



eBook

# How Dallas Fort Worth Airport and Other Leading Organizations Saw Success Modernizing to the Cloud

**Where data & AI come to**  **LIFE**™



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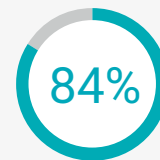
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# The State of Cloud Modernization Today

As your business strives to remain competitive and agile, cloud modernization becomes a critical strategy. However, adopting cloud technologies is not without its hurdles and opportunities. From dealing with migration delays due to various bottlenecks to achieving significant cost savings and faster market times, these figures paint a comprehensive picture of the current state and future potential of cloud environments.

Informatica's research shows that 90% of senior data leaders see AI-powered cloud modernization as a competitive advantage.<sup>1</sup> The survey of 300 PowerCenter users highlights improvements in efficiency, innovation and scalability.

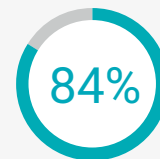
## Key cloud modernization stats from the research show:



**84% of data leaders** believe modernizing to the cloud is key to maximizing AI benefits.



**56% of data leaders** attribute the main drivers of cloud modernization initiatives to the executive board, leadership and C-suite.



In 2024, **84% of data leaders** planned to implement AI to garner better insights into their applications and radically transform how they work.

<sup>1</sup> Informatica, Insights from Informatica PowerCenter Customers: The State of Cloud Modernization Report, 2024

# Why Should You Modernize to the Cloud?

**As a data leader, it's imperative for you to recognize the urgent call for cloud modernization. The shift towards cloud-first strategies and the widespread adoption of cloud-native platforms for new workloads highlights the essential need for these initiatives. Cloud modernization not only promises significant cost savings but also facilitates faster time-to-market, giving your organization a competitive advantage.**

Additionally, the rise of generative AI (GenAI) sets a new standard – leveraging AI is now crucial for success. To unlock the value of AI, you need to deliver holistic, accurate, protected and accessible data for trusted insights. So, how do you build a modern, cloud-native platform ready for AI when your critical business assets are on-premises?

This eBook serves as your definitive guide to modernizing PowerCenter, transforming how you manage data through cutting-edge cloud technologies. With insights from real-world examples and expert advice, you'll discover how to leverage these advancements to revolutionize your data management processes and drive substantial business growth.



# How Can You Benefit from a Cloud Platform?

Today, organizations need an independent, neutral and complete solution for a multi-cloud, multi-hybrid world. The **Informatica Intelligent Data Management Cloud™ (IDMC)** is designed to help businesses efficiently handle the complex challenges of dispersed and fragmented data to truly innovate with their data on virtually any platform or cloud, multi-cloud and multi-hybrid environment. This is the industry's first and most comprehensive cloud-native, AI-powered, end-to-end data management cloud, empowering organizations to reimagine and redefine how they manage and innovate with their data.

IDMC offers a comprehensive platform capable of onboarding virtually any data management use case. Its features include:

- **Consumption-based pricing:** Provides a flexible, cost-effective model that aligns with your usage and needs.
- **Holistic data management:** Manages data of virtually any type, pattern, complexity or workload across virtually any location, ensuring your data is always accurate, protected and accessible.
- **AI-powered data management:** Leveraging the **power of CLAIRE®**, IDMC transforms data into actionable insights, enabling your organization to unlock the full value of your data.

Choosing IDMC will equip your organization with the tools and capabilities required to lead in the digital age, ensuring you remain competitive and innovative.

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# How Can You Benefit from a Cloud Platform?

(continued)

The Informatica PowerCenter modernization program is designed to enable organizations like yours to seamlessly transition from legacy systems to IDMC. Explore the following customer stories to gain insight into successful modernization strategies and the tangible benefits they bring.

