
AWS
re:Invent
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PRT245

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Building comprehensive cloud data management

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Informatica



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aws PARTNER Public Sector

aws PARTNER Amazon RDS Ready

aws PARTNER Amazon Redshift Ready

aws PARTNER Data & Analytics Software Competency

aws PARTNER AWS Marketplace Seller

aws PARTNER Amazon Linux Ready

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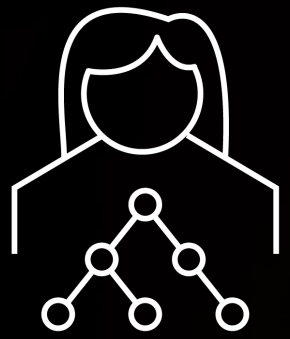
Informatica Data Loader for Amazon Redshift

- Frictionless data loading into Amazon Redshift
- Access directly from Amazon Redshift console
- 30+ data sources and applications
- Zero-cost service from Informatica



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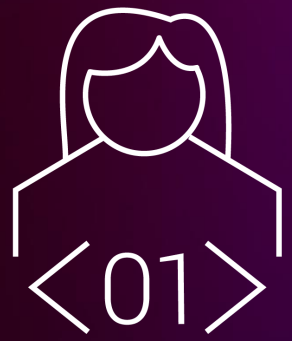
DATA CONSUMER

Data scientist
Data analyst
Citizen integrators
Business analyst
LOB consumer



DATA OWNERS

Data steward
Data custodian
Data governance lead
Reference Data owners



DATA PRODUCRES

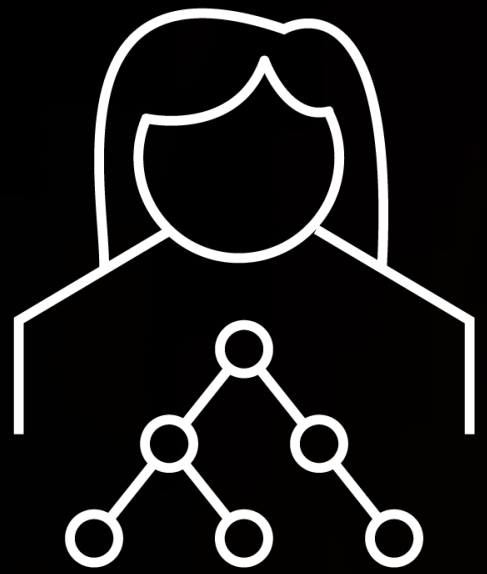
ETL/ELT developers
Data migration engineers
Data engineer

