

# Key Elements and Considerations for Effective Cloud Data Management and Integration

With data increasing at an exponential rate, organizations are recognizing the importance of data management. They are also realizing how digital transformation helps them innovate with their data to achieve critical business initiatives. So what are organizations doing to modernize data management? And what role does data integration play?

Gatepoint Research surveyed more than **100 IT executives** across multiple industries to find out what's fueling their data management and data integration frameworks. They also asked questions surrounding their associated strategies. Here are our findings.

## Key elements in the data management landscape

Integrating data from various data stores



Governing data



Building a data quality framework



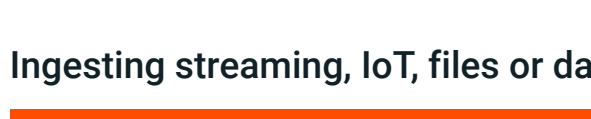
Cataloging data



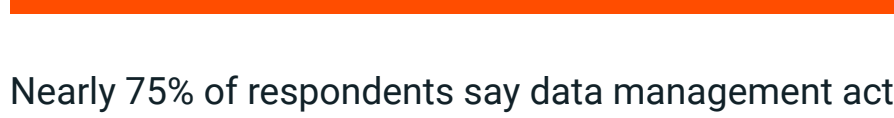
Processing large volumes of data



Ensuring data hygiene



Ingesting streaming, IoT, files or database data



Nearly 75% of respondents say data management activities are most likely to include integrating and governing data from multiple data stores, with building a quality framework following close behind (68%).

## What's important for successful data integration?

Just 9% of respondents say their data integration methods are extremely successful. Organizations with a successful data integration approach consider scalable data integration, automation and multi-cloud support to be the most important features in a cloud data integration platform.



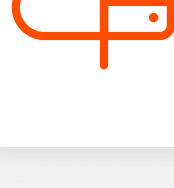
## Cloud data integration concerns



**51%**  
Security



**50%**  
Governance and data sovereignty requirements



**44%**  
Integrating data within a multi-cloud and/or hybrid environment



**38%**  
Unpredictable costs



**28%**  
Network latency



**25%**  
Backup and disaster recovery



44% experience challenges with integrating data across a multi-cloud or hybrid environment.

## Data integration challenges

Unclear data lineage



Questionable data quality



Lack of automation



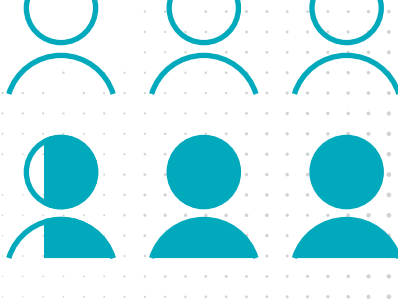
High costs



Insufficient technical support



Poor API integration



**Nearly half**

are troubled by questionable data quality (47%) or lack of automation (46%), and more than one-third (34%) are challenged by high costs.

## Important features in a cloud data integration platform

**67%**

Automation

**64%**

Scalable data integration

**39%**

Multi-cloud support

**34%**

Moving to a usage/consumption-based model

**33%**

Serverless options to eliminate infrastructure management

**25%**

Spark support for large, complex data integration workloads

Sixty-seven percent of respondents demand automation as a platform feature. Almost 80% of the respondents are looking to accelerate AI and/or ML for better data management now or in the future. Sixty-four percent say data integration must be able to scale for their purposes.

## How are you managing your data integration challenges, concerns and requirements?

Find out how you can reduce costs, solve resource constraints and minimize complexity with Informatica Cloud Data Integration.

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Research conducted by



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At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™