



ANALYTICS AND DATA

TechCasts

McGraw Hill modernizes their ETL strategy as they migrate to the Oracle Cloud with Informatica

Lee Rosenfeld, ETL Integration Architect, McGraw-Hill, lee.rosenfeld@mheducation.com

Neil Mendelson, Vice President, Data & AI Strategy, Oracle, neil.mendelson@oracle.com

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Future & Past TechCasts:



May 4th

Oracle APEX: A Swiss Army Knife Story for Your Analytics

Presented by **Lucas Hirschegger & Simon Collins**



May 18th

Thinking Visually with Oracle Analytics

Presented by **Dan Vlamis & Tim Vlamis**



June 29th

Financial Crime and Compliance—
Transforming Text Documents to
Graphs

Presented by **Doga Tekin**

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Apr 20	From Data to Insights with Oracle Analytics	Joel Acha	Video	Slides
Apr 6	Data Platform Migrations – Few Learnings	Sujata Balupala & Sanjay Sabnis	Video	Slides
Mar 14-16	AnDOUC Summit 2023	AnDOUC	--	--
Feb 16	Favorite New Features in Jan 2023 OAC	--	--	--
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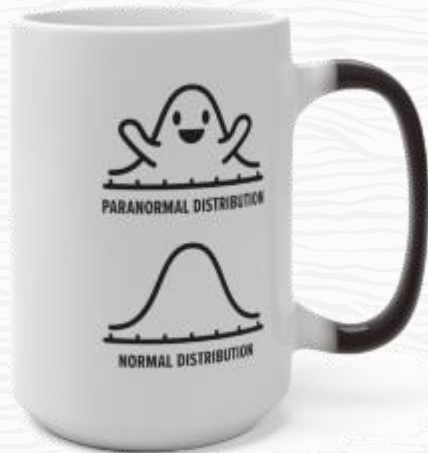




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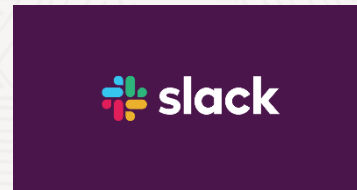


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Save the Date

Analytics and Data
Oracle User Community
Summit 2024



March 19, 20, 21, 2024
Oracle Conference Center
Redwood Shores, California
andouc.org for more details



Today's Speakers



Neil Mendelson

VP, Product Management
Data & AI Strategy

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Lee Rosenfeld

ETL Integration Architect
Global Technology Solutions (GTS)

**Mc
Graw
Hill**



McGraw Hill modernizes their Data strategy
as they migrate to the Oracle Cloud with Informatica

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Today's Agenda

McGraw Hill's journey to rebuild data delivery through resilient ETL

Conversation with Lee

- Business growth and integration impact
- Architecting a multicloud, resilient platform
- Criticality of data governance
- Migration experiences with Oracle and Informatica