Agenda is **YOU**
YOUR data platform needs
YOUR data management needs

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Data consumer needs

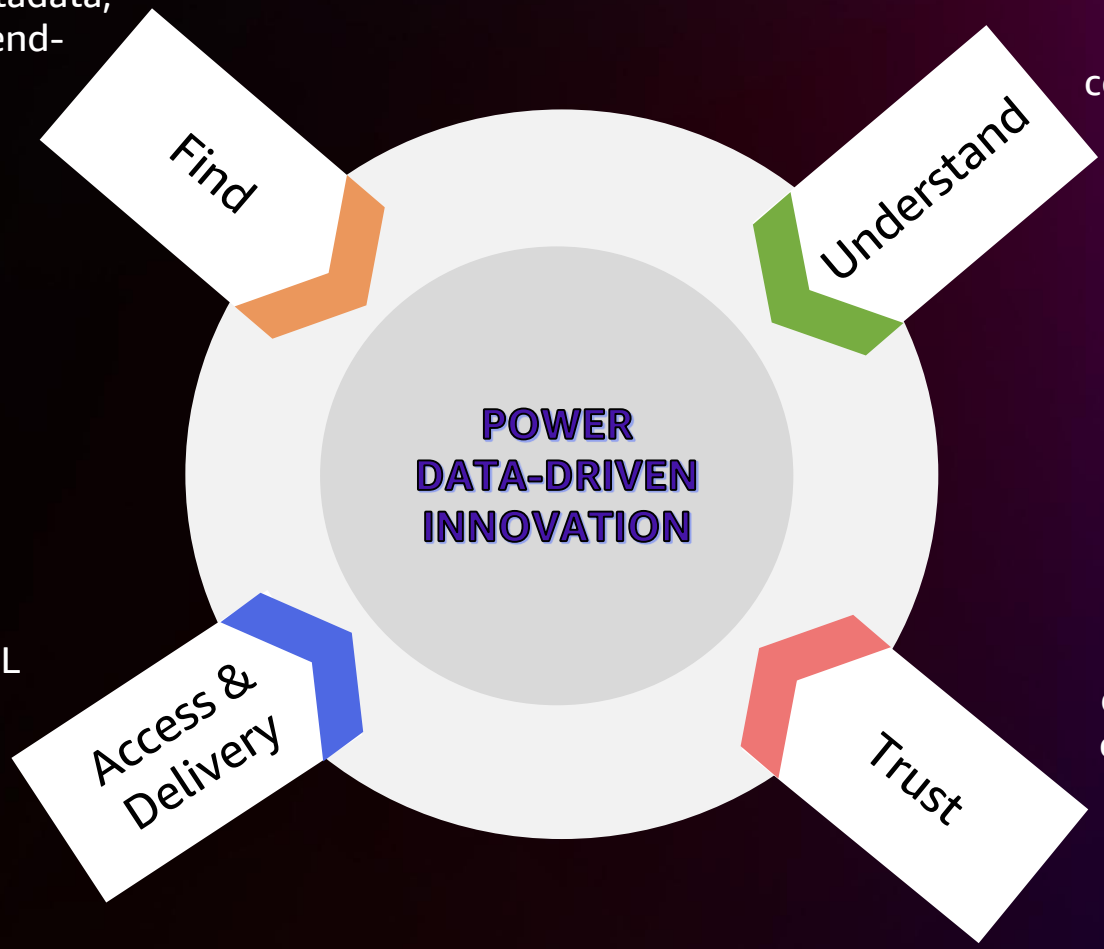
DATA TRANSPARENCY TO POWER DATA-DRIVEN INNOVATION



Data scientist
Data analyst
Citizen integrators
Business analyst
LOB consumer

Discover data, metadata, and AI model for end-to-end analysis

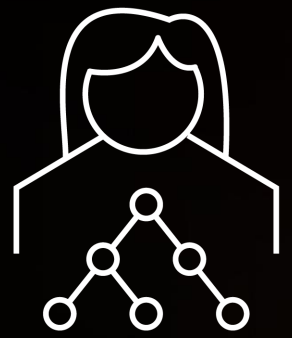
Understand data relevancy, data context and lineage



