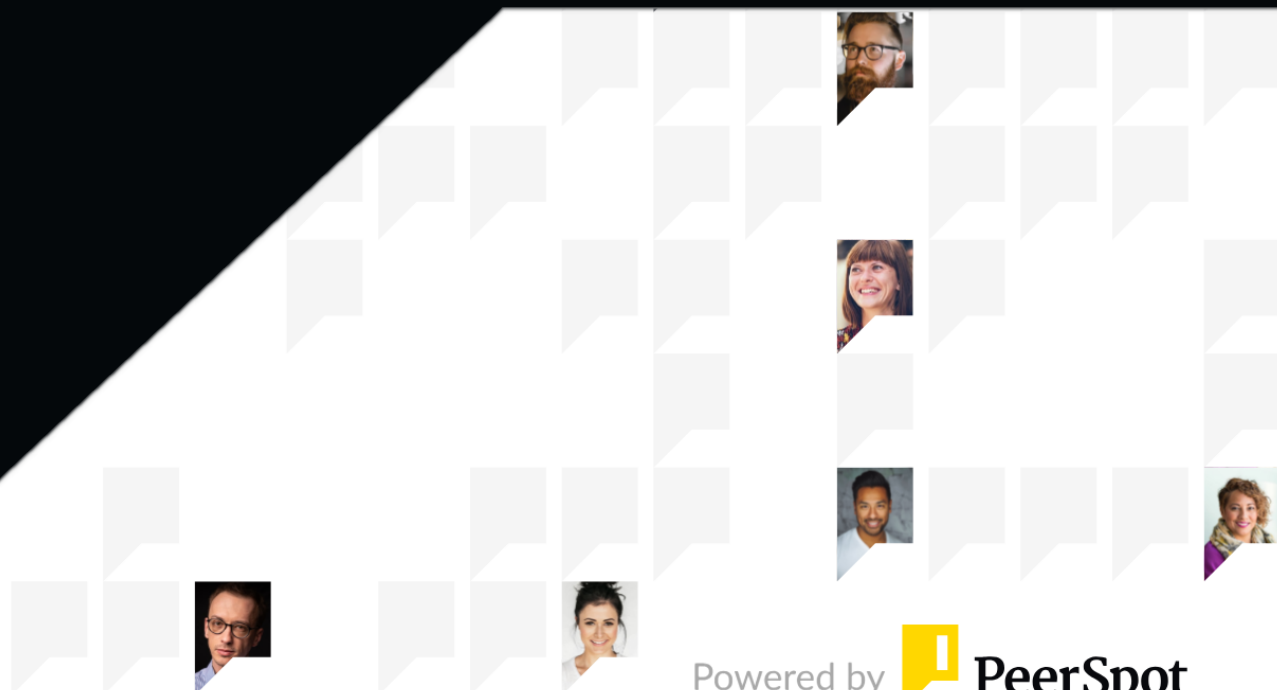




**Informatica Intelligent Data Management  
Cloud (IDMC)**

**Reviews, tips, and  
advice from real users**



Powered by  **PeerSpot**

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# Product Recap



Informatica Intelligent Data Management Cloud (IDMC)

# Informatica Intelligent Data Management Cloud (IDMC) Recap

Informatica Intelligent Data Management Cloud (IDMC) integrates data quality, governance, and integration with flexible architecture. It supports multiple domains and a data models repository, delivering AI-enhanced data management across cloud-native platforms.

IDMC provides seamless integration and governance capabilities that support diverse data environments. Its comprehensive suite includes customizable workflows, data profiling, and metadata management. AI features, a data marketplace, and performance scalability enhance data management. While its interface poses challenges, its robust matching and cloud-native integration facilities are essential for complex data ecosystems. Users employ IDMC for connecting systems, ensuring data quality, and supporting data compliance but seek better pre-built rules, services, and improved connectivity, especially with platforms like Salesforce. Licensing, cost, and added AI functionalities are areas for potential refinement.

