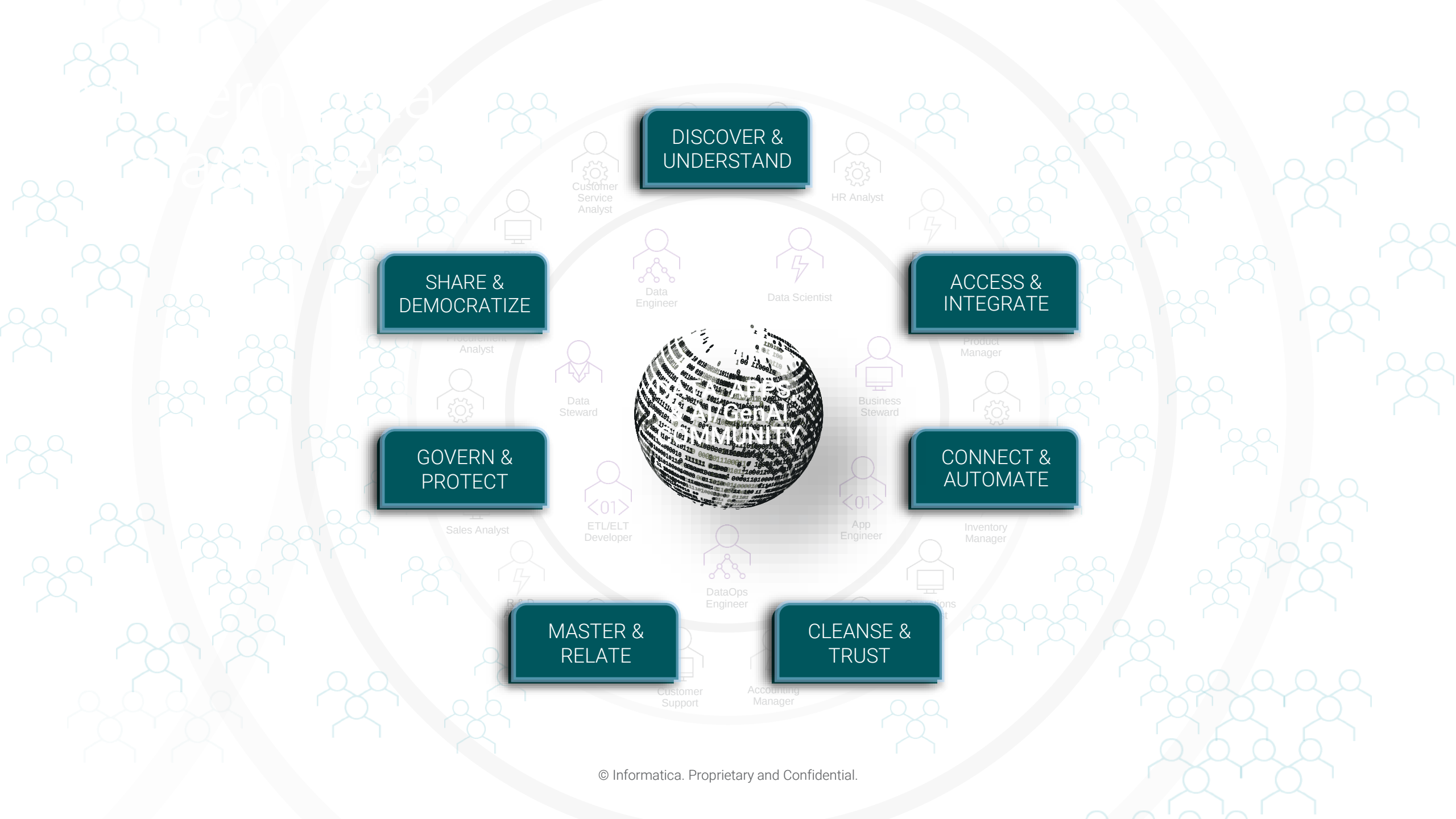


Intelligent Data Management Cloud (IDMC)

Informatica & Participant Product

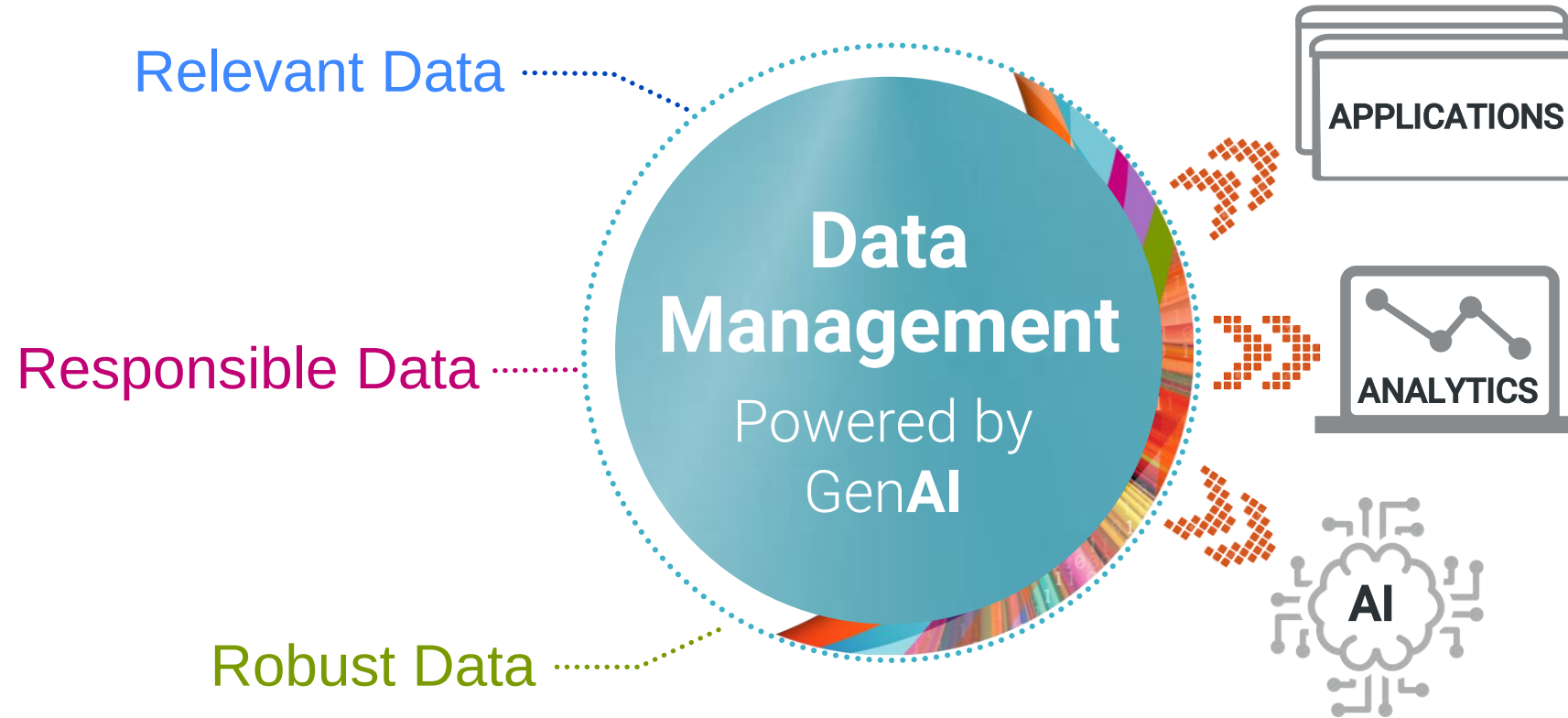
Product Disclaimer Statement

- The information being provided herein is for informational purposes only. The development, release and timing of any Informatica or third-party product, service or functionality described herein remain at the sole discretion of Informatica or the respective panel participant, and should not be relied upon in making a purchasing decision.
- Statements made herein are based on information currently available, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.
- Actual products, services or functionality may differ materially from those expressed or implied as a result of various risks and uncertainties. For more information about some of these risks, please review the company's SEC filings, including the section titled Risk Factors.