Timely deliver to AWS analytics/ML service of choice

Gain trust for data accuracy, completeness, consistency

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Demo

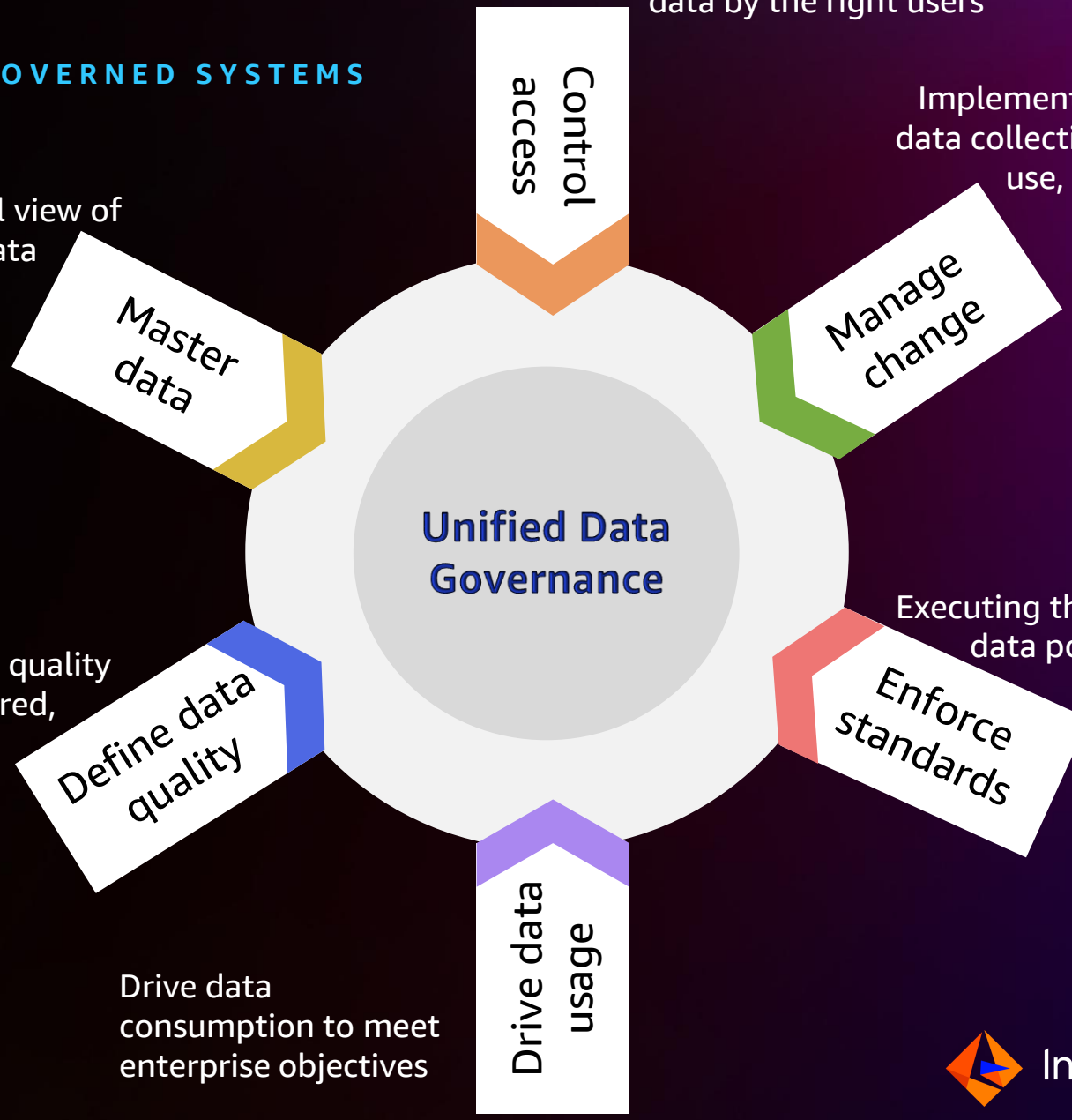
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Data owner needs

UNIFY DATA SILO INTO SECURE AND WELL-GOVERNED SYSTEMS



Data steward
Data custodian
Data governance lead
Reference data owners



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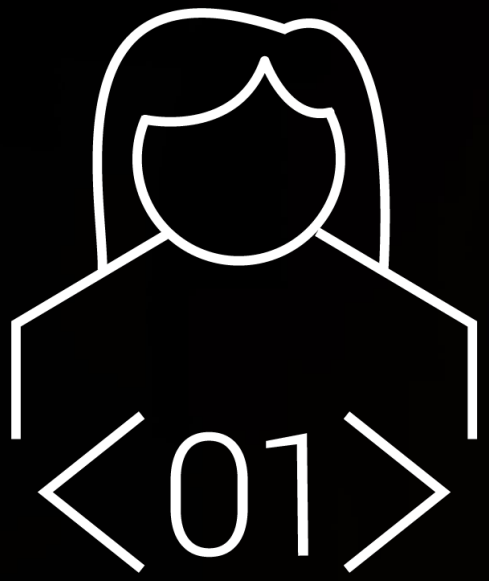