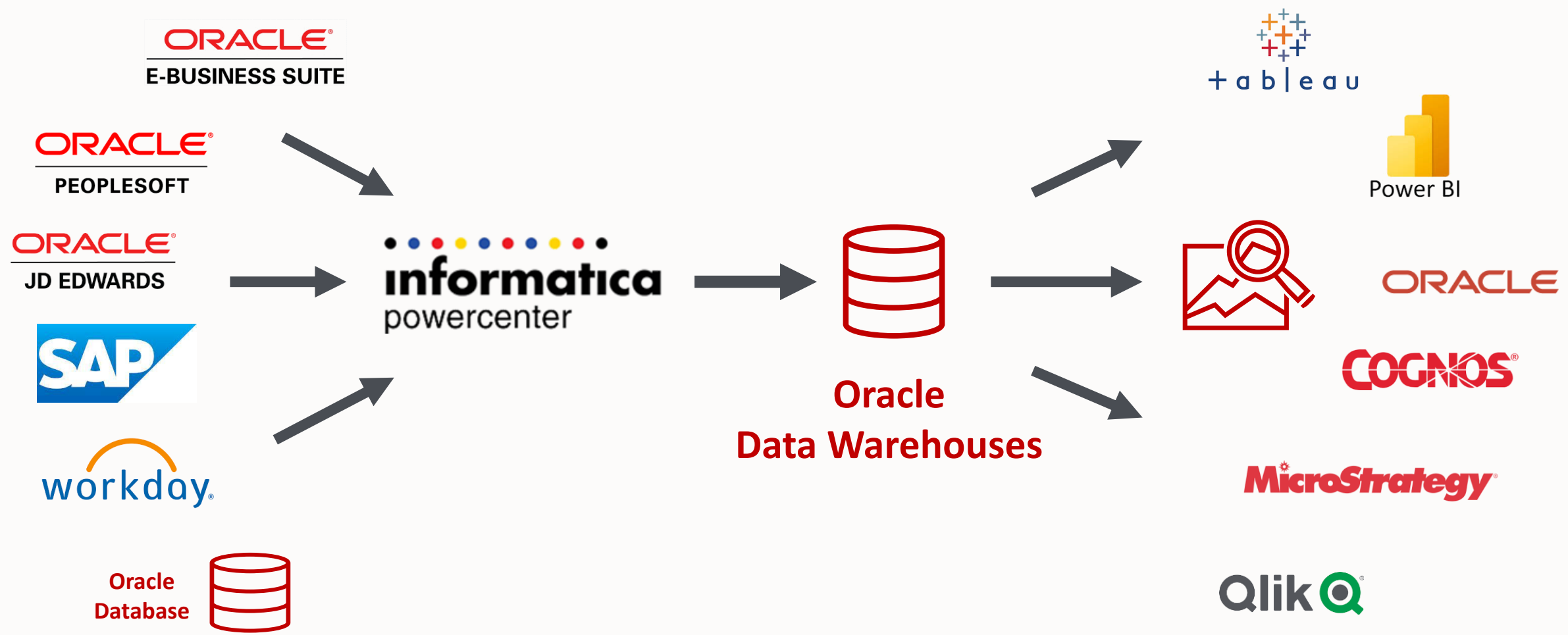
Latest with Oracle and Informatica

- An introduction to our partnership
- Informatica IDMC now available on OCI
 - Upgrade PowerCenter to IDMC
 - Migrate data warehouses to OCI
 - Migrate OBIEE to Oracle Analytics Cloud
 - Implement data governance
- Some early customers



Historical Install Base

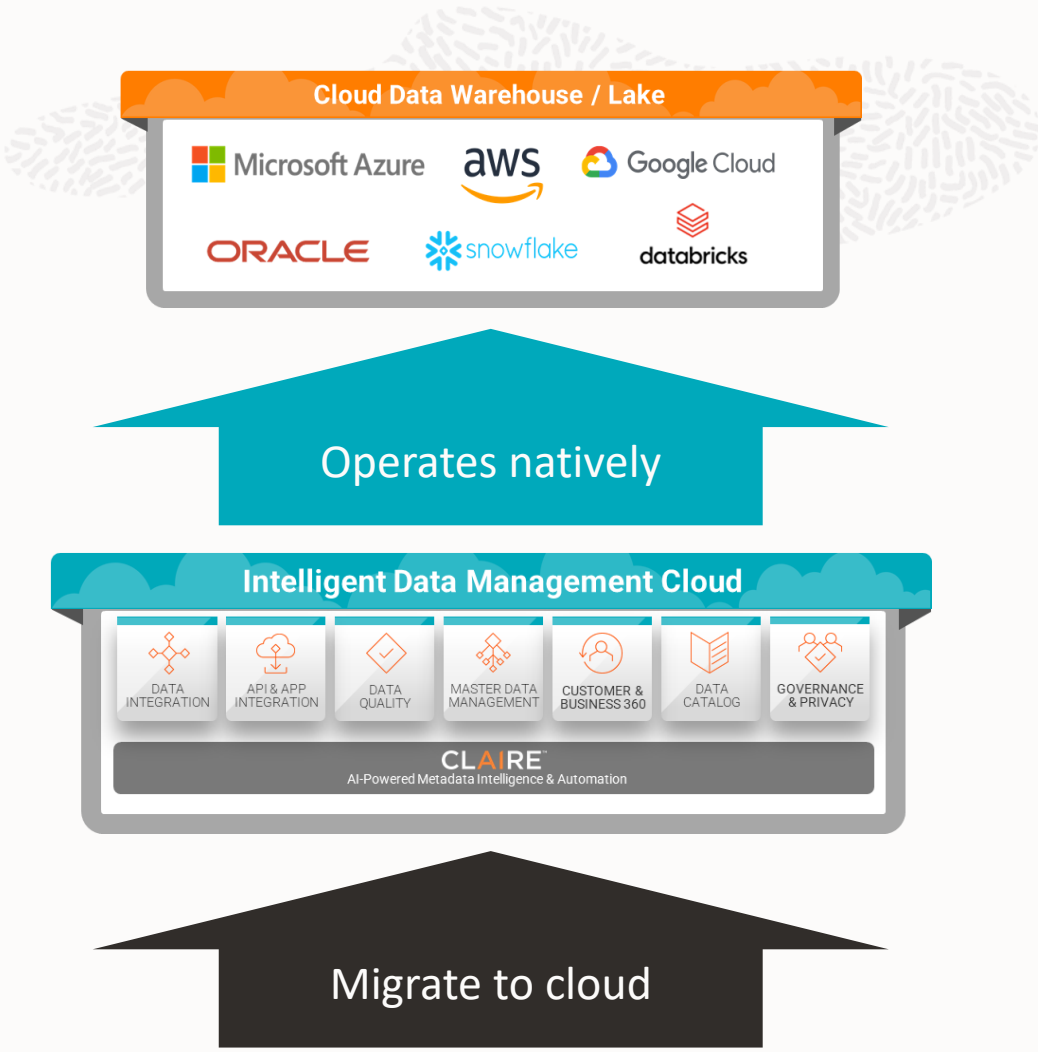
BIG investments across mission critical applications, data warehouse and analytics ecosystems



Informatica

Continues to lead in “Data Management”

Data Quality Master Data Management Data Integration Tools Enterprise Data Fabric



Market share of 29% in governance-risk-and-compliance market. Informatica competes with 127 competitor tools in governance-risk-and-compliance category.



