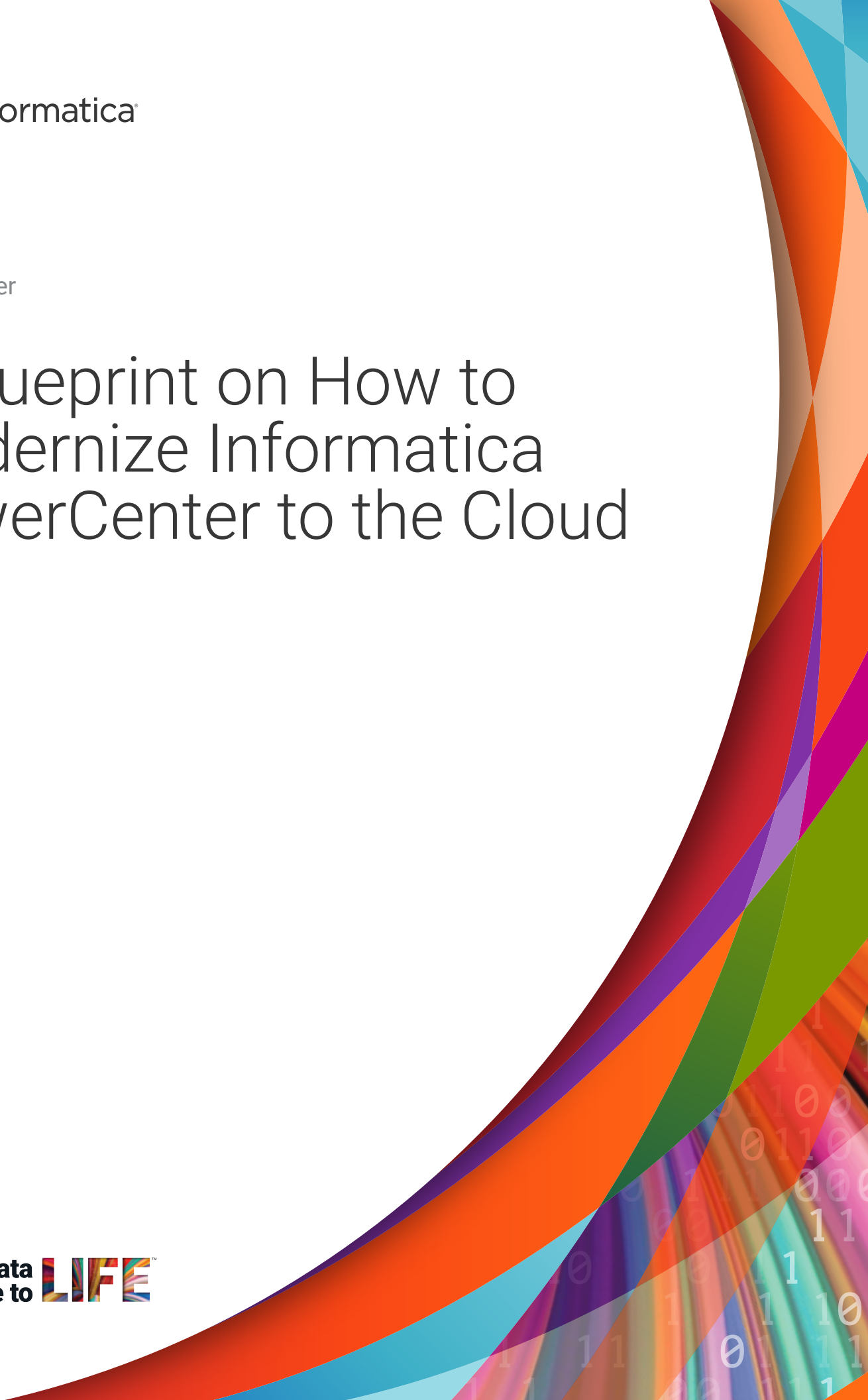




White Paper

# A Blueprint on How to Modernize Informatica PowerCenter to the Cloud

Where data & AI come to **LIFE**<sup>™</sup>



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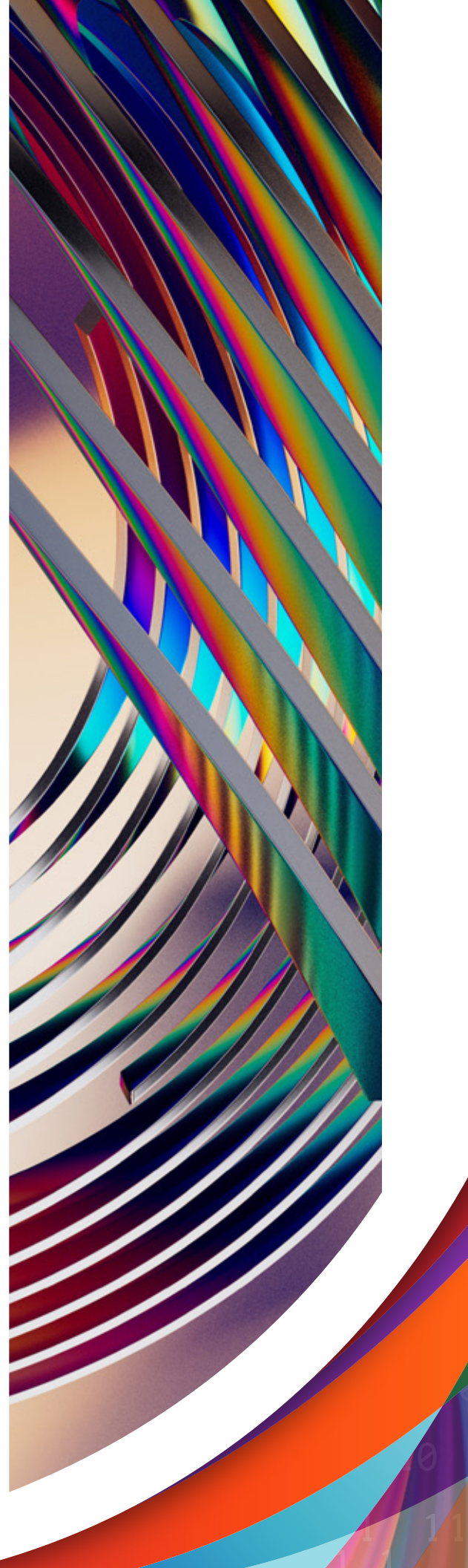
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# Executive Summary

