



Value Accelerator

Value Accelerator



Technical advisories to assist customers to maximize the value on their Informatica Investments.



Accelerate time to value

- Structured advisory with experts
- Best practices along the journey
- Apt guidance at every stage
- Discovery to Deployment coverage



Maximize Cloud Adoption

- Uncover value from cloud platform
- Align use case to the right platform service
- Enhance knowledge and skillset



Optimize the Solution

- Avoid pitfalls with optimization services
- Enhance performance and scale
- Optimize the solution and leverage for more business solutions

Value Accelerator - Framework



Discovery

- Readiness check
- Capture Use case
- Project goal alignment
- Training recommendation
- Stakeholder alignment
- Technical team readiness



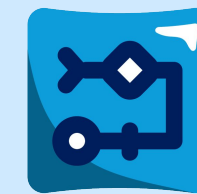
Plan

- Use case review and validation
- Ecosystem and Environment validation
- Collaboratively Identify Primary use case
- Align VA Success criteria



Design

- IDMC* Platform Architecture review
- Best Practices – Secure Agent configuration
- Best Practices – Sizing and Capacity



Implement

- Guidance for Primary use case
- Best Practices – Application connectors
- Best Practices – Implementation



Optimize

- Review accomplishments
- Solution adoption check
- Business rollout check
- Health check
- New use case advisory

* Intelligent Data Management Cloud

Framework to Scale

IDMC Services agnostic
(DW/L, CDGC, MDM.SaaS,
Modernization)



Value Accelerator



Scope and Outcomes

* Cloud DW/L Journey ** Data Governance journey

*** Business 360 journey



- Guidance on One Primary Use case implementation that creates First Value.
- A business use case can contain many technical use cases. Primary use case guidance will be for 1-2 technical use cases only.
- In Scope(✓) and Out of Scope(X) activities across the three stages in execution – Plan, Design and Implement – listed below.

Stage	Activities	Outcomes	In Scope
Plan	• Use case review and validation		✓
	• Ecosystem and Environment validation	• Validation of Use case and documentation of the validated use case	✓
	• Use Case Evaluation for Solution fitment and Validation		✓
	• Collaboratively identify Primary use case that yields first value and align Success criteria	• Ecosystem and environment review completion • Bootstrapping for services and adoption	✓
	• Informatica Product Training Recommendation		✓
	• Deliver customized end user training		X
Design	• Review Cloud (IDMC) Platform Services Architecture	• Platform architecture review and validation completion	✓
	• Guidance on Secure Agent Setup and Configuration (One non-Production Environment)	• Readiness of IDMC environment for implementation	✓
	• Full solution design, solution architecture and operational playbook	• Delivery of Best practices recommendation for design and implementation readiness	X
	• Detailed design, operational framework, operational playbooks and job aids for business rollout		X

Technical advisory and Guidance only.



Scope and Outcomes(Cont'd)

Stage	Activities	Outcomes	In Scope
Implement	Guidance on One Primary Use case for First Value		√
	Demonstrate product features and technical advisory sessions mapping to one primary use case	• Advise on Solution	√
	Introduction to artifacts like Webinars, Whitepapers, Knowledge-Base articles where appropriate		√
	Guidance on IDMC Microservices (Example: Mass Ingestion, CDI-e, Serverless) *	• Focused recommendations on the Primary use case	√
	Guidance on 1-2 Technical use cases resulting in First Value *		√
	Guidance on cloud connectors, mappings and processes relevant to Primary use case *	• Delivery of Best practices recommendation for Implementation	√
	Guidance on Metadata Ingestion from one supported source (medium sized - max 30K assets) into Informatica Cloud Data Governance and Catalog **		√
	Guidance on Governance assets (glossaries, systems, policies etc.) creation for primary use case **	• Delivery of demonstrations on Product features for clarity during implementation	√
	Guidance to onboard one data source for ingress, one match-merge model and one egress to validate end-to-end data flow in MDM SaaS ***		√
	Guidance on Business Entities for primary use case ***	• Validation of IPU consumption	√
	Guidance with One Data Quality rule and Integration as applicable		√
	Sizing, Estimation and Performance Fine-Tuning		X
	3 rd Party product setup and configuration. Eg., GitHub, Jenkins		X
	Complete catalog scanning and domain discovery for all data sources **		X
	Hands on help with use case implementation		X
	Solution Delivery Management		X
	Production Go Live		X
	Extended Security Configuration (Example: SSO, LDAP, etc.)		X
	Develop custom solution, custom scanners and custom lineage **		X
	Install/Configure Additional Environments		X
Business User Enablement and Persona Specific rollout **/***		X	
Business Advisory Services		X	

