

White Paper

5 Top Ways to Build a Business Case for PowerCenter Modernization

Quantifying the financial impact of improved productivity, reduced risk and avoidance of ongoing on-premises spend

Contents

Executive Summary	3
Why Informatica IDMC and Informatica PowerCenter Cloud Edition	4
A Business Value Assessment	5
- Value Opportunity One: Minimized Risk with Improved Flexibility and Scalability	6
- Value Opportunity Two: Reduced Development Effort	7
- Value Opportunity Three: Reduced On-Premises Costs	8
- Value Opportunity Four: Faster Time to Value on Data-Intensive Projects	9
- Value Opportunity Five: Reduced Administrative Costs and Effort	10
A Representative BVA	11
Summary	16
Appendix	17

Executive Summary

Many leading organizations have successfully used Informatica PowerCenter to fuel their integration and **extract, transform, load (ETL)** processes. Leveraging a powerful and fully featured on-premises integration solution is a proven, winning approach to ensuring timely, accurate and reliable data transmission, especially when going to and from an on-premises system like a data warehouse.

While PowerCenter has been a leading enterprise-grade **data integration** provider, it is not optimized for the cloud. If you have relied on PowerCenter to run your mission-critical workloads for years, you likely now face more complex needs. For example, you may be planning or pursuing cloud-first initiatives that require modernizing your legacy on-premises data to the cloud.

Since future environments may span both public and private clouds, you need a comprehensive, cloud-native **data management** solution that can operate seamlessly across diverse sources and targets. And with generative AI (GenAI) applications becoming critical for forward-looking enterprises, it is vital to leverage a cloud platform capable of processing AI workloads as a core capability.

Today, organizations have diverse requirements to meet their ongoing data management needs. You may aim to reduce or eliminate the cost and effort associated with maintaining on-premises systems. Or you may be accelerating testing and deployment timelines to achieve faster time to value on projects involving integration activities. As such, the need for access to a comprehensive cloud-native data management platform with a wide range of capabilities may become more apparent. This approach can help future proof you against both known and unforeseen future needs.

However, you may worry about losing access to your long-standing development efforts, which include hundreds or thousands of reliable processes that support critical data assets and business logic built over decades. Fortunately, Informatica offers a **cloud modernization solution** and a trusted path to adopt IDMC with the desired cloud-native data management capabilities while preserving your years of investment.

Why Informatica IDMC and Informatica PowerCenter Cloud Edition

The **Informatica Intelligent Data Management Cloud™** (IDMC) is a cloud-native data management platform that allows organizations like yours to rapidly leverage critical data assets. Built on a next-generation, microservices-driven platform, IDMC enables data leaders and data practitioners to connect hundreds of applications with on-premises and cloud data sources. IDMC has embedded GenAI into every facet of data management through its **CLAIRE®** GPT machine learning engine. This integration can empower you to develop and launch GenAI applications built on trusted data foundations. All the while, IDMC emphasizes efficiency and cost-effectiveness. Once fully deployed to IDMC, organizations may expect ongoing cost savings of 55% versus the current state.¹

To bridge the gap between a long-standing PowerCenter estate and a desired future state on IDMC, Informatica offers **PowerCenter Cloud Edition**. This service lets you move your PowerCenter workloads at your desired pace and timing. PowerCenter Cloud Edition provides a controlled path to modernization, enabling you to leverage the benefits of IDMC without the risk of disrupting your existing business processes.

Though the capabilities of IDMC are clear, an analyst may need to quantify the expected financial impact to justify the proposed technology investment. To do so persuasively, that analyst may need to communicate the expected financial value of IDMC in a language and format that business stakeholders use and understand. This business value assessment (BVA) paper details five opportunities to quantify the value of PowerCenter modernization in a manner inspired by business value assessments (BVAs) we have done with clients.

These opportunities are:

