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Infographic

The Road to Cloud-First MDM: A Timeline for Modernization

The road to cloud-first master data management (MDM) is more than a technical upgrade — it's a strategic evolution toward limitless potential. See the priorities and initiatives from 300 Informatica MDM customers as you follow this roadmap from concept to complete modernization and reveal opportunities to drive efficiency, streamline operations and utilize automation powered by artificial intelligence (AI).

Getting Started

100% of data leaders have adopted or will adopt a cloud-first strategy

Making the commitment to modernize to the cloud aligns with the rapid growth of the global MDM market, projected to reach **$23.8 billion by 2030**.

Starting the journey is just the beginning and **80% of data leaders** have already initiated or completed their cloud-first strategies, setting the stage for transformation.

The Halfway Point

39% of data leaders will fully modernize within six months

66% of data leaders are prioritizing the move to cloud-based MDM for its flexibility and cost efficiency, citing these benefits as the primary drivers.

Looking for even more motivation? **62% of data leaders** point to regulatory compliance and faster product launches as their key business motivators.

For many, the cloud offers a path to greater innovation and operational improvement, as **84% of data leaders** emphasize boosting efficiency and driving innovation as top technology priorities.

The Finish Line

87% of data leaders will complete their cloud modernization journey in 12 months

As organizations achieve cloud-based MDM, **31% of data leaders** emphasize the rich functionality it provides as a key benefit.

To future-proof their MDM systems, **25% of organizations** recognize AI-powered automation as a key feature of cloud-based MDM.

Looking ahead, **21% of businesses** expect to complete their cloud modernization within the next 6 to 12 months, positioning themselves for even greater efficiency and innovation.

This journey to cloud-based MDM unlocks a new era of agility and innovation, guiding organizations from the initial shift to the cloud to a fully modernized, future-ready state.

Are you ready to begin your MDM modernization?

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