“How to Library” of Use cases

Cloud DW&L

Cloud modernization - Integration of OP to Cloud

Real-time data changes (Eg. Kafka, streaming to Databricks) - CMI

Cloud Data Warehouse - Move data to CDW like Snowflake, Synapse

Application orchestration - Cloud application process flow (CAI)

Audit Log Data capture - Mass ingestion of data into DL (like Splunk)

Data transformation & quality - Curate data for analytics (CDQ)

MDM SaaS

Integrate sources for Mastering - Ingress jobs and data pipe

Incorporate DQ - Profiling of data sources & council alignment

Create Golden Record - Match and survivorship rules

Identify Data models for domains - Fit gap analysis

Publish data for Analytics - Outbound syndication

Data stewardship - Roles, access, workflows

Cloud Governance

Data Discovery - Create scanners for cloud ecosystem

Govern key data elements - Business glossary and policies

Data Privacy governance - Data classification rules

Data Quality Governance - Sample CDQ rule on business term

Data Democratization - Asset publish to cloud marketplace

Data Lineage - Show lineage across sources scanned

What's Next



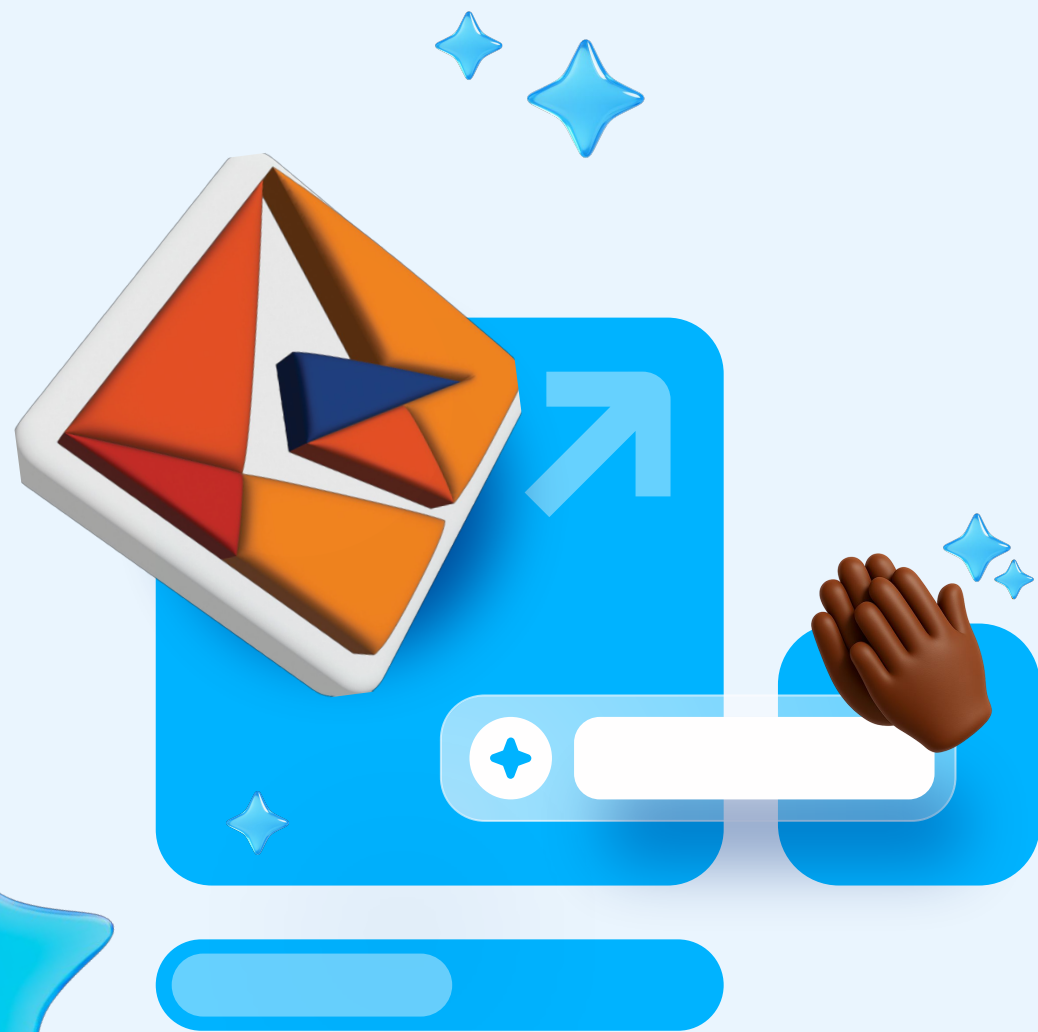
- Align your Business/Technical Stakeholders
- Use Case Discovery Sessions with Informatica Customer Success Architect
 - Use Case Discovery Sessions with Informatica Customer Success Architect
- Use Case Review and Validation
 - Template will be shared by Informatica Customer Success Architect