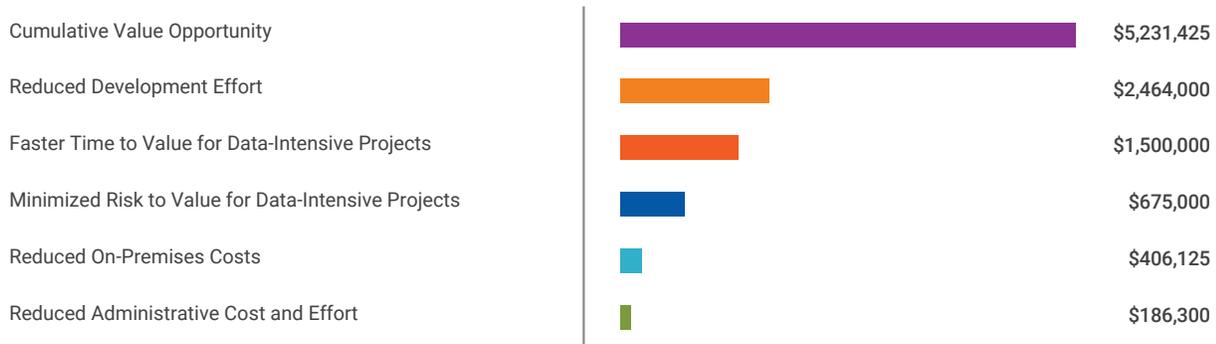
- Minimized risk with improved scalability and flexibility
- Reduced development effort
- Reduced on-premises costs
- Faster time to value on data-intensive projects
- Reduced administrative costs and effort

¹ Nucleus Research, **Reducing Costs with PowerCenter Modernization, 2024.**

A Business Value Assessment

This paper focuses on a hypothetical organization considering modernizing its PowerCenter estate to the cloud (IDMC). Interviews inform the results illustrated here. The authors interviewed four customers at various stages of their PowerCenter modernization processes: a United States-based insurer, two Germany-based financial institutions and a European telecommunications provider. The numbers presented in this paper are not specific to the outcomes experienced by these organizations but represent what Informatica believes to be reasonable expectations of outcomes that organizations may experience after they have concluded their modernization journey.

Yearly PowerCenter Modernization Value (Medium Scenario)



The following sections provide additional details regarding the assumptions, data and calculations used to quantify the value opportunities listed above. In each case, we will apply three potential benefit scenarios — low, medium and high — to estimate potential outcomes that we expect would be realized in an organization investing in IDMC to meet its data integration needs.

Value Opportunity One: Minimized Risk with Improved Flexibility and Scalability

You may feel the need to modernize your organization’s data operations to become future proof. To stay competitive, you need to adapt swiftly to emerging requirements without the luxury of months of studying, testing and deployment cycles. These requirements may be known or unforeseen, making precise planning difficult. In such cases, it’s important to build foundational infrastructure that allows your administrators to easily pivot resources to complementary services, if needed, and add capacity without lengthy procurement cycles. A framework for estimating the value of those capabilities is presented below.

Minimized Risk with Improved Flexibility and Scalability

Specific projects may clearly require cloud-native data management operations for successful execution, such as initiatives to connect public or hybrid cloud sources or a C-level mandate to decommission an on-premises data center. Or there may have been incidents when unpatched or out-of-support applications contributed to costly downtime, prompting an effort to minimize the risk of recurrence.

However, you also need to be prepared as unforeseen needs arise. Fortunately, IDMC offers the ability to assign **Informatica Processing Units (IPUs)** to services like **data quality**, data mastering and **data governance** on the same complementary platform as needed. It further offers the ability to rapidly scale capacity as your business requires by adding or reallocating IPUs.

This flexibility and scalability afforded by the IDMC platform may realize substantial value to your organization versus acquiring new capabilities not already known or scoped, as depicted here.

	Low	Medium	High	Notes
Expected avoided spend on additional services per year		\$300,000		Example savings opportunity
Expected avoided spend on additional capacity per year		\$450,000		Example savings opportunity
Total savings opportunity		\$750,000		Calculation
Expected % achievement against potential	80%	90%	100%	Expect to achieve nearly all to all the potential
Annual associated value	\$600,000	\$675,000	\$750,000	Calculation

Value Opportunity Two: Reduced Development Effort

In organizations aspiring to become data-centric, developers play a critical, though often unacknowledged, role. Many business-critical initiatives require access to complete, accurate, timely and usable information – a.k.a. business-ready data. Data specialists, who ensure the availability of this business-ready data, are vital contributors to favorable outcomes across various project types, including initiatives not directly related to data management infrastructure.

Given this reality, leaders in charge of technology platforms must ensure these skilled professionals have access to tools that enhance development success and optimize valuable time. Below, we provide a framework for estimating the value of equipping those data developers with the most efficient, versatile and powerful cloud-native data management platform rather than relying on less modern tooling.