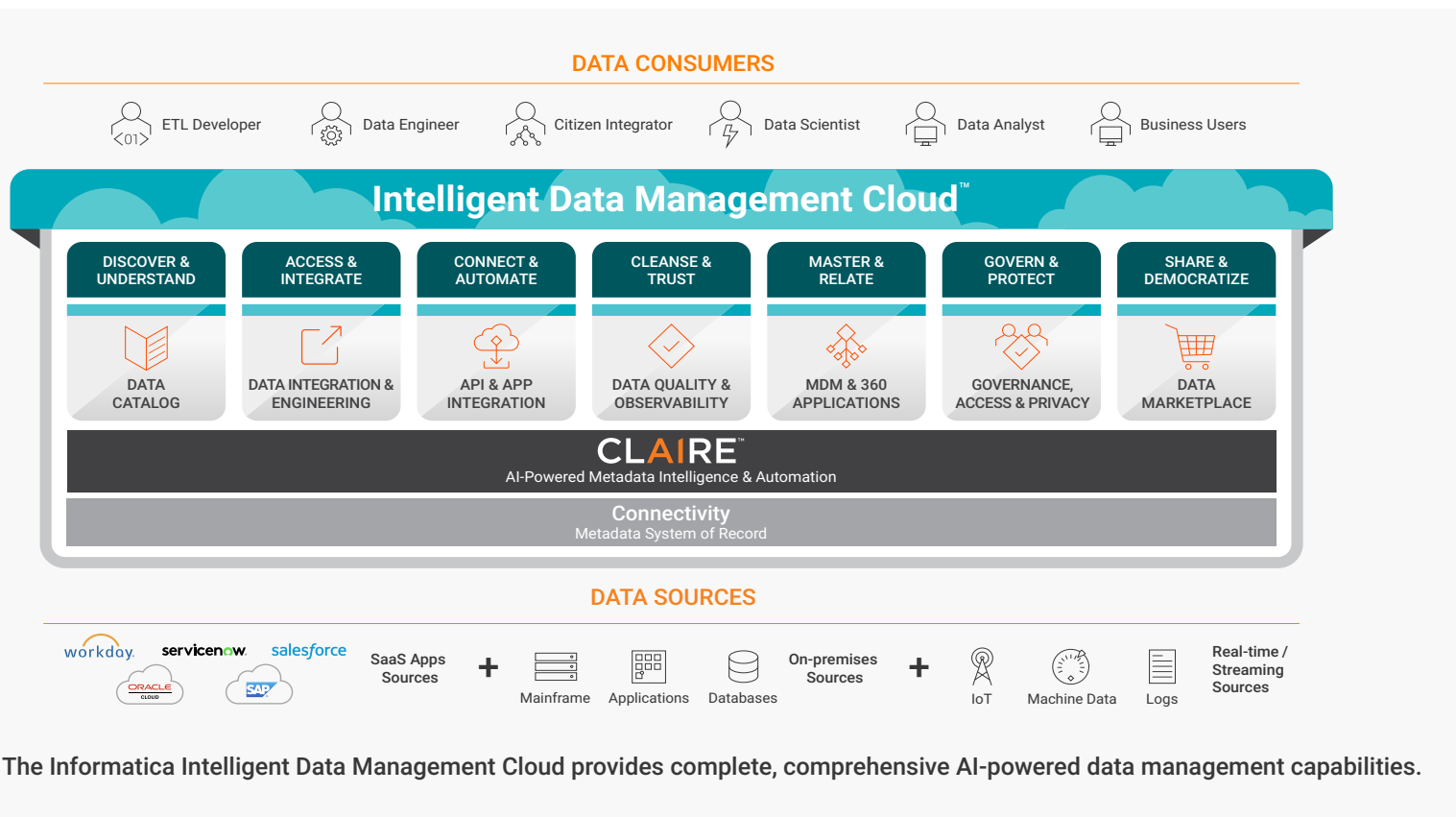


Figure 1: The Informatica Intelligent Data Management Cloud provides complete, comprehensive AI-powered data management capabilities.

# Dallas Fort Worth Airport: Transforming Travel with the Power of Data

Dallas Fort Worth International Airport (DFW) is the third busiest airport in the world by passenger traffic and the third largest by aircraft movements.

## Challenge

DFW previously used Informatica PowerCenter to ingest and process its enterprise data to generate business reports and insights. This approach served them well for years, but with the growth of data volume and variety — and with the advent of cloud technologies — this data management approach was limited, creating data silos among its countless data streams and systems generated over the years. As the organization added new applications and data sources to its environment, it was challenged to maintain the speed and performance needed to optimize service delivery to passengers.

## Solution

With help from its integration partner, NorthCap Consulting, DFW moved its data environment from PowerCenter to the AI-powered IDMC platform. In addition, DFW adopted Snowflake as its cloud data warehouse to enhance its business intelligence, providing a tightly integrated solution with a modern data infrastructure that underpins the airport's operations.

## Results

The simplicity of modernizing Informatica PowerCenter to cloud was a significant decision factor for DFW. Its data integration team moved more than 12,000 assets, mappings and workflows from its on-premises PowerCenter environment to the cloud and was able to successfully automate more than 90% of mappings to IDMC. This accelerated DFW's data-driven transformation while reducing the cost and risk associated with large-scale cloud modernization initiatives.

“The fact that we didn't have to rewrite or rework thousands of PowerCenter mappings while moving workloads to IDMC was a huge win. This accelerated our migration project completion timeline significantly.”

