



eBook

Real-World Success with Automation and Application Integration

Insights from TelevisaUnivision, TaylorMade,
KLA and other leaders

**Where data
& AI come to** 



Contents

Automation and Application Integration for the Intelligent Enterprise	3
Customer Stories:	
– Maple Leaf Sports and Entertainment’s Journey with Informatica iPaaS for Enterprise Integrations and Data Management	4
– TaylorMade Streamlines Enterprise Data Integration with Informatica	5
– KLA Moves 12 Years of Data to the Cloud in One Weekend with Informatica	6
– TelevisaUnivision Boosts ROI with IDMC	7
– How One Healthcare Organization Boosted Care and Efficiencies with Strategic Automation	8
– Virginia Credit Union Modernizes Entire Data Environment	9
Start Your Journey to Become an Intelligent Enterprise	10
About Informatica	11



Automation and Application Integration for the Intelligent Enterprise

As an application owner, you encounter challenges like efficiently integrating diverse enterprise applications and managing extensive data volumes across on-premises systems and cloud environments. How can you effectively navigate this multifaceted digital landscape? You need a strategic integration and data management solution that solves data silos, tackles inefficient processes and increases productivity by integrating applications, data and AI.

As an application owner, you encounter challenges like efficiently integrating diverse enterprise applications and managing extensive data volumes across on-premises systems and cloud environments. How can you effectively navigate this multifaceted digital landscape? You need a strategic integration and data management solution that solves data silos, tackles inefficient processes and increases productivity by integrating applications, data and AI.

By utilizing tools designed for seamless integration and comprehensive data management, your business can:

- Accelerate time-to-value for **GenAI** app development and other projects
- Improve operational efficiency through end-to-end **business process automation**
- Mitigate the risks of legacy **application modernization**
- Simplify ERP/SAP modernization, making it more cost-effective, quicker and less risky

Adopt a strategy that empowers your enterprise to handle the complexities of integration, creating a future-proof infrastructure that fosters innovation, customer satisfaction and a competitive edge.

In this collection of success stories, discover how your peers have benefited from enterprise integration using the Informatica **Intelligent Data Management Cloud™** (IDMC). From these stories, you will learn how integrating, modernizing and automating your applications, data and processes can optimize operations, democratize data and maximize data value.

Customer Story

Maple Leaf Sports and Entertainment's Journey with Informatica iPaaS for Enterprise Integrations and Data Management

Maple Leaf Sports and Entertainment (MLSE) owns and operates several properties, including the Toronto Maple Leafs and Toronto Raptors, Toronto Argos, Toronto FC, venues, restaurants and retail.

Challenge

MLSE's previous integration solution posed a few difficulties and required specialized developers. As a result, they needed a stable, reliable solution that was able to be learned by any developer.

Solution

They chose Informatica for an AI-powered data management solution. They are currently in the process of migrating to a new lake house architecture powered by Amazon's S3 and Amazon Redshift AWS. Informatica will play a key role in loading the data in the data lake built on Amazon S3 as well as transforming and cleansing the data before moving to Amazon Redshift.

Results

Over the past year, MLSE has successfully incorporated more than 20 diverse data sources into its data warehouse, a remarkable improvement. Its critical integrations, such as financial and point of sale integrations, are now exceptionally stable, with rare instances of failure. They have approximately 40 daily CAI processes, featuring over 1000 different executions, as well as 113 CDI Mapping Tasks executing 3230 times per day, processing 60 million records.

"We have significantly improved our integration capabilities, reducing delivery times from months to mere weeks."

Jonathan Pilioci
Manager, Data Solutions



Customer Story

TaylorMade Streamlines Enterprise Data Integration with Informatica

Founded in 1979, with the creation of the world's first "metalwood" driver, TaylorMade has continuously pushed the boundaries of manufacturing in golf clubs, balls, clothing and accessories. Today, the Carlsbad, CA-based company oversees a global footprint of production facilities, warehouses and retail channels, all relying on seamless access to data.

Challenge

Two legacy **extract, transform and load** (ETL) tools formed the critical connective tissue of TaylorMade's business operations. In recent years, this aging infrastructure has become a growing operational bottleneck. TaylorMade's global business was also evolving rapidly, with new demands for data warehouses in international markets, various

order intake channels including e-commerce and wholesale, mobile applications for sales teams and specialized systems for departments ranging from legal to R&D. Each new business initiative required additional integration points, making their legacy middleware environment increasingly difficult (and costly) to manage and maintain.