Reduced Development Effort				
<p>Informatica PowerCenter has been an industry standard for decades, with data management professionals using its features to ensure the ready and reliable transmission of data from source to target.</p> <p>Today, data requirements are significantly more complex than in the past. With the need to connect a vast array of on-premises and cloud sources and targets, real-time demands and rapid launch requests from stakeholders, your current staffing may find it challenging to handle all the business requests they receive due to time constraints. Additionally, in a competitive market, your organization must be proficient in GenAI application development. Leveraging a cloud-native platform with embedded GenAI capabilities has become essential to remain competitive.</p> <p>IDMC meets AI-related requirements and offers various features to optimize developers' time, including an enriched set of prebuilt connectors, AI-powered tooling and recommendations to turbocharge development cycles, autogeneration of APIs, enhanced business self-service with business-oriented user interfaces and automation, enhanced reusability of code and many other capabilities that legacy tooling lacks.</p> <p>A framework for quantifying the productivity impact on the developer community is depicted below.</p>				
	Low	Medium	High	Notes
Number of PowerCenter developers		55		Per HR report
Average % of time engaged in related tasks		80%		Estimate per data management office
Total FTE developers and data engineers		44		Calculation
Expected improvement in production	30%	40%	50%	Can vary significantly*
FTEs made available for value-added work	13.2	17.6	22	Calculation
Average annual fully burdened compensation	\$140,000	\$140,000	\$140,000	Average compensation per HR
Annual associated value	\$1,848,000	\$2,464,000	\$3,080,000	Calculation

* Please note the Nucleus 64% benchmark² for new integrations, though we are being more conservative here. Developers can expect to reduce development time by 50% in IDMC and accelerate time to market/deployment.

² Nucleus Research, ROI Guidebook Informatica iPaaS, 2023.

Value Opportunity Three: Reduced On-Premises Costs

Most organizations considering modernizing their PowerCenter estate quickly recognize the opportunity to avoid the maintenance costs associated with running PowerCenter on on-premises servers and supporting infrastructure.

As with any modernization journey, moving from PowerCenter to SaaS delivery likely involves shifting certain costs to a new subscription-based licensing model. While these costs are straightforward to calculate, they are not insignificant; cost savings of the latest subscription may exceed 55% of the original spend.³ We illustrate the potential value in the example below.

Reduced On-Premises Costs				
<p>The costs you can avoid by moving to a SaaS model are usually well understood, such as regular maintenance payments for on-premises software. Beyond that, hardware-related costs can be eliminated or significantly reduced, including server hardware, server software, networking costs, power and real estate, etc. There are also costs associated with running an on-premises database cluster and related applications. All of this is compounded and increased by backup servers, testing and development environments. In many organizations, the magnitude of the cost avoidance may be significantly larger than initially expected.</p> <p>In this benefit, we estimate costs that may be avoided or significantly reduced after modernizing from PowerCenter or other on-premises data integration tools to IDMC.</p>				
	Low	Medium	High	Notes
Hardware capital spend/year		\$100,000		Average over last five years
Hardware maintenance/year		\$35,000		See above
Power and real estate costs/year		\$10,000		See above
Networking and other costs/year		\$7,500		See above
PowerCenter maintenance costs/year		\$245,000		See above
Database and other software maintenance/year		\$30,000		See above
Total spend/year		\$427,500		Calculus
Expected reduction in annual cost	90%	95%	99%	Assume virtually entire spend may be avoided after full deployment (to be replaced by a subscription spend)
Annual associated value	\$384,750	\$406,125	\$423,225	Calculation

³ Nucleus Research, [Reducing Costs with PowerCenter Modernization](#), 2024.

Value Opportunity Four: Faster Time to Value on Data-Intensive Projects

Above, we illustrate how the additional features and capabilities of IDMC, which are unavailable in legacy tools, can improve the productivity of dedicated developers and developers who occasionally participate in data integration and related activities. In earlier benefits, we estimate a range of the migration effort saved and assign a range of financial values to it.

However, these calculations leave out a critical consideration: the business value of launching data-reliant projects faster than they could have otherwise been built, tested and brought into production.

IDMC accelerates the delivery of projects requiring data development activities, allowing enterprises to realize business value while these projects would otherwise still be in development or testing.

This benefit estimates the marginal value to the business.