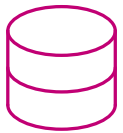


Data Management Requirements



Fragmented Landscape of Applications, Data, People

Applications/SaaS



ERP



SaaS



IOT



CRM

~479+

apps in use in enterprise organizations¹

Data



Structured Data



Real-time



Unstructured Data



Batch Data

100+ terabytes

of data stored by the average enterprise.²

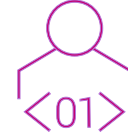
People



Data Architect



Business User



Developer



CIO/IT Leader



CDO



Data Scientist



Data Engineer

86% of execs

believe data literacy is important for their teams' day-to-day tasks.³

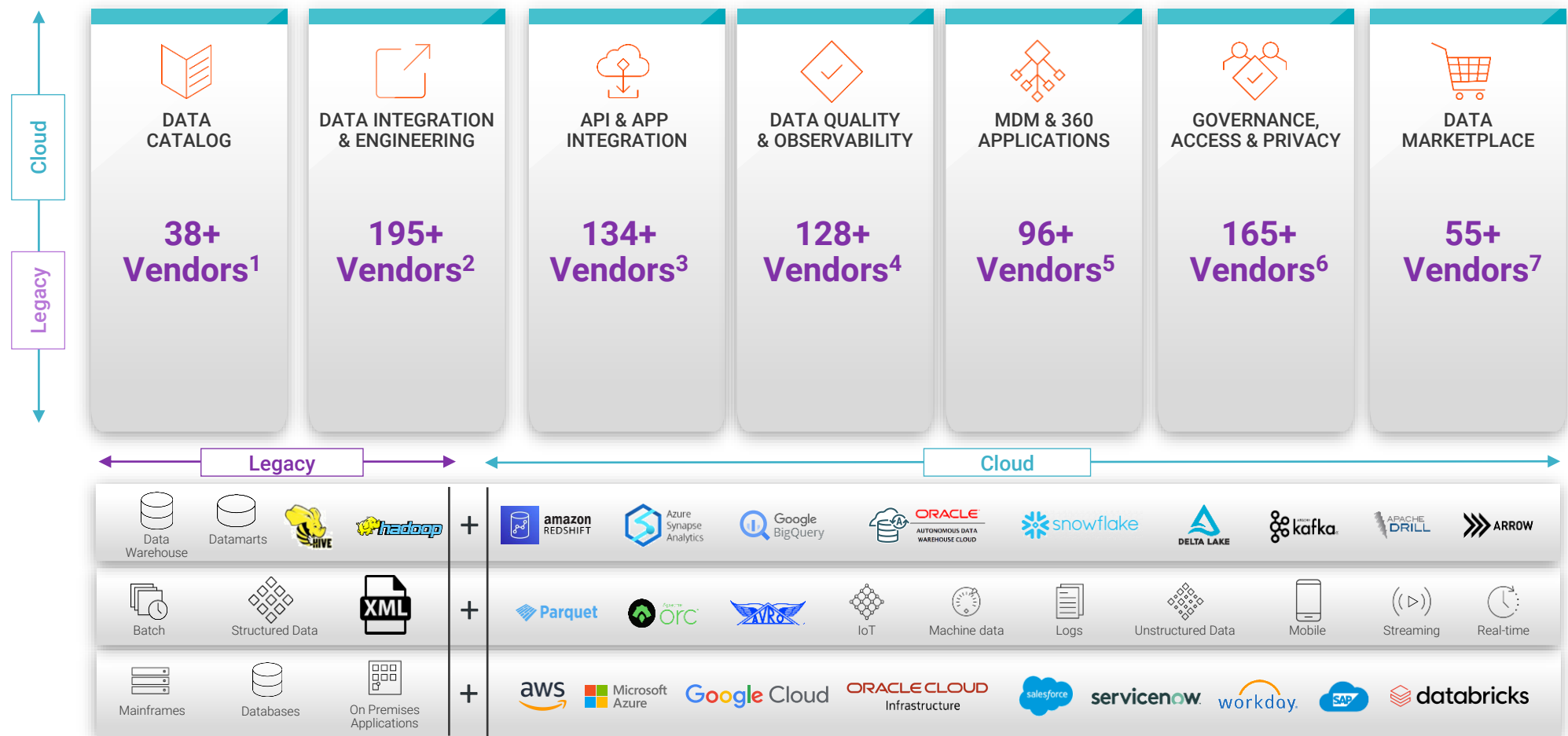
¹Source: [Productiv, 2024 SaaS Trends - Growth](#)

²Source: [Edge Delta, 6 Vital Data Storage Statistics You Must Know, May 28, 2024](#)

³Source: [Datacamp, The State of Data Literacy 2023](#)

Why Is Data Management Hard and Complex?

Numerous Vendors Across Multi-Cloud and Hybrid Ecosystems



¹Source: [Trust Radius, Data Catalog Software, May 2023](#)

²Source: [Trust Radius, Data Integration Tools Software, May 2023](#)

³Source: [Trust Radius, API Management Tools, May 2023](#)

⁴Source: [Trust Radius, Data Quality Software, May 2023](#)

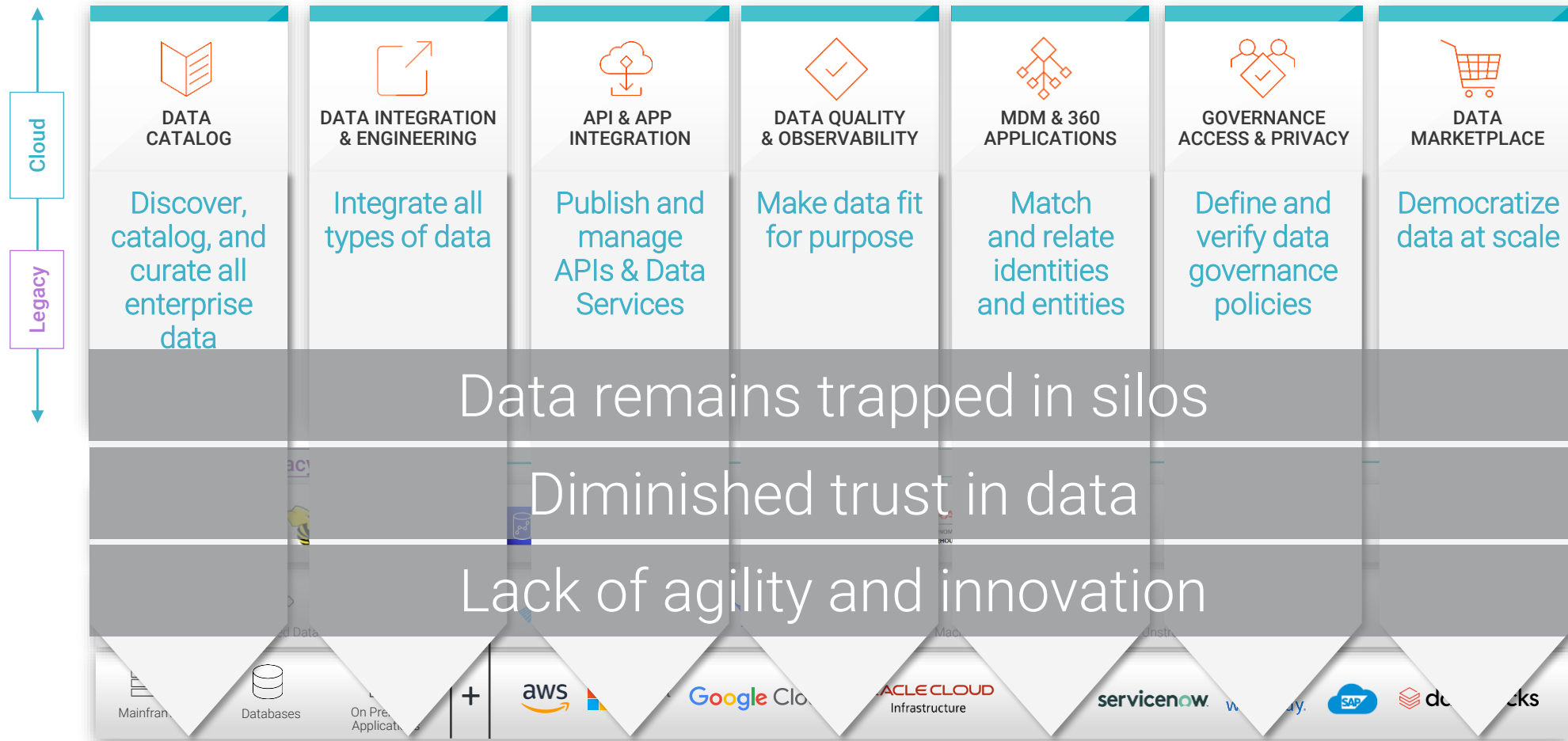
⁵Source: [Trust Radius, Master Data Management \(MDM\) Tools, May 2023](#)

