

Unlock business potential:
move from *on-prem*
to *AI-powered cloud*
data management



Informatica®



Driving digital transformation *through cloud-native data management and enterprise data innovation*

As the digital business landscape rapidly changes, organizations are recognizing the need to adopt a data-centric approach to remain competitive and thrive.

By harnessing the power of cloud enterprise data management, companies across various industries are pioneering innovative approaches to drive growth

This transformation involves not only embracing new technologies but also fundamentally reimagining business processes and models. As cloud-first architectures became the norm, cloud-native data management is rapidly evolving as a cornerstone of this transformation. Unveiling the true value of data hinges on its ability to flow freely – transformed, secured, connected, trusted, ethically managed and readily accessible across the organization.

By harnessing the power of cloud enterprise data management, companies across various industries are pioneering innovative approaches to drive growth, enhance customer experiences and gain a competitive edge. In the banking and insurance sectors, institutions are leveraging data analytics to personalize customer services, streamline operations and mitigate risks in real-time.

In healthcare, the adoption of advanced data management solutions facilitates seamless patient care coordination, predictive analytics for disease prevention and precision medicine initiatives. Similarly, in manufacturing, companies are utilizing data-driven insights to optimize production processes, enhance supply chain efficiency and introduce innovative product offerings. Through creating new digital business processes, establishing non-linear business models and harnessing the potential of enterprise data management, organizations are not just adapting to the digital era but leading the charge towards a more agile, efficient and customer-centric future.

Why modernize your data?

Many organizations face a data deluge, struggling with on-premises solutions, siloed data sets and limited analytical capabilities.

This white paper explores the compelling reasons to modernize your data by leveraging the cloud and the Informatica Intelligent Data Management Cloud (IDMC):

- **Data regulation simplified:** IDMC streamlines compliance with data privacy regulations like GDPR and CCPA through its built-in governance tools.
- **Operational excellence:** Automated data workflows and streamlined processes within IDMC enhance efficiency and data quality, empowering organizations to leverage AI and cognitive capabilities for better data management.
- **Enhanced data governance:** IDMC provides centralized data governance capabilities, ensuring data consistency, lineage and security throughout your organization.
- **Data market place:** IDMC data marketplace can help overcome distrust in data, remove barriers to collaboration and eliminate the cost and inefficiency of manually delivering data

Modernizing data while migrating to the cloud unlocks a multitude of benefits:

- **Unleash agility and scalability:** The cloud offers elastic infrastructure that effortlessly scales to accommodate your growing data needs.
- **Optimize costs:** Eliminate expensive hardware and software investments with a pay-as-you-go cloud model.
- **Enhance security and compliance:** Cloud providers prioritize security, ensuring data protection and adherence to evolving regulations.
- **Empower a remote workforce:** Cloud data is readily accessible from anywhere, fostering collaboration and agility.
- **Democratize data access:** IDMC offers a user-friendly interface for seamless data access and self-service capabilities across the organization.
- **Fuel innovation:** Access to trusted and unified data within IDMC empowers organizations to innovate across business functions and unlock new growth opportunities.

The pitfalls of a flawed approach

A disjointed approach to data modernization can lead to significant challenges:

- **Persistent data silos:** Failure to integrate disparate data sources effectively creates data silos and hinders comprehensive analysis.
- **Looming security breaches:** Inadequate security measures expose sensitive data to cyberattacks and compliance breaches.
- **Project delays and cost overruns:** Underestimating the complexity of migration or lacking a clear roadmap can lead to delays and exceeding budgets.
- **Hampered business value:** A poorly executed modernization effort fails to deliver the expected benefits and hinders data-driven initiatives.

Embrace the *power of IDMC*

On-premises enterprise data management solutions have been a trusted solution for nearly two decades. However, enterprise data management demands are evolving rapidly. Informatica are migrating their data estates to Informatica Intelligent Data Management Cloud™ (IDMC) for several key reasons:

- **Cloud-native architecture:** Built from the ground up for the cloud, IDMC offers unmatched scalability, elasticity and cost-efficiency.
- **AI-powered automation:** IDMC incorporates Informatica CLAIRE®, a powerful AI engine that automates various data management tasks, including data discovery, cleansing, integration and governance.
- **Unified data management platform:** IDMC offers a comprehensive suite of tools to cover the entire data management lifecycle, including data integration, data quality, master data management, data governance and data cataloguing.
- **Multi-cloud & hybrid support:** IDMC operates seamlessly across multi-cloud and hybrid environments, aligning with your existing IT infrastructure.

Data modernization redefined: *IDMC Factory*

The IDMC Factory represents a collaborative venture between Capgemini and Informatica, with a shared mission to revolutionize data management solutions.