Faster Time to Value on Data-Intensive Projects				
<p>Beyond the value of creating more productive time for technical personnel, which we explore elsewhere in this paper, IDMC enables businesses to realize value earlier than otherwise possible.</p> <p>Several factors contribute to accelerated time to value for a project. AI-powered data integration capabilities in IDMC can automate data pipelines with improved data observability, self-tuning, self-healing, smart scheduling, built-in orchestration and automated resource allocation. Enhanced reusability of existing code and business self-service take tasks off developers' plates, freeing them for higher-level development tasks. Prebuilt connectors and a broad range of connection options to various data sources streamline integration. IDMC offers an intuitive, easy-to-learn interface that requires less time for new users to achieve proficiency.</p> <p>Beyond the capabilities of IDMC as an integration tool, access to the broader IDMC platform may be a critical factor. This enables your development community to scale resources or to add additional services quickly and with minimal disruption, avoiding what would otherwise comprise a significant delay.</p> <p>This benefit estimates the value of reducing project deployment timelines into production by leveraging an assumed business value per week of production.</p>				
	Low	Medium	High	Notes
Average number of data-intensive projects/year		75		Historical average of last 5 years
Average time required to deliver (weeks)		20		Historical average of last 5 years
Expected reduction in time to market	30%	40%	50%	64% faster time to live for new integrations on average ⁴
Weeks of value created/year	600	750	900	Calculation
Average business value/project/week	\$2,000	\$2,000	\$2,000	Estimate per IT assessment
Annual associated value	\$1,200,000	\$1,500,000	\$1,800,000	Calculation

⁴ Nucleus Research, [Reducing Costs with PowerCenter Modernization](#), 2024.

Value Opportunity Five: Reduced Administrative Costs and Effort

In our conversations with real PowerCenter customers undergoing a modernization journey, the most frequently cited reason for the initiative was the ability to avoid the effort of maintaining an on-premises instance. Additionally, modernization helps reduce the risk of having an outdated or unpatched version of PowerCenter in a production environment. In this benefit, we illustrate how a representative organization may evaluate the magnitude of that opportunity.

Reduced Administrative Costs and Effort				
<p>In organizations leveraging an on-premises instance of PowerCenter, administrators likely spend significant time ensuring the solution is up to date, patched and highly available to serve ongoing business needs.</p> <p>Ensuring that availability can continuously drain your skilled resources, who may have additional responsibilities maintaining other systems and applications. And major upgrades can represent an enormous, all-consuming effort for several personnel.</p> <p>IDMC requires minimal internal administrative time and effort, as it is web-based and managed by external resources. This means your organization is far less likely to run an older, unpatched or unsupported version. The risk of failure or breach is reduced with a SaaS instance, which is continually updated to provide the most secure and fully-featured version.</p> <p>This benefit estimates the value of reducing the level of effort required of administrators, thereby freeing associated personnel for other tasks.</p>				
	Low	Medium	High	Notes
Average hours/month for patching and other activities		30		Estimate per data management leadership
Frequency of software upgrade testing and installation (months between upgrades)		16		Average upgrade cycle over past five years
Average hours required/upgrade event		3,200		3-6 months of effort for several personnel
Total administrative hours required per year		2,760		Calculation
Expected reduction in administrative time required	75%	90%	95%	Assuming most (not all) time may be avoided
Admin personnel time freed for other work (hours)	2,070	2,484	2,622	Calculation
Average admin personnel fully burdened cost/hour	\$75	\$75	\$75	Average compensation per HR
Annual associated value	\$155,250	\$186,300	\$196,650	Calculation

A Representative BVA

Benefit quantifications like the five explored above comprise the focus of a **business value assessment (BVA)**. A BVA is a financial model built by an analyst to help organizations determine if an investment is in the best financial interest of stakeholders.

A BVA often takes the form of a **return on investment (ROI) analysis**. The same document may also be a **business case** or a **cost-benefit analysis (CBA)**. To avoid confusion, our practice is to use the terms “BVA,” “business case,” “CBA” and “ROI” interchangeably.

This paper focuses on a hypothetical representative organization considering modernizing its PowerCenter instance to IDMC to illustrate how one may construct a BVA. This BVA leverages our experience building BVAs in partnership with hundreds of organizations over the last decade.

To construct a BVA, we recommend an analyst speak with personnel who may have an interest or experience in the technology being considered. A BVA contemplating modernizing a PowerCenter modernization will likely include personnel in IT roles: data engineering, developers, architects, administrators, etc. We also recommend engaging in conversation with personnel in business roles who may be the downstream beneficiaries of improved data practices – even if they do not know what PowerCenter does or the commonly understood reasons for modernizing. It may be personnel who leverage that data (e.g., sales personnel leveraging customer data, accounting personnel leveraging financial data, etc.), as well as people in project management, HR and other roles that depend on access to clean and reliable data.

After conducting the interviews, the analyst may construct financial benefits or value opportunities. In this paper, we depict five potential benefits of PowerCenter modernization.

