



# Informatica™

## High-Level Message

*Why Workato over Informatica*

Workato delivers end-to-end data orchestration, combining integration, transformation, API management, and automation on a single platform. Informatica's approach often requires multiple services, adding complexity. Workato streamlines operations with built-in flexibility, real-time automation, and faster scaling across SaaS, APIs, and on-premise systems.

### Competitor: Informatica

- Founded in 1993, Informatica is a Leader in enterprise cloud data management, specializing in data integration, governance, and AI-driven automation.
- The company is headquartered in Redwood City, California, and provides cloud-first, AI-powered solutions through its Intelligent Data Management Cloud (IDMC) platform.
- **Supported Sectors:** Financial Services, Healthcare, Retail, Communications & Media, Manufacturing
- **Employees:** ~5,000
- **Annual Revenue:** \$1.73 billion [ARR](#) for 2024

#### Quick Links:

- Main [Website](#)
- [Gartner Peer Insights Comparison](#)
- [SaveMyLeads](#)

#### Key Partners:

- Snowflake
- Databricks
- Tableau
- Salesforce
- IBM
- Others: MongoDB, Teradata, Cloudera, Workday

#### Product(s)

### ✓ Why We Win

#### Easy of Use

- Workato's low-code/no-code platform is intuitive, enabling faster deployment and broader adoption by non-technical users.
- Users report Informatica UI as unresponsive, outdated, and challenging to navigate.

#### Ease of Migration:

- Informatica's customers face significant challenges migrating from PowerCenter to IDMC, including high costs and time investments, requires careful planning
- Workato would be a more agile solution for customers looking to avoid migration hurdles

#### Flexibility for SMBs and Mid-Market:

- Informatica's focus on large enterprises leaves smaller businesses underserved, while Workato provides scalable solutions tailored for SMBs and mid-market needs without the overhead of enterprise-specific features.

#### Slower Market Growth

- Informatica growing at a slower rate compared to other vendors (in the MQ doc), relative decline in market share. Client inquiries indicate a general shift toward using native

- [CLaire](#) AI Engine, Intelligent Data Management Cloud ([IDMC](#))

#### Recent Acquisitions:

- Privitar (Big data platform)

## Pricing/Packaging

- Consumption-based pricing
- CLAIRE optimizes costs for customers
- [Informatica Pricing Units \(IPUs\)](#) consumption calculated per scaler, based on scaler's usage
- Usage shown in dashboard, users can set consumption threshold alerts

## TL;dr

- Informatica is a market leader in data management, offering scalable, high-performance tools like PowerCenter and the Intelligent Data Management Cloud ([IDMC](#)). These platforms enable seamless ETL processes, data integration, and governance while supporting diverse data sources and reusable components, making them ideal for enterprises and ETL developers.
- The company reported strong financial growth, with GAAP revenue up 6.3% YoY to \$388.6M. It continues to innovate with AI-driven solutions like CLAIRE GPT and expands globally through partnerships with Google Cloud and Oracle Cloud Infrastructure, including launching IDMC in Saudi Arabia.
- UPDATE: Informatica recently launched its **AI Agent Engineering Service** to orchestrate and manage AI agent workflows across hybrid IT environments. This aims to reduce agent fragmentation and is built on top of its CLAIRE AI engine and deep data management expertise.

data integration capabilities provided by CSPs, presenting an ongoing challenge to Informatica's growth trajectory.

#### Predictable Pricing

- Informatica's consumption-based pricing model creates uncertainty for budgeting, where customers purchase IPUs but isn't optimal for people that want to use just one part of the product, difficult forecasting future IPU usage
- Workato subscription based pricing models allows for custom pricing for unique needs (lower tier option can be better for simple use cases than buying IPUs)

## Why we Lose

#### Comprehensive Product Portfolio

- Informatica supports a wider range of data sources and industry-specific needs like FedRAMP certification and heightened privacy/security requirements (MQ doc), making it a stronger choice for highly regulated industries.

#### AI-powered engine

- Customers report favorably on Informatica's AI-powered engine, CLAIRE, which utilizes and analyzes metadata (for example, usage, translation logs, workloads) for intelligence and automation
- Workato lacks a built-in AI-driven metadata management system.

#### Score-based system

- With Informatica Analyst tool you can create [scorecards](#), allows users to assign scores to data quality based on defined metrics and rules, providing a visual representation of data quality across different columns and datasets

#### Legacy Integration Platform

- Informatica's PowerCenter is a well-established ETL and ELT data integration platform.