Demo

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Data producer needs

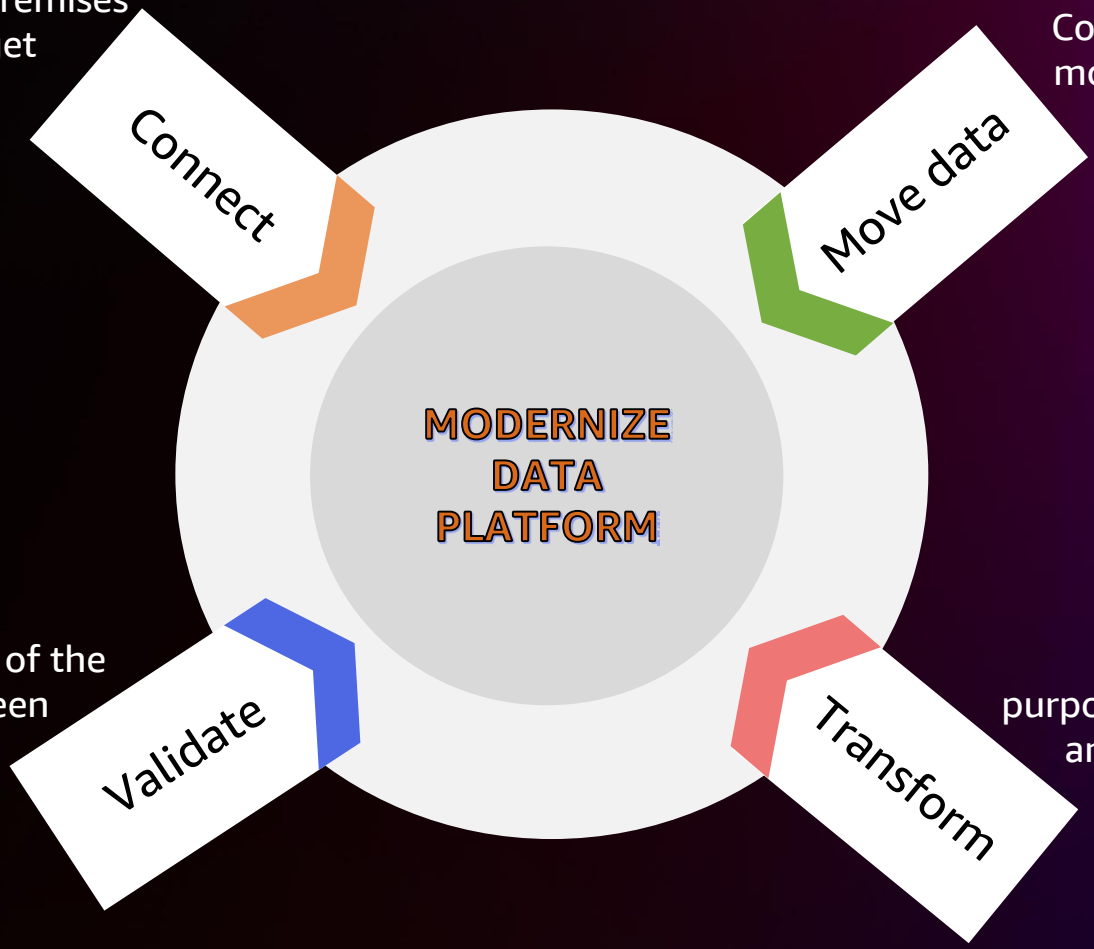
MODERNIZE YOUR DATA PLATFORM ON AWS



ETL/ELT developers
Data migration engineers
Data engineer

Connect to on-premises sources and target services on AWS

Cost-effective data movement at scale