A summary of expected benefit magnitudes over five years for our representative organization is presented on the following pages. This estimated cash flow considers the time required to deploy IDMC, with diminished value realized in the first year but growing to full impact in years two and later.

Low Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Minimized Risk with Improved Flexibility and Scalability	\$300,000	\$600,000	\$600,000	\$600,000	\$600,000	\$2,700,000
Value Opportunity #2: Reduced Development Effort	\$924,000	\$1,848,000	\$1,848,000	\$1,848,000	\$1,848,000	\$8,316,000
Value Opportunity #3: Reduced On-Premises Costs	\$192,375	\$384,750	\$384,750	\$384,750	\$384,750	\$1,731,375
Value Opportunity #4: Faster Time to Value for Data-Intensive Projects	\$600,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$5,400,000
Value Opportunity #5: Reduced Administrative Costs and Effort	\$77,625	\$155,250	\$155,250	\$155,250	\$155,250	\$698,625
Total Value Opportunity	\$2,094,000	\$4,188,000	\$4,188,000	\$4,188,000	\$4,188,000	\$18,846,000

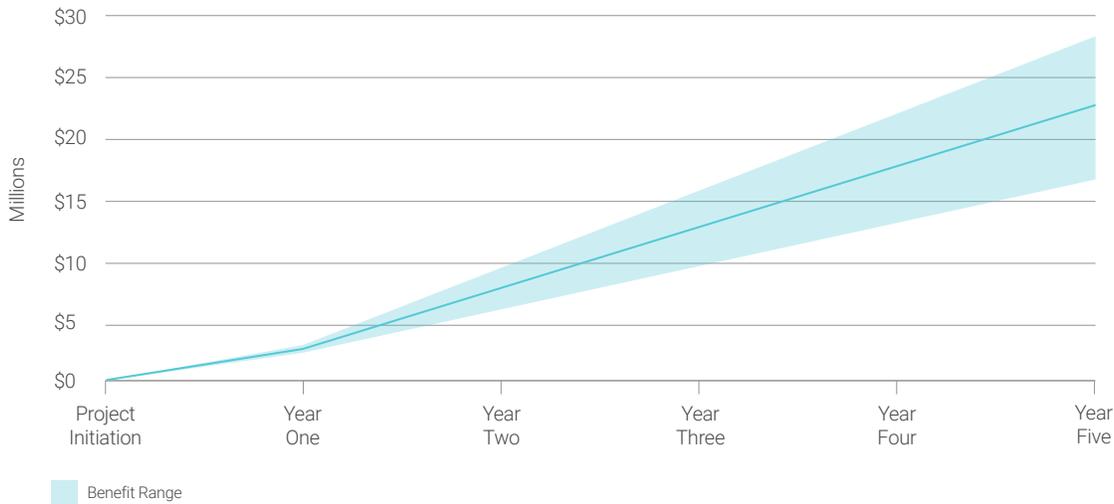
Medium Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Minimized Risk with Improved Flexibility and Scalability	\$337,500	\$675,000	\$675,000	\$675,000	\$675,000	\$3,037,500
Value Opportunity #2: Reduced Development Effort	\$1,232,000	\$2,464,000	\$2,464,000	\$2,464,000	\$2,464,000	\$11,088,000
Value Opportunity #3: Reduced On-Premises Costs	\$203,063	\$406,125	\$406,125	\$406,125	\$406,125	\$1,827,563
Value Opportunity #4: Faster Time to Value for Data-Intensive Projects	\$750,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$6,750,000
Value Opportunity #5: Reduced Administrative Costs and Effort	\$93,150	\$186,300	\$186,300	\$186,300	\$186,300	\$838,350
Total Value Opportunity	\$2,615,713	\$5,231,425	\$5,231,425	\$5,231,425	\$5,231,425	\$23,541,413