Solution

TaylorMade took a methodical approach to their platform migration. The first phase focused on their ERP integration tool, replacing legacy workflows with Informatica Cloud Data Integration to automate data flows across warehouse and inventory management. The second phase addressed the legacy ELT system for data warehouses and apps, replacing on-prem connections with **Cloud Application Integration** to

populate new Snowflake cloud data warehouses and streamline API integration with e-commerce systems and cloud apps like Workday for HR.

Results

Where appropriate, TaylorMade has optimized processes by moving from file-based integrations via file transfer protocol (FTP) to direct table access or API-based approaches. In addition to more efficient IT workflows, TaylorMade's new flexible integration stack helps better seize new business opportunities. With Informatica IDMC, the company can rapidly spin up integration requirements and interfaces for new data warehouses abroad, e-commerce or direct-to-consumer initiatives, enhanced assembly automation and even new brand launches.

"With our data landscape growing more complex each quarter, we decided to take a step back. Instead of investing in outdated systems, we looked at how we can be proactive. Our new strategy was to consolidate and modernize our toolset with the best-in-class on the market."

Rossen Petkov

Senior Manager of Application Technologies for Global IT

[LEARN MORE](#)

Customer Story

KLA Moves 12 Years of Data to the Cloud in One Weekend with Informatica

Based in Milpitas, California, KLA is a Fortune 500 company at the center of breakthrough technology, producing the process controls and yield management systems that help manufacturers like Intel and Samsung bring the highest-quality semiconductors to market.

Challenge

KLA's expert physicists, engineers, data scientists and business executives depend on real-time insights to predict and meet demand. While KLA's on-premises data warehouse performed well most of the time, it had difficulty during critical periods of peak demand. Additionally, not all major business units used the data warehouse, and some had their own systems.

Solution

To make data consistently available for reporting and analytics, KLA searched for a cloud platform that could scale on demand and connect to any on-premises or cloud data source. They chose an integrated, cloud-native solution that combines a Snowflake Data Cloud with Informatica Cloud Data Integration and Informatica Cloud Data Ingestion and Replication, using Snowflake's transformation capabilities to process the data after it is loaded.

Results

Over a single weekend, they moved approximately 1,000 Oracle database tables representing 12 years of historical ERP data into Snowflake, where it is now available for analysis. By combining multiple data sources in the cloud for analysis – including SAP ERP and SAP CRM, among other sales and manufacturing systems – KLA now supports more detailed and user-friendly reporting, so that teams can predict demand across complex and often customized product groups.

"Our senior director of sales wants to see how the pipeline forecast is changing. With Informatica and Snowflake, our sales teams can better predict demand and increase revenue from both new and existing customers."

Sandeep Kancharla

Director of Advanced Analytics & Data Sciences

[LEARN MORE](#)

Customer Story

TelevisaUnivision Boosts ROI with IDMC

With nearly 60 television stations across the United States and four broadcast channels in Mexico affiliated with 222 stations, and featuring the largest library of owned content and industry-leading production capabilities that power its streaming, digital and linear television offerings, as well as its radio platforms, TelevisaUnivision is the leading Spanish-language media and content company in the world.

Challenge

TelevisaUnivision wanted to sunset and consolidate dozens of point-to-point data management technologies. They needed a platform that could scale seamlessly across multiple solutions from

different cloud vendors. Specifically, it was critical to ensure seamless data exchange within and between various cloud providers without sacrificing data quality or governance.

Solution

Informatica was the clear choice, offering a flexible, scalable and user-friendly integration Platform as a service (iPaaS) solution with multi-cloud support. Prebuilt connectors allowed TelevisaUnivision to complete data transformations with the solutions straight out of the box while keeping track of its data lineage and maintaining the highest security standards.

Results

Informatica now supports more than 250 integrations across more than 80 applications for TelevisaUnivision in the U.S. With IDMC, which replaced its on-premises legacy data management solutions, the company saw a 44% reduction in enterprise data integration costs. Moreover, Informatica has helped TelevisaUnivision make its service delivery to customers 35% more efficient.

“Scalability and efficiency are top priorities for any IT transformation, but to cut our operating costs by nearly half is an incredible achievement.”

John Macrina

SVP, Global Head of Enterprise Technology

[LEARN MORE](#)

Customer Story

How One Healthcare Organization Boosted Care and Efficiencies with Strategic Automation

Mary Greeley Medical Center is a community-based municipal hospital with a strong commitment to public service and non-profit operation.