## What are the key features of IDMC?

- **Data Quality and Integration:** Seamless integration ensures data accuracy across platforms.
- **Metadata Management:** Comprehensive metadata management supports data governance.
- **AI Capabilities:** AI features enhance automation and decision-making processes.
- **Data Marketplace:** Facilitates easy access to data across the organization.
- **Performance Scalability:** Scales performance efficiently to meet growing data demands.

## What benefits should be expected from IDMC?

- **Enhanced Data Management:** Offers robust tools for data governance and quality.
- **Improved Integration:** Connects disparate systems seamlessly, reducing data silos.
- **Cost Efficiency:** Streamlines data processes, potentially reducing operational costs.
- **Data Compliance:** Supports compliance with data privacy regulations.
- **Agility and Scalability:** Adapts quickly to changing data environments.

IDMC is implemented across industries for data integration, metadata management, and governance. Organizations use it to connect systems, migrate data to cloud environments, and maintain data quality. They manage master data and automate business processes, facilitating data lineage and ensuring compliance with privacy regulations.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“On a scale of 1-10, I rate Informatica Intelligent Data Management Cloud (IDMC) a 10 out of 10.”



**Siddhu K**

Informatica Administrator EDC, Axox, PC, MDM at itcinfotech



“The match and merge functionality is invaluable for discovering golden master data records.”



**Saikat Ghosh**

Consulting Principal & Founder at Digital Data Consultancy



“The solution's technical support is pretty good, especially since the turnaround time is good.”



**Murali B**

Associate Manager at a consultancy with 10,001+ employees



“I definitely would recommend the Informatica solution to other people.”



**Praveen Chatla**

Head of Information at Ericsson



“The feature that allows me to search across the entire organizational database and then look through what objects are in which tables and which locations is quite handy.”



**Ashwin Chiv**

BI Consultant at a computer software company with 1,001-5,000 employees



“The governance process was fully manual before, but Axon helped us configure those processes, giving us more visibility, transparency, and control over the data.”



**Sowbarnica Aiyadurai**

Director of product management at a manufacturing company with 10,001+ employees



“What I like best about Informatica MDM is its structured, table-based approach. Unlike Reltio, where data is only visible through the UI and cloud-based, the solution allows access to normalized tables. This means I can directly query and see data in each table. For instance, I can easily get all customer details from the customer table. However, for more complex queries, like seeing all customer interactions with the organization, some SQL knowledge is needed to join different tables and retrieve the details.”



**Samudra Som**

Quality Assurance Test Engineer at Concept Software & Services INC

What users had to say about valuable features:

“In terms of the user experience, it's very Integrated, and the implementation is very fast. You can integrate the platforms for different services to deliver all the banking needs..”

**Fernando Santos**

Delivery Manager at Softtek

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“It's the accessibility and the range of features that stand out. Before using Informatica Cloud, we were working with Informatica PowerCenter. The transition from PowerCenter to Cloud wasn't entirely effortless, but it was seamless enough for our developers to adapt and continue their work smoothly..”

**MikePierre-Louis**

BI Consultant at Cloud Solutions Consulting


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The feature that allows me to search across the entire organizational database and then look through what objects are in which tables and which locations is quite handy. Informatica Intelligent Data Management Cloud (IDMC) can connect to pretty much any application, including Oracle Analytics and Power BI, and it works quite seamlessly.

**Ashwin Chiv**

BI Consultant at a computer software company with 1,001-5,000 employees

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“The match and merge functionality is invaluable for discovering golden master data records. Additionally, the integrated data transport and master data creation capabilities are significant. The platform's ability to pull in and push out data from other platforms without the need for an additional integration tool enhances its appeal. The availability of data quality tools within the platform is another bonus. The presence data governance tools for meta data management adds to the benefits. .”

**Saikat Ghosh**

Consulting Principal & Founder at Digital Data Consultancy

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“The most helpful features in Informatica Intelligent Data Management Cloud (IDMC) are data cataloging and the data marketplace.

“In terms of data quality management, Informatica Intelligent Data Management Cloud (IDMC) helps with data governance overall..”