Co-engineered technology and business practices

Our partnership is working towards a best-in-class customer experience

Native OCI deployment

Leverages OCI architecture

Secure VM Implementation

Low latency Interconnect to Azure

Integration optimization

Co-engineering

Autonomous Database

Exadata Cloud Service

Oracle GoldenGate

MySQL

OCI Object Storage

Oracle Analytics Cloud

Oracle Applications

Informatica IDMC Services on OCI

IDMC capabilities for OCI portfolio

Data Catalog

Data Integration & Engineering

API & App Integration

Data Quality & Observability

MDM & 360 Applications

Governance & Privacy

Data Marketplace

Commercial experience

Low costs and simplified

Bill on behalf

Use Universal Credits

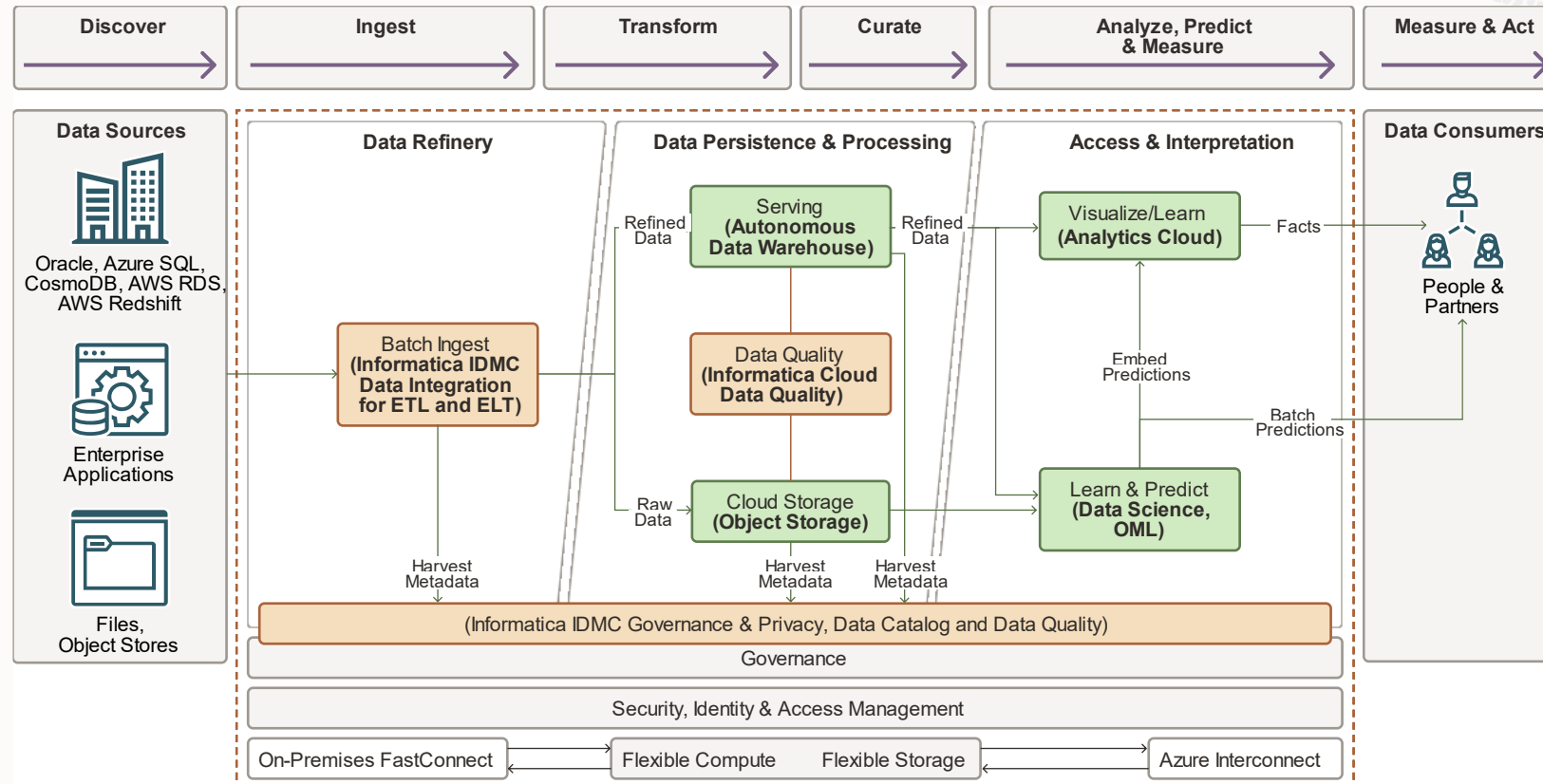
Implementation Assistance

Oracle, Informatica, GSI



Co-engineered technology and business practices

Our partnership is working towards a best-in-class customer experience





"Oracle and Informatica are a natural pairing, and this partnership offers customers significant value. Customers are offered many incentives to migrate to the cloud and retain their existing on premises investments."

Stewart Bond, Research Director
IDC's Data Integration and Intelligence Software Service.

Conversation with Lee



Neil Mendelson

VP, Product Management
Data & AI Strategy

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Lee Rosenfeld

ETL Integration Architect
Global Technology Solutions (GTS)

**Mc
Graw
Hill**

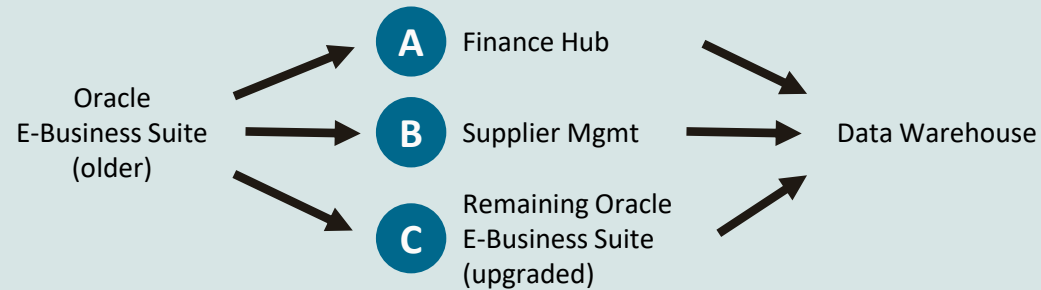
What motivated McGraw Hill to modernize in the cloud

- Exiting the data center
- Continuous acquisitions driving more integration
- Ancient, highly customized applications

McGraw Hill Applications and Platforms

Modernizing apps and analytics carefully limiting disruption and risk

Oracle Applications Evolution



Business motivation

- Continuous acquisitions and ongoing integration
- More integration with cloud sources and targets
- Existing data warehouse expensive to maintain/grow
- E-Business Suite needed to be upgraded
- Use existing expertise

Key strategies

- Limit business disruption with a phased schedule
- Use Oracle and Informatica migration services
- Adopt best-of-breed app strategy to meet business requirements

Getting a second chance to rebuild an ETL architecture is rare...

- ETL code can't be introspected
- Lego approach for debugging
- Establish ETL standards w/SLAs