To keep up with the evolving landscape of **data management** and integration technologies, you need to modernize your legacy systems. This is crucial to ensure you can meet growing scalability, flexibility and performance demands. And, according to a recent survey of PowerCenter customers, “84% of data leaders believe modernizing legacy systems is crucial for fully leveraging artificial intelligence (AI) benefits.”<sup>1</sup> As a PowerCenter user, transitioning to a cloud-native environment can unlock the full potential of your data management platform, helping you remain competitive and future-proof.

PowerCenter administrators play a critical role in this shift, ensuring seamless migration while maintaining operational continuity. This white paper outlines the current market situation, emphasizes the need to modernize PowerCenter to the cloud and provides a comprehensive technical guide for decision-makers and practitioners on successfully executing the transition, optimizing performance, reducing costs and ensuring long-term sustainability in **data integration**.

<sup>1</sup> Informatica, *Insights from Informatica PowerCenter Customers, 2024*.



# Key Drivers for Customers to Modernize PowerCenter to the Cloud

Modernizing PowerCenter to the cloud addresses the challenges posed by legacy systems while unlocking a plethora of benefits. Here are a few reasons why PowerCenter customers like you are modernizing to the cloud:



## Cost efficiency

Cloud computing offers significant savings with consumption-based pricing models and economies of scale. This is in contrast to the costly upkeep of on-premises data centers, which require substantial investments in hardware, software, energy and personnel.



## Advanced AI capabilities

The cloud provides the computing power and storage capacity necessary for big data analytics and AI, which will enable you to build, train and deploy AI models efficiently. On-premises infrastructures, on the other hand, restrict access to cutting-edge AI tools, preventing you from fully leveraging the benefits of AI and big data insights.



## Handling large data sets

Cloud data warehouses are equipped to effortlessly manage and process large-scale datasets, supporting real-time data analysis and AI training. On-premises storage solutions, however, struggle with complexity and costs, hampering performance and scalability.



### **Unified data management**

The cloud facilitates the standardization of data management platforms across an organization. This integration helps streamline operations, enhances operational efficiency and reduces the burdens of managing multiple systems. Legacy systems, on the other hand, often cause data silos and inefficiencies.



### **Scalability and flexibility**

Legacy infrastructures limit scalability and adaptability, obstructing the growth of your AI initiatives and your ability to meet changing business demands rapidly. Cloud environments, conversely, enable quick scaling and innovation, keeping your organization competitive and agile.



### **Simplified updates and maintenance**

Cloud computing requires you to put in less effort to manage software lifecycles with automatic updates and minimal maintenance. In contrast, legacy systems demand manual, labor-intensive updates that can slow down automation and process optimization.



### **Enhanced security and compliance**

With automatic updates and minimal maintenance, cloud providers invest in robust security measures and compliance tools, which can help you meet industry regulations more effectively. Legacy systems, however, are often vulnerable to security threats and may lack adequate data protection for AI applications.



### **Continuous support and reliability**

With vendors phasing out support for older products, you can rest assured that cloud services offer ongoing support and updates. Legacy systems, facing a lack of vendor support and skilled IT personnel, pose increased risks of system failures and business interruptions.

# Why You Need to Modernize to the Cloud or Risk Falling Behind

If you fail to modernize to the cloud, you could lag in innovation, operational efficiency and customer satisfaction. To maximize your ability to leverage AI capabilities, you need to move your on-premises workloads to the cloud. Legacy systems and architectures consume extensive resources and incur high costs, hindering your ability to scale AI organization-wide. A cloud-native, AI-powered data management solution will enable you to fully capitalize on internal and external data sources to unlock transformative insights.

Given the shift toward cloud-first strategies, the time to modernize your on-premises PowerCenter workloads to the cloud is now. If your current operations are predominantly on-premises and you aim to boost AI/machine learning (ML) initiatives, you need to transition to a modern cloud-native infrastructure. Harnessing the full potential of AI and future-proofing your business starts with **PowerCenter modernization**.

# Top Benefits of the Cloud-Native Informatica Intelligent Data Management Cloud

Modernizing your PowerCenter workloads to the cloud-native **Informatica Intelligent Data Management Cloud™ (IDMC)** supports your AI/ML initiatives by enabling you to scale and deploy advanced data management initiatives. This shift enhances accessibility to the diverse, large datasets essential for AI and ML technologies.

Advantages of IDMC include:

- **Scalability and flexibility:** Easily handles real-time processing and adapts to evolving business needs
- **Enhanced integration:** Improves synergy with cloud services, harnessing innovations in AI and elasticity
- **Cost efficiency:** Offers **pay-as-you-go pricing**, optimizing expenditures without compromising on capabilities

Embrace the potential of AI with a cloud-first strategy to unlock the maximum value possible from your data management investments.