⁶Source: [Trust Radius, Data Governance Software, May 2023](#)

⁷Source: [Trust Radius, Data Collaboration Tools, May 2023](#)

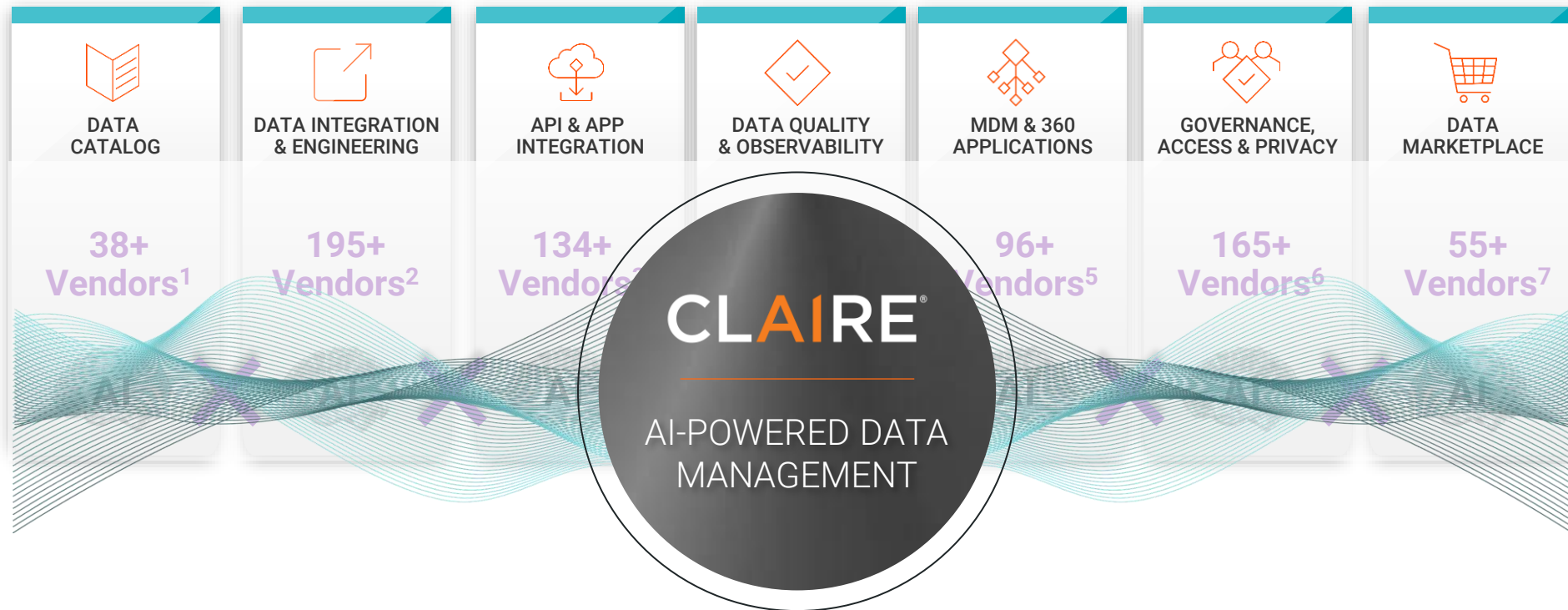
Piecemealed Solutions

Force Customers to “stitch” niche provider solutions together



Informatica CLAIRE® Shares AI

One AI Solution Across the Data-Management Services



¹Source: [Trust Radius, Data Catalog Software, May 2023](#)

²Source: [Trust Radius, Data Integration Tools Software, May 2023](#)

³Source: [Trust Radius, API Management Tools, May 2023](#)

⁴Source: [Trust Radius, Data Quality Software, May 2023](#)

⁵Source: [Trust Radius, Master Data Management \(MDM\) Tools, May 2023](#)

⁶Source: [Trust Radius, Data Governance Software, May 2023](#)

⁷Source: [Trust Radius, Data Collaboration Tools, May 2023](#)

What is CLAI^{RE}®?

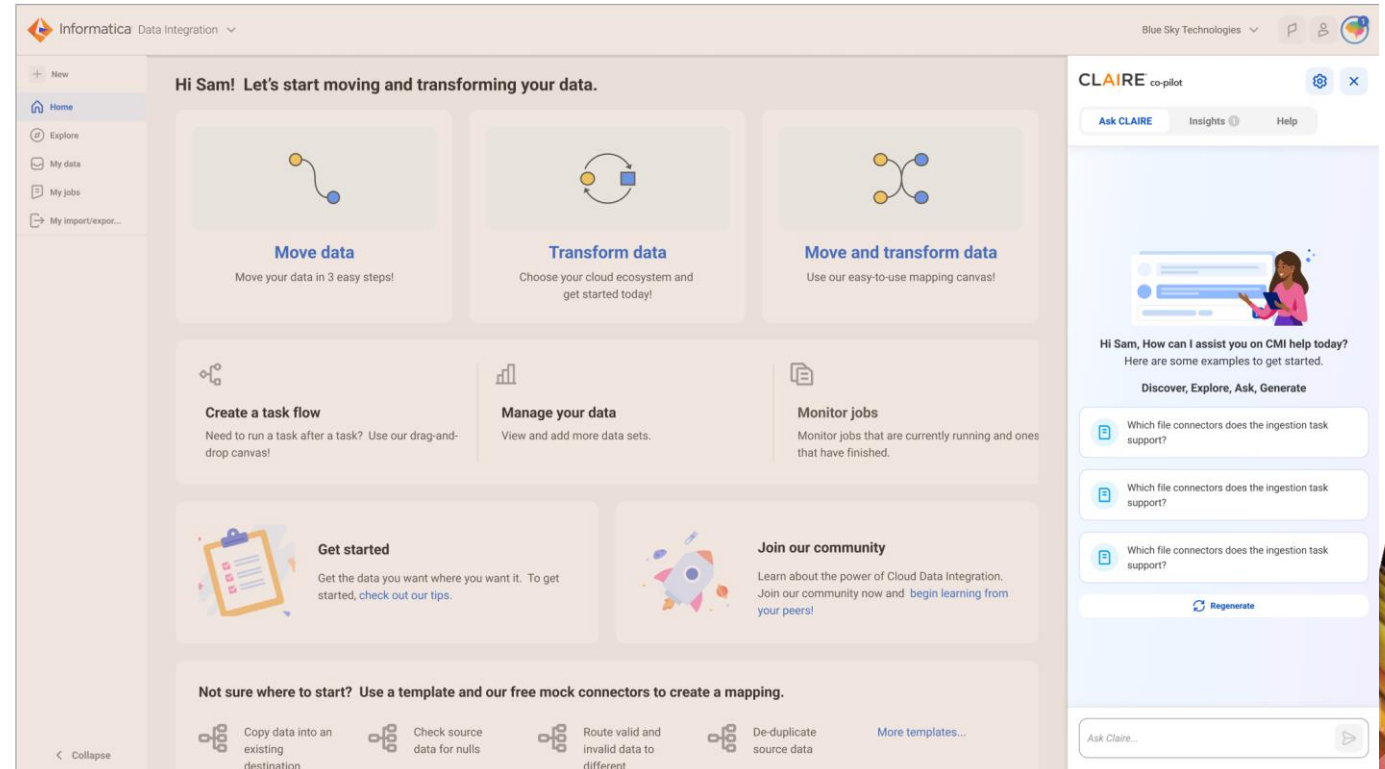
Bringing Data & AI to Life Through AI-Powered Data Management