**PraveenChatla**

Head of Information at Ericsson

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“Previously, Informatica EDC was separate for managing data and metadata management, while Axon was dedicated to data governance initiatives. The integration of both was needed, but it was too complex for a layman to understand the EDC, integrate with Axon, or vice versa. The cost involved was also quite high, as there were separate licenses for EDC and Axon; utilizing EDC without Axon was not fruitful. We mandatorily needed to purchase licenses for Axon to create a full framework.

“In the earlier case, proper separate licenses were required. The technical team had to ensure integration and maintain both environments, which was a difficult task. Now, with the cloud-based data quality, they have merged the two into one element. In on-premise, we call it EDC for metadata management, while in cloud-based technologies, it is known as the Metadata Command Center, which serves the same purpose as EDC concerning CDGC.

“The marketplace has also moved to Informatica Intelligent Data Management Cloud (IDMC), forming a cloud data marketplace. They consolidated many tools into one, which is impressive..”

**Siddhu K**

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Informatica Administrator EDC, Axon, PC, MDM at itcinfotech

## Other Solutions Considered

“We didn't use another solution. Everything was manual. Informatica Axon is the one we chose. There were some other bidding processes, but I was not involved in the selection process..”

**Sowbarnica Aiyadurai**

Director of product management at a manufacturing company with 10,001+ employees

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“Against Informatica Cloud Data Integration, I recommend SnapLogic, which is a cheaply priced product. People know about SnapLogic, as it comes with very good features and ease of use..”

**Pavan Burramukkala**

Technical Manager at a tech services company with 51-200 employees

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“Customers are now preferring other data metadata management tools like OneTrust, Collibra, and Azure Purview. As a matter of POC, they are assessing whether their requirements can meet data governance initiatives. The need for skilled professionals is increasing, but cost remains a significant consideration for organizations when implementing CDGC..”

**Siddhu K**

Informatica Administrator EDC, Axox, PC, MDM at itcinfotech

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“The main reason for the switch was the cost. IBM solutions are quite expensive, and migrating to the cloud platform is complicated. Another significant expense comes from the database, as IBM typically recommends DB2 when implementing DataStage, and using Db2 can be costly. The company considered moving to a more versatile platform that supports different databases and cloud providers. With IBM, there are limitations, and the cloud strategy is more rigid, which influenced the decision to explore other platforms..”

**Fernando Santos**

Delivery Manager at Softtek

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“Instead of Informatica, I recommend IBM products to others, especially if someone already has other products from IBM's family or has purchased some information catalog. My company suggests that such customers go with IBM Cloud Paks since it allows you to lift and shift some of the existing jobs or processes to the IBM Cloud Catalog. If somebody wants to go for a cross-platform, then there was a time when my company used to suggest they go for Azure Databricks. It all depends on the existing infrastructure and a user's broader plan. Based on it, we used to suggest tools to customers. My company also used to look at what our customers were using and what their target was..”

**Murali B**

Associate Manager at a consultancy with 10,001+ employees

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“I have used IBM Cloud Paks and Informatica Cloud Data Integration. Sometimes, we have to go with our client's perspective, especially if they have pre-existing licenses and get any discounts. My company has suggested IBM Cloud Paks, but with the existing things that our clients work on in Informatica, sometimes they prefer the same vendor. We did PoCs for both IBM Cloud Informatica Cloud Data Integration to help clients figure out the overall run time cost and then the number of credits that they are after, based on which they have opted for Informatica.

I have previously worked with IBM Cloud Paks and Snowflake, and both of them were client-specific tools for which we had to choose. If some tool was already in place, then it has already been paid for as a part of the procurement process, so we should continue with it. If it is a new proposal, then we have to go for it and list out to our customers all the things that we have in our pocket, and where we can take care of all the accesses, billing per hour for users, number of hours, and all such related details. After that, we suggest to our customers to take a call depending upon the amount of budget that needs to be allocated for the technical stuff.

For the last few months, I have been working only on Informatica Cloud Data Integration. Some people are interested in the Azure Databricks for their pipelines. Some of the partners who are providing tools to customers are also interested in Azure Databricks..”