Migration experiences

- 1000s of Mappings
- Informatica Migration Factory
- Lessons Learned

Data governance unlocked

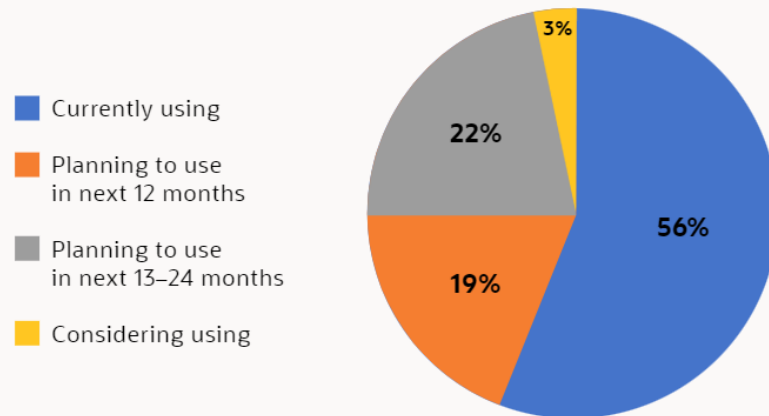
- Lineage
- Trust
- Compliance



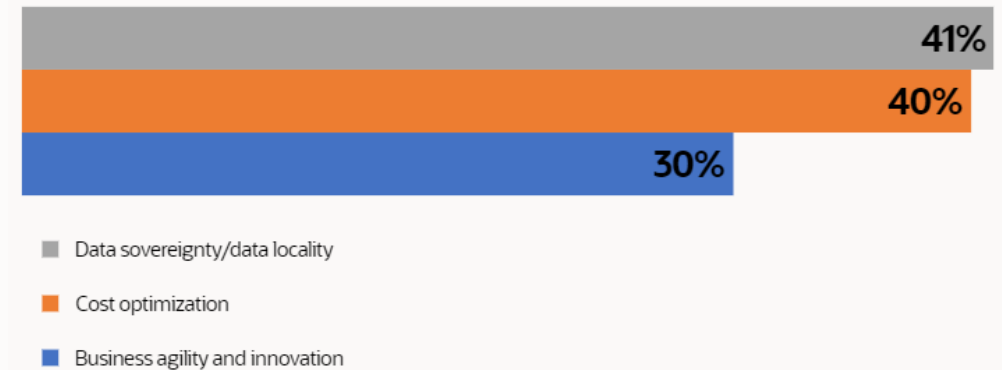
Distributed data requires governance

How can you enable autonomy and trust?

97% of organizations use or plan to use multicloud management platforms



Most significant motivator: What is driving your multicloud adoption?



Governance and quality are essential

- Even simple analytics based on complex, multi-source portfolios need to prove provenance, lineage, and ensure quality.
- Data with regulatory requirements must prove compliance. E.g. GDPR, HIPAA



How can vendors help?