	<ul style="list-style-type: none"> <li>Entrenched presence and extensive capabilities within enterprise systems, so companies may not want to replace the highly complex and deeply integrated functions of PowerCenter with Workato</li> </ul>
<h2>Quick Dismiss</h2> <p>At the end of the day, Informatica is a robust solution for enterprise-grade data integration, but its high complexity, cost, and steep learning curve limit its appeal for businesses seeking agility and modern automation capabilities.</p> <h3>Outdated and Overcomplicated</h3> <p>Informatica's user interface is often criticized as outdated and cumbersome, requiring significant expertise for tasks like mapping and debugging. Users report challenges with unintuitive error logs and frequent system slowdowns when handling complex workflows.</p> <h3>Cost and Licensing Barriers</h3> <p>The tool's high licensing costs and resource-intensive deployments make it less accessible for smaller organizations or those with budget constraints. Its consumption-based pricing model also creates forecasting challenges for many customers.</p> <h3>Legacy Migration Challenges</h3> <p>Many Informatica users remain stuck on older systems like PowerCenter, facing expensive and time-consuming migrations to IDMC. These challenges, coupled with dependency on IT and vendor lock-in, slow down modernization efforts.</p>	<h2>Win Stories</h2> <p>( 2/28/25) <a href="#">Boston Red Sox</a> replaced Informatica with Workato to consolidate ETL tools and streamline NetSuite migration.</p> <ul style="list-style-type: none"> <li>The business also had a nagging problem around old ETL tools that they were hoping to consolidate (Tibco, Informatica, Boomi).</li> </ul> <p>(1/14/25) <a href="#">Technology Services Group LLC</a> is transitioning from Informatica to Workato to streamline operations and reduce costs.</p> <ul style="list-style-type: none"> <li>Replacing a \$2.5M Informatica contract with Workato's flexible subscription-based pricing, enabling better value for expanding business units.</li> </ul> <p>(12/19/24) <a href="#">Civica</a> replaced Informatica with Workato to</p>
	<h2>Market Position</h2> <p>Informatica is recognized as a leader in the data integration and management space, leveraging its Intelligent Data Management Cloud (IDMC) to deliver comprehensive solutions for enterprise data needs. As of 2024, Informatica holds the #1 <a href="#">market share</a> in the Master Data Intelligence Software category (25%) and ranks highly in data quality (17%) and data integration (10%) markets. The company serves over <a href="#">30,000 customers globally</a>, including major enterprises such as Vodafone, the U.S. Department of Energy, and Mitsubishi.</p> <p>Known for its AI-driven CLAIRE engine, Informatica excels in metadata intelligence and end-to-end data lifecycle management. However, its steep learning curve, complex pricing, and slower growth hinder wider adoption.</p> <p>Informatica drives innovation in AI-powered data management,</p>

	<p>overcome integration challenges and achieve real-time data synchronization.</p> <ul style="list-style-type: none"> <li>Workato resolved Civica's frustrations with Informatica's rigid workflows and lack of actionable error handling in Git, enabling seamless real-time synchronization between NetSuite and Salesforce.</li> </ul>	<p>maintaining a strong enterprise presence while working to expand in a competitive market.</p>
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Informatica's Strengths	Our Shields 	Informatica's Weaknesses	Our Swords 
<b>Comprehensive Product Portfolio</b> <ul style="list-style-type: none"> <li>Supports a wide range of data sources and industry-specific needs like FedRAMP certification and heightened privacy/security requirements.</li> <li>Strong fit for highly regulated industries with complex governance needs.</li> </ul>	<ul style="list-style-type: none"> <li>Workato's platform integrates sensitive data masking, <b>RBAC</b>, and encryption directly into workflows, secure operations without requiring specialized certifications.</li> </ul>	<p>Customers report that the platform is <b>difficult to learn</b>, with an outdated UI and long response times, making adoption challenging for non-technical users.</p>	<p>Workato's low-code/no-code interface enables faster deployment and broader adoption by non-technical users, overcoming Informatica's usability barriers.</p>

<p><b>AI-Powered Metadata Management</b></p> <ul style="list-style-type: none"> <li>The CLAIRE engine provides intelligent automation, analyzing metadata for workloads, usage patterns, and translations to enhance efficiency and governance.</li> </ul>	<p><b>Workato Genie</b></p> <ul style="list-style-type: none"> <li>Workato <a href="#">Genie</a> can execute requests with all-knowing context</li> <li>can navigate enterprise applications and data (structured or unstructured), to get tasks work done.</li> </ul>	<p><b>IPU-based pricing</b> can be difficult to forecast, costly for smaller or targeted use cases, and creates barriers for budgeting in simpler scenarios.</p>	<p><b>Predictable Pricing</b></p> <ul style="list-style-type: none"> <li><a href="#">Subscription-based pricing</a> offers different plans tailored to small businesses to large enterprises (custom pricing for unique needs)</li> <li>For new customers: <a href="#">HVRs</a> make pricing easier when recipes scale in tasks (just pay for recipe itself, NOT # of tasks)</li> </ul>
<p>Offers a comprehensive <b>data fabric approach</b></p> <p>Using <b>metadata</b> for ingestion, transformation, and automated pipeline generation, supporting end-to-end lifecycle management.</p>	<p>Workato supports cutting-edge data fabric, data mesh, and lakehouse architectures, enabling future-proof scalability for enterprises.</p>	<p>Transitioning from <b>PowerCenter to IDMC</b> requires significant investment, time, and resources, creating additional burdens for enterprises with legacy systems.</p>	<p>Workato provides built-in orchestration for <b>ETL, ELT, and Reverse ETL</b> workflows, eliminating the need for external tools like dbt, simplifying migrations.</p>
<p>The <b>Informatica Analyst tool</b> enables scorecards for data quality, allowing users to assign scores and visually track data health across columns and datasets.</p>	<p>Customers can use <b>Workato Insights</b> for further data analysis throughout workflows and recipes</p>	<p>Slower growth compared to competitors, with customers shifting towards <b>CSP-native integration solutions</b> that simplify operations.</p>	<p>Workato's modern, scalable architecture supports CSP-native integrations and data orchestration, ensuring enterprises stay ahead in evolving markets.</p>
<p><b>Intelligent Structure Discovery</b> enables handling of semi-structured data</p> <p>CLAIRE derives structure from messy device and log files,</p>	<p><a href="#">IDP by Workato</a> includes the following key features to help you process unstructured data into structured data:</p>	<p><b>Managing Agent Sprawl and Complexity</b></p> <ul style="list-style-type: none"> <li>Informatica's AI agents require orchestration</li> </ul>	<ul style="list-style-type: none"> <li>Workato's <b>Genie AI Agents</b> are built natively into the platform and integrate directly into business workflows without</li> </ul>