**Murali B**

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Associate Manager at a consultancy with 10,001+ employees

# ROI

Real user quotes about their ROI:

“I would estimate a minimum guarantee of about 60% return on investment. We are yet to explore a lot of features, like data lineage and migration of business units. But if we migrate everything into it, we can expect a 50% to 60% return on investment, for sure..”

**Sowbarnica Aiyadurai**

Director of product management at a manufacturing company with 10,001+ employees

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“Only using Axon will not give you all the benefits, but you will see benefits when Axon, EDC, and IDQ are all plugged in together. It is difficult to get benefits from Axon as a standalone solution..”

**Ankush\_N**

Assistant Director at Kaxju

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“We saw an ROI. We have been able to get data from various sources and consolidate it into a data lake, which is helping us in data analytics. This aligns with our company's initiative to implement a data lake strategy and drive digital transformation..”

**PrabhatKumar1**

Governance Lead at Shell

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“With Informatica Enterprise Data Catalog, measuring the return on investment can be hard. I rate the return on investment a seven on a scale of one to ten, where one is zero return on investment, and ten is a hundred percent return on investment..”

**Emre Yiğit**

Technology Manager at Komtaş

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“ROI is strong because we have a structured portal that ensures development is done correctly. It is shareable, scalable, and equipped with enough monitoring tools to quickly address any issues. Ultimately, the client doesn't care what tools we use. They just want problems resolved quickly. Informatica provides the necessary tools and features to help us do that effectively..”

**MikePierre-Louis**

BI Consultant at Cloud Solutions Consulting

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“The ROI from using Informatica EGC (Enterprise Data Catalog) can be substantial, as it helps everyone, from novices to experts and stakeholders, maximize their data's potential. It enables thorough understanding, insightful analysis, and seamless sharing of data assets. Features like adding business terms enhance data quality and governance, benefiting businesses across various sectors. Many customers have truly benefited from these options..”

**Ahmad AlRjoub**

Data Management Consultant at CompTechCo

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# Use Case

“The solution was part of building our data warehouses, where we needed a tool for bulk data migration that didn't require mappings when migrating from a source to a target..”

**Kholoud Kandil**

Data Engineer at BBI

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“We use Informatica Cloud Data Integration to load data from files to TelSource or Oracle tables. We also apply business rules to transform the data before loading it into the respective targets..”

**Dipti Lad**

Tech Lead at Wipro Limited

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“The typical use case of Informatica Intelligent Data Management Cloud (IDMC) is governance activities for data quality and data cataloging. I need to look at the request type from whom I am getting to provide the details..”

**PraveenChatla**

Head of Information at Ericsson

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“I have used Informatica Intelligent Data Management Cloud (IDMC) for customer data management and analytical product master data management solutions. The first use case involved finding unique customer references with match and merge functionality. The second use case was creating a master data repository for products for use in the analytical layer..”

**Saikat Ghosh**

Consulting Principal & Founder at Digital Data Consultancy

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“In the past, people used Informatica MDM because it was one of the leading tools at that point in time to work on an on-premises model. It was the leading tool in the market, offering vast customization options and matching and merging options that were better compared to other solutions. The way the data lineage or the customization options it gave, the tool was good. Now, the tool has a changed dynamic, and it is currently available on the cloud. Apart from Informatica MDM, there are other tools, as well as the market, that are completely on the cloud..”

**Verified user**

Architect at a computer software company with 5,001-10,000 employees


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“Informatica Intelligent Data Management Cloud (IDMC) is one of the cloud-based data management facilities that Informatica provides for us.

“I have been working with this tool for many years, primarily focused on the CDGC, which involves working on on-premise cloud data governance models. Informatica has facilitated managing this with a modern approach, integrating base data quality and data governance. The tool retains the same on-premise architecture, but the terminologies and verbiage are somewhat different, leading us to comparatively start working with cloud-based data governance tools..”

**Siddhu K**

Informatica Administrator EDC, Axox, PC, MDM at itcinfotech

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup is simple and depends on the task. However, it usually takes a couple of hours if development is complete and we're moving from the development environment to production..”

