Informatica
CLOUD NOW. DATA ALWAYS.™

VISION

Create a world where every organization's data is poised for greatness, ready to deliver outcomes of unprecedented brilliance at a scale never imagined.

MISSION

Empower businesses to realize the transformative power of data from binary to extraordinary.

POSITION

The Informatica Intelligent Data Management Cloud is the only platform that manages data of *any* type, pattern, complexity or workload across any location.

VOICE

Unrelenting Innovation

We continuously innovate to simplify how our customers solve their most complex problems today. We empower them to break new barriers, giving rise to change-makers across any industry.

Uncompromising Neutrality

We're on the side of our customers and their data. Our platform spans industry-winning solutions that bring their data to life, whether it resides on premises, in the cloud, or in multiple clouds.
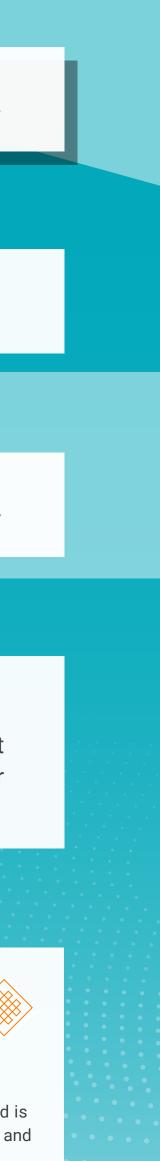
Unwavering Customer-Focus

We are obsessed with building and delivering solutions that accelerate our customers' innovations because our customer success is our greatest success.

ONLY-NESS

Proven Leadership

Over 25 years of award-winning products and connected integrated solutions. Consecutive top position as data management provider from industry analysts.

Trusted by 95 of the Fortune 100

Trusted cloud data management partner for more leading enterprises than any data management provider.

Single end-to-end Cloud-native Platform

The only cloud dedicated to data management with the horsepower to support enterprises end-to-end with its modern technology stack.

Supports Any Data in Any Cloud

Certified in the highest-level security and privacy required to scale to the largest cloud technology providers including Microsoft Azure, Snowflake, AWS, and Google Cloud.

Most Advanced AI

Our Intelligent Data Management Cloud is powered by CLAIRE™, the industry's first and most scalable, metadata-driven AI technology.

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CORPORATE DESCRIPTION

At Informatica, 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 the Informatica Intelligent Data Management Cloud. Built on an API-driven and AI-powered platform, our cloud automates core business functions that offer intelligence across every environment your data resides in, and at every level of your organization. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you'll always know your data is accurate, your insights are actionable, and your possibilities are limitless. **Informatica. Cloud now. Data always.**

PLATFORM MESSAGING

The Informatica Intelligent Data Management Cloud (IDMC) is the first and only cloud dedicated to data management. With powerful AI and over 200 intelligent cloud services, all in a single platform, spanning any deployment model, API and data pattern, it ensures your most valuable data assets are trusted, governed, accessible, timely, and actionable no matter where they reside.

Cloud-native and AI-powered: Scale for all enterprise workloads with elastic and serverless processing. Get faster insights when you apply AI and ML to your data and metadata.

Multi-cloud and multi-hybrid: Run, interoperate, and support any combination of cloud and hybrid infrastructures.

Low code / no-code: Empower all your data practitioners with a low-code /no-code experience with the highest level of security, data quality, data governance, and privacy.

JOURNEY MESSAGING

Data Warehouse, Lake & App Modernization

Extraordinary data that empowers you to connect all your data from any location so you can mobilize new workloads and modernize analytics and applications in the cloud.

Business 360

Extraordinary data with a single view of all your data sources, unified at scale for trusted insights so you can see the present accurately and make predictive decisions confidently.

Data Governance & Privacy

Extraordinary data is trusted, curated and protected, giving you confidence that your business initiatives can meet changing privacy regulations.

MISSION AND POSITIONING

We empower businesses to realize the transformative power of data, going from simply binary information to extraordinary innovation. We do this with the Informatica Intelligent Data Management Cloud platform, which is the only platform that manages data of *any* type, pattern, complexity, or workload across any location.

MARKET NEEDS

- The new normal is a **cloud-first and multi-hybrid world**. Cloud-first means that if something can be done in the cloud, then you should choose the cloud. A multi-hybrid environment spans any cloud, with multiple clouds being common.

- This is a world where **data-first experiences** matter. You don't own infrastructure anymore. You don't own applications. What you own is data. That is *your* data. It's your organization's most critical asset, and you will use it to create new and differentiated experiences for customers, suppliers, employees, and partners.

- **Trust and privacy** of data is critical. Data governance is no longer an afterthought, but a strategic requirement.

ELEVATOR PITCH

Challenge questions: Do you trust your data? Is it accurate? Is it timely? Is it spread across too many places (data lake, local systems, CRM, apps)? Available when you need it and how you need it? Is your data working for your organization or against it?

Data is more important today than it's ever been. To leverage the explosion of data across your organization, your data MUST BE managed and governed, trusted and available to every decision maker. We do this in three ways:

1. We help you mobilize cloud modernization from your data warehouse, data lake, and applications —all in the cloud. Currently, we process over 17 trillion cloud transactions per month, doubling every six months.

2. We provide a trusted, single source of truth with a 360-degree view of your business, including customer data, supply chain, financial systems—and everything in between.

3. We enable access to the right data from any part of your organization so that it's trusted and democratized on a foundation of governance. Our customers are reassured that their data has the highest-level of security, quality, and governance and privacy controls.

Meet the Informatica Intelligent Data Cloud. It's the the first and only cloud dedicated to data management. With powerful AI and over 200 intelligent cloud services, all in a single platform, spanning any deployment model, API and data pattern, it ensures your most valuable data assets are trusted, governed, accessible, timely, and actionable no matter where they reside.

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