Unified CLAIRe® copilot for IDMC

Key Highlights & Benefits

- Unified **Natural Language** powered copilot experience across **IDMC**.
- Intuitively switch between **CLAIRe GPT** and **IDMC services** to complete data management tasks
- **CLAIRe understands context** (service, project, task, user) and provides relevant responses and keep conversation history
- **Enhance** the **productivity** of experienced data management professionals with **fully automated workflows** provided in the context of the IDMC product.



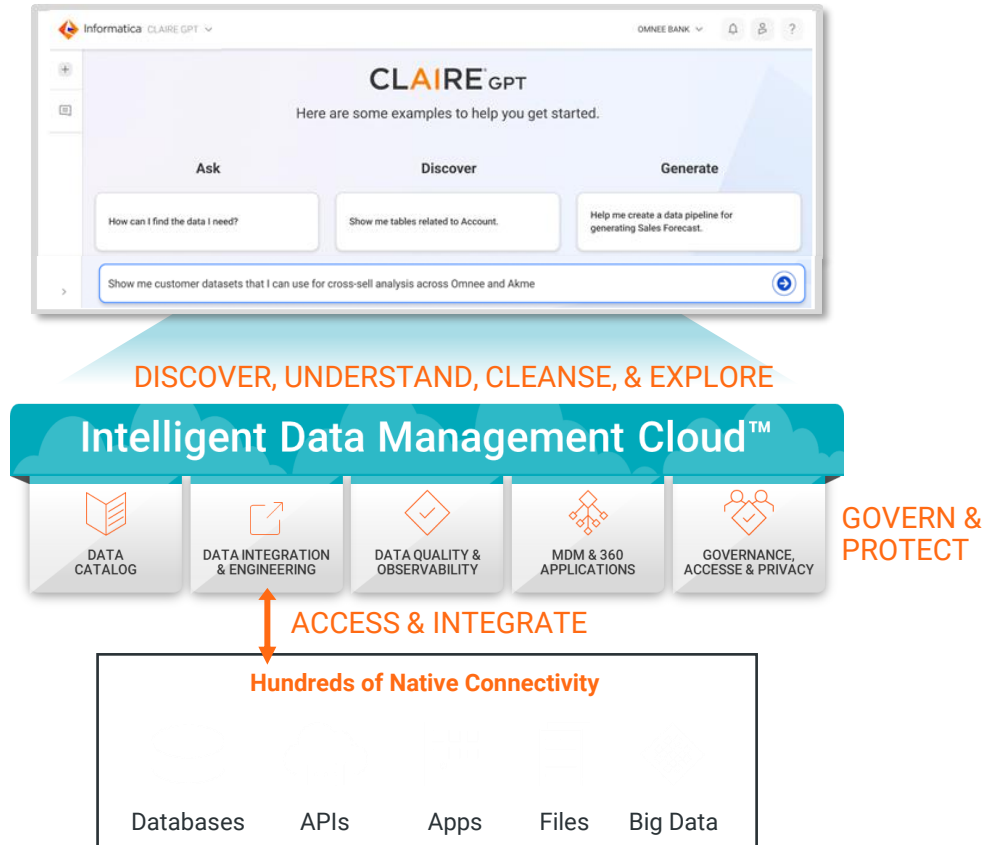
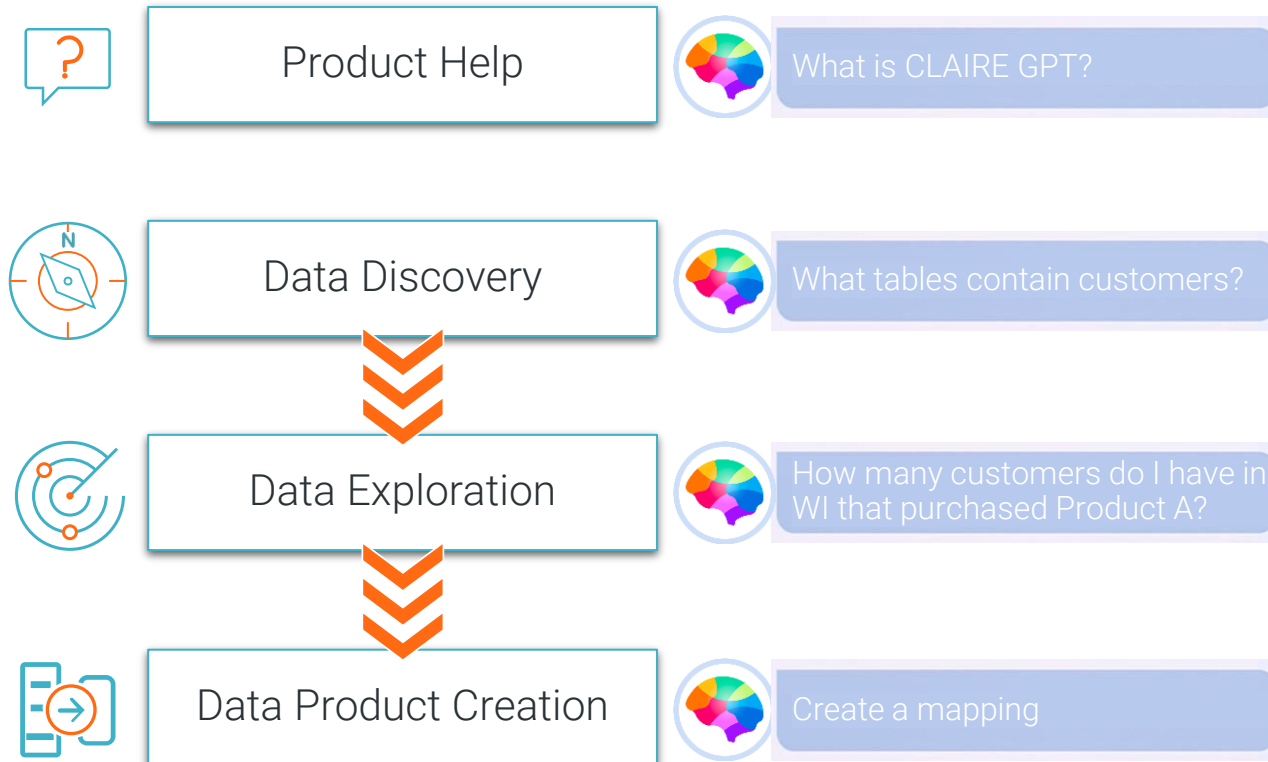
CLAIRE GPT

