



NUCLEUS
RESEARCH

INFORMATICA WORLD HIGHLIGHTS CLOUD PARTNERSHIPS

ANALYST

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THE BOTTOM LINE

At Informatica World 2023, Informatica announced several extended partnerships to better position its services for potential joint customers. By integrating its data management solutions directly into platforms such as Microsoft Azure, Google Cloud, Amazon Web Services, and ZS Associates' ZAIDYN, Informatica demonstrates its forward-looking strategy to capture increased customer adoption. This approach not only aligns with the trends of data infrastructure modernization and cloud adoption but also addresses specific industry challenges and regional data sovereignty concerns. As a result, these strategic initiatives not only enhance Informatica's adaptability and competitive edge but also foster a simplified and cost-effective path to modern cloud data management for customers navigating the complexities of digital transformation and infrastructure modernization.

OVERVIEW

In 2023, organizations are faced with a data deluge, swamped by the sheer velocity of data and volume of consumption within the business. These challenges frequently lead organizations to reevaluate their data infrastructures, as they look to address their processing and cost concerns with the scalability and elasticity of the cloud. Customer adoption of modern data management solutions is intrinsically linked to their data infrastructure modernization initiatives. Organizations seek solutions that fit with their new environment and are equipped to manage the complexities of big data, while ensuring data integrity and quality.

Recognizing this trend, data management vendors are strategically partnering with cloud providers and data platform vendors to best cater to customer needs. By leveraging the strengths of these partnerships, they can offer optimized, scalable solutions that facilitate adaptation to the changing data landscape. This strategic alignment enables them to deliver comprehensive solutions that not only fit well with modern data infrastructures but also add value by giving customers a simplified and cost-effective path to best-of-breed data management and processing. These partnerships also provide customers with additional flexibility, allowing organizations to adopt for a specific pain point, and easily extend their deployment as additional challenges emerge.

INFORMATICA

Informatica provides a suite of products encompassing application integration, API management, data integration, data quality, data governance, master data management, and data sharing, operating as a one-stop shop for end-to-end data management. Informatica supports virtually every use case for data and application integration to not only simplify developer workloads but also enable non-technical business-level users to build out integrations. The vendor's flagship solutions consist of Informatica Cloud MDM, Informatica Cloud Mass Ingestion, Informatica Cloud Data Integration, Informatica Cloud Data Quality, and Informatica Cloud Application Integration. Informatica's commitment to strengthening its partnerships with various cloud providers often differentiates its offerings in competitive conversations, bringing customers improved flexibility and freedom of choice in their software stack.

PARTNER ANNOUNCEMENTS

At Informatica World 2023, Informatica announced several extended partnerships with Microsoft, Google, Amazon Web Services (AWS), and ZS Associates to improve IDMC's value proposition for joint customers. These alliances aim to integrate Informatica's data management solutions directly into the partners' platforms, offering customers a seamless, unified data management experience. Further, these partnerships are set to address various customer needs, from data sovereignty and localization concerns in Europe to specific industry challenges, increasing Informatica's adaptability and attractiveness in the ever-evolving data landscape.

MICROSOFT

In the second half of 2023, Informatica will offer its AI-powered, cloud-native Intelligent Data Management Cloud (IDMC) as an Azure Native ISV Service. This is a first-of-its-kind integration between a data management provider and Microsoft and gives Azure users a unified experience to access, provision onboard, configure, and manage IDMC from within the Azure Portal. The two vendors also announced the native availability of Informatica's Cloud Data Governance and Catalog solutions on Microsoft Azure, enabling customers to empower and enrich self-service analytics and governance for Azure, hybrid, and multi-cloud environments.

GOOGLE

Google launched Informatica's multidomain SaaS MDM on Google Cloud, providing joint customers with a unified view of their data environment across various domains. The two vendors also collaborated to deliver IDMC on Google Cloud in Europe to better address data sovereignty and localization concerns established by the General Data Protection Regulation (GDPR) and similar legislation. This extended partnership allows European-based Google Cloud customers to deploy IDMC workloads within the EU and keeps customer data and metadata strictly within the region.

AWS

Amazon Web Services (AWS) launched a free version of Informatica Cloud Data Integration (CDI) directly embedded in Amazon Redshift. This functionality allows users to process up to 20M rows and do 10 processing hours per month for ETL. AWS and Informatica also reemphasized its industry-focused strategy following prior announcements on the verticalization of IDMC, including solutions for healthcare & life sciences, and financial services among others.

ZS ASSOCIATES

This partnership embeds IDMC within ZS Associates cloud-native ZAIDYN platform built specifically for the life sciences market. This partnership enabled a more straightforward automated experience for joint customers and accelerates time-to-insight for life sciences organizations to improve analytics and clinical capabilities and create a more connected healthcare environment.

LOOKING AHEAD

The strategic partnerships forged by Informatica with major cloud providers and data platform vendors position the company well for capturing customer adoption over the following 18 months and beyond. By offering its suite of AI-powered, cloud-native data management solutions across platforms such as Microsoft Azure, Google Cloud, Amazon Web Services, and ZS Associates' ZAIDYN, Informatica enhances the value proposition for customers, providing them with enhanced flexibility, scalability, and simplified deployment. These alliances better enable Informatica to offer comprehensive, cost-effective, and tailored data management solutions, and sustain customer adoption in an evolving data landscape. These extended partnerships also address regional data sovereignty and localization concerns, thereby increasing the attractiveness of Informatica's offerings to a wider customer base.