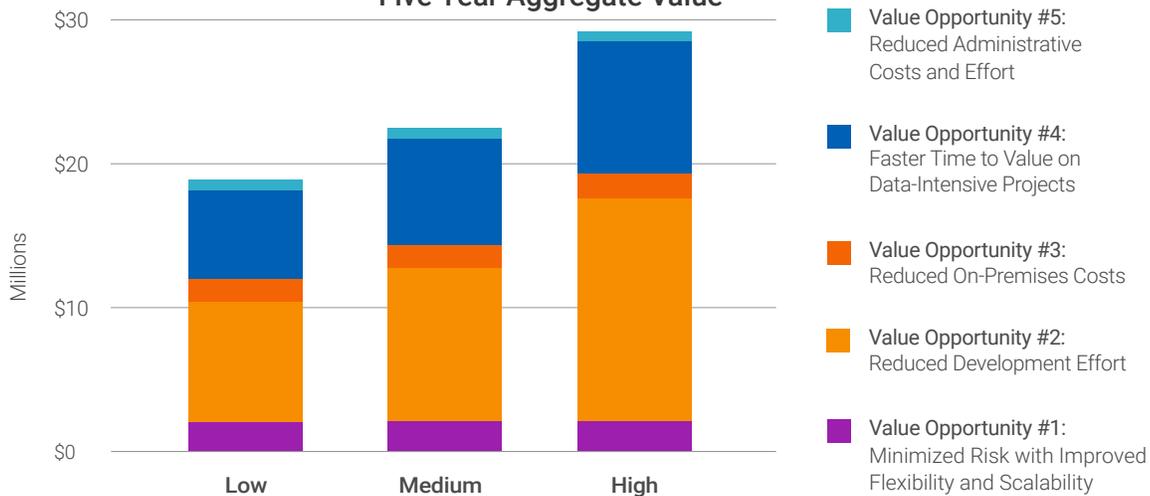
High Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Minimized Risk with Improved Flexibility and Scalability	\$375,000	\$750,000	\$750,000	\$750,000	\$750,000	\$3,375,000
Value Opportunity #2: Reduced Development Effort	\$1,540,000	\$3,080,000	\$3,080,000	\$3,080,000	\$3,080,000	\$13,860,000
Value Opportunity #3: Reduced On-Premises Costs	\$211,613	\$423,225	\$423,225	\$423,225	\$423,225	\$1,904,513
Value Opportunity #4: Faster Time to Value for Data-Intensive Projects	\$900,000	\$1,800,000	\$1,800,000	\$1,800,000	\$1,800,000	\$8,100,000
Value Opportunity #5: Reduced Administrative Costs and Effort	\$98,325	\$196,650	\$196,650	\$196,650	\$196,650	\$884,925
Total Value Opportunity	\$3,124,938	\$6,249,875	\$6,249,875	\$6,249,875	\$6,249,875	\$28,124,438

Value Opportunity Across Scenarios



Five Year Aggregate Value



The five expected value opportunities included in the BVA sum to a recurring annual benefit following the complete deployment of between **\$4.2 million (low)** and **\$6.2 million (high)**. Suppose the costs of modernizing an on-premises PowerCenter instance to IDMC, inclusive of software subscription, services and training, are less than these aggregate projected benefits. In that case, the initiative is expected to be accretive and will likely be approved by financial decision-makers.

Summary

The examples above illustrate how a representative organization might generate an estimated return by modernizing an on-premises PowerCenter instance to IDMC. This hypothetical exercise is informed by our experience conducting BVAs in partnership with many organizations across various sectors and scales.

In our experience, an exercise like this may understate an organization's potential value. IDMC offers far more than just data integration capabilities. The platform offers other leading cloud services, such as **data governance tools, master data, a data marketplace, data quality** and many others. This means broad data management needs can be more readily met due to the flexibility of a modern, integrated platform.

Despite the significant opportunity to realize value, an organization may still hesitate to undertake this modernization journey given the challenges they may have experienced modernizing other on-premises applications. With the average migration project costing an average of \$1.5 million and lasting 16 months, and with the foundational importance of data management to business operations, it is no wonder companies may be reluctant.⁵

This is, however, an especially favorable time to modernize from PowerCenter to IDMC. Informatica offers **PowerCenter modernization services** and incentives to enable organizations to modernize at their own pace and with complete control and visibility through their journey. **Informatica PowerCenter Cloud Edition** is an IDMC service that facilitates the cloudification of PowerCenter assets and workload via Informatica Cloud Data Integration (CDI-PC). CDI-PC enables organizations to run PowerCenter workloads without metadata or business logic migration. By taking this path, organizations may modernize up to eight times faster than otherwise while achieving a cost reduction of up to 50%.⁶ For organizations looking to modernize, the time to derisk the process while ultimately achieving the expected value may never be better.

Get In Touch

Informatica helps organizations of varying sizes and industries around the globe generate more value from their data. If you'd like to discuss a business value assessment specific to your organization, please **visit our PowerCenter modernization webpage** for more information.