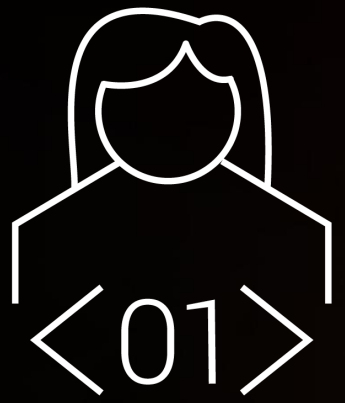


Ensures data quality of the migrated data between source and target

Transform data for purpose-built data stores and analytics services

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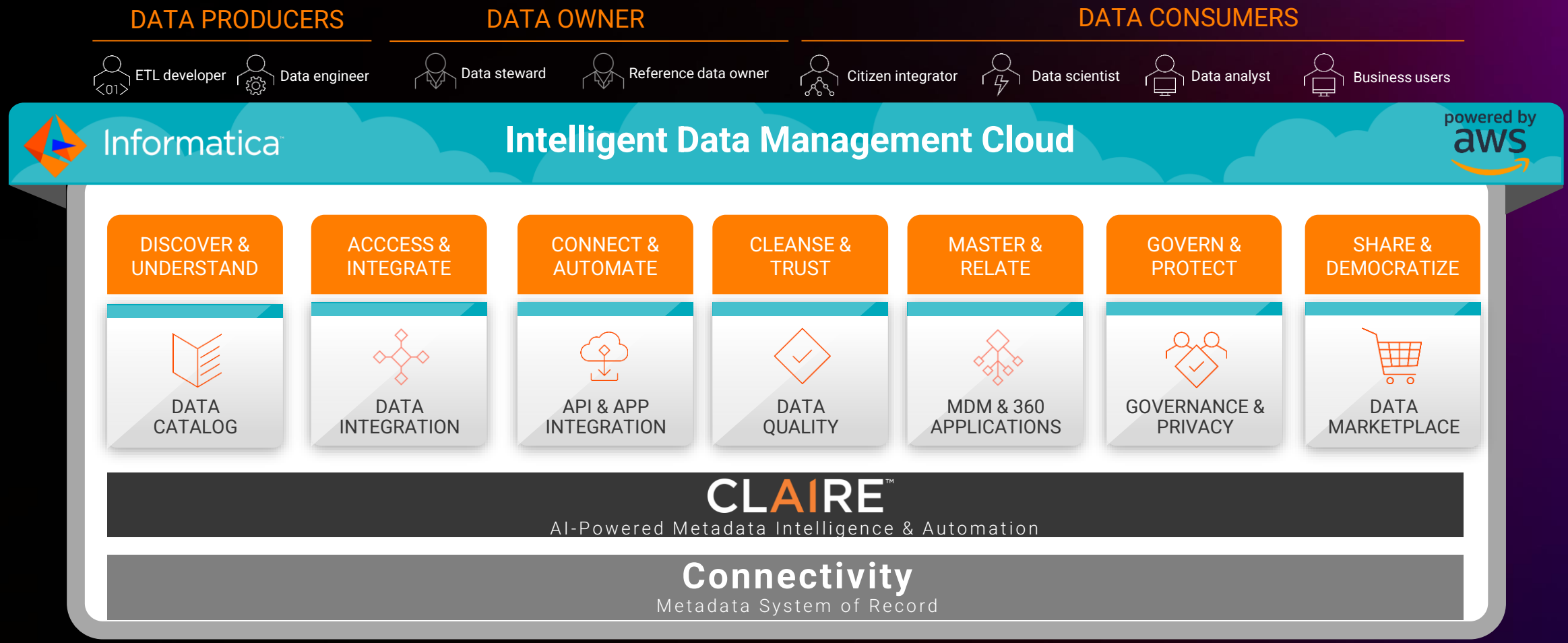
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Demo