Our joint initiative focuses on developing industry-level strategies, offerings and accelerators or enablers to tackle common challenges, seize opportunities and stay ahead of emerging trends. Through our comprehensive framework, we provide end-to-end solutions by integrating IDMC services, ensuring seamless data management from inception to execution. Leveraging integrated data platforms and next-generation solutions, we empower organizations to unlock the full potential of their data assets. Our accelerators for **New Use Case Build** and **Migration** programs expedite innovation and streamline transitions. With a future-ready architecture incorporating AI and GenAI integration, powered by Informatica's CLAIRE AI layer, we future-proof data management strategies for sustained success.

Backed by IDMC experts from both Capgemini and Informatica, we guide clients through consultation, assessment, implementation and ongoing support, ensuring their data journey is both seamless and successful.

As your trusted partners in data modernization, Capgemini and Informatica offer a comprehensive solution leveraging the power of IDMC. Together, we craft a strategic roadmap, defining clear objectives tailored to your specific business goals and existing data landscape. Our expertise ensures a seamless migration process from Informatica on-premises data management solution to IDMC, minimizing disruption and downtime. Our experienced architects design a future-proof cloud data management architecture, while ongoing support and optimization services ensure your data management environment continues to deliver value over time.



IDMC Factory migration framework: *advancing generational shifts to the cloud*

Initiating significant generational shifts from on-premises to cloud infrastructure with IDMC, Capgemini introduces its flagship IDMC Factory Migration Framework along with Informatica, designed to streamline the transition process.

This journey entails moving from traditional on-premises environments to cloud-based solutions through innovative methodologies such as Greenfield and Brownfield migrations.

This journey from the obvious (on-premises) to the cloud via Greenfield and Brownfield migration methodologies consists of the following modernization plays:

PC2IDMC migration play:

With the PC2IDMC migration play, your organization can seamlessly transition from on-premises PowerCenter (PC) environments to Informatica Intelligent Data Management Cloud (IDMC), enabling enhanced agility, scalability and ease of use leveraging the modern Informatica Cloud Data Integration capability.

EDC/Axon to CDGC migration play:

Leveraging the EDC/Axon to CDGC migration play, your organization can migrate from on-premises data governance solutions to Informatica Cloud Data Governance and Catalog (CDGC), facilitating centralized data governance and compliance management.

DQ to CDQ migration play:

Through the DQ to CDQ migration play, your organization can transition from legacy on-premises data quality (DQ) solutions to Informatica Cloud Data Quality (CDQ), ensuring consistent data quality and integrity.

MDM to MDM SaaS migration play:

The MDM to MDM SaaS migration play enables your organization to migrate from on-premises master data management (MDM) solutions to MDM Software as a Service (SaaS), powering scalability with cloud-native MDM capabilities.

Client story:

Streamlining data quality *migration to the cloud*

Our client aimed for a smooth transition of data quality processes from on-premises to cloud environments, prioritizing accuracy, efficiency and scalability.

Challenges included manual migration efforts, resulting in increased costs, time constraints, heightened error risks and knowledge silos.

To address these hurdles, we adopted a MVP approach to efficiently tackle core pain points. Leveraging IDMC Factory utilities, we conducted pre-migration assessments and employed Informatica tools for data and configuration migration. Post-migration reconciliation ensured data accuracy in CDQ, while collaboration with IDMC Factory experts facilitated seamless migration. The successful MVP validation paved the way for a swift and efficient full-scale migration.

Leveraging IDMC Factory utilities, we conducted pre-migration assessments and employed Informatica tools for data and configuration migration.

The outcomes were significant: reduced complexity streamlined the migration process, while enhanced data quality ensured accuracy and consistency in the new CDQ environment. Efficient resource utilization minimized duplication of efforts and the swift MVP approach led to faster time to value for the client.

Client story:

Pioneering data transformation in the *automotive sector*

Amidst significant shifts in the automotive industry, including the emergence of autonomous, electric and connected vehicles, data has become both an opportunity and a challenge.

Recognizing this, a leading global automotive brand embarked on a five-year initiative to centralize its expansive data landscape, aiming to streamline operations and maximize the value of its business intelligence assets.

Under the guidance of IDMC Factory's expertise, the company initiated a bold move towards a cloud-based data infrastructure. Central to this transformation was the migration from Informatica PowerCenter to Cloud Data Integration, a service of IDMC. This pivotal component was facilitated by Capgemini's collaboration.

Addressing the complexities of legacy data silos, Informatica and Capgemini leveraged their combined experience to orchestrate a prioritized migration workflow, ensuring a seamless transition while mitigating technical conflicts.

The approach taken is incremental and non-disruptive, emphasizing automation where feasible and providing tailored fixes and bridging solutions when challenges arise. As the project progresses, the envisioned outcome is a unified data ecosystem, empowering users across geographical and functional boundaries to create personalized analytics dashboards. These insights will drive informed decision-making, enabling teams to better strategize and achieve their objectives effectively.

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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About Informatica

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the **Informatica Intelligent Data Management Cloud™ (IDMC)**, powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Informatica. Where data and AI come to life.

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