**MikePierre-Louis**

BI Consultant at Cloud Solutions Consulting

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“I rated the initial setup of IDMC as a six out of ten. Many tools within IDMC are new, and those familiar with on-premises versions find the features limiting. This necessitates assistance from the Informatica support team and architects for ensuring quality of implementation. .”

**Saikat Ghosh**

Consulting Principal & Founder at Digital Data Consultancy

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“The initial setup is very easy. When I first started using it, I installed a 30-day trial version. I personally explored it during that period, and it was good.

It takes 30-40 minutes depending on the jobs.

I rate the initial setup a ten out of ten, where one is difficult, and ten is easy..”

**Dipti Lad**

Tech Lead at Wipro Limited

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“If the process is set, every organization has its own governance structure for providing access to users, subject to policies and processes. If everything is in place, it takes only about 10 to 15 minutes; it's straightforward.

“If user access approval is excluded from the process, it can take less than 5 minutes..”

**Siddhu K**

Informatica Administrator EDC, Axox, PC, MDM at itcinfotech

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“If one is a difficult setup and ten is easy, I rate the product's initial setup phase as a five.

If you are talking about the product on the cloud, the initial configuration must be done. There is quite a lot of refresh which takes place every time we have to publish something, and then we have to wait for some time. It is not that you make a change, but you can see it immediately in the tool. The wait period is quite long. If you are a first timer, it takes time for that person to figure out the product. Once you get the hang of it, then it becomes easy.

An end-to-end implementation would take nine to ten months, or maybe a little more than that, depending upon the customer's desired features..”

**Verified user**

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Architect at a computer software company with 5,001-10,000 employees

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“Deployment is straightforward. I have experience implementing the platform for various customers here in Brazil, where I live, and I can confirm that it's quite easy to implement. It takes around six months to deploy.

Data has been migrated from IBM DataStage to Informatica Cloud. In this process, we worked with NextPath MSA, which generated new metadata based on the iDMC platform. After this, the company produced the data, and here at the bank, we are validating the conversion from this process. In some cases, adjustments or parameterization were needed with Informatica to refine the processes. The company is responsible for translating the code and generating the required information for each project. We migrate this to the development environment, then to the test environment for validation, and finally to production, where about sixty percent of the projects are implemented for data integration. The entire process, from creation to production, has taken approximately six months.

We are reviewing all components and executions, and overall, the migration process has been a success, with only minor adjustments. It's interesting to see how the company has successfully converted the original metadata to the new metadata, showcasing its expertise in the process. We have 40-50 professionals involved. We have different levels of specialists across various areas involved in this project. For example, we have experts with extensive knowledge of IBM DataStage, others with experience in IBM CA, and some professionals specializing in databases. Each group brings expertise and experience with these solutions, contributing significantly to the project's success..”

**Fernando Santos**

Delivery Manager at Softtek

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# Customer Service and Support

The response time is pretty good because we have someone in-house, who is an expert from Informatica, in our team who can help us with any sort of queries usually. The response time is pretty good. I can't complain.

**Ashwin Chiv**

BI Consultant at a computer software company with 1,001-5,000 employees

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“The customer support team is good at response and issue resolution. However, due to the tool's maturity limitations, solutions are not always simple and often require workarounds, indicating a need for further improvement..”

**Saikat Ghosh**

Consulting Principal & Founder at Digital Data Consultancy

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“When errors arise, contacting support can be frustrating. Sometimes, the technician can't solve the issue and transfers us to someone else. This makes us less confident that the person helping us is truly equipped to resolve the problem..”

**MikePierre-Louis**

BI Consultant at Cloud Solutions Consulting

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“I have contacted the Informatica technical support team, and they have good technical support, but there is always room for improvements. My experience with Informatica technical support overall rates around three, which is above medium, but not extraordinary..”

**PraveenChatla**

Head of Information at Ericsson

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“The technical support team from Informatica is excellent. If they are unsure how to resolve an issue, they keep customers informed, providing updates about progress and ensuring communication with the product team to deliver accurate responses. This level of intimacy and coordination is excellent..”