Foundational Large Language Models + Informatica Intelligence and Experience

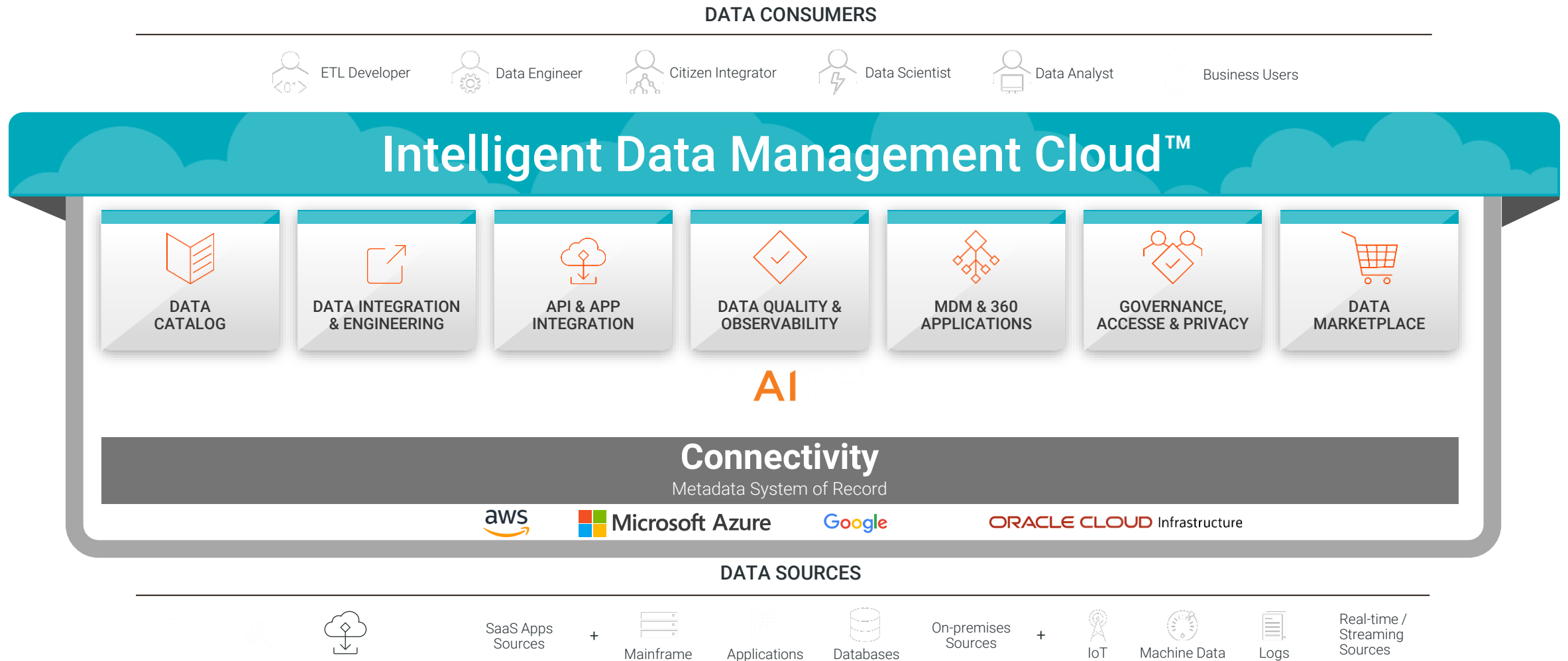


CLAIRE[®] GPT Business Value

A New Conversational Interface to Data Management for All Data Consumers



Informatica Intelligent Data Management Cloud (IDMC)



Solving Business Problems with IDMC



Analytics & Business Intelligence

Transform raw data into actionable insights



Application Modernization

Renovate existing apps and data/metadata



Business Process Automation

Streamline and optimize end-to-end workflows



Cloud Modernization

Enhance agility, reduce costs and improve ops efficiency



Connected Data Management

Improve operational efficiency and decision-making



Customer Experience Optimization

Strengthen customer relationships and drive growth



Generative Artificial Intelligence

Transform business and achieve reliable outcomes



Regulatory Compliance Including ESG

Reduce data risks and maintain data integrity

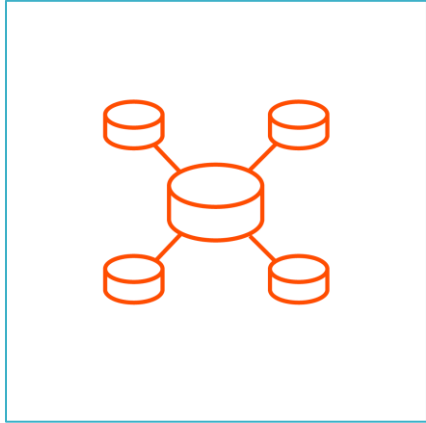


Supply Chain Optimization

Achieve operational efficiency and resiliency

PowerCenter Modernization Customer Use Cases

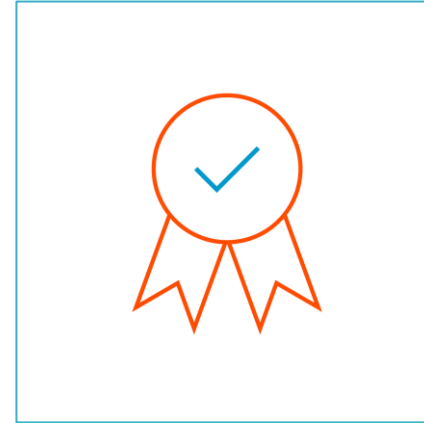
Business Drivers!



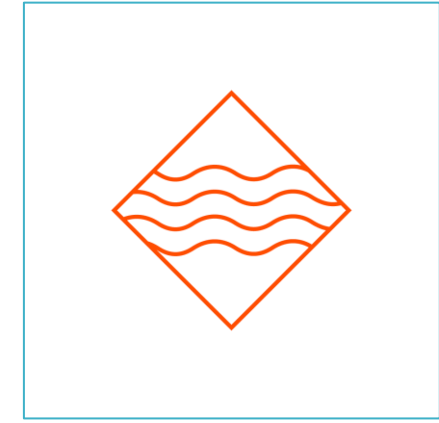
**Data Warehouse
Modernization**
Analytics



**Shutting Down
Data Centers**
Cost Reduction



**Standardizing on a
Cloud DI Platform**
Efficiency



**Data Lake Driven
AI & ML Projects**
Growth

*** Choose the use case based on sales handoff what's relevant for the customer and remove others

Secure and Compliant Across All IDMC Services

Informatica Intelligent Data Management Cloud (IDMC)



Encryption

- **Encryption at Rest**
 - ✓ Metadata & Data
 - ✓ AES-256 Bit
- **Encryption at Transit**
 - ✓ Different Encryption keys per IDMC Service
 - ✓ mTLS 1.2 encrypted using AES256
- **No Inbound Firewalls**
 - ✓ https SSL Long Polling



Key Management

- **Customer Managed**
 - ✓ Full control in your KMS
 - ✓ Ability to revoke/destroy keys
 - ✓ Informatica Managed
 - ✓ Automatic Rotation every 365 days (default)
 - ✓ Customer controlled Key Rotation Interval
- **Envelope Encryption**
 - ✓ Three levels of Keys
 - ✓ Master Key Stored in AWS KMS/Azure Key Vault



Traffic Routing

- **Network Capabilities***
 - ✓ PrivateLink (AWS or Azure)
 - ✓ Connector Level (Azure Synapse/Snowflake etc.)
- *Note - Network and Infrastructure related capabilities have customer dependencies

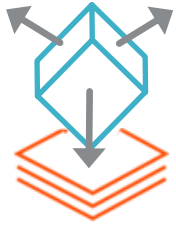


Authentication

- **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

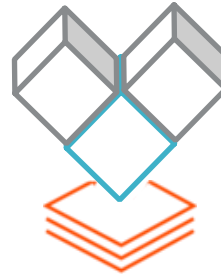
Informatica Processing Units (IPUs)

Consumption Based Pricing



Flexibility

- **IPUs** are interchangeable across services allow customers to use the services they need



Scalability

- Maximize ROI and control spending by using the **IPUs** that is best meet your needs



Maintainability

- Optimize costs with contextual real-time insights and alerts on cost trends and forecasts

