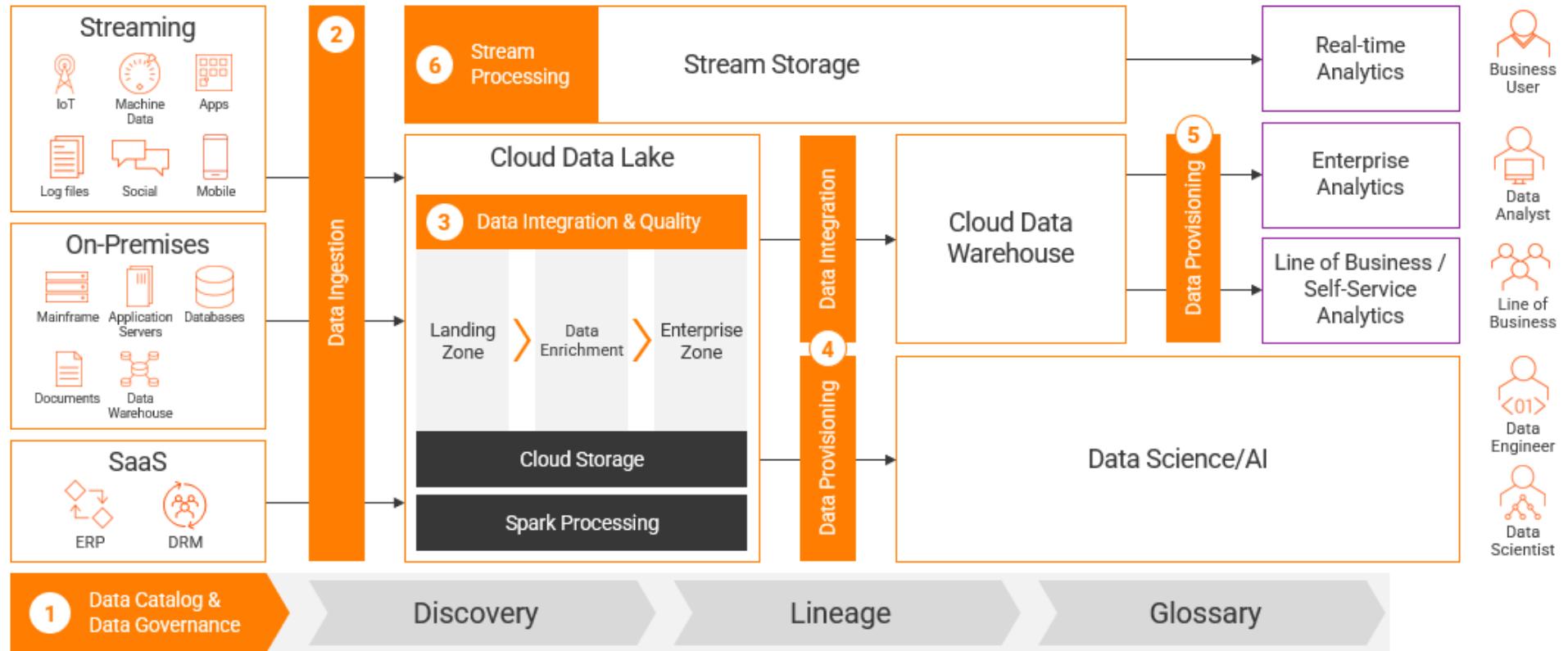
- Discovery with automated CDW hydration
- Cloud Mass Ingestion for Files, DB and CDC
- Cloud Data Warehouse PDO
- Serverless and elastic scaling
- Spark based processing in the Cloud
- Minimal install & setup

- Auto-upgrades
- Rapid connector deployment
- Trust certifications (e.g. SOC, SOC2, HIPAA, etc.)
- Integrated full stack high availability and advanced security (i.e. platform, network, infrastructure)
- Usage based cloud pricing