# Key Benefits of Moving PowerCenter Workloads to IDMC

With the **PowerCenter modernization program**, you can:

- **Reuse all of your PowerCenter assets** as you move workloads to IDMC.
- **Move to the cloud 8X faster.**
- **Reduce costs** by up to 50% compared to maintaining on-premises infrastructure.
- **Modernize at your own pace.**

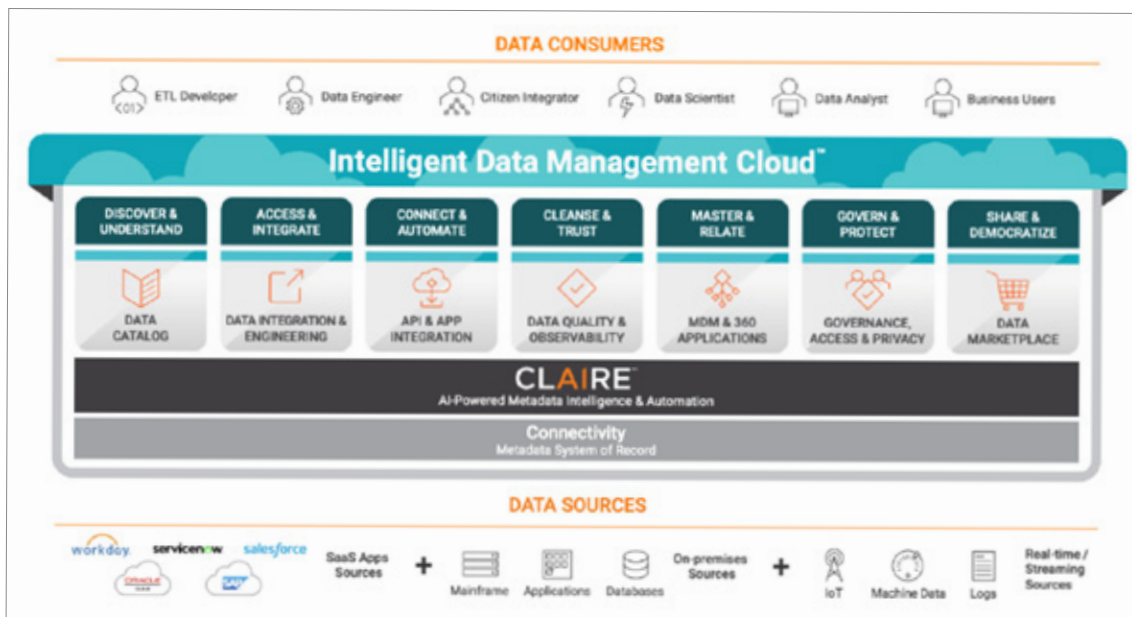


Figure 1: An overview of the IDMC.

# Your Blueprint on How to Modernize PowerCenter to the Cloud

The **PowerCenter modernization path** offers a structured roadmap to transition legacy PowerCenter environments to the modern, cloud-native architecture of IDMC. This path ensures a systematic approach to migration, minimizing disruptions and optimizing efficiency.

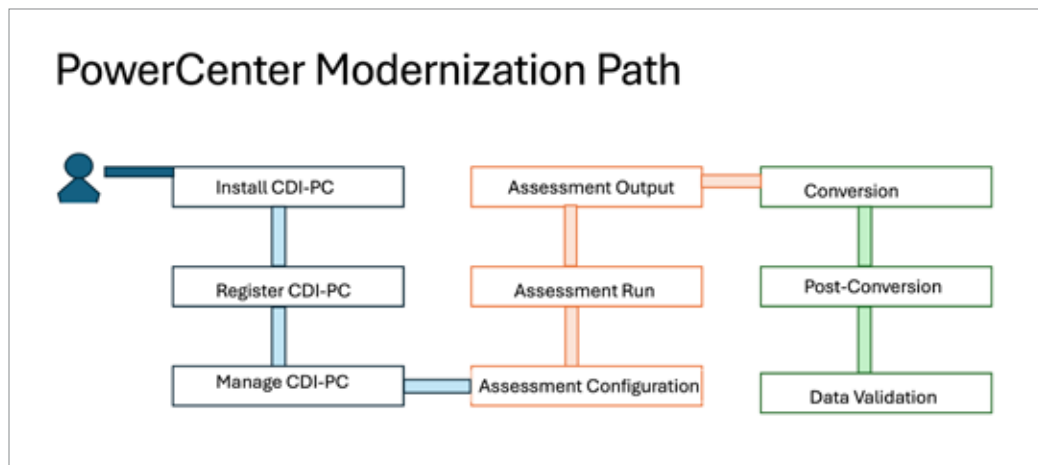


Figure 2: The PowerCenter modernization path provides a structured roadmap.

# Phase #1

## 1.0 Install Cloud Data Integration- PowerCenter (CDI-PC)

The installation of **CDI-PC** is the foundation of the modernization process. It enables existing PowerCenter infrastructure to connect with IDMC, bringing cloud-native data processing capabilities into traditional environments without requiring business logic or metadata changes.