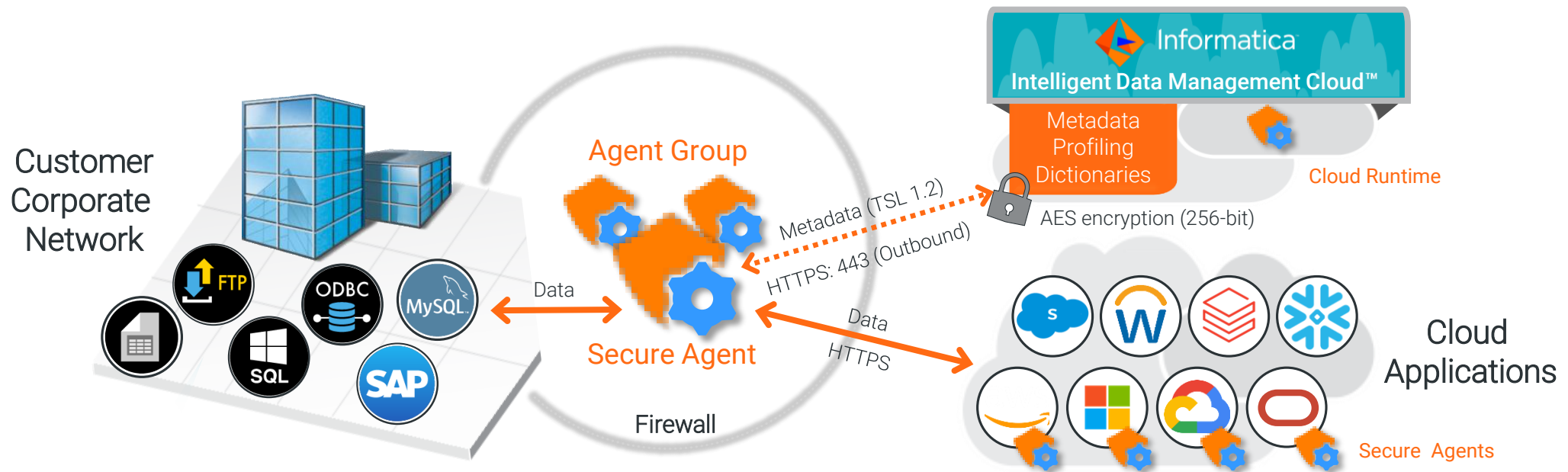
Example:



425 IPUs Used
500 IPUs Available

How IDMC Works

Uses a lightweight program that runs all tasks and enables secure communication



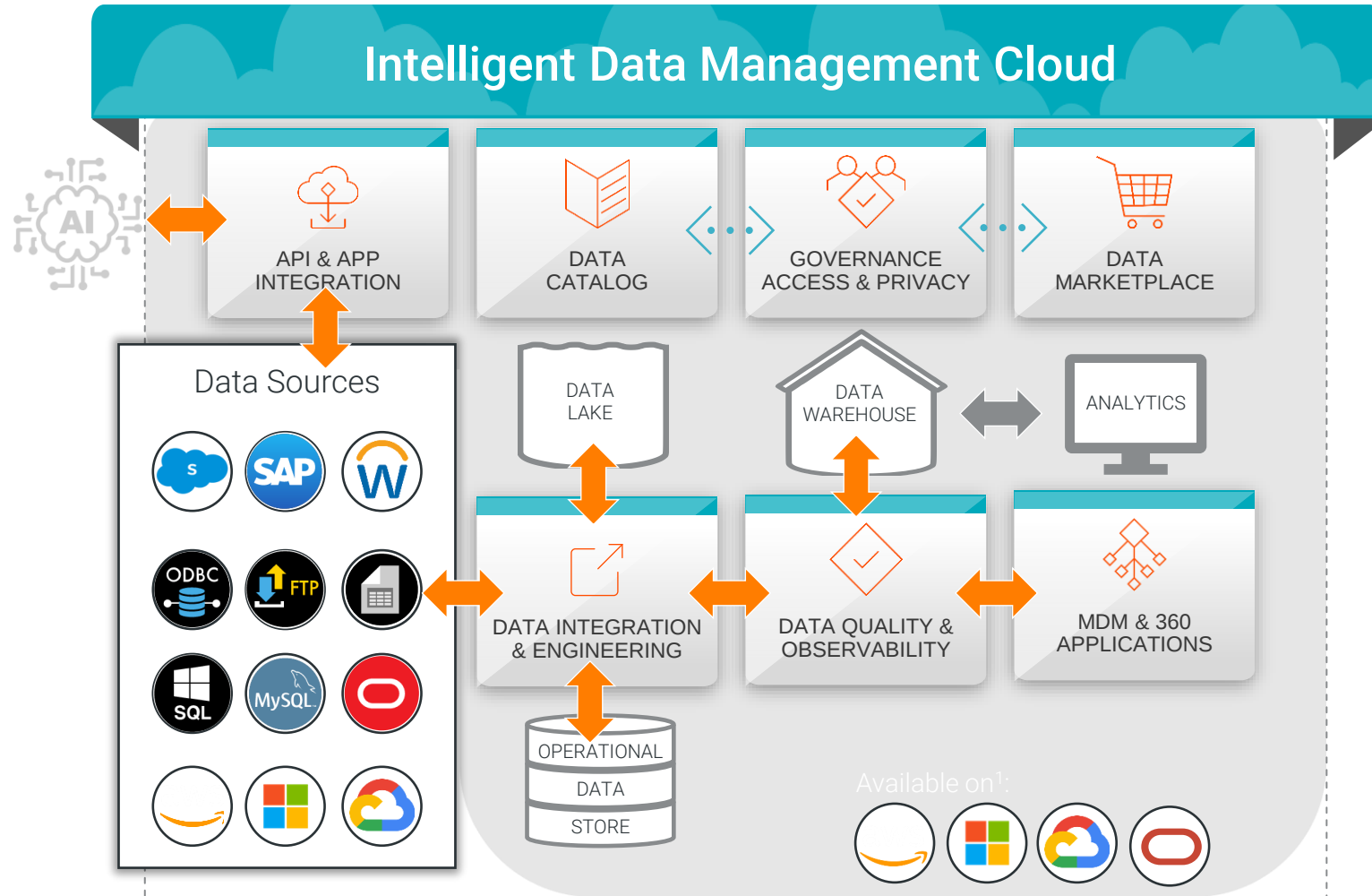
- ✓ Secure Data Transmission
- ✓ Metadata Driven Orchestration
- ✓ Cloud Hosted Agent
- ✓ Agent Groups for High Availability
- ✓ Multi-cloud Compute
- ✓ Multiple Security Certifications



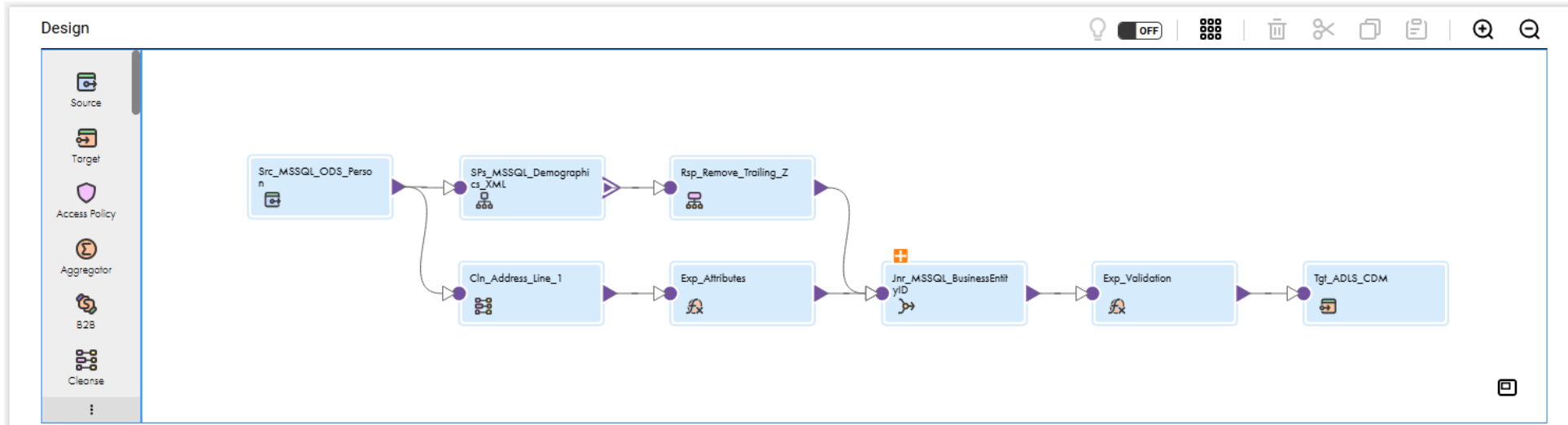
Data Ecosystem Support

IDMC Streamlines & Simplifies

- Informatica is data ecosystem and hyperscaler agnostic
 - “Switzerland of Data”
- Codeless Integration and data transparency
- Supports on-premise, hybrid, and multiple cloud environments