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from Salesforce

Thank
you

Appendix



CDGC – Value Accelerator



- This Value Accelerator is designed to quickly deliver initial success with Cloud Data Governance Catalog Services thru Guidance in sourcing the first set of metadata. This is a Guidance-based approach towards achieving your First Value in Informatica Cloud Data Governance.

Activities

- Review Use Case(s) – identify Primary use case that yields first value.
- Review IDMC/CDGC Architecture and solution configuration.
- Validate CDGC solution fit for needs and requirements.
- Guidance with configuring Cloud Data Governance Catalog in one non-prod environment.
- Guidance with scanning one supported data source metadata into Cloud Data Governance Catalog.
- Guidance to Onboard sample business metadata / Governance assets.

Deliverables

- Use Case Documented and Validated.
- Product Feature Demonstrations and Solution advisory.
- Best practices for leveraging Informatica SaaS platform.

Outcomes

- CDGC environment ready for implementation.
- Onboarding sample Governance and technical assets completed.
- Demonstrate Cloud Data Governance with sample content created.
- Knowledge transfer to customer IT team.

CDGC – Value Accelerator Scope & Prerequisites



Value Accelerator Scope

- Guidance on One Primary Use case implementation that creates First Value.
- A business use case can contain many technical use cases. Primary use case guidance will be for 1-2 technical use cases.

Pre-requisites

- Customers gained org access and Informatica accounts created prior to VA execution.
- Customer Data Governance implementation team is onboard and ready to engage.
- IDMC/CDGC basics training completed on customer side.

▪ *Not a full Solution implementation!*

CDGC Value Accelerator Scope	Included	Additional Cost
• IDMC/CDGC Architecture review	X	
• Use Case Evaluation for CDGC fit and Validation	X	
• Guidance on Secure Agent Setup & Configuration (One Environment)	X	
• Guidance on One Primary Use case implementation that creates First Value for customer	X	
• Guidance with Metadata ingestion from one supported catalog source into Cloud Data Governance Catalog.	X	
• Prepare & Deliver product features demos and technical advisory sessions mapping to customer’s one primary use case for solutioning.	X	
• Guidance with One Data Quality rule and Integration as applicable.	X	
• Develop and deliver customized end user training and rollout		X
• Full solution design, solution architecture and operational playbook		X
• Complete catalog scanning and domain discovery for all data sources		X
• Hands on help with use case implementation		X
• Detailed design, operational framework , operational playbooks and job aids for business rollout		X
• Solution Delivery Management		X
• Business Advisory Services		X
• User Enablement and Persona Specific rollout		X
• Production Go Live		X
• Extended Security Configuration (e.g., SSO, LDAP, etc.)		X
• Develop custom scanners and custom lineage		X
• Install and Configure Additional Environments		X

MDM SaaS – Value Accelerator



- This Value Accelerator is designed to quickly deliver initial success with MDM SaaS through Guidance to quickly identify and align your MDM SaaS implementation plan with maximizing your deployment value. This is a Guidance-based approach towards achieving your First Value in Informatica MDM SaaS.

Activities

- Review Use Case(s) – identify primary MDM use case that yields first value.
- Review IDMC/MDM-SaaS Architecture and end to end data flow.
- Validate MDM SaaS solution fit for needs and requirements.
- Solution guidance for primary use case in one non-prod environment.
- Technical advisory sessions to support your delivery team.
- Identify integration patterns to fulfill solution feasibility.