**Siddhu K**

Informatica Administrator EDC, Axox, PC, MDM at itcinfotech

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“I have not used the technical support provided by the product. If you asked me about the support offered for the tool's on-premises model, I would say they were really good. We really liked Informatica's support. With the cloud, I'm not aware of the support..”

**Verified user**

Architect at a computer software company with 5,001-10,000 employees

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## Other Advice

“As an integrated enterprise solution, IDMC is quite good, however, the platform needs to mature in the capabilities it currently provides.

Overall, I rate Informatica IDMC a seven out of ten..”

**Saikat Ghosh**

Consulting Principal & Founder at Digital Data Consultancy

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“The team is very user-friendly, meeting our expectations much like PowerPoint does.

It supports integration with most cloud sources, including AWS, and has various cloud connectors. So, It's a good choice for anyone.

Overall, I rate the solution a seven out of ten..”

**Dipti Lad**

Tech Lead at Wipro Limited

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“Informatica MDM is able to handle complex data integration scenarios with the help of IDCM, which offers the power of an ETL tool.

Speaking about the AI part, I feel the product is still in the maturing phase.


My first preference would be for Welkio, and only after that would I prefer Informatica MDM, so I would say that it won't be my first choice.

I rate the tool a seven out of ten..”

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**Verified user**

Architect at a computer software company with 5,001-10,000 employees

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“I definitely would recommend the Informatica solution to other people.

“I am satisfied with Informatica Intelligent Data Management Cloud (IDMC), even if it might be lacking in some areas. The expectations will be somewhere, and the tool can support somewhere, with opportunities to improve, considering the features they are building and their strengths.

“I would rate Informatica Intelligent Data Management Cloud (IDMC) at around seven..”

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**PraveenChatla**

Head of Information at Ericsson

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“The bank acquired the platform and utilized almost all its services except MDM. We use APIs, messaging, data governance, and data integration for the enterprise. The platform's full range of services is involved. The combination of data

integration with application integration is precious to us. It allows us to acquire information through APIs, treat this information via data integration, and generate files or intermediary databases for future consumption by messaging systems. This type of usage is efficient and straightforward to implement. The implementation and usage are simple and effective for our needs.

In our daily operations, we receive data from external and internal systems for Kuzena and generate information in real-time for various departments within the bank, such as the risk and human resources departments. The platform's ability to efficiently deliver this information is precious.

When a platform provides data from external systems and other sources, combined with HEP implementation and fast integration, the platform ensures high data quality and the ability to deliver information efficiently. This simplicity allows all departments in the bank to adopt and explore this type of usage easily.

I know of other companies using Informatica Cloud, like Ferrero in Chicago. They used Informatica Cloud for three years but migrated to SAP CPI this year. While I know why they made the switch, it's hard to justify it fully. For context, Ferrara produces candies and is owned by Ferrero Rocher in Italy. The IT team in Italy used SAP CPI for data integration, closing their operations with Informatica products. It's surprising, especially because Ferrero had given us positive feedback about Informatica Cloud regarding usage, implementation, and cost.

Its open platform allows it to connect with everything you need, making it very versatile and efficient for various integrations.

Overall, I rate the solution a ten out of ten..”

**Fernando Santos**

Delivery Manager at Softtek

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“I haven't found any difficulties managing different data standards. The team and everyone at Informatica Corporation are friendly, and the documentation is self-learning and self-taught, presented in an understandable format with pictorial representations that help us not to depend on others. The only challenge is reading through around 200 pages of documentation, which can be a pain point.

“Informatica is easy to integrate with other tools using APIs. However, it has some difficulties. Informatica appears to build revenue by offering different environments. If you have a rare setup, such as [SAP HANA CRM](#) systems, it isn't bundled within a standard license, so purchasing an exclusive license is necessary for integrating such atypical systems. These should be included as part of a single license.

