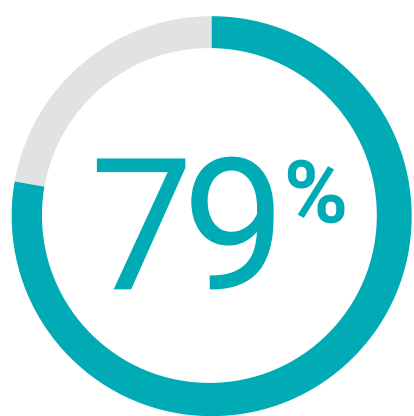


Cloud Data Integration for Data and Analytics Modernization

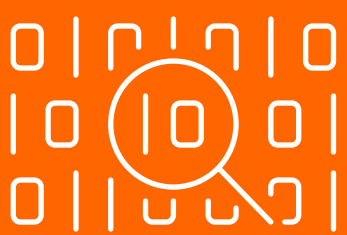


79% of Informatica customers consider data and analytics modernization their most strategic focus right now.¹ A recent survey reveals what matters most to them.

Scalable and multi-cloud

The top two capabilities required in their cloud-native data management platform are²

1. Scalable data integration
2. Ability to coexist with multiple cloud platforms



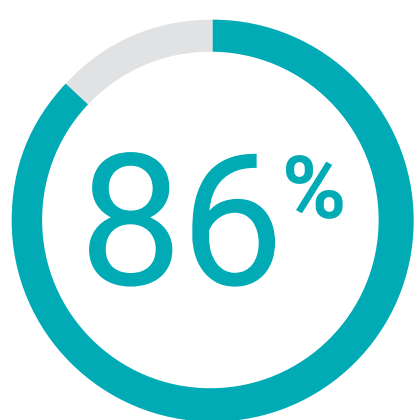
Cloud data integration for any data type

82% agreed that integrating data from various sources is the key element of their data management landscape³

Single, comprehensive platform

Top three reasons for choosing Informatica data management solution over competitors are⁴

1. Product functionality & performance
2. Single vendor for all data needs
3. Breadth of services



86% of surveyed IT organizations are likely to recommend Informatica.⁵

Learn more at

[informatica.com/products/cloud-integration/cloud-data-integration](https://www.informatica.com/products/cloud-integration/cloud-data-integration)

¹ What are the strategic focus areas of your IT organization in 2021?
² What are the important capabilities for your cloud-native data management platform?
³ What are the key elements of your data management landscape?
⁴ What are your reasons for choosing Informatica's data management solution over competitors?
⁵ Likelihood of recommending Informatica