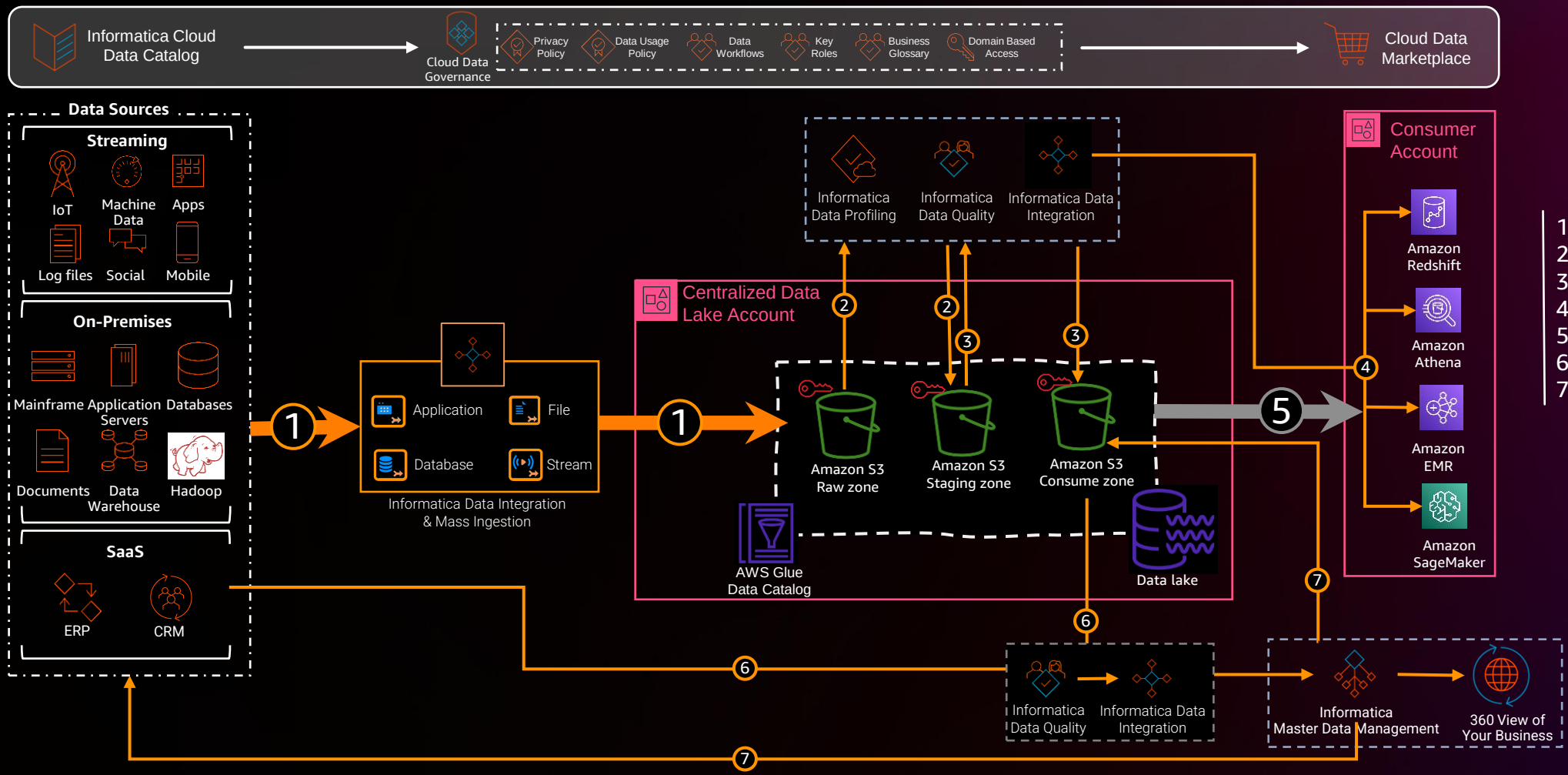
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Informatica Intelligent Data Management Cloud