Take advantage of your relationship

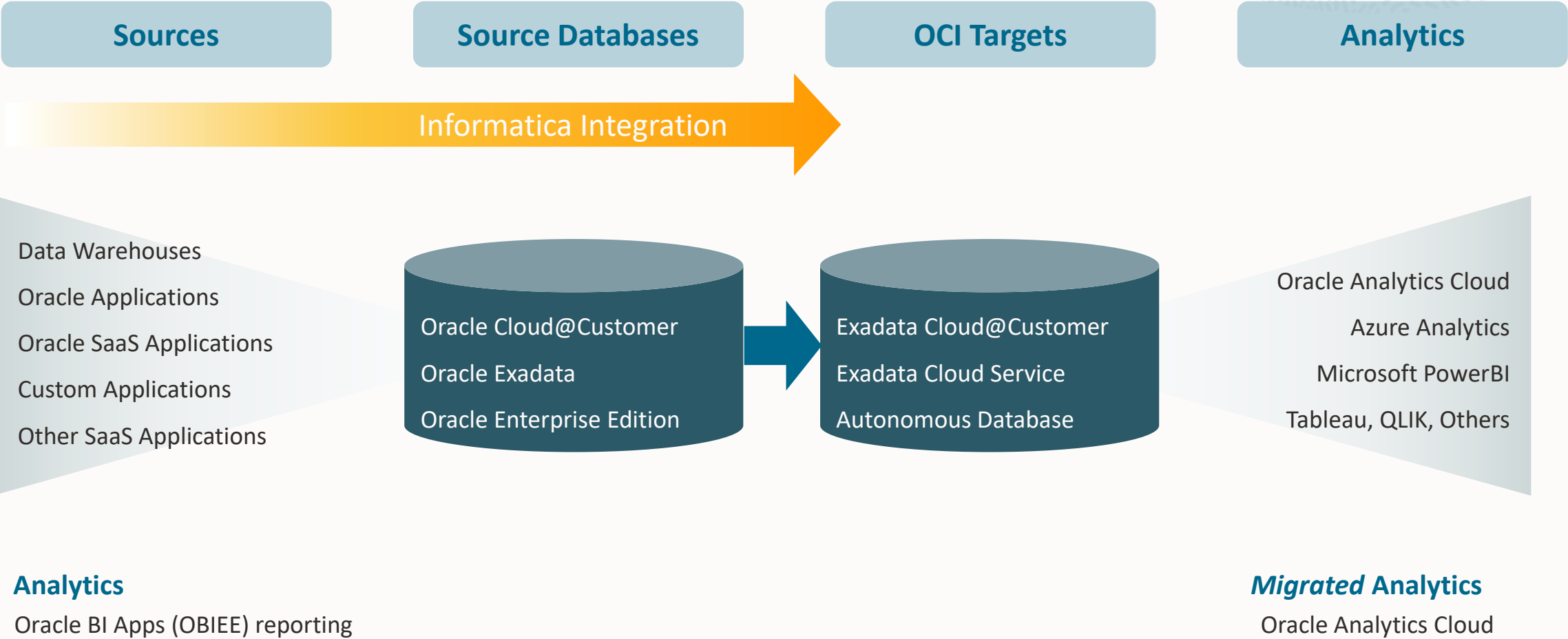


Oracle + Informatica Projects

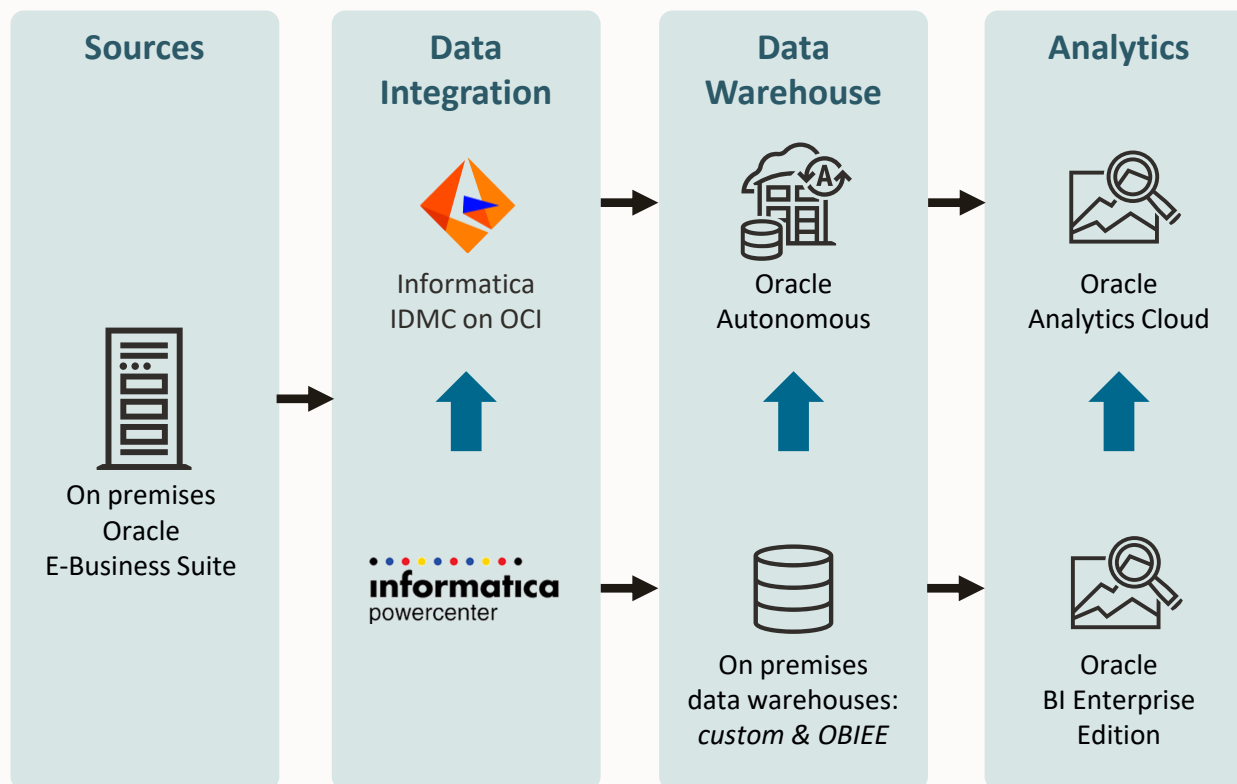
Data Integration and Data Warehouse migrations

Initial customer successes

Platforms and workloads that have migrated to OCI with Informatica



UK Passenger Rail Car Supplier



Business motivation

- Reduce IT administrative and infrastructure costs
- Upgrade analytics performance and reporting

Key strategies

- Adopt autonomous data warehouse
- Use Oracle Lift for guidance and assistance
- Plan to migrate EBS to OCI for additional efficiency

