

# Application Modernization

Streamline operations, improve security and foster innovation

## Increase Business Agility by Using Application Modernization to Update Legacy Apps and Data

To meet current business demands and customer expectations, organizations need to update their legacy applications and data systems. Modern application technologies offer increased scalability, enhanced user experiences and greater cost efficiency. Adopting technologies such as microservices, containerization, DevOps and APIs will allow you to make your applications more agile and responsive. Modern applications also support seamless integration, robust security and real-time analytics and insights for informed decision-making.

Yet **application modernization** poses significant challenges. Updating legacy applications can be complex and costly. It requires you to address risks such as business disruption, data migration issues, integration challenges, skills gaps and cultural resistance. During the modernization process, it can be difficult to ensure compliance and security, define return on investment (ROI) and manage legacy system dependence.

## IT Challenges and Business Impacts

Key IT challenges can impede your ability to maximize the value of application modernization.

### Top Challenges for Cloud Modernization

Top Challenges	Business Impact
Reliance on resource-intensive, costly legacy systems	Inability to support high-demand workloads and reduce peak operation latency
Poor connectivity across applications	Lack of information and less control over data flow
Difficulty implementing strong cybersecurity measures	Higher likelihood of security breaches and application non-compliance
Legacy application interfaces	Clumsy or counter-intuitive user interactions that fail to align with modern digital experiences
Lack of GenAI capabilities in existing applications	Inability to use advanced AI to automate tasks, enhance user interactions and provide personalized experiences

## Key Benefits

- Ensure data continuity
- Support interoperability between cloud and on-premises systems
- Integrate data seamlessly
- Enable enterprise-grade API and application integration
- Centralize data integration processes
- Accelerate application development processes using GenAI
- Streamline partner interactions by supporting a wide range of B2B protocols

## Streamline Operations and Foster Innovation with a Unified Application Modernization Solution

To solve these IT and data challenges, you need a comprehensive approach that modernizes legacy applications and data systems to use AI-ready and cloud-native architectures. Modern, AI-powered application modernization solutions support multi-cloud and hybrid environments, and ensure seamless data integration and interoperability. They also use advanced AI capabilities to automate complex tasks and improve data quality and governance.

Choose an application modernization solution that helps you:

- **Ensure data continuity** with advanced data integration and migration capabilities
- **Support interoperability between cloud and on-premises systems** by connecting disparate legacy systems with modern applications and enabling smooth data exchange
- **Integrate data seamlessly** with a unified view that ensures data consistency and accuracy while supporting various cloud data warehousing providers
- **Enable enterprise-grade API and application integration** by using APIs to facilitate connectivity between disparate applications
- **Centralize data integration processes** with a scalable cloud integration hub that efficiently manages data flows between multiple cloud applications and services
- **Accelerate application development processes** using GenAI to enable rapid prototyping and iterative development to quickly meet evolving business needs
- **Streamline partner interactions** by supporting a wide range of B2B protocols and standards for seamless communication and collaboration

# 99.995%

success rate for delivering daily workflows<sup>1</sup>

# 92%

faster data integration<sup>2</sup>

<sup>1</sup>MLSE case study

<sup>2</sup>Petmate case study

## 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. Recognizing the need to standardize its business processes and unify its data globally, Yamaha embarked on an enterprise-wide modernization journey.

Yamaha chose Informatica **Intelligent Data Management Cloud™** (IDMC) as the foundation of its unified data management platform. Yamaha previously used an e-commerce application that relied on batch processing to fill orders. According to Ecommerce Applications Manager, Soumya Shetty, the software had become too slow and cumbersome to support a modern e-commerce operation.

With IDMC, Yamaha not only replaced these batch processes with real-time data flows, it also was able to integrate data streams across inventory, ordering processing and fulfillment in real time to serve customers better.

From faster IT processes to efficiency in the way teams manage data workloads, the company has improved performance and accelerated decision-making across the board.

[Learn More](#)

## Maximize the Benefits of Application Modernization with IDMC

Many organizations are unable to effectively address today's application modernization challenges using legacy tools and processes. Without a unified, AI-powered platform that supports multi-cloud and hybrid environments, automates complex tasks and improves data quality and governance, it can be nearly impossible to gain maximum value from your application modernization initiative. That's where IDMC can help.

Informatica's application modernization solution, powered by the CLAIRE® AI engine, addresses the complications of application modernization by offering a cloud-native platform that simplifies data integration and quality management, reducing complexity and costs. IDMC is an end-to-end, cloud-native data management platform powered by our AI platform (see Figure 1). It connects, manages and unifies data across virtually any multi-cloud or hybrid environment, democratizing trusted data and helping you advance your business strategies. The platform uses AI and machine learning to automate and scale data management tasks across the enterprise and deliver a range of cloud data management services.

