# Modernize to maximize your business potential

## Don't let Informatica hold you back

## Old technologies cannot meet today's business expectations

Can today's businesses effectively run on decades-old technology? The answer is: *no.*

Yet thousands of companies are still running on old technologies that, frankly, can no longer support their current and future state of the business.

## The need for a modern architecture

Integration projects were a lot simpler a decade ortwo ago with a handful of systems and databases. Today, the average organization has at least 115 on-premises and cloud data sources, and that number is still growing*. With the explosion of SaaS applications in recent years, organizations need a modern architecture that supports new cloud technologies as well as legacy data sources.

Built almost 30 years ago, Informatica provides a hosted agent that supports a small subset of connectors offered across their on-premises Power Center and IICS. Complex integration projects for Informatica rely on secure agents for runtime processing that must be licensed, manually configured, and managed to support load balancing and high availability.

## Limitations in data integration

Informatica requires separate solutions (and different user interface) for data integration and many integration projects require use of the Power Center platform in combination with the Integration Cloud. For big data integration and other data integration workflows, it relies on a secure agent installed on-premises instead of running natively in Hadoop/Spark big data or cloud data environments.

## High Cost of Ownership

Informatica has a fairly complex set of offerings with costs that can spiral quickly with the need for more connectors, agents, sandboxes, professional services, and training than expected. Citizen integrators and others will find the learning curve and related time-to-value longer because of the complexity.

So how can a company using a vintage data integration tool like Informatica keep up? *It can't*.

## Modernize with SnapLogic now

SnapLogic founder, Gaurav Dhillon, who also founded Informatica in 1992 saw the quiet yet drastic shift in how companies began adopting newer cloud technologies to adapt their evolving business needs and how older technologies could not keep pace. That's why SnapLogic was born in the cloud.

* SnapLogic-Vanson Bourne, State of Data Management Survey, 2020

SnapLogic is a unified hybrid integration platform enabling companies to move to the cloud faster. While many companies may never retire older systems from their architecture, SnapLogic supports hybrid environments, enabling the business to access on-premises and cloud data from anywhere.

Unlike Informatica, SnapLogic automates back-end systems processes and application workflows as well as ETL (extract, transform, load) and ELT (extract, load, transform) on large volumes of data into a cloud data warehouse or storage solution, all from one unified platform.

In order to keep pace with the growth and change of the business, IT must enable business stakeholders to access the data they need without becoming a bottleneck. Through its self-service capabilities, SnapLogic empowers users with varying skill levels to speed data and application integrations to meet their business potential without overburdening IT, leading to a lower total cost of ownership (TCO).

## Why some customers left Informatica and partnered with SnapLogic

Many customers left Informatica and partnered with SnapLogic to modernize their company and meet tomorrow's business needs.

On average, customers have seen the following benefits since moving to SnapLogic:

- **40%** reduction in overall integration complexity
- **80%** reduction in implementation time
- **3X** improvement in integration performance
- Reduced the number of Informatica mappings by **60%**

## Sample customers who left Informatica and modernized with SnapLogic

### American Fast Food Chain

The American Fast Food Chain had four different on-premises integration tools, which increased complexity with cloud technologies. The average lead time to deliver integration is two months with 10 support engineers.

After implementing SnapLogic, the American Fast Food Chain enjoyed the following benefits:

- Realized **$3 million** in savings
- Sped up its time-to-market by reducing the amount of time needed to get access to data from franchises by **90%**
- Lowered maintenance time and costs by reducing the number of Informatica mappings and integrations by **75%**

### Global Investment Management Firm

The Global Investment Management Firm prioritized its company-wide 'Cloud First' initiative. It needed to retire older technologies in order to meet its evolving business needs. Its existing Informatica installation was too rigid and wasn't performing to achieve the business outcomes it needed. With over 16,000 Informatica mappings and multiple interfaces to do application and data integrations, the maintenance was too slow and costly, decreasing employee productivity.

The Global Investment Management Firm chose SnapLogic as its unified hybrid platform to help them modernize their existing environment as they retire older technologies and adopt cloud applications.

## Multinational Pharmaceutical Company

The Multinational Pharmaceutical Company built a unified data platform with the goal of speeding up the clinical trial process and approvals. The data platform became inadequate as they adopted newer cloud applications to expand and support the platform. Their existing Informatica tool and custom-coded integrations couldn't keep pace with the clinical trial process, and as a result they were unable to launch new drugs in a timely manner.

The Multinational Pharmaceutical Company chose SnapLogic to expand its data platform. They obtained following results:

- Connected 15 cloud applications into Salesforce and Veeva within **3 months**
- **2 million** pipeline executions/month
- **29 billion** documents processed/month
- **400+** users empowered to do self-service integrations

## Leading Computer Software Company

A Leading Computer Software Company had six disparate integration tools with overlapping capabilities which significantly decreased operational efficiency. Although the company's 50 developers were solely focused on building integrations, business stakeholders waited approximately six months to get their integrations completed. The integration delays caused delays in meeting business objectives.

The Leading Computer Software Company consolidated all its integration tools after choosing SnapLogic as its unified integration platform and achieved the following:

- **90%** reduction in wait times to get integrations delivered for the business
- Realized **$55 million** in cost savings by consolidating platforms and reducing the size of center of excellence (COE)
- Empowered over **1,800 citizen integrators** to do self-service integrations across the company

Don't let Informatica hold you back anymore. **Contact us** to modernize your architecture today.

SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at snaplogic.com.