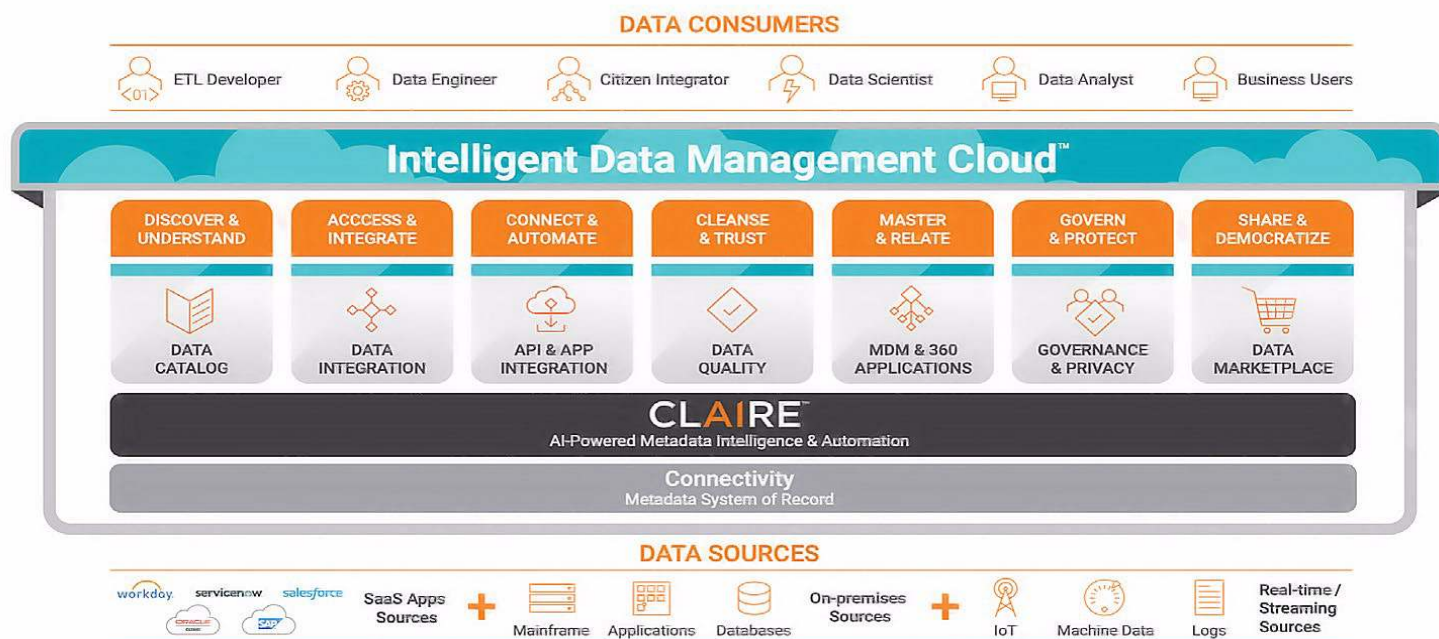




Modernize PowerCenter to Informatica Intelligent Data Management Cloud

As your organization adopts a cloud-first strategy, you will need to modernize the tools used to manage your data assets in the cloud. As an Informatica PowerCenter customer, you depend on it as the foundation for your on-premises data management. However, your cloud-first initiative requires a robust data management solution designed and optimized for the cloud, and PowerCenter is not that solution.

Informatica customers are maximizing the value of their cloud data assets by modernizing their on-premises PowerCenter environment to Informatica Intelligent Data Management Cloud (IDMC). The platform provides all the functionality of the on-premises solution and much more, including all the attributes of Informatica Intelligent Cloud Services (IICS) all powered by Claire, Informatica's AI-Powered Metadata Intelligence & Automation.



Additionally, IDMC provides extensive financial incentives tailored to meet the needs of PowerCenter users as you transition to the expanded capabilities and functions of the cloud. Subscription credits offset maintenance costs, while ongoing support from experts to mitigate the risk of your migration.

IDMC helps you deliver on your digital-first goals and objectives as a strategic component of your digital transformation initiatives. With IDMC, you can fully leverage the industry's leading cloud-native data management platform and solutions. This helps to reduce costs through financial incentives while accelerating your migration efforts with automated conversion capabilities, greater agility, faster time to value and better performance with a complete cloud-native platform.

The CTI Informatica IDMC Center of Excellence

We have established an IDMC Data Migration Center of Excellence, staffed by our most experienced Informatica consultants who play a key role in the assessment and migration phases as follows:

Assessment Phase

- Analyze all PowerCenter mappings, sessions, and workflows
- Determine which assets can be fully or partially migrated to Informatica Cloud
- Identify improvement and optimization opportunities
- Align IDMC migration with your overall data platform modernization efforts
- Provide a basis for the level of effort required for migration

Intelligent Automation-Assisted Migration Phase

- Create a collaborative modernization plan and migration process
- Intelligently migrate PowerCenter assets to IDMC and repoint mappings

Why Clients Choose CTI's Informatica Center of Excellence

We are an Informatica Platinum Partner with more than 15 years of working across the portfolio of their technologies and solutions. The CTI Data Informatica Center of Excellence is staffed by consultants that have been certified by the Informatica Migration Factory Team and authorized to manage IDMC migrations:

- ✓ Align IDMC migration with overall data platform modernization efforts
 - Cloud data platforms like Snowflake, data fabric, data governance
 - Accelerate and automate the data validation and user testing process
 - Generally, it requires 50% of the total effort vs. when done manually
- ✓ Consolidate and rationalize data assets
 - Often many PowerCenter assets aren't being used or are redundant, so there is no need to migrate
 - Identifies a significant cost-savings opportunity
- ✓ Utilize a "lift/improve/shift" approach rather than a simple "lift/shift" migration to provide value-add
- ✓ Identify solutions or workarounds for use cases and assets 'out of scope' for automated migration
 - Address those as Identified in the assessment
 - Fill functionality gaps between PowerCenter and IDMC
 - Implement manual mappings where necessary

About CTI

We are consultants that operate in a modern culture of data which is one of experimentation and innovation. We are empowered to accelerate successful business outcomes with rapid insights. It is never just about the project at hand, but rather about building trust and supporting your long-term success.

We are advisors, strategists, and engineers focused on helping you tackle your most challenging technology initiatives.



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