Accelerate Cloud Analytics Modernization

Benefits

- **Easy**: 200+ Prebuilt connectors, codeless and parameterized development, out-of-the-box templates and wizards

- **Fast**: Optimized, high-performance native Snowflake connectivity

- **Robust**: Over 100B rows/month, processed through Informatica Intelligent Cloud Services℠ (IICS) Snowflake connector

- **Complete**: Only intelligent platform with most breadth and depth, provides end-to-end data management tools for Snowflake cloud analytics modernization initiatives

Rapidly Deliver Trusted, Data-Driven Business Decisions

Curate, Discover, and Understand Trusted, Relevant Data for Analytics, With Agility and Scale
Many organizations today aim to become more data-centric. They want trusted timely, data to fuel their analytics and business intelligence (BI) tools. And, organizations that want data-driven insights for better, faster business decisions have high aspirations for their analytics solution.

But, things typically get in the way: rigid, slow, expensive legacy infrastructure, and siloed data, time-consuming manual processes, and stale data, to name a few. Across industries, organizations face an even bigger challenge: providing data access 24/7 for internal and external stakeholders, while staying compliant with the new GDPR regulations.

This is where a new modern analytics architecture comes in. Tackling these challenges, many organizations choose to adopt a cloud data warehouse, like Snowflake, to get the agility, speed, and scalability needed to fuel analytics and BI tools with the right data.

Figure 1: Intelligent data management for modern cloud analytics

Informatica and Snowflake—Better Together

Informatica® and Snowflake have partnered together to deliver a new enterprise solution for cloud analytics at scale. Leveraging a modern, comprehensive cloud data management platform from Informatica and a powerful cloud data warehouse from Snowflake, you can accelerate the processing speed of large-scale data for analytics and reduce update cycles from several hours to minutes—evolving your analytics solution at the speed of business. Adopting this joint solution infuses the agility needed to automatically scale up and down, as required, to accommodate periodical peaks and valleys in data volumes and evolve your analytics solution at business speed. Plus, you can securely share data with trade partners. Finally, the best part? Your analytics initiatives across your enterprise will be based on a single source of trusted, secure data.

If you're looking to accelerate your data-driven digital transformation by modernizing your analytics capabilities, the Informatica and Snowflake solution enables your analytics team to easily find and access trusted, relevant, and timely data, curated in Snowflake at scale, across multiple cloud sources and on-premises data assets.

Modernize Your Analytics Stack

The joint Snowflake and Informatica solution accelerates several key aspects of analytics modernization. Our solution enables business analysts, using BI solutions such as Tableau and Power BI, to quickly and easily discover and access trusted, relevant, consistent data, for both ad hoc analytics as well as operational reporting and dashboarding.

We also help customers unleash the power of the new data economy by enabling a completely new way for organizations to share and monetize their data in business real time with customers and trade partners. All the while ensuring this data sharing is governed, secured, and discoverable.

Finally, along with joint data science partners, we deliver an end-to-end AI/ML solution stack, by curating timely, relevant and trusted data at scale, fueling the data science platform underneath AI/ML.

Key Benefits

Informatica has been working closely with Snowflake to jointly deliver an integrated solution for our customers, who are modernizing their data management and analytics stack. Our solution for Snowflake enables customers' success in several key ways:

- **Easy**: Informatica provides 200+ prebuilt connectors to common multi-cloud and on-premises data systems, so that you can easily onboard and automatically integrate these systems into Snowflake. This also enables you to easily redirect data integration mappings from other data warehouses to Snowflake. Our tools are designed, at the core, for ease of use and extensive reuse with a codeless, visual and parameterized development environment and out-of-the-box templates and wizards for many common transformations and workflows.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

- **Fast**: Optimized for high performance with native Snowflake connectivity, the Informatica iPaaS solution is engineered for flexibility, speed, and agility. With key enterprise scalability features such as pushdown optimization (PDO), this allows you to use the common ELT (Extract, Load, Transform) integration pattern to offload data integration processing into the Snowflake compute engine, greatly improving performance. Other scalability features include threading, partitioning, and clustering of secure agents.
- **Robust**: The Informatica iPaaS solution is the most reliable enterprise cloud data management platform in the market today, supporting 2.5 trillion transactions per month. Snowflake usage by Informatica customers has been rapidly growing and Informatica Intelligent Cloud Services now processes over 100B rows/month into Snowflake.
- **Complete**: Informatica provides the only intelligent data management platform, with the most breadth and depth in the industry, to support all your use cases and analytics needs. We offer key capabilities like data cataloging, data quality, data security, and data governance, as well as ongoing data discovery and cleansing—all critical for successful cloud data migration and cloud analytics modernization.

Learn more about Informatica for Snowflake at www.informatica.com/Snowflake

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Informatica

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