Before starting the installation of a CDI-PC domain, it's essential to complete the following prerequisites:

- A. **Download the installers** from IDMC.
- B. **Verify system requirements and product availability matrix (PAM)** to ensure compatibility.
- C. **Prepare the repository databases** needed for CDI-PC.
- D. **Create a system user account** to manage CDI-PC.
- E. **Set database client environment variables** for database connectivity.
- F. **Set up keystore and truststore files** for secure communication.
- G. **Validate certificates** using the TLS utility to ensure SSL/TLS compliance.
- H. **Import truststore certificates** from the CDI-PC domain to the Secure Agent's truststore.
- I. **Prepare for Kerberos authentication** if your security setup requires it.
- J. **Run the pre-installation system check tool** to confirm that all system requirements are met before installation.

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### CDI-PC Video Overview



**Here's a quick demonstration**  
of how to cloudify your  
PowerCenter environment.

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Before migrating the Informatica domain to a CDI-PC domain, complete the following prerequisite tasks:

1. **Migration options**

You can migrate the domain to the same machine or a different one. The steps will vary depending on your choice.

2. **TLS certificates**

CDI-PC domains use TLS with hostname verification. Ensure that custom TLS certificates contain SAN entries for host details. If not, generate new TLS certificates. Default Informatica domain certificates cannot be used, and the domain must remain TLS-enabled post-migration.

3. **Log maintenance**

Truncate PowerCenter workflow and session logs using the prep Truncate Log command or Repository Manager before migration to improve performance.

4. **Update statistics**

Run the pmrep Update Statistics command before and after truncating logs to optimize repository access.

5. **Backup**

Shut down the domain and back up the configuration metadata. While the installer backs up configurations during migration, it doesn't back up domains when migrating to a different host or updating configurations.

6. **Multi-node migration**

For multi-node domains, migrate the gateway node first, followed by other nodes.

These steps ensure a smooth migration process to a CDI-PC domain.

## 1.1 CDI-PC Architecture

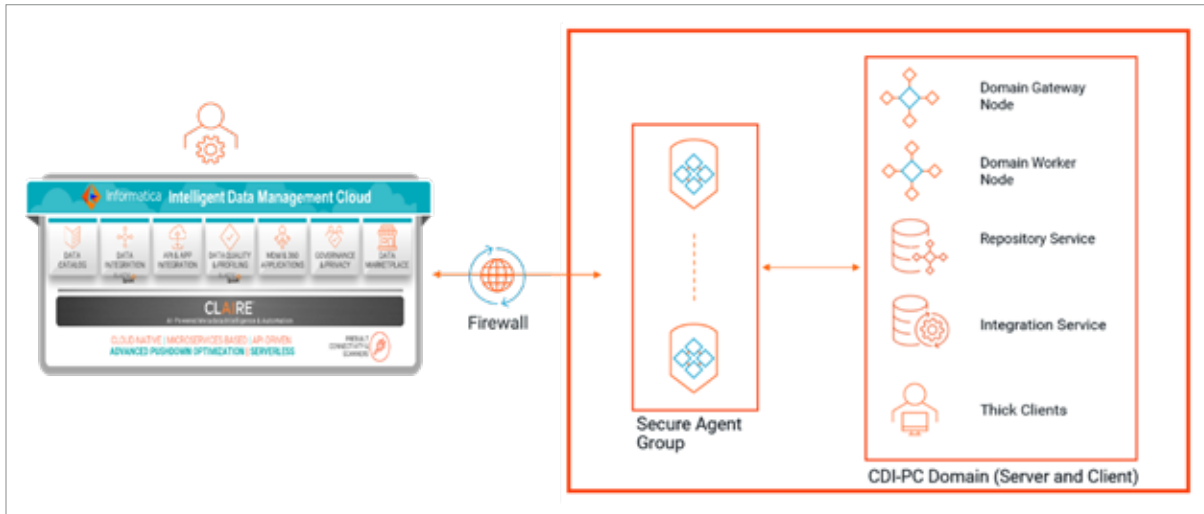


Figure 3: An overview of the CDI-PC architecture.

### Key components of the CDI-PC architecture include:

- **CDI-PC domain:** On-premises domain hosting services and repositories for **extract, transform, load (ETL)** tasks, known as the “cloudified” domain with nodes (gateway, worker) and services such as repository and integration services
- **CDI-PC client:** Platform to create, execute and monitor jobs within the domain
- **Administrator tool:** Manages application services and the domain
- **Secure agent:** Facilitates secure communication between the on-premises domain and cloud via Domain Management App (DMA), connecting domain components with IDMC

### 1.1.2 Whitelisting Architecture

With the introduction of the Secure Agent, the overall architecture for CDI-PC remains essentially the same for core domain components such as the Gateway Node, Worker Node, Repository, Integration Service and thick clients. However, additional communication channels are required to connect these on-premises components with IDMC.

### 1.1.3 Key Points in the Architecture

- **Secure agent:** Facilitates secure communication between the on-premises domain and IDMC. It requires port 443 (HTTPS) to be open for outbound communication to the internet. The Secure Agent also communicates with the nodes using the **Node Port range** (default: 6005 and 6014-6114) and the **Agent Core port** (default: 14000-14999).
- **CDI-PC domain: Domain Gateway Node and Domain Worker Node:** Both nodes must have their Node Ports and the associated Node Port range open for communication with the Secure Agent.
- **Thick clients:** They interact with the domain components over the Node Ports of all nodes (Gateway and Worker) to maintain consistent communication within the on-premises infrastructure.

In summary, enabling ports such as 443 (HTTPS), Node Ports and the Agent Core ports is critical to ensure smooth communication between the Secure Agent, domain nodes and the cloud environment. This setup facilitates seamless cloud-based updates and domain monitoring without disrupting existing workflows.