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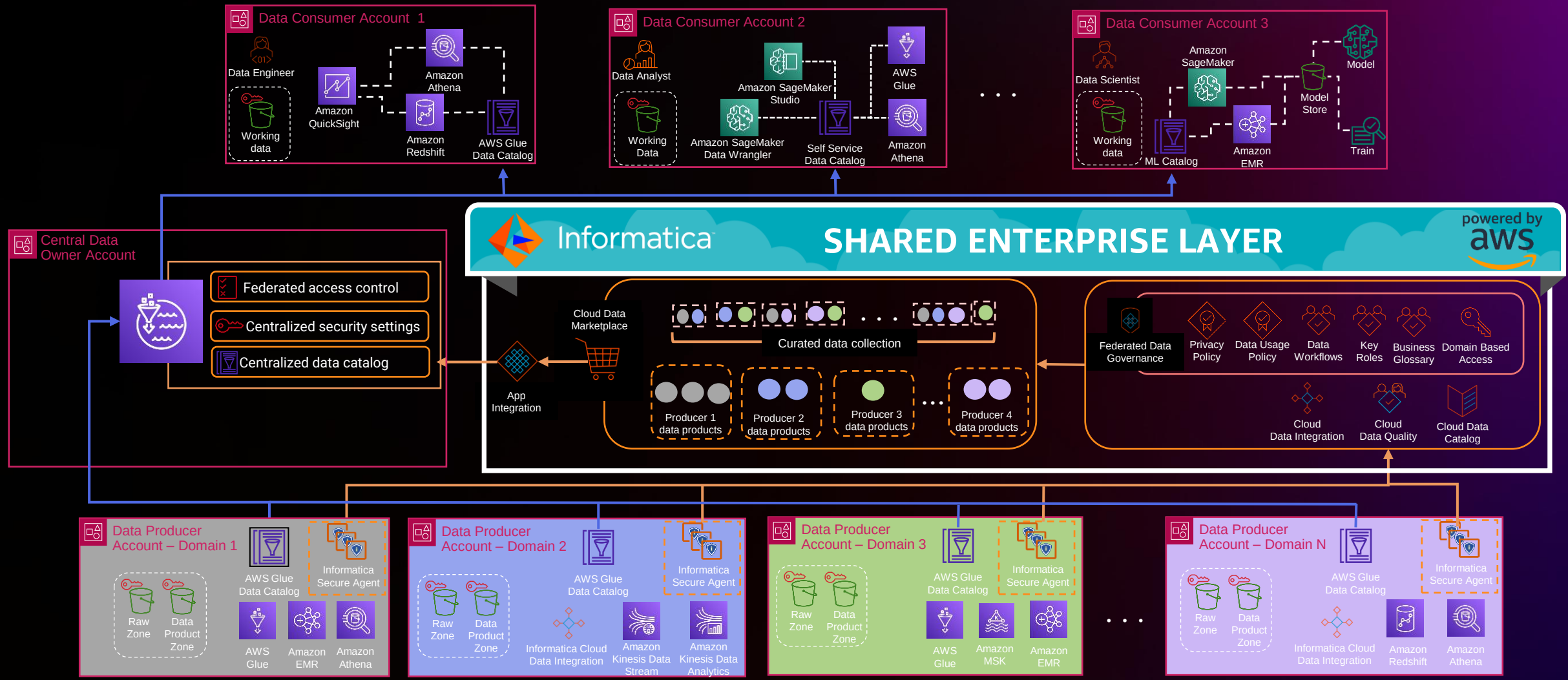
Modern data analytics architecture – Data Lake



1. Ingest data into Data Lake
2. Stage Data (ELT)
3. Prepare data for consumption
4. Query & pushdown optimization
5. Read data from data lake
6. Bring data into MDM 360
7. Proliferate reference data

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Modern data analytics architecture – Data Mesh

