

TAKE YOUR DATA FROM BINARY TO EXTRAORDINARY

Unleash the Power of Your Data & AI Initiatives with Snowflake and Informatica

Informatica Intelligent Data Management Cloud (IDMC) and the Snowflake Data Cloud bring together the best of both platforms to help you accelerate data-driven innovation and uncover meaningful insights using AI & Analytics at scale.

Snowflake's platform architecturally scales compute separate from storage to deliver a truly elastic, performant, flexible, and affordable solution.

Informatica IDMC is the first and only AI-powered cloud dedicated to data management. With over 200 intelligent cloud services in a single platform spanning any deployment model, API, and data patterns, it provides best-in-class data management capabilities aligned with Snowflake Data Cloud. This includes data ingestion, cloud ETL and ELT, data quality, application integration, data cataloging, data governance/privacy, master data management, and customer/business 360 capabilities.

An Informatica customer and a leading European Telecom:

- **Increased projected average revenue per user by 5% and reduced annual customer churn by 10%**
- **Decreased marketing and sales time-to-market through real-time interaction between target systems**
- **Improved call center productivity by 5% and shortened length of customer support calls by 10%**



Unified governance for policy orchestration through bi-directional integration



Powerful, user-friendly search capabilities using Snowflake tags



Simplify integration and ingestion with hundreds of pre-built connectors and achieve higher productivity with no-code/low-code tools



Ensure clean, complete, consistent and ready-to-use data for analytics, AI and other data intensive initiatives on Snowflake

MODERNIZE TO SNOWFLAKE DATA CLOUD QUICKLY & EASILY WITH INFORMATICA IDMC

Fuel data-driven business outcomes by establishing a foundation of trusted data on Snowflake Data Cloud with Informatica IDMC. Accelerate Data Democratization at Scale and break down enterprise data silos. Informatica IDMC allows organizations to easily ingest, synchronize, integrate, and cleanse their diverse data across their enterprise into Snowflake Data Cloud.

CLOSING THE GAP BETWEEN DATA-DRIVEN OUTCOMES AND DATA ACCESS

Informatica IDMC enables a new way to define and apply operational data governance policies in Snowflake without writing a single line of code or requiring SQL knowledge.

These capabilities include:

- Automatic identification of sensitive data assets using 200+ AI-driven semantic type classifications and the ability to apply appropriate Snowflake tags and data access policies
- Automatic application of Snowflake tags with semantic types, providing data quality insights from Informatica IDMC and empowering Snowflake users with critical data context



Informatica IDMC enables a world leader in the rapidly changing environment of communications technology to provide self-service data products to its data consumers in a governed and quality-checked manner.

Data products stored in Snowflake Data Cloud are made available for “shopping” on a virtual Data Marketplace powered by Informatica.

Informatica IDMC also enables customer’s data consumers to learn about the quality of such data products, understand the data value chain or lineage across the organization, the stakeholders involved in the value chain, and more.

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake’s Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use the Snowflake Data Cloud to power their businesses. Learn more at [snowflake.com](https://www.snowflake.com)

ABOUT INFORMATICA

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That’s why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, our cloud is dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you’re driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™