— **Tommy Hoang**, Data Integration Team Lead

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# 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 embarked on a multi-year digital transformation journey in 2015 to simplify, consolidate and gain more control over its data management and integrations. As TelevisaUnivision began modernizing its data centers to the cloud, it also 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 has been working with TelevisaUnivision to modernize and migrate its on-premises PowerCenter workloads to IDMC, positioning the business to manage its data in a multi-cloud environment. This includes applications running on Google Cloud, Microsoft Azure and Amazon Web Services (AWS). Prebuilt connectors in Informatica iPaaS also 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

Arguably, the biggest win that Informatica has delivered to TelevisaUnivision is cost savings. 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 the business make its service delivery to customers 35% more efficient.

**“We needed a robust data ecosystem in the cloud that would cover governance, quality, master data management, a data marketplace for internal users, and more. Informatica offered us a single, comprehensive cloud-native data management platform that scales organically and will serve as the focal point of our growing and maturing data ecosystem.”**

— **John Macrina**, SVP, Global Head of Enterprise Technology

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# Yamaha Revs Business in the Cloud

Yamaha has been making noise in the worlds of motorsports, watersports and professional racing for more than 70 years, earning a loyal following of drivers, riders and enthusiasts alike. Under the banner of “One Yamaha,” this movement has encouraged the business to centralize all its data and analytics onto a unified cloud-native platform.

## Challenge

Recognizing the need to standardize its business processes and unify its data globally, Yamaha embarked on an enterprise-wide modernization journey. Under the banner of “One Yamaha,” this movement has encouraged the business to centralize all its data and analytics onto a unified cloud-native platform.

## Solution

To help ensure the success of its modernization initiative, Yamaha chose IDMC as the foundation of its unified data management platform. In addition to democratizing data access across its organization, the cloud-native platform allows Yamaha to quickly scale its operations to support dynamic data intelligence workloads.

## Results

With IDMC, Yamaha was able to modernize and elevate its data management environment into a true enterprise-wide solution. The company was able to implement IDMC and integrate the platform with its critical back-end systems in just two months. In addition to unifying its data, Yamaha also brought all its analytics onto a comprehensive, unified, cloud-native IDMC platform, increasing operating efficiencies and empowering internal stakeholders to better serve their customers using a single intelligence platform.

“We selected IDMC as our unified platform to bring multiple systems, datasets and data sources together to help our business units communicate more effectively to deliver products and services to customers faster.”

— Anand Sivaramakrishnan, Group Data & Analytics Leader, Yamaha Financial Services

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# A Leading Financial Institution Enhances Data Management and Scalability

A leading brokerage and banking institution manages approximately \$9 trillion in client assets and serves over 12 million active brokerage accounts. This institution is renowned for its extensive financial services and offers a robust platform for brokerage, banking and wealth management services.

## Challenge

The institution aimed to modernize its data platforms to accommodate increased data volume with a focus on scaling efficiently, enhancing data management and leveraging cloud-native capabilities for data integration, governance and AI/ML technologies. The existing codebase, developed by many vendors over 15+ years, was laden with anti-patterns and non-standard code, complicating efforts with insufficient technical metadata that hindered comprehensive end-to-end lineage tracking. Additionally, ensuring compatibility with Google Cloud and existing ecosystem platforms necessitated extensive proof of concept (PoC) initiatives and upgrades to certified versions.

## Solution

They transitioned the data platforms to Google Cloud, focusing on Google BigQuery, while leveraging IDMC for ETL migration, with 80% of tasks moving to IDMC. Over 30,000 tasks were converted from PowerCenter, and multi-petabyte data volumes were migrated from Teradata to Google BigQuery with Informatica's assistance. They also utilized various BI tools (Tableau, Business Objects, Power BI and Alteryx) and governance tools (EDC and Collibra) and incorporated advanced data science platforms (Anaconda, Dataiku, and Google Vertex AI).

## Results

Operational efficiency and data quality were significantly improved through robust data integration and governance features. The institution accelerated the delivery of data initiatives, improving time-to-market and strategically positioning itself for agility and data-driven decision-making. Collaborating with partners like Google and Informatica ensured seamless integration with ecosystem platforms and leveraged emerging technologies such as AI/ML. Additionally, continuous engagement with Informatica support teams ensured reliable and enhanced product functionality.

**“Informatica played a pivotal role in migrating our Warehouse ETLs and multi-petabyte data, empowering us to leverage cloud technologies effectively and drive business innovation.”**

— Managing Director, Data Technology

# Next Steps

The success stories in this eBook showcase the transformative impact of modernizing data infrastructure from Informatica PowerCenter to a cloud-native solution. Whether it's achieving platform stability, reducing maintenance costs or creating a resilient data management environment these customers highlight the significant benefits of this journey.

The move to IDMC streamlines operations, delivers substantial savings and drives greater value across industries. Ready to reshape your organization's data strategy? Start modernizing today with our **Starter Pack** to de-risk your migration or try out the **interactive demo** to experience the modernization process hands-on.



# 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.™**

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