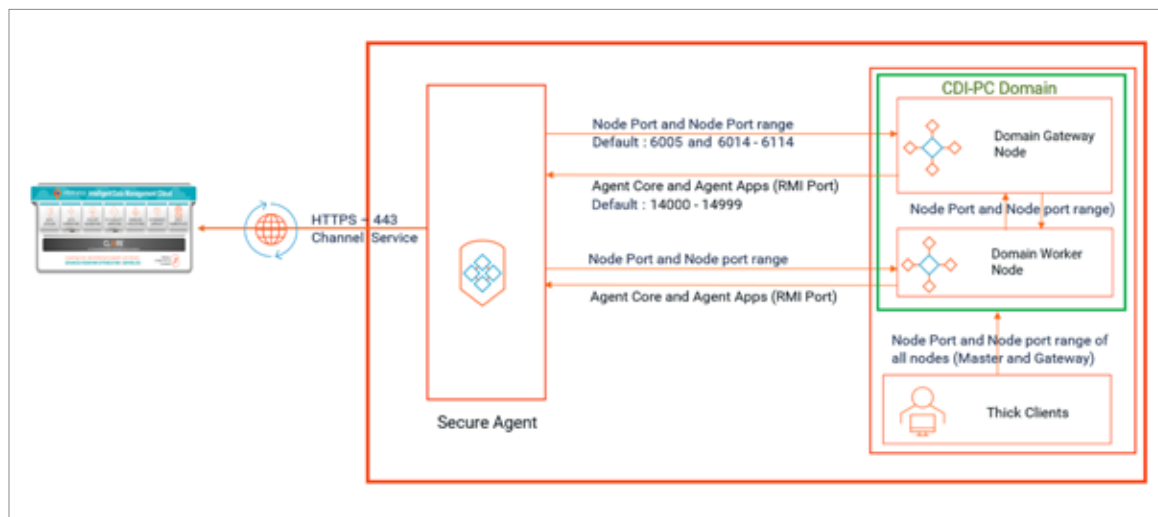


Figure 4: A diagram showing CDI-PC whitelisting architecture.

## 1.2 Applying the CDI-PC Patch

The installation begins with applying a **CDI-PC patch** to the existing PowerCenter Domain. This patch is accessed from the IDMC platform by navigating to the CDI-PC service. Once applied, it “cloudifies” the PowerCenter environment, establishing a connection with the Informatica Cloud. Importantly, this integration does not disrupt the current PowerCenter setup, ensuring no runtime or design-time impact. The patching process is straightforward for PowerCenter customers who are familiar with managing patches in their existing environments. Ensure you have checked Product Availability Matrix (PAM) compatibility and completed all prerequisite tasks before proceeding with this step.

### 1.2.1 Key Considerations Before Installation

To ensure a successful installation, several prerequisites must be addressed:

- **PAM compatibility:** Verify that your environment meets PAM requirements to ensure compatibility.
- **TLS enablement:** The PowerCenter Domain must be TLS enabled to secure communication.
- **Encryption key security:** Ensure encryption keys are securely stored to avoid unauthorized access.
- **Architecture review:** Review the architecture for CDI-PC and whitelist the necessary network ports.
- **Binary setup:** Download the correct binaries (Server, Client, Command Line) from IDMC.
- **Backup:** Take backups of the PowerCenter Domain and Repository to safeguard data.

### Step 1: Accessing the Patch

- **Log in to IDMC:** To begin, log in to the IDMC platform.
- **Navigate to CDI-PC service:** Within IDMC, locate the CDI-PC service module. This is where the patches and updates required for integrating the on-premises PowerCenter domain with the cloud are made available.
- **Download the patch:** Download the relevant CDI-PC patch corresponding to your current PowerCenter setup. Ensure that you select the correct patch version, as it is tailored to work seamlessly with specific configurations of the PowerCenter domain.

## Step 2: Preparing for Patch Application

Before applying the patch, ensure the following:

- **Backup and Pre-patch validation:** Create a backup of your PowerCenter domain's configuration and repository metadata. This step is critical for avoiding any data loss or rollback issues.
- **Verify prerequisites:** Double-check that all prerequisites, including system requirements and network configurations, are met. PAM should be thoroughly checked, and any potential compatibility issues should be resolved.
- **System resource check:** Ensure that the PowerCenter domain has adequate system resources and verify the availability of nodes before proceeding with the patch.

## Step 3: Applying the Patch

Once the prerequisites are confirmed, you can proceed with applying the CDI-PC patch to the PowerCenter domain:

- **Run the patch installer:** Execute the patch installer on the machine hosting your PowerCenter domain. This installer will make the necessary changes to allow the PowerCenter domain to communicate with Informatica Cloud through IDMC.
- **Patching process:** The patch modifies the existing PowerCenter architecture, establishing connectivity between the on-premises environment and IDMC. This step is crucial because it enables automatic updates, security patches and centralized management from the cloud.
- **No disruption to workflows:** One of the critical benefits of the CDI-PC patch is that it does not disrupt existing workflows or processes. Your metadata, business logic and ETL jobs remain intact during patching, allowing your operations to continue without downtime.

## 1.3 Configuring Secure Agent and IDMC Communication

Next, a **Secure Agent** is configured to facilitate secure communication between PowerCenter and the IDMC. Secure communication is established via **SSL/TLS certificates**, ensuring that all data transfers between the PowerCenter domain, the Secure Agent and IDMC are encrypted and safe.