Details

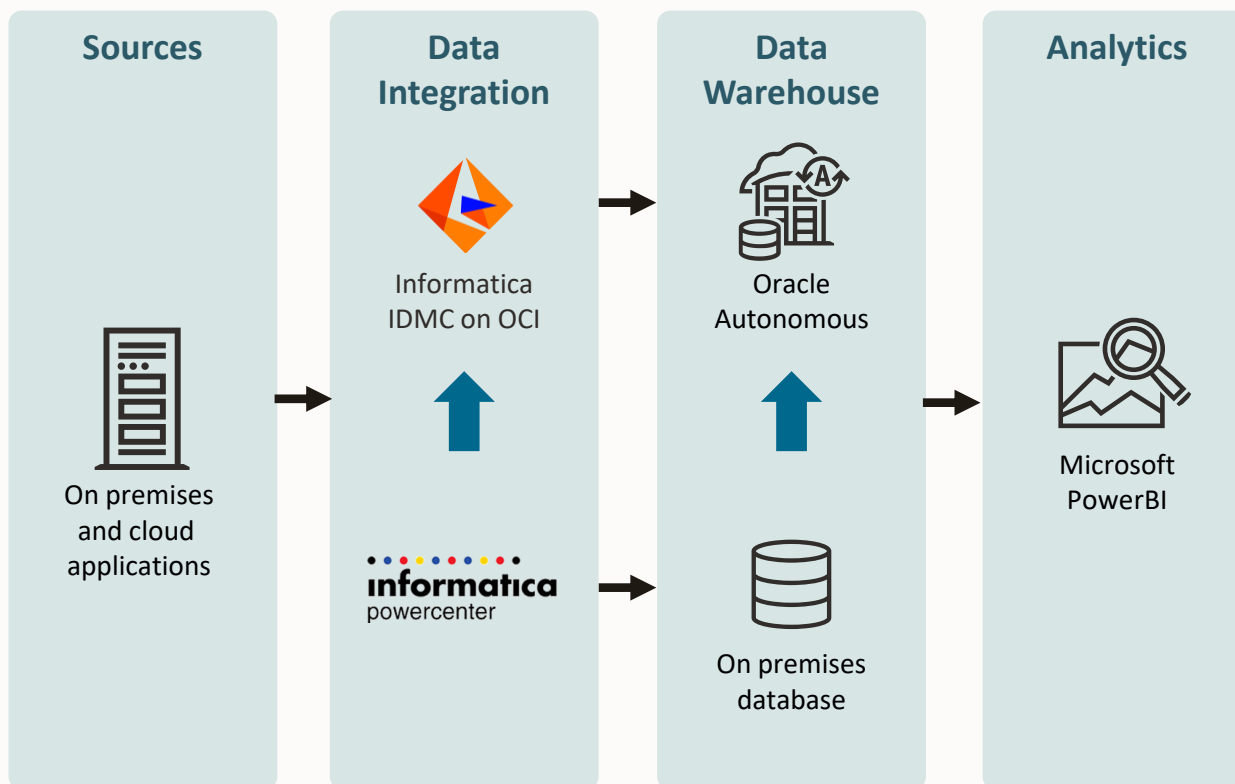
- Migrate on premises OBIEE data warehouse and custom data warehouse to Oracle Autonomous Data Warehouse
- Migrate OBIEE to Oracle Analytics Cloud

“We decided to modernize our Oracle E-Business Suite analytics software to Autonomous Data Warehouse and Analytics Cloud and use Informatica Data Management Cloud to move the data. From the very start, both Informatica and Oracle proposed a joint solution and have worked together to support us throughout the migration process.”



Midsize Regional Bank

Least business and technology disruption



Business motivation

- Reduce IT infrastructure costs

Key strategies

- Preserve PowerCenter integration investments
- Use Oracle and Informatica migration services
- Ensure security and thorough testing
- Use existing expertise

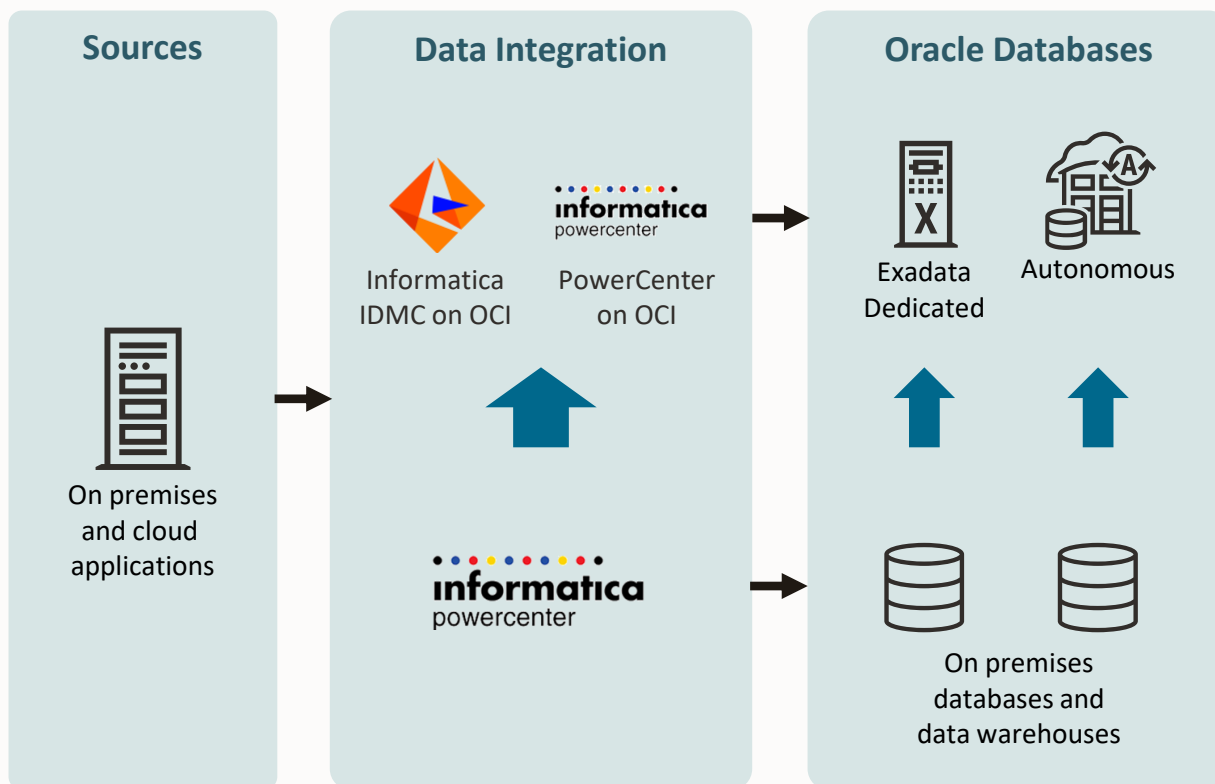
Details

- Migrate PowerCenter to IDMC for data integration
- Migrate on premises data warehouse to Oracle Autonomous Data Warehouse



