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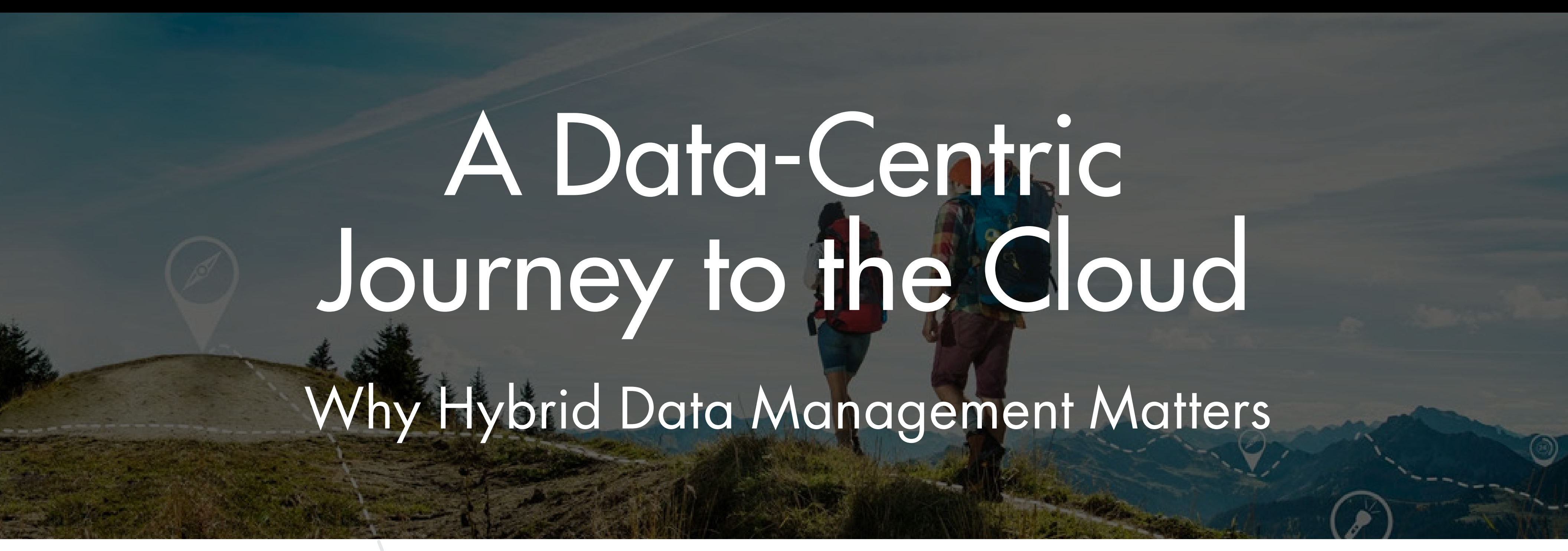


A Data-Centric Journey to the Cloud

Why Hybrid Data Management Matters

Every enterprise is moving to the cloud.
But the smartest ones keep data top of mind.

1

Hybrid is the new reality

1,427

The number of cloud-based services used by the average company.[1]

#1

Cloud data warehousing is the most common use for cloud data management and analytics.[2]

Hybrid data management supports any data, any use case, and any user. It leverages the speed, agility, and scale of cloud-based tools as well as your existing investments. You can connect cloud with on-premise deployments, or build out a modular platform over time that adapts to your big data, cloud, and on-premise needs.

2

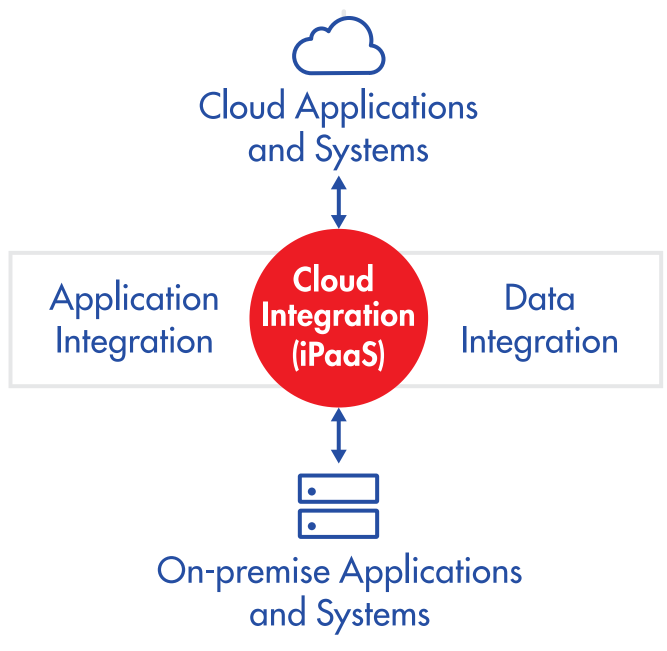
Enterprises use the cloud to:

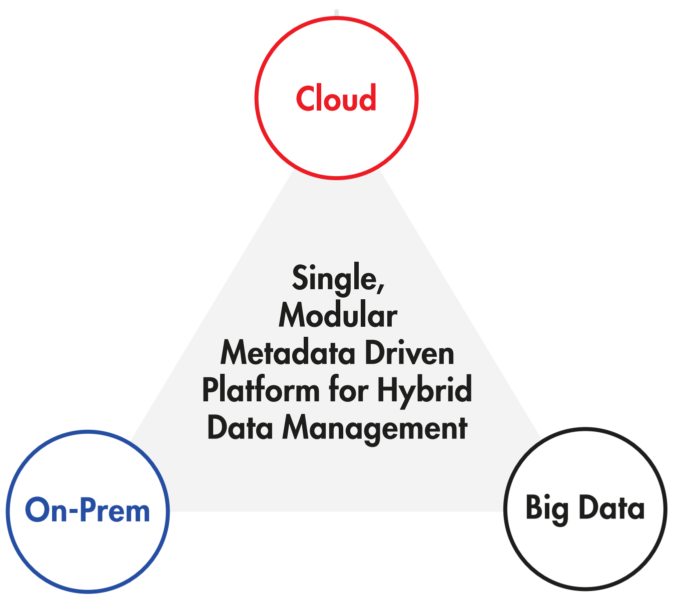
- **Migrate data centers.**
- **Power Hadoop for advanced analytics.**
- **Deliver governed self-service analytics.**
- **Move on-premise apps and data warehouses.**

3

Two journeys

How hybrid data management helps





The simple approach
Start small and grow as you need. This approach lets you integrate cloud applications and systems.

An advanced approach
Solve bigger problems with a metadata-driven platform that integrates big data, cloud, and on-premise systems.

4

Hybrid data management with Informatica

Most Comprehensive
Any Pattern

For IT & Business
Any User

For all Ecosystems & Sources
Any Data

Metadata Intelligence

A Single, Secure, Hybrid, Trusted, Modular Platform.

We've built the most comprehensive portfolio of hybrid data management solutions. They're powered by a single, modular, metadata-driven platform.

So you can use your existing investments to take advantage of the cloud and big data. This is how you use your data to compete and innovate.

Let's talk.
Get in touch to start planning your journey.
informatica.com/journeytocloud

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1. Source: Skyhigh Networks, "Cloud Computing Trends 2017." January 2017.

2. Source: TDWI, "Best Practices Report: Emerging Technologies For Business Intelligence, Analytics, and Data Warehousing." October 2015.

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