The **Secure Agent** installation process for **CDI-PC** involves several key steps and considerations. Here's a summary of the process:

### 1.3.1 Prerequisites

- **System requirements:** Ensure that the machine where the Secure Agent is installed meets the minimum hardware and software requirements (e.g., 16-32 GB RAM, multi-core CPU, sufficient disk space).
- **Firewall configuration:** The Secure Agent uses port 443 (HTTPS) for outbound communication with the Informatica Cloud, so ensure this port is open.
- **Key store and trust store:** Using custom TLS certificates, generate and configure **key store and trust store** files to secure communication between the Secure Agent and domain components.

### 1.3.2 Installation Process

- **Download the Secure Agent:** From the Informatica Cloud, download the Secure Agent installation package for your platform (Windows or Linux).
- **Run the installer:** Execute the installation file and follow the prompts to install the agent. On Windows, the Secure Agent runs as a service, while on Linux, it runs in the background.
- **Register the Secure Agent:** After installation, register the Secure Agent within IDMC by using the provided registration token.

### 1.3.3 Post-Installation Configuration:

- **TLS configuration:** Ensure the Secure Agent is configured with the appropriate certificates for encrypted communication between your on-premises domain and the cloud. This involves importing domain trust store certificates into the Secure Agent trust store.
- **Domain and node configuration:** Configure communication settings between the Secure Agent and the CDI-PC domain nodes, if necessary. This includes adjusting node ports and agent core settings and ensuring secure interaction between all components.

## 1.4 Role of the CDI-PC Patch

The CDI-PC patch enables the PowerCenter Domain to interact directly with Informatica Cloud (via the Secure Agent). Once configured, IDMC assumes responsibility for all future updates and patch management, eliminating the need for manual upgrades. This is a **one-time activity**, after which Informatica Cloud automates the update and management process.

## 2.0 Register CDI-PC (How to Move to CDI-PC)

Once CDI-PC is installed, the next step is registering it within your organization's cloud environment. This registration is vital for linking the PowerCenter Domain and Secure Agent to the Informatica cloud, enabling cloud-based management.

To **register the domain** in **CDI-PC** after migration, follow these steps to establish communication between your on-premises domain and IDMC:

- **Log in to IDMC:** Access the IDMC interface and navigate to the **CDI-PC service**.
- **Add new domain:** On the **Home page**, click the **"Add New Domain"** button in the Register a domain section. You can also access this via the Explore page by selecting the same option.
- **Enter domain details:** Provide the necessary general properties like the domain name, the secure agent and other relevant information to complete the registration.
- **Verify Kerberos (if applicable):** If the domain uses **Kerberos authentication**, ensure that the TLS certificate for the **Administrator tool** is imported into your browser. Additionally, the user logging into the system must be the domain administrator, aligned with the Active Directory configured for the domain.

Once the domain is registered, you can monitor its status (e.g., online or offline) through IDMC, and any further updates or management tasks can be centrally controlled. This allows for easier domain administration, secure communication and regular updates without disrupting workflows.

## 3.0 Manage CDI-PC

After installation and registration, the ongoing management of CDI-PC becomes crucial to maintain operational efficiency. This phase involves monitoring performance, managing resources and optimizing the system to ensure it operates smoothly.

### 3.1 Automating Upgrades and Patching

- One of the most valuable aspects of CDI-PC is its ability to **automate the upgrade process**. Unlike traditional PowerCenter environments, where manual intervention is needed to handle complex upgrades, IDMC manages updates centrally.
- The **CDI-PC updates are fully automated**, with tasks such as downloading required binaries, domain preparation and shutdown, installation, cleanup and service restart handled without manual intervention.
- **Multi-node considerations**: Special considerations are needed for multi-node environments, ensuring adequate disk space and correct node configuration during updates.
- During a **CDI-PC update**, if an issue arises, users can **retrigger the update** process to resolve errors. CDI-PC automatically backs up domain binaries before starting the update. Logs provide detailed error information for troubleshooting if the update fails at any stage, such as during domain shutdown or service restart.
- Once the issue is resolved, users can **retrigger the update**, allowing it to resume from the point of failure. This minimizes downtime and ensures a smooth update process without disrupting the system.

The transition to CDI-PC provides significant operational and security benefits to organizations looking to modernize their data infrastructure. By applying a simple patch, configuring a Secure Agent and registering the system with IDMC, organizations can shift from manual patch management to automated, cloud-based operations. This process ensures a smooth transition while preserving the integrity of existing PowerCenter workflows, enabling organizations to embrace the future of data management in the cloud.

# Phase #2

## Converting PowerCenter Assets to IDMC

Before you can start the conversion of PowerCenter assets to the cloud, it is crucial to know the feasibility of converting the assets from the PowerCenter repository. CDI-PC enables you to assess the PowerCenter repository in a user-friendly manner. A successful assessment groups the assets into the following categories based on their conversion criteria:

- **Automated:** CDI-PC can convert these assets automatically. After the conversion process, the converted assets need minimal manual intervention in Cloud Data Integration.
- **Partial:** CDI-PC can convert these assets to the cloud; however, you might need manual tweaks on the converted Cloud Data Integration assets.
- **Manual:** Assets classified as manual conversion might require a redesign of the assets because no direct support is available for these assets in the cloud.

The assessment process also generates a comprehensive report detailing why assets are categorized as partial or manual.