Power of Using Informatica

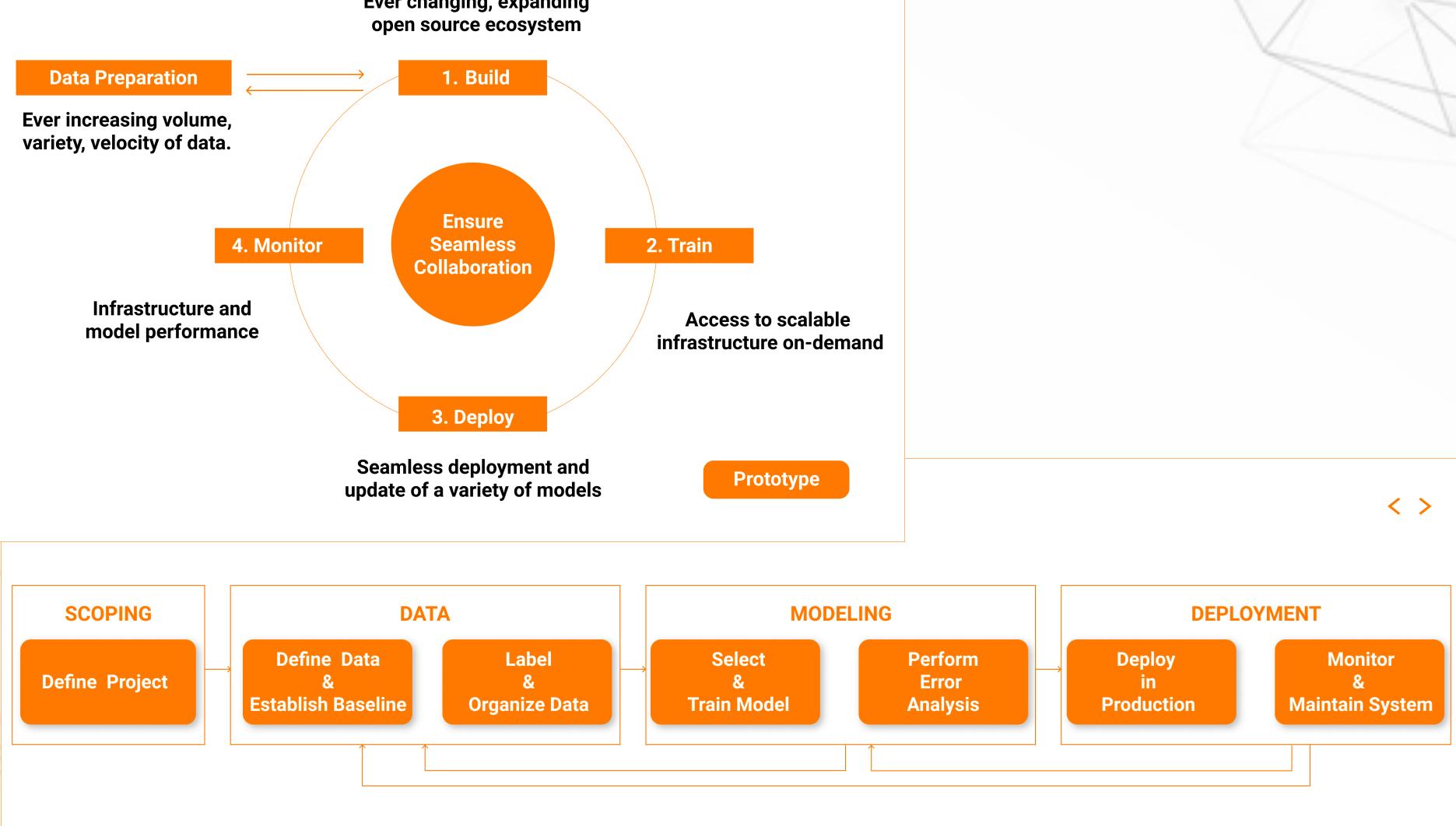


How Informatica Helps Building Delta/Data Lake & Data Warehouse



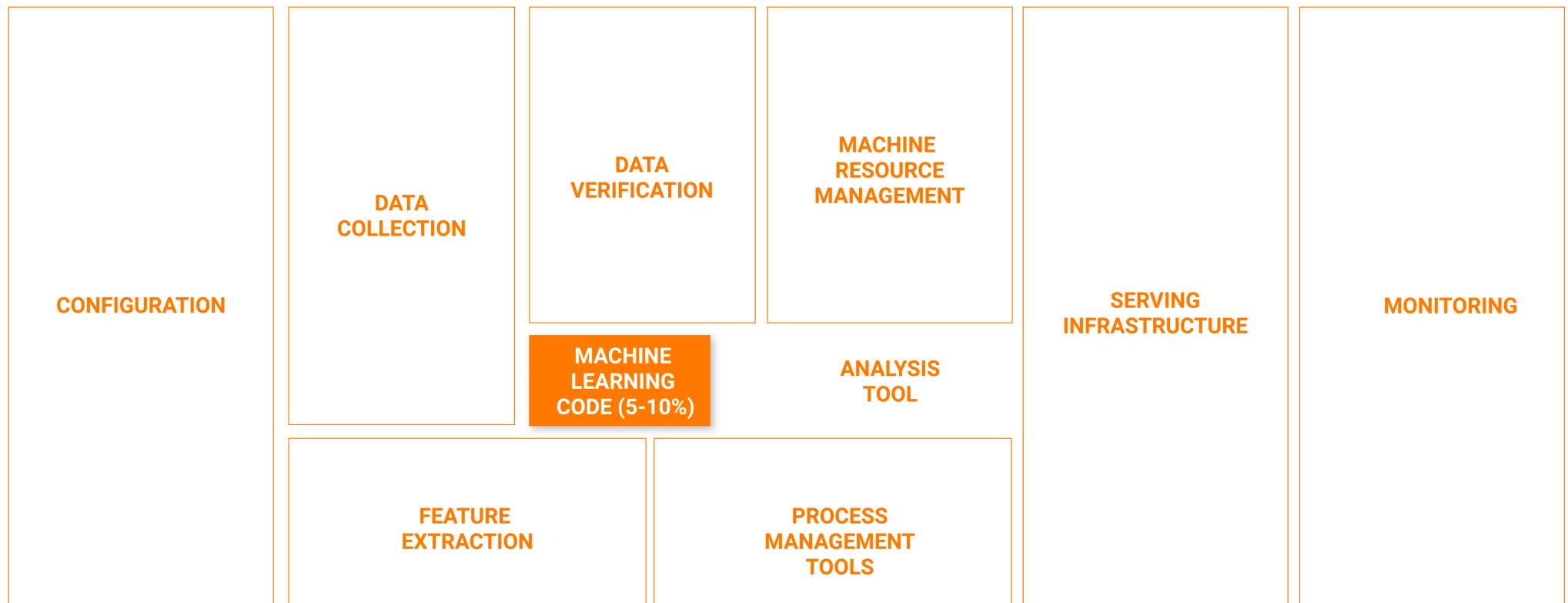
Machine Learning Operations Life Cycle

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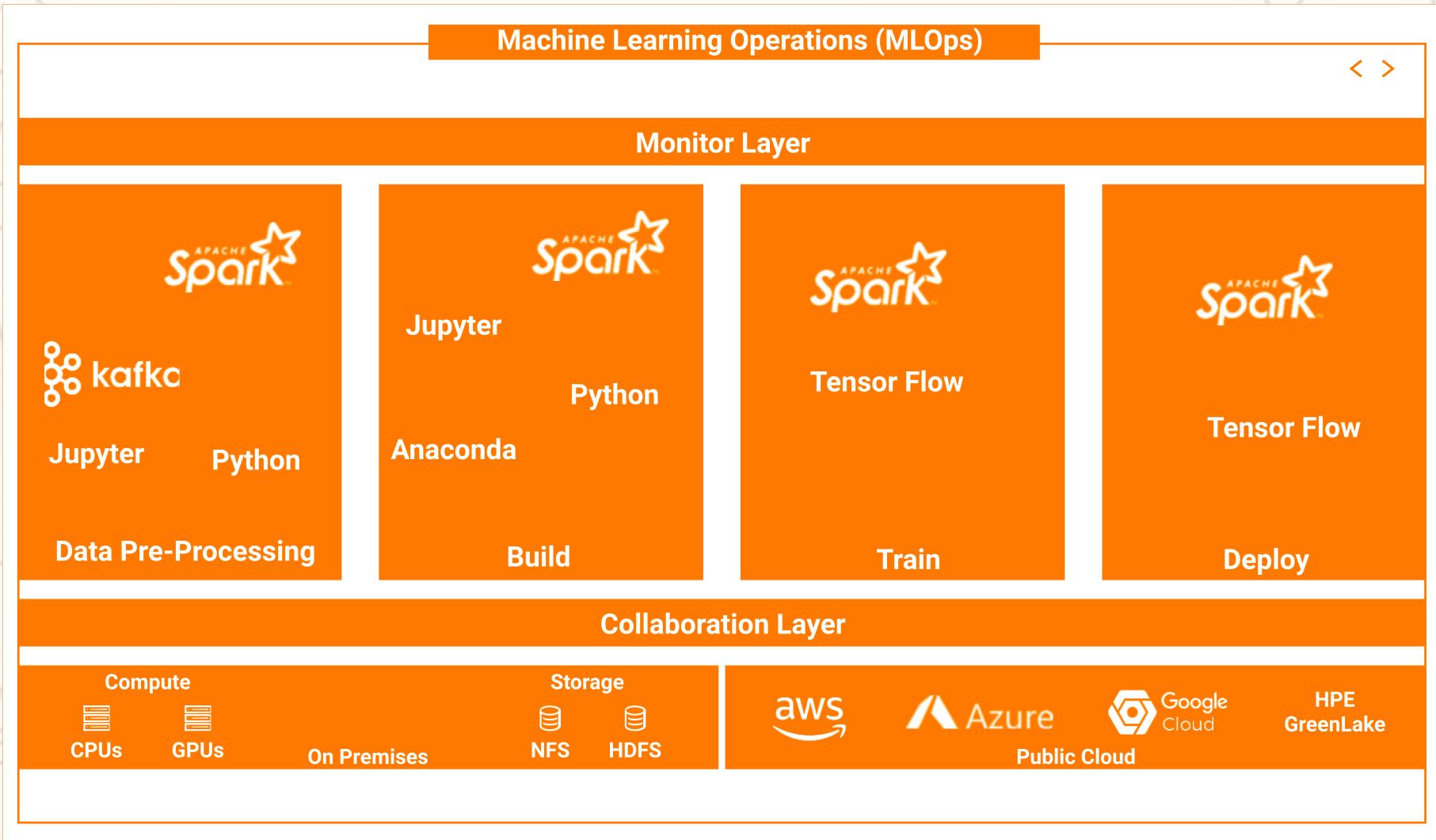


The Requirement Surrounding ML Infrastructure

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[SOURCE: D. Sculley et. al. NIPS 2015: HIDDEN TECHNICAL DEBT IN ML SYSTEMS]





A light gray background featuring a complex pattern of overlapping geometric shapes, primarily triangles and hexagons, creating a sense of depth and motion. The shapes are rendered in a thin, light gray line style.

Thank you!