⁵ <https://info.vfunction.com/hubfs/Download%20Assets/Wakefield-Report-2022-Why-App-Modernization-Projects-Fail.pdf>

⁶ <https://www.informatica.com/platform/powercenter-cloud-modernization.html>

Appendix

A. BVA Best Practices

While formulating strategic plans, organizations may encounter opportunities to reap potential benefits in the future after committing to funds today. Often, these opportunities relate to the potential acquisition of a solution or a technology platform. Determining whether to move forward or to stay put can be difficult. How can the organization evaluate the investment opportunity in an analytical and dispassionate way and increase the likelihood of making the right financial decision?

BVAs are built by enterprises looking to make informed decisions about deploying their financial resources, particularly in resource-constrained environments. Given that an organization likely cannot fund all of the potential projects it would like to pursue at a given time, a BVA is a tool to aid in rational decision-making on investments of sufficient magnitude.

While building BVAs at Informatica, we have compiled best practices that we recommend to organizations considering any technology acquisition:

Best Practice #1: Be conservative in all projections and assumptions

The mindset of being consistently conservative means making projections that represent the highest reasonable expected costs and lowest reasonable expected benefits. A BVA that produces impressive financial metrics despite a conservative mindset can be very persuasive. On the other hand, a BVA that relies on aggressive assumptions is analytically dubious and is less likely to withstand scrutiny from an attentive reviewer. Exaggerated projections undermine the credibility of the analyst; there is no easier way for a financial gatekeeper to reject a cost-benefit analysis than to declare that the projections aren't credible.

Best Practice #2: Emphasize transparency in all values and calculations

Suppose a reviewer evaluating a BVA cannot easily trace how an assumption is determined or how a calculation is derived. In that case, the reviewer may become concerned that an insufficiently conservative approach was applied. Even if the reviewer does not harbor this suspicion, an opaque analysis risks muddying the narrative of the planned project. The best practice is to generously annotate the sources, assumptions and calculations which are the basis of a cost-benefit analysis.

Because of its transparency, Excel is typically a better format than a "black box" online calculator.

Best Practice #3: Follow up and measure post-implementation results

A commonly overlooked facet of the business value assessment is to track actual post-implementation project outcomes and financial impact. That this is rarely accomplished is understandable; in a busy environment, the analyst often moves to the next opportunity without returning to assess the actual outcomes of earlier projects.

This is, unfortunately, a significant missed opportunity. By tracking actual results, analysts can measure the accuracy of initial projections. Analysts may adapt their BVA methodology and practices in response to those findings. With post-implementation reviews, analysts may produce future BVAs that are more meaningful and reliable than would have otherwise been the case.

Best Practice #4: Use scenarios to reflect ranges of potential outcomes

Even with perfect clarity about the current state, and even with relevant post-implementation results that you can reference, it is rare that any analyst, no matter how skilled, can predict the future with absolute precision. It is far more credible (and honest) to admit the inherent uncertainty of projecting the future state across a range of potential scenarios.

Our practice is to model three potential scenarios of the future state. Our experience over the years has been that reviewers of BVAs appreciate the perspective offered by a range of potential outcomes.

B. Value Grid for the IDMC

The representative BVA we depict in this paper describes the process of building a hypothetical business case in an enterprise considering modernizing its PowerCenter instance.

The benefits illustrated in this paper may or may not be the same as the ones that your organization might experience or that your organization most desires. At Informatica, we have seen a variety of value opportunities across the BVAs we've conducted; these demonstrate a broad range of potential impacts resulting from more secure, versatile, transparent and governed data practices.

The value grid on the next page depicts a selection of potential benefits of PowerCenter modernization in organizations across a range of scales.