---

### Modernizing PowerCenter Assets to IDMC Video Overview



**Here's a quick demonstration** of how to modernize your PowerCenter workloads.

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## 4.0 Assessment Configuration

Before you run the assessment, the following prerequisites should be considered:

1. All the parameter files are in a zip file
2. An assessment repoint configuration (if you are repointing or modernizing to a new endpoint)

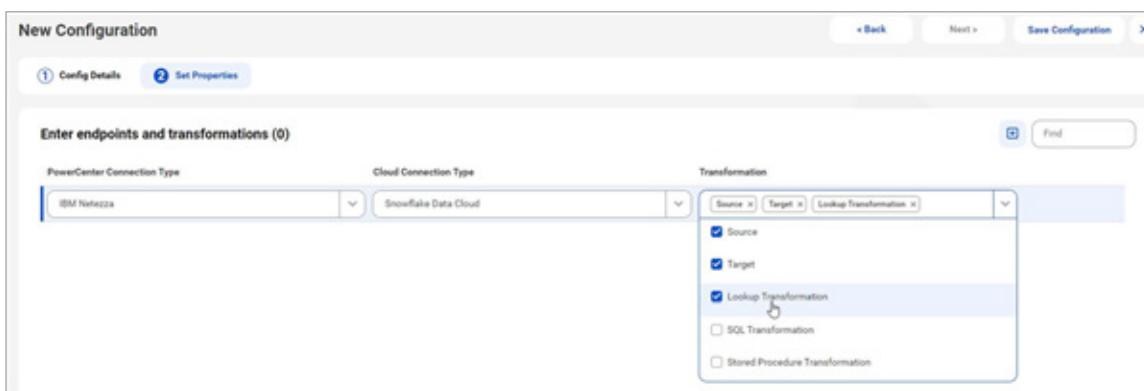


Figure 5: This shows the repoint configuration (Netezza to Snowflake).

### 4.1 Assessment Run

- Running the assessment provides a comprehensive analysis of the existing PowerCenter setup. It identifies potential challenges, compatibility issues and areas that need optimization.
- The assessment run generates critical insights for the migration process.

### 4.2 Assessment Output

- The output from the assessment provides a detailed report on the current state of the PowerCenter environment. This report includes findings and recommendations for the migration process.
- The assessment output serves as a blueprint for the conversion phase.

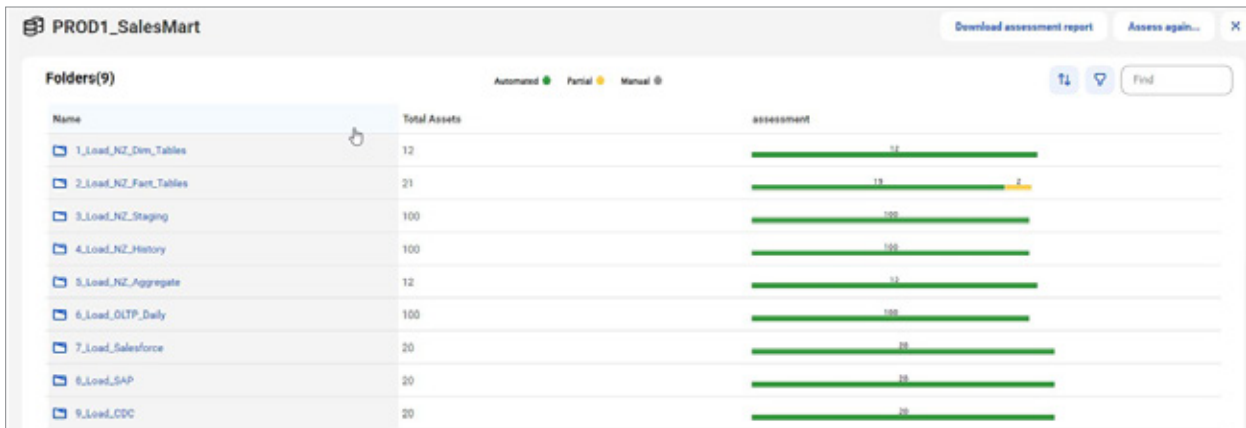


Figure 6: This shows the assessment run.

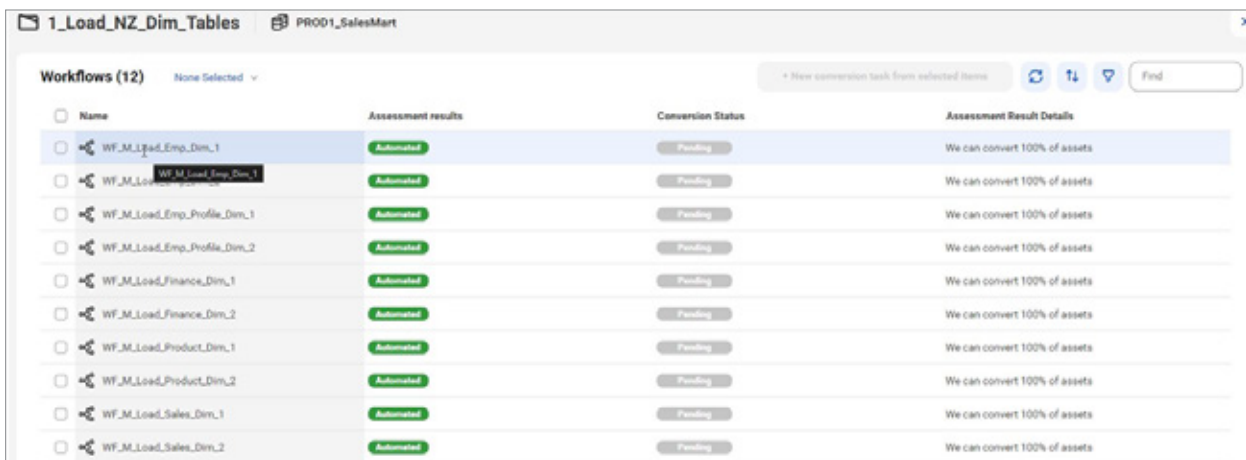


Figure 7: This shows the assessment results.