Deliverables

- Use Case Documented and Validated.
- Product Feature Demonstrations and Solution advisory.
- Best practices for leveraging Informatica SaaS platform shared.

Outcomes

- MDM SaaS environment ready for implementation.
- Initial implementation pattern for ingress and match/merge.
- Customer understanding of high-level integration approach.
- Knowledge transfer to customer IT team.

MDM SaaS – Value Accelerator Scope & Prerequisites



Value Accelerator Scope

- Guidance on One Primary Use case implementation that creates First Value.
- A business use case can contain many technical use cases. Primary use case guidance will be for 1-2 technical use cases.

Pre-requisites

- Customers gained org access and Informatica accounts created prior to VA execution.
- Customer has identified and involved Business Users/ Consumers of MDM.
- MDM implementation team is onboarded on customer's side. Orgs Admin identified.

▪ *Not a full Solution implementation!*

MDM SaaS Value Accelerator Scope	Included	Additional Cost
• IDMC/MDM SaaS Architecture review.	X	
• Use Case Evaluation for MDM SaaS fit and Validation	X	
• Guidance on Secure Agent setup and configuration (One Environment)	X	
• Guidance on One Primary Use case implementation	X	
• Identify integration patterns to fulfill solution feasibility.	X	
• Prep and Deliver product features demo & technical advisory sessions mapping to customer's one primary use case.	X	
• Guidance to Onboard one source system (Ingress process).	X	
• Guidance with one Egress process and end-to-end data flow.	X	
• Guidance with one Match Merge model config.	X	
• Develop and deliver customized end user training and rollout		X
• Full solution design, solution architecture and operational playbook		X
• Hands on help with Use case implementation		X
• Solution Delivery Management		X
• Business Advisory Services		X
• Data Integration		X
• Extended Security Configuration (e.g., SSO, LDAP, etc.)		X
• Install and Configure Additional Environments		X

Cloud Data Integration – Value Accelerator



- This Value Accelerator is designed to quickly deliver initial success with Cloud Data Integration Services in IDMC Platform thru Guidance. This is a Guidance-based approach towards achieving your First Value in Informatica Cloud.

Activities

- Technical Onboarding
- Review Use Case(s) and map use cases to INFA Product and its features.
- Identify 1 or 2 first value tech. use cases that needs product guidance. Eg., Mass Ingestion, CAI, CDI-e.
- Provide Best Practices sessions on Architecture, Design and Implementation.
- Guidance with IDMC connectors, mappings and processes

Deliverables

- Use Case Documented and Validated.
- Product Feature Demonstrations and Solution advisory.
- Best practices for leveraging Informatica IDMC platform.

Outcomes

- INFA Cloud environment ready for implementation.
- Demo IDMC platform features where required/requested

Cloud Data Integration – Value Accelerator Scope & Prerequisites



Value Accelerator Scope

- Guidance on One Primary Use case implementation that creates First Value
- A business use case can contain many technical use cases. Primary use case guidance will be for 1-2 technical use cases.

Pre-requisites

- Customers gained org access and Informatica accounts created prior to VA execution.
- Customer is onboarded and ready to engage.
- IDMC basics training completed on customer end.

Informatica Cloud Value Accelerator Scope	Included	Additional Cost
• Technical Onboarding	X	
• Review and Validation – Use cases	X	
• Review and Validation – Architecture, where INFA products can be used	X	
• Guidance – 1-2 Technical Use cases that creates First Value for customer	X	
• Guidance – Training Requirements	X	
• Best Practices Session – Secure Agent Setup and Configuration	X	
• Best Practices Session – Architecture, Sizing and Capacity	X	
• Best Practices Session – IDMC Microservices, Product features	X	
• Best Practices Session – Performance	X	
• Health Check (post Go-Live)	X	
• Full solution design, solution architecture and operational playbook		X
• Complete Business or Technical Use cases for the project		X
• Hands on help with use case implementation		X
• Detailed design, operational framework , operational playbooks and job aids for business rollout		X
• Solution Delivery Management		X
• Business Advisory Services		X
• Production Go Live		X
• Extended Security Configuration (e.g., SSO, LDAP, etc.)		X
• Install and Configure Additional Environments		X
• CI/CD Setup and Configuration		X
• Sizing Estimation		X
• Performance Setup and Configurations		X

• Not a full Solution implementation!