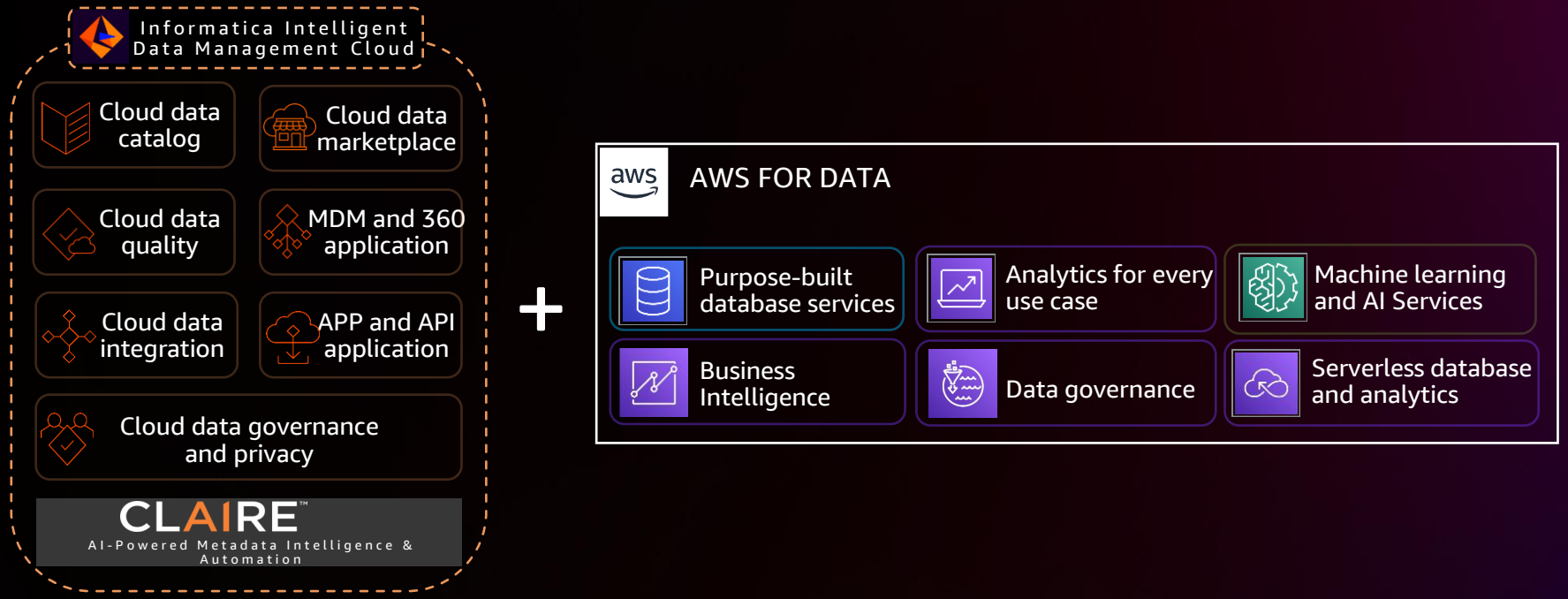


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Modern data strategy on AWS with Informatica

NEEDS A COHESIVE AND COMPREHENSIVE DATA MANAGEMENT PLATFORM



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Call to action

WANT TO KNOW MORE?

Demos at Expo Floor (Informatica Booth #1304)

Friction Free Data Integration

- Informatica Intelligent Data Management Cloud Overview
- Informatica Data Loader for Amazon Redshift
- Informatica Cloud Data Integration

360º View For Better Business

- Redefining Modern Master Data Management in the Cloud
- Connect your Product, Supplier and Customer to enhance Digital Experiences

Cloud Data Governance

- Cloud Data Marketplace Integration with AWS Data Exchange
- Cloud Data Governance & Catalog

Intelligent Data Cloud For Developers

- INFA Core integration with Amazon SageMaker

Theatre session at Expo Floor (Informatica Booth #1304)

MONDAY, Nov 28th
4:30PM | Informatica for AWS in Banking & Financial Services
5:30PM | A Business Value Framework for Digital Transformation
6:30PM | Friction Free Data Loading for Amazon Redshift

TUESDAY, Nov 29th
10:30AM | Expanding Availability of AWS Data Exchange Assets through the Informatica Cloud Data Marketplace
11:30AM | Build Your Snowflake Foundation on AWS for Speed and Scale with Informatica
1:30PM | Financial Services: Building Data Management on AWS with Informatica
2:30PM | Modernizing Government Services with an Intelligent Data Management Cloud Approach
3:30PM | Industry Insights with Informatica's Chief Strategists
4:30PM | Modernize Fast and Increase ROI with Cloud-Native IDMC
5:30PM | Informatica for AWS in Banking & Financial Services

WEDNESDAY, Nov 30th
10:30AM | Expanding Availability of AWS Data Exchange Assets through the Informatica Cloud Data Marketplace
11:30AM | A Business Value Framework for Digital Transformation
2:30PM | Looking Ahead: How to Enhance Cloud Migration Success with a Data-Driven Pre-Migration Strategy
3:30PM | Modernizing Government Services with an Intelligent Data Management Cloud Approach
4:30PM | Connect your Product, Supplier and Customer to Enhance Digital Experiences
5:30PM | Modernizing Government Services with an Intelligent Data Management Cloud Approach

THURSDAY, Dec 1st
10:30AM | Innovating with Informatica: Building Transformative Cloud Technology Partnerships with Informatica
11:30AM | Self-Service Data Access Using Predictive Data Intelligence
2:30PM | Connect your Product, Supplier and Customer to Enhance Digital Experiences
3:30PM | Simplify ML data pipelines in Amazon SageMaker with Informatica's INFACore

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Thank you!

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Informatica Data Loader
for Amazon Redshift



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