## 5.0 Conversion

The conversion step involves transforming existing PowerCenter assets to Informatica Cloud native format. This includes converting and modernizing all your PowerCenter assets, such as workflows, worklets, sessions, mappings, mapplets, etc.

## 6.0 Post-Conversion

Post-conversion activities ensure that all migrated assets function correctly in the cloud environment. This entails validation, performance tuning, UAT tuning, troubleshooting and validation.

Post-conversion steps also allow you to update several assets using the “bulk update” feature. For example, if you wish to turn on or turn off Verbose logging, or if you want to update the log directory for several tasks together, bulk update is the feature you can use.

## 7.0 Data Validation

The final step, Cloud Data Validation (CDV), allows you to compare the output of PowerCenter assets and the assets converted into Informatica Cloud. This step ensures accuracy and gives you confidence that your converted assets are also producing the same output using Informatica Cloud.

Data validation also confirms data quality and operational fidelity post-migration.

This structured path ensures a smooth and efficient transition from a legacy PowerCenter environment to a modern, cloud-native architecture, enabling you to leverage the full potential of your data assets in the cloud.

# 8.0 Best Practices for PowerCenter Cloud Modernization

Here are a few best practices you can follow to make your **PowerCenter cloud modernization** smooth and successful:

- **Comprehensive assessments:** Evaluate your current infrastructure.
- **Incremental migration:** Migrate in phases to minimize risks.
- **Reuse assets:** Leverage existing PowerCenter configurations.
- **Data security and compliance:** Ensure robust security and regulatory compliance.
- **Performance monitoring:** Continuously monitor and optimize performance.
- **Training and change management:** Provide training and manage the transition smoothly.

For a detailed guide, see **PowerCenter to the Cloud: Best Practices**.

These best practices will help ensure a smooth transition to a cloud-native environment using CDI-PC and IDMC.

# 9.0 PowerCenter Modernization Service Offerings

Informatica offers a suite of services designed to **accelerate and enable** you as a PowerCenter user to begin your modernization journey confidently. These services streamline the transition from on-premises PowerCenter environments to cloud-native platforms, ensuring minimal disruption and maximum efficiency.

Service Offering	Purpose	Key Features
<b>PowerCenter Upgrade as a Service</b>	Accelerates the upgrade process by upgrading PowerCenter 9.x/10.x domain to version 10.5.3, ensuring compatibility with modern systems	<ul style="list-style-type: none"><li>• Facilitates seamless upgrade to PowerCenter 10.5.3</li><li>• Supports PowerCenter application services</li><li>• Includes regression testing to ensure stability</li></ul>
<b>PowerCenter Domain Cloudification</b>	<ul style="list-style-type: none"><li>• Enables cloud transformation by deploying CDI-PC, validating your PowerCenter environment for the cloud</li><li>• Accelerates asset migration by automatically converting up to 500 PowerCenter assets into native IDMC, providing validated and ready-to-use assets</li></ul>	<ul style="list-style-type: none"><li>• Cloudifies PowerCenter operations</li><li>• Deploys CDI-PC for cloud readiness</li><li>• Validates deployment with regression testing</li><li>• Converts and validates up to 500 assets.</li><li>• Ensures asset compatibility with IDMC</li><li>• Provides detailed documentation and workarounds for migrated assets</li></ul>
<b>Manual Asset Conversion &amp; Guidance</b>	Enables complex migrations by manually converting assets into IDMC pipelines and redesigning them as needed for cloud environments	<ul style="list-style-type: none"><li>• Offers manual conversion of complex assets</li><li>• Supports up to five patterns/pipelines</li><li>• Redesigns solutions to fit IDMC</li><li>• Provides comprehensive documentation and fixes</li></ul>

These **services** are designed to accelerate modernization by offering quick upgrades, cloud enablement, automated asset conversion and tailored manual solutions. They ensure you can start your modernization journey efficiently, laying the foundation for cloud-native data management.

# Next Steps

As an admin or architect, explore how to seamlessly transition your PowerCenter workloads to the cloud using the self-service P2CDI Modernization service.

To get started:

- 1 Try the interactive demo:** Experience the modernization process hands-on. [Access the demo here.](#)
- 2 Join the learning path with certification:** Gain deeper insights and earn a certification in PowerCenter Cloud Modernization. [Learn more here.](#)
- 3 Dive into documentation:** Explore detailed resources to enhance your expertise in codifying your environment. Access the [full documentation here.](#)
- 4 De-risk migration initiatives** with new [PowerCenter Modernization Services](#), offering expert migration support, best practices and technical skills.

**PowerCenter 10.4 has announced end-of-support**, meaning no new developments or updates will be provided. You need to modernize your PowerCenter environment to ensure continued support, security and access to the latest innovations.

Take the next step toward modernizing your PowerCenter environment today.

## Contact Information

For more information and support on your modernization journey, visit our [PowerCenter modernization webpage](#) or contact our support team at [support@informatica.com](mailto:support@informatica.com).

# Appendix

## Additional Resources



[PowerCenter Modernization Webpage](#)



[Informatica PowerCenter Modernization Service Offerings Data Sheet](#)



[PowerCenter Cloud Edition Overview](#)



[On-Demand Webinar: Is Your Data Platform AI-ready?](#)

# 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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## Where data & AI come to



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