Optimized ETL and ELT Data Processing Engines



Cloud Data
Warehouse
& Lakes



Microsoft Azure



Microsoft Azure



Azure
Synapse
Analytics



Microsoft Azure

Spark



kafka

Cloud
Ecosystem



Microsoft Azure

Google Cloud

ORACLE CLOUD
Infrastructure

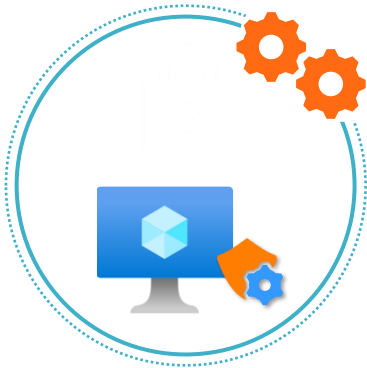
Informatica Optimized Engines

One platform, multiple engines

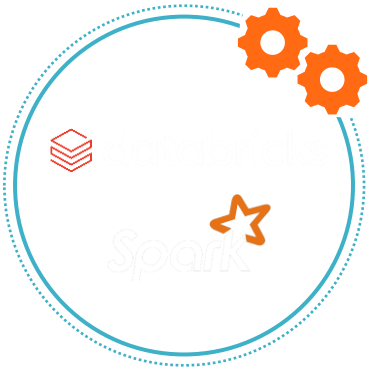


CLAI^{RE} Optimized Engines

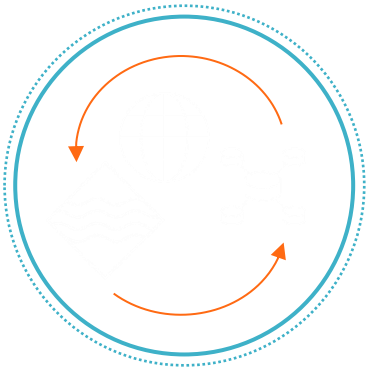
Secure



High-performance



Cross-ecosystem



ELT



50,000+ Metadata-aware Connections



Athena
Aurora
Aurora MySQL
Aurora PostgreSQL
DynamoDB
Redshift
SNS
SQS
Kinesis Firehose
Kinesis Streams
RDS MySQL (Community)
RDS Oracle
RDS PostgreSQL
RDS SQL Server
S3



Azure Blob Storage
Azure Data Factory
ADLS Gen1
ADLS Gen2
CDM Folders
Azure Service Bus
Azure SQL Database
Azure SQL Server
Azure Synapse Script
Azure Synapse SQL
Fabric OneLake
Fabric DW
Azure EventHub
Azure SQL DW
Azure CosmosDB



Cloud Storage
BigQuery
Google BigTable
Google Cloud Pub/Sub
Google Looker
Google Analytics
Google Sheets
Google Drive



Object Storage
Autonomous Database
Oracle Database
Oracle DB Cloud Service
Cloud Applications



















