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Execs at Informatica and \$95 billion cloud data giant Snowflake explain why they're strengthening their alliance to help customers move to AWS, Microsoft, and Google Cloud faster

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Christian Kleinerman, the senior vice president of product at Snowflake. Informatica

- **Data integration company Informatica and cloud data giant Snowflake are deepening their partnership.**
- **Execs at both companies told Insider it will help get more large customers onto the cloud, faster.**
- **They work with and compete against AWS, Microsoft, and Google Cloud, and teaming up gives them an edge.**

Data management company Informatica, which is in the midst of a doubling down on cloud technologies, is deepening its partnership with \$95 billion cloud data giant Snowflake as it continues transforming its business for the cloud era.

The expanded partnership, announced today, provides the companies' mutual customers a faster, automated way of moving their data from physical data centers to Snowflake's cloud data warehouse. The new capability helps customers move their data to Snowflake in months instead of years, Informatica chief product officer Jitesh Ghai told Insider.

"The insight behind the partnership is organizations have a lot of infrastructure, a lot of data silos, and data sources and applications and all of that. And Informatica, it's at the heart of all of that. It ties it all together," Christian Kleinerman, the senior vice president of product at Snowflake, told Insider.

Informatica, founded nearly three decades ago, is betting on its partnerships with Snowflake and major cloud providers [Amazon Web Services](#), [Microsoft Azure](#), and [Google Cloud](#), to help it stay relevant as it navigates the ongoing shift to cloud among large corporations. Its partnership with Snowflake first began in 2015.

And Snowflake, the nine-year-old company born in the cloud era that [went public in a record-breaking IPO last year](#), benefits from the partnership by getting access to the network of enterprise companies who are using Informatica to move to the cloud.

"The footprint and penetration that Informatica PowerCenter has is amazing," Kleinerman said, referring to Informatica's flagship data integration product. "I don't think there's any player with such a strong position, which is why this is so strategic."

The extended Informatica partnership is also a continuation of Snowflake's cloud alliance strategy, which has helped the cloud data company expand its reach: "If you want advanced machine learning or you need to move data into Snowflake, they are going to pull in partners to the deal," Eric Anderson, a principal at Scale Venture Partners, [previously told Insider](#).



Jitesh Ghai, the chief product officer of Informatica. Informatica

Both Kleinerman and Ghai said their customers have been asking for ways to accelerate their moves to the cloud, especially as the [pandemic underscored the urgency of updating their IT infrastructures](#).

"The most common conversation that we hear from the Snowflake side is, 'I'm in, you don't need to sell me any more on the destination,'" Kleinerman said. "The question is, 'How do I get there faster?'"

Indeed, helping customers get to the cloud faster benefits both companies as they simultaneously partner with and compete against cloud heavyweights Amazon Web Services, Microsoft Azure, and Google Cloud, which offer data integration and cloud data warehouse products of their own. Snowflake, in particular, runs on AWS infrastructure but also competes with Amazon's cloud warehouse service Redshift.

"What's particularly exciting about the partnership with Snowflake and Informatica is philosophically, we're both decidedly, deliberately independent and neutral, and we're extremely customer-focused," Ghai said.

Working with all the Big Three cloud providers is also strategic for Informatica and Snowflake as they aim to support as many customers as possible, who are increasingly using some version of multiple cloud providers. Both companies also work with rivals of the other, like Databricks and Talend, which Kleinerman and Ghai say is ultimately better for customers.

"Customers are in the driver's seat these days, they're choosing best of breed, they're choosing the technology that they want to work with," Kleinerman said. "That's why you see all sorts of likely and unlikely alliances."