Government Agency – Dept of Justice

Preserved prior investments in large database and integration estate and modernized



Business motivation

- Agencywide initiative for cloud migration
- Use current supported versions for INFA and Oracle

Key strategies

- Preserve PowerCenter integration investments
- Use Oracle and Informatica migration services
- Use a dual software and service strategy to minimize business risk, time, and optimize performance.

Details

- Migrate PowerCenter to IDMC for data integration
- Migrate PowerCenter to OCI temporarily
- Consolidate Oracle Database estate onto Exadata
- Migrate on premises data warehouses to Oracle Autonomous Data Warehouse



Summary: Migrating Data Warehouse to OCI is easier with Informatica

Special joint GTM partnership: Migrate Informatica PowerCenter to IDMC on OCI

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workday

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Database



Informatica
IDMC



informatica
powercenter



Oracle
Autonomous



Oracle
Data Warehouses



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COGNOS

Qlik



Non-disruptive to ecosystem

- Inbound ETL, Outbound APIs
- BI/Analytics solutions

Customers are motivated to innovate and reduce risk

- PowerCenter innovation is IDMC
- Oracle innovation is Autonomous DW

Oracle+INFA offer tools+incentives

- Free migration programs
- BYOL, support and services credits

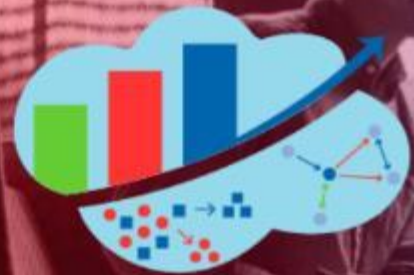
OCI is a preferred platform

- Natural choice for Apps customers
- More competitive than other clouds

Key Takeaway

Two industry leaders and services partners are working *together* to safely migrate your mission-critical Data Warehouse, Lake, & Analytics to the cloud (+ AI!)

- Financial incentives
- Reduce ongoing costs
- Low risk migration
- Modernize and innovate



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Q & A

Lee Rosenfeld, ETL Integration Architect, McGraw-Hill, lee.rosenfeld@mheducation.com

Neil Mendelson, Vice President, Data Warehouse Strategy, Oracle, neil.mendelson@oracle.com



Next Steps

Discuss your cloud migration strategy

Ask for a migration assessment

Get hands-on with free trials and LiveLabs

Migrate a database to OCI

- Run the free compatibility diagnostics
- Use Oracle LiveLabs
- Use the free migration tools
- Evaluate the process and performance

Contact Oracle, your ISV, or a partner



Learn More

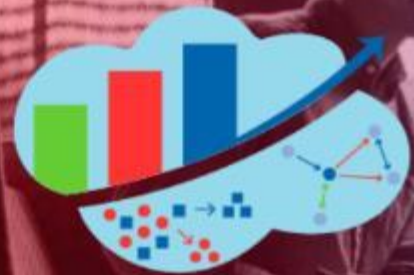


- **Talk to Reps – visit the [website](#)**
 - Learn more about IDMC and migration incentives
 - Learn more about Migration Factory
- **Watch demos and Hands On**
 - Demos: [Data integration](#), [Data governance](#)
 - Free IDMC trials
- **Read Overviews**
 - [Strategy for Cloud Data Warehouses](#)
 - Overview of Informatica incentives for cloud migration
 - [Data Warehouse Modernization for PowerCenter](#)
 - Description of processes and Informatica professional services
 - [5 Benefits of Migrating from PowerCenter to Cloud \(blog\)](#)



- **Talk to Reps - visit the [website](#)**
 - Learn more about financial and BYOL incentives
 - Learn more about Oracle database and data warehouse migrations
 - Learn more about OCI
- **Technical Demos and Hands On**
 - [DB Migration Demo](#), [Ref Arch](#), Free LiveLabs
- **Read Overviews**
 - [Informatica World 2023 – Oracle](#) presentation
 - [Wikibon ADB Value](#)
 - ⇒ “Oracle Autonomous Database Value Realization Paper”
 - [IDC ADB/ADW Value](#)
 - ⇒ “The Business-value-of-autonomous-data-warehouse”





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Thank you for participating
Thank you to our speakers

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