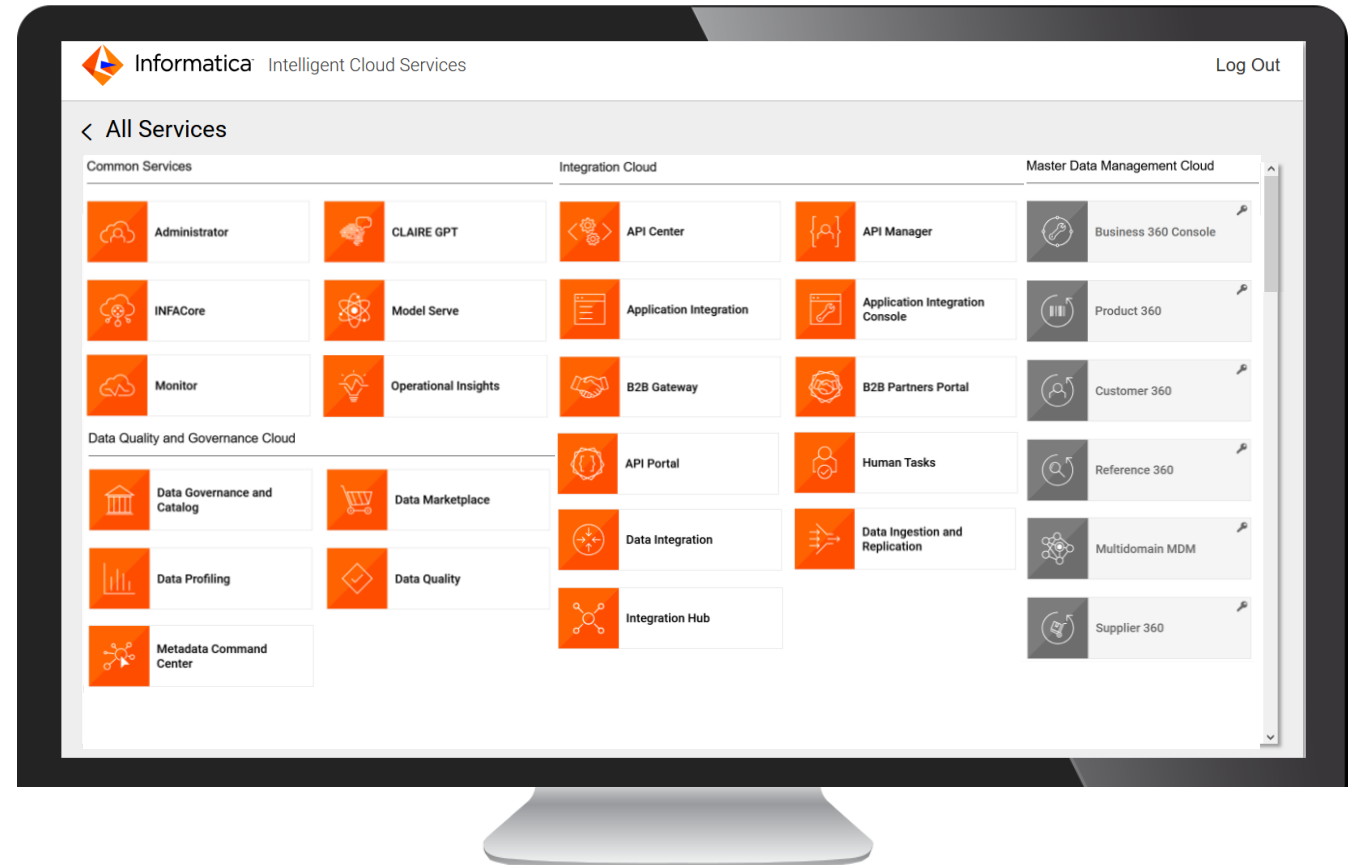




End-User Screen

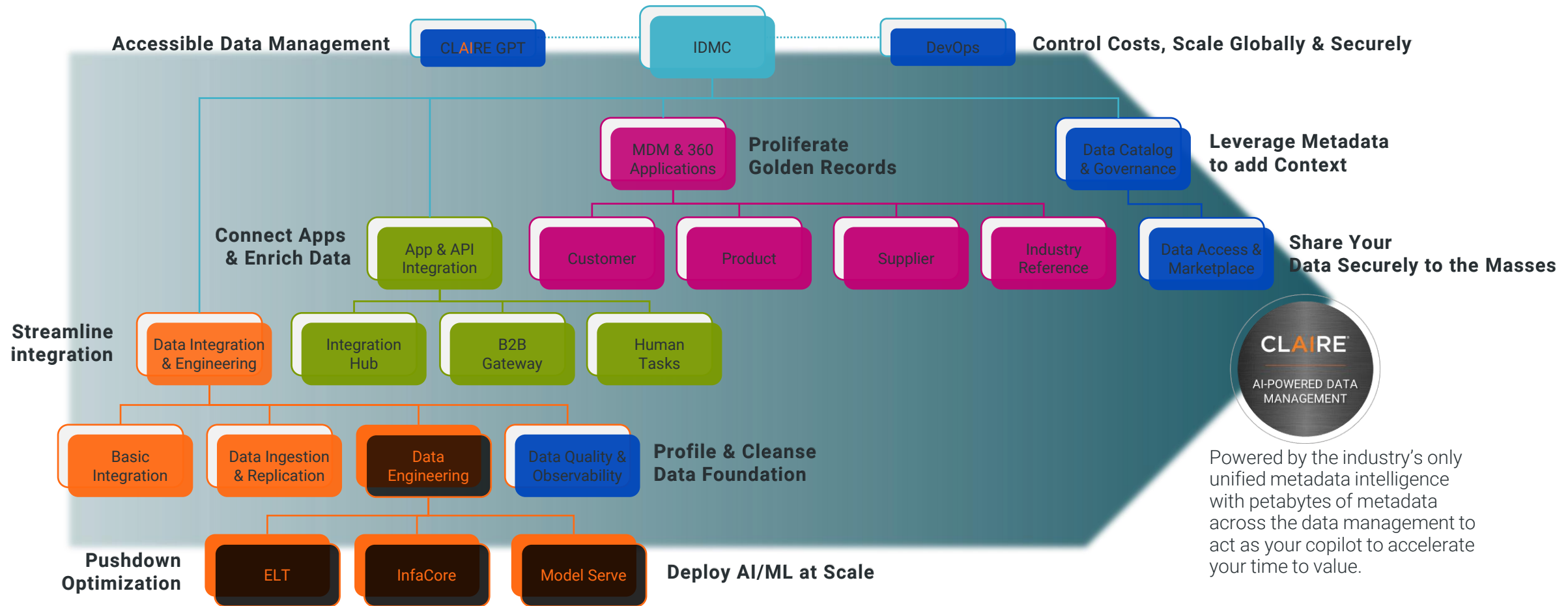
What Customer's See

- A single customer (user) has access to one or more of the services – usually a handful of services.
- A user needs to be able to effectively select a service she wants to launch and/or to switch to.
- For this the services in the switcher need to be easily identified.



IDMC Functions and Purpose

How Each IDMC Service Relates to Each Other



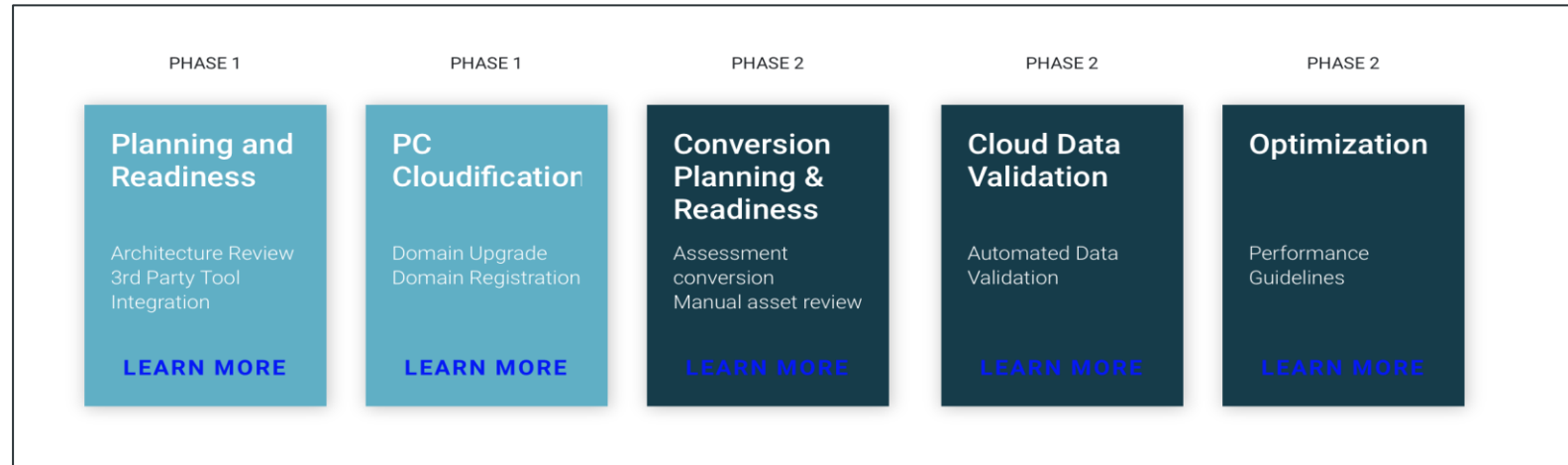
Thank You

New Learning Path Available

Visit the Success Portal today to learn how to modernize

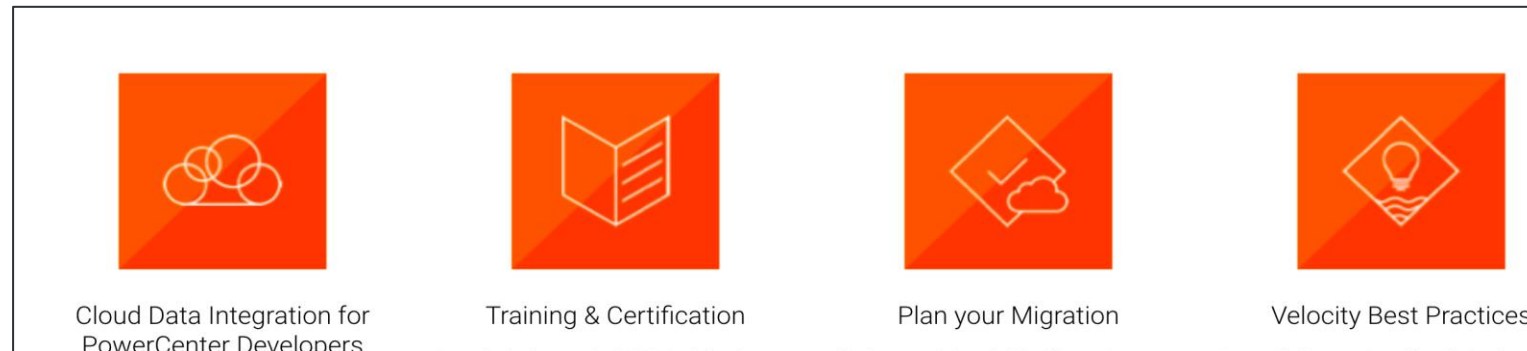
PowerCenter workloads to cloud-native IDMC platform

[PowerCenter Modernization](#)



[Cloud for PowerCenter Developers](#)

[Advanced Cloud Data Integration for PowerCenter Developers](#)



- ✓ **Learn:** Gain insights into how to set up and use the PowerCenter Cloud Edition service effectively.
- ✓ **Adopt:** Develop an actionable plan to launch, monitor and expand your modernization program to accelerate your modernization initiative across the enterprise.
- ✓ **Succeed:** Learn best practices for establishing and maintaining a successful cloud modernization program that helps drive your organization's goals.