IDMC offers an intuitive, efficient and cost-effective application modernization platform. The solution includes:

- **Cloud-native design** that facilitates high flexibility and performance
- **Secure, seamless data migration features** that maintain continuity in hybrid and multi-cloud environments
- **Robust integration capabilities** that smooth interoperability between modernized and legacy systems
- **Data management services** that ensure reliable, high-quality data through cleansing, matching and standardizing processes, plus **master data management** (MDM) capabilities that support a single, trusted view of critical business data
- **CLAIRE AI-powered intelligence and automation capabilities** that optimize operations and accelerate application modernization by automating routine data management tasks, providing predictive insights and supporting more informed decision-making
- **Self-service analytics** that empower business users, allowing them to track ROI and strategic benefits with easy access to data and analytics tools
- **User-friendly interfaces and comprehensive support resources** that empower organizations to close skills gaps
- **Enablement of change management** with features that showcase clear benefits, reducing adoption resistance
- **Support for a phased migration approach**, enabling a gradual transition from legacy systems
- **A comprehensive data governance framework** that helps ensure data privacy and security while enabling compliance with regulations and policy mandates

In addition, flexible pricing options help you better plan and predict usage, budgeting and optimal costs, while automatically scaling compute power based on data management workloads.

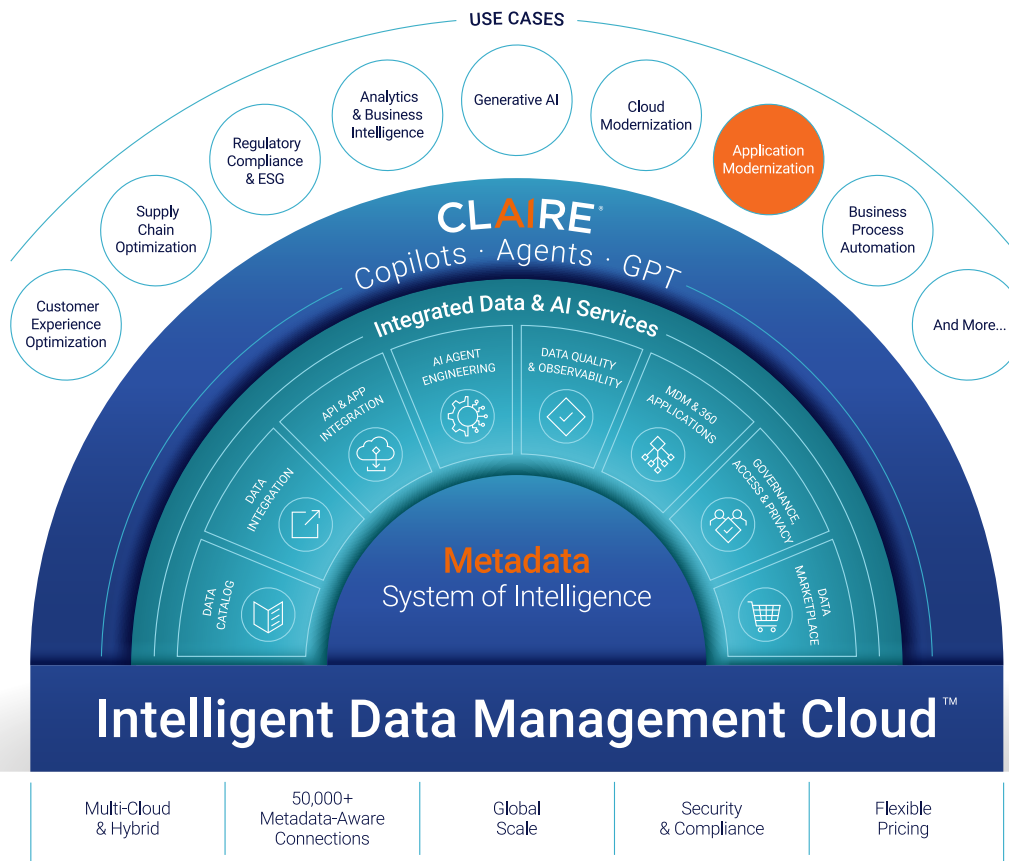


Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

**“The move from batch to real-time data processing had a profound effect on our e-commerce operations. By reducing errors in our fulfillment, we improved our customer experience and had fewer canceled orders.”**

Soumya Shetty, Ecommerce Applications Manager, Yamaha

## Beyond Analytics and Business Intelligence: Exploring More Opportunities

As you tackle your application modernization challenges and begin to realize value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as analytics and business intelligence, cloud modernization, optimizing customer experiences, driving new AI initiatives and more. The Informatica Intelligent Data Management Cloud is your key to a unified approach to sharing critical data assets across your organization.

Want to learn more? Discover Informatica application modernization use cases at <https://www.informatica.com/use-cases/application-modernization-services>.

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### Where data & AI come to



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Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform.

**Informatica. Where data and AI come to life.™**

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