

# Your AI-First Data Partner



## MODERNIZE YOUR MASTER DATA PLATFORM

Assess.  
Migrate.  
Standardize.



Organizations modernizing their Informatica Master Data Management (MDM) platforms rely on aiDataWorks for structured cloud modernization delivery. Our phased approach migrates and modernizes on-prem and hosted MDM implementations into Informatica Cloud MDM, enabling standardized master data domains.

### WHY MODERNIZE

-  High infrastructure and operational overhead
-  Limited scalability in on-prem and hosted MDM
-  >75% of modernization projects fail due to lack of AI.
-  Lack of Innovation in On Prem Products
-  Growing Security Risks on legacy platforms

### ADVANTAGES

-  AI Enabled Implementation - Unleash Cross Platform Agentic Benefits
-  Standardized domains and match logic
-  Proven MDM modernization delivery
-  Cross-cloud platform and cloud data platform support
-  Phased modernization approach ensuring business continuity

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# Challenges + Why Cloud Modernization Matters

Enable Scalable, Standardized Master Data in the Cloud

## Why Modernization Cannot Wait

- Legacy MDM platforms require ongoing infrastructure and operational effort
- On-prem and hosted MDM deployments limit scalability and flexibility
- Manual model, hierarchy, and match logic changes increase risk
- Cloud MDM simplifies operations and long-term platform support

## Challenges

- Outdated on-prem or hosted MDM implementations
- Rising maintenance effort and platform overhead
- Manual data model and hierarchy management
- Complex dependencies across consuming systems
- Limited scalability as data volumes grow

## Key Benefits

- **AI-Ready Master Data**  
Trusted, standardized master data required for analytics, AI, and machine learning initiatives.
- **Reduced Operational Overhead**  
Eliminate on-prem infrastructure and platform maintenance.
- **Lower Migration Risk**  
Phased modernization approach with controlled transitions.
- **Improved Scalability**  
Support growing data volumes without platform constraints.
- **Scalable Foundation for AI Use Cases**  
Cloud MDM supports growing data volumes and AI-driven applications without platform constraints.

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# Your Path to Cloud MDM Modernization

## Framework Components

### MDM Modernization Assessment

- Inventory of domains, data models, hierarchies
- Current-state architecture assessment

### Migration & Standardization

- Data model and hierarchy migration
- Match/merge logic standardization

### Cloud Build on Informatica Cloud MDM

- Cloud MDM configuration
- Domain, hierarchy, and stewardship setup

### Validation + Cutover

- Data and hierarchy validation
- Parallel run and reconciliation
- Phased cutover to minimize disruption

## Solution Overview

aiDataWorks modernizes Informatica MDM environments into Informatica Cloud MDM using a structured, phased approach designed to reduce risk and operational impact.

Supported use cases include:

- On-prem or hosted MDM to Cloud MDM migration
- Domain-by-domain modernization
- Hybrid coexistence during transition
- Standardized master data execution in the cloud

## Advantages

- Reduced operational overhead by eliminating on-prem MDM infrastructure
- Standardized master data domains and hierarchies
- Lower migration risk
- Informatica Platinum Partner
- Global delivery team
- Deep multi-cloud expertise (AWS, Azure, GCP)
- Proven success across Finance, Healthcare, Retail

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