“Some connections, like [MongoDB](#), are straightforward, and Oracle works well under a single license, but certain source systems pose challenges in managing connections and integration, such as SAP systems and [CRM](#) systems, where licenses must be obtained separately from Informatica.

“If you have an SAP environment, it's better to consider alternatives or be aware that additional costs may incur for integration.

“On a scale of 1–10, I rate Informatica Intelligent Data Management Cloud (IDMC) a 10 out of 10..”

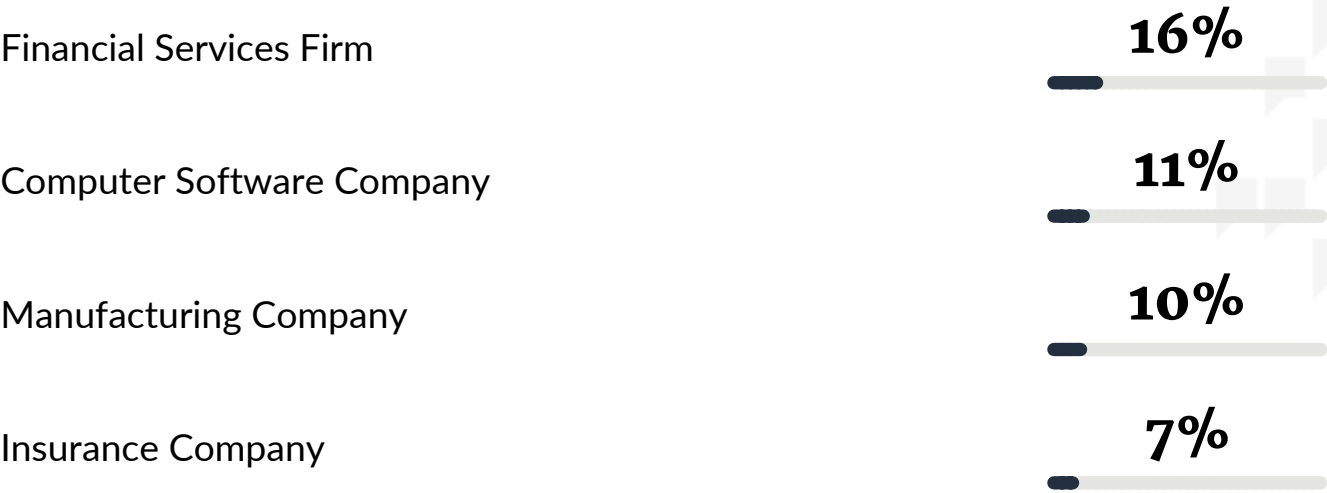
**Siddhu K**

Informatica Administrator EDC, Axox, PC, MDM at itcinfotech

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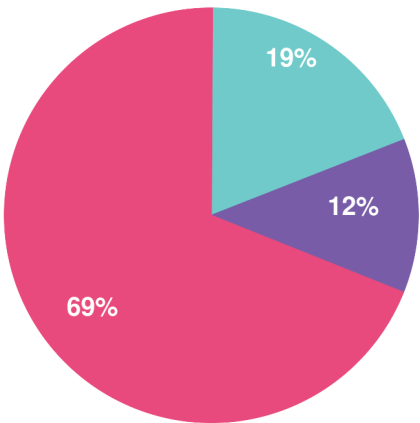
# Top Industries

by visitors reading reviews

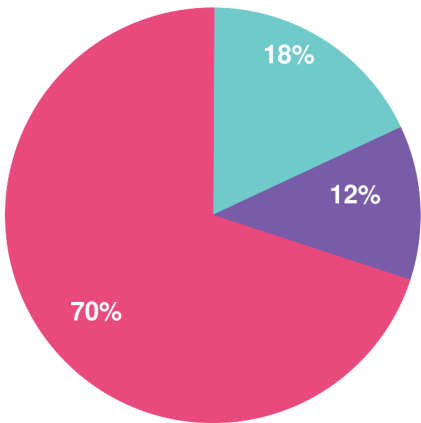


# Company Size

by reviewers



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Large Enterprise      Midsize Enterprise      Small Business

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