5 Top Ways to Build a Business Case for PowerCenter Modernization

Organizational Scale	Cost Controls	Revenue Enhancements	Productivity Impacts	Compliance and Other Impacts
Up to \$1B Organization	<ul style="list-style-type: none"> Reduced spend on disparate data management platforms/solutions Reduced spend on server infrastructure 	<ul style="list-style-type: none"> Faster time to value on data-intensive initiatives Improved awareness of market trends 	<ul style="list-style-type: none"> Improved complexity with a single platform for virtually all integration platforms Reduced effort in patching/upgrade activities 	<ul style="list-style-type: none"> Improved security from automatic patching and updates Reduced reliance on scarce development resources
\$1B-\$10B Organizations	<ul style="list-style-type: none"> Reduced migration services spend Automated cost controls with included intelligent optimization engine 	<ul style="list-style-type: none"> Reduced frequency of customer-facing data outages Elasticity to meet growing customer demands when needed 	<ul style="list-style-type: none"> Reduced testing time with cloud data validation Reduced integration level of effort with templates and AI/automation 	<ul style="list-style-type: none"> Improved transparency into the health of data at virtually every stage of the pipeline Reduced migration risk
\$10+B Organizations	<ul style="list-style-type: none"> Limit setting based on usage patterns and behavior Reduced data center costs with advanced serverless deployment 	<ul style="list-style-type: none"> Improved tracking of subscription status/risk factors Improved customer service through immediate access to cloud data sources 	<ul style="list-style-type: none"> Enhanced business self-service Enhanced reusability of code to conserve development resources 	<ul style="list-style-type: none"> Reduced risk of breach event with workload-level security Security as a design principle considered at every stage of the data integration lifecycle
State/Local & Higher Ed/ Public Sector	<ul style="list-style-type: none"> Consumption-based pricing based only on actual needs Reduced complexity of a single integration platform 	<ul style="list-style-type: none"> Improved responsiveness/reliability of citizen/student-facing applications Improved collaboration of departments to deliver citizen/student services 	<ul style="list-style-type: none"> Reduced effort managing cloud resources CLAIRE-powered recommendation for source datasets and next-best transformation 	<ul style="list-style-type: none"> Accelerated deployment of data-dependent projects Improved real-time processes for public safety and emergency management responsiveness

C. Overview of IDMC

IDMC is designed to help organizations deliver the promised value of their critical data assets on virtually any on-premises, cloud, multi-cloud or multi-hybrid platform. IDMC is the industry's first and most comprehensive cloud-native, AI-powered, end-to-end data management cloud, empowering organizations to redefine how they innovate with their data.

Organizations that depend on PowerCenter to meet their data integration needs will find IDMC offers even more features that enable data professionals to achieve improved productivity with a toolset that helps the organization reduce costs with more versatility and scalability than ever before. And as an independent and neutral platform, IDMC permits enterprises to share, deliver and democratize data assets across lines of business and other enterprises on a secure foundation of governance and privacy.

IDMC is powered by the **AI and machine learning engine CLAIRE** and is optimized for intelligence

and automation.

IDMC is built on a modern, elastic, serverless microservices stack that connects data consumers to the data sources they need. It helps organizations to intelligently discover and understand virtually all data within and outside the enterprise. It allows users to access and ingest virtually all types of data wherever and whenever needed, curate and prepare data in a self-service fashion to fit for business use, and deliver an authoritative and trusted single view of the data. With IDMC, organizations are more likely to leverage data fit for business use and drive data-driven outcomes that move the organization forward.

IDMC helps organizations deliver on their digital-first initiatives and build a competitive edge with these critical attributes:

- **A SINGLE PLATFORM** with support for multi-cloud, on-premises and everything in between, including data ingestion, data integration, data quality, app integration, API management and more
- **CLOUD-NATIVE AT SCALE** as needed for virtually all enterprise workloads with elastic and serverless processing
- **A RICH SET OF CONNECTORS**, including out-of-the-box connectivity to hundreds of cloud and on-premises systems, a wide range of enterprise and middleware applications, data stores and analytics/BI tools
- **AI-NATIVE AT SCALE** will automate thousands of manual tasks and accelerate data-led transformations by applying AI and ML to data and metadata
- **OPTIMIZATION ENGINE** to send data processing work to the most cost-effective option, whether cloud ecosystem pushdown, cloud data warehouse pushdown, traditional ETL or Spark serverless processing
- **MULTI-CLOUD AND MULTI-HYBRID** will run, interoperate and support virtually all combinations of multi-cloud and on-premises hybrid infrastructures
- **OPEN AND FLEXIBLE** to modernize and build data products with reference architectures such as data mesh, data fabric and data lakehouses
- **LOW-CODE/NO-CODE EXPERIENCE** to maximize agility by empowering the organization's most significant possible community of data practitioners and consumers
- **CHANGE DATA CAPTURE (CDC)** leverages only continuously updated or incremental data from source systems to the targets; CDC allows users to continuously monitor the source data and extract only the changed data, making ETL/ELT more efficient
- **SECURITY AND TRUST AS DESIGN PRINCIPLES** help ensure the highest level of security, trust and compliance with most industry certifications and attestations
- **FLEXIBLE, CONSUMPTION-BASED PRICING** to let enterprises easily scale operations up or down as needs change while maintaining access to an array of our industry-leading cloud services

This white paper was collaboratively written by Informatica and **Blue Mesa Consulting, LLC**, a third-party provider of analytical services for technology vendors.

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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.™**

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](#)

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