Challenge

Mary Greeley Medical Center set out to address a few of their biggest challenges: enhance their nurse call system to improve patient care and reduce burden and errors due to changes in systems or staff. The entire process relied on manually adding staff to the correct teams. Any mistake in the process could result in poor staff onboarding experiences and hampered patient care.

Solution

The Mary Greeley Medical Center IT team leveraged more of the capabilities in IDMC to successfully automate user management between alert systems. They began their automation journey by assigning roles to staff and departments, provisioning accounts in various systems. This role assignment initiates the automation process.

Results

Before, the IT team spent roughly five to six hours a week solely setting up new users. With the new system in place, they can devote those extra hours to other areas. Prior to implementing automated alerts, they received an average of 20 complaints per month, impacting staff and delaying patient care. Now, depending on the week, they can go for up to a week or even two weeks without hearing about any issues. The new automation processes also extend to 38 departments, benefiting almost 1400 employees, including partners who handle patient admissions and billing and insurance logistics.

"Our primary goal was to ensure that alerts reached the right staff quickly, especially in critical care scenarios where timely responses were crucial. Automation would likely save time, potentially saving lives."

Mary Greeley Medical Center team

[LEARN MORE](#)

Customer Story

Virginia Credit Union Modernizes Entire Data Environment

Virginia Credit Union (VACU) is committed to supporting its clients throughout their financial lives by being their trusted provider of financial services and helping them achieve greater success.

Challenge

With many of its IT vendors poised to modernize their solutions to the cloud, VACU decided to future-proof its data environment and proactively modernize its complete data and infrastructure to the cloud.

Solution

VACU worked with Informatica to standardize its API development processes to allow the business to receive data and files in different formats from internal and external sources, and to work with that data in a single, user-friendly environment. These enhancements will make it easier for teams to get valuable business data into VACU's dashboards, business reports, analytics processes and Customer Relationship Management (CRM) platform.

Results

With information on everything from loan origination to customer credit history to payment mechanisms – all centralized in a single environment – VACU's teams will be able to gain deeper insights into their data marts, thereby improving their reporting and analytics.

"Informatica was instrumental in helping us work out the technicalities of building a standardized API process. The ability to auto tune our data will have transformational impact on our data environment, setting us up for future success."

Phillip Hillis

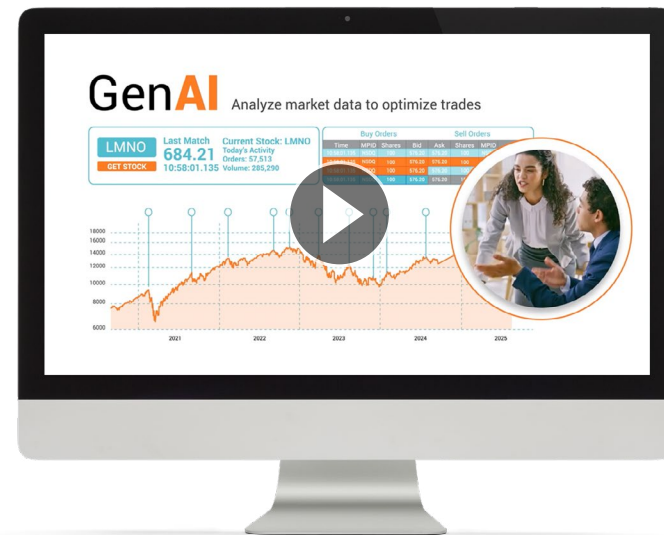
Enterprise Data Management Director

[LEARN MORE](#)

Start Your Journey to Become an Intelligent Enterprise

Robust cloud data management and integration capabilities give you the ability to use your data to its full potential. With tools for seamless integration and effective data management, you can enhance your business by accelerating GenAI application development, improving operational efficiency, modernizing legacy applications and streamlining ERP/SAP modernization. To keep up with your competition, you need an integration strategy that supports a future-proof infrastructure to drive innovation, increase customer satisfaction and gain a competitive edge.

If you're ready to start your journey to becoming an intelligent enterprise with IDMC, visit: <https://www.informatica.com/departments/application-owner.html>



About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Informatica. Where data and AI come to life.™

IN19-5133-0325

© Copyright Informatica LLC 2025. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and other countries. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.

[informatica.com](https://www.informatica.com)

Where data & AI come to



Worldwide Headquarters
2100 Seaport Blvd.
Redwood City, CA 94063, USA
Phone: 650.385.5000
Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871

[informatica.com](https://www.informatica.com)
[linkedin.com/company/informatica](https://www.linkedin.com/company/informatica)
[x.com/Informatica](https://www.x.com/Informatica)

[CONTACT US](#)