<p>making them easier to understand and work with.</p> <p>By using a content-based approach to parsing files, it also adapts to frequent changes to these files without impacting file processing.</p>	<p>Free-form schema: process any type of document, regardless of its structure.</p> <p>Handwritten text: handle a diverse range of documents and use cases.</p> <p>Multi-language support: process a wide-range of documents, including international documents or invoices.</p>	<p>through separate services and still rely heavily on the structured data pipelines within the IDMC framework. This can introduce complexity when deploying agents across business teams.</p>	<p>added engineering layers, offering real-time automation without fragmentation.</p>
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<b>FUD Debunking &amp; Objection Handling</b>	Acknowledge	Reframe	Redirect
<b>Workato lacks the enterprise robustness of Informatica</b>	Informatica is recognized for its robust enterprise solutions like IDMC, supporting highly regulated industries.	However, Informatica's complexity and high cost create adoption barriers for mid-market and agile enterprises.	Workato's platform integrates advanced automation, orchestration, and compliance features for enterprises without the heavy complexity of IDMC.
<b>Workato's automation capabilities are less advanced than Informatica's CLAIRE engine</b>	Informatica's CLAIRE engine provides advanced metadata intelligence and automation capabilities.	But CLAIRE's reliance on structured/semi-structured metadata creates limitations for unstructured or real-time workflows.	Workato's Genie supports real-time task execution and integrates structured and unstructured data, delivering intelligent automation dynamically.

<b>Workato's governance tools lack the certifications Informatica offers</b>	Informatica supports industry-specific certifications like FedRAMP and heightened security for regulated industries.	Workato provides built-in governance tools, including RBAC, sensitive data masking, and encryption.	Workato's end-to-end governance tools eliminate reliance on external systems, ensuring compliance for enterprise-grade data management.
<b>Informatica's consumption-based pricing is more predictable than Workato's</b>	Informatica's IPU-based pricing designed to be flexible	However, it creates challenges for customers with targeted use cases, leading to higher costs for partial usage.	Workato's end-to-end governance tools streamline compliance, eliminating reliance on external systems, making it easier to scale with enterprise data needs.
<b>CLAIRE's Intelligent Structure Discovery handles semi-structured data better than Workato</b>	CLAIRE enables parsing of messy device and log files, adapting to frequent changes without impacting processing.	However, CLAIRE's focus on semi-structured data limits broader document processing flexibility.	Workato's IDP supports free-form schema, handwritten text, and multi-language documents, offering a comprehensive unstructured data solution.

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 <b>Trap Setting Questions</b>	<b>Follow-up</b>	<b>Why</b>
How does your team handle real-time integrations across SaaS, APIs, and on-prem systems?	Informatica relies heavily on the CLAIRE engine and complex workflows but lacks low-code/no-code flexibility for real-time needs.	Workato offers a unified platform with built-in real-time orchestration and end-to-end automation across SaaS apps, APIs, and hybrid environments.

How predictable is your current pricing model when scaling automation across teams?	Informatica's IPU pricing offers flexibility for multi-service usage but creates forecasting challenges for targeted use cases.	Workato's subscription pricing is tailored for SMBs and enterprises, allowing simple use cases without overpaying and scaling efficiently for larger requirements.
How does your current platform support unstructured and semi-structured data processing?	CLAIRE specializes in deriving structure from semi-structured data but has limitations in processing free-form or diverse document types.	Workato's IDP supports free-form schema, handwritten text, and multi-language documents, providing comprehensive unstructured data processing across connectors.
How flexible is your platform for supporting modern architectures like data fabric and data mesh?	Informatica's CLAIRE enables metadata intelligence but focuses on traditional centralized approaches.	Workato natively supports modern data architectures like data mesh, data fabric, and lakehouse, ensuring enterprises are ready for evolving needs.

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Detailed feature by feature comparison coming  
soon!