ToolGPA

NOVEMBER 2026

Informatica

The Insider's Guide

Cloud data management and integration platform, from Salesforce

Every plan, grade, refund rule and rival among automation tools, read from Informatica's own pages.

Made by Informatica (part of Salesforce) · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



Informatica™

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Informatica's own pages, its app-store listings and our grades. Every fact in it is on Informatica's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 10 of the 134 other automation tools we grade

Informatica's Intelligent Data Management Cloud covers data integration, data quality, governance, master data management and API management in one cloud platform. Customers buy consumption units that can be spent across its services. The website identifies Informatica as part of Salesforce, and no plan prices are published.

To get you started, here are **7 things to know about Informatica**, taken from its own pages and our grades.

> **No prices are published, buying goes through sales, and the site doesn't say what a free start includes.**
>
> From our report card of Informatica

1 **Best for big-company data integration and quality**

Informatica's cloud platform covers data integration, quality, governance and master data in one place, paid for in consumption units.

2 **It runs on Web**

Web.

3 **Data integration**

Ingest, integrate and cleanse data across systems, with cloud data integration and mass ingestion listed among the services.

4 **Data quality and observability**

Services to monitor and validate data so that teams can trust it before it feeds analytics or AI.

5 **Master data management**

Unify and enrich data views, with master data management purchased on a per-domain records basis.

6 **A 1.8 GPA, above 10 of 134**

That is against the other automation tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Informatica you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Informatica at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Informatica (part of Salesforce)	CATEGORY Automation
OUR GRADE 1.8 GPA, weak	

The report card

Best for big-company data integration and quality

Informatica's cloud platform covers data integration, quality, governance and master data in one place, paid for in consumption units. No prices are

published, buying goes through sales, and the site doesn't say what a free start includes.

TOOLGPA REPORT CARD	Informatica	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No prices or plan list are published. You buy IPUs through sales, so it sits in the middle by default, and cost depends on which services you run.
Free plan and trial	D	The site links a free cloud data integration start, but its trials page returned a not-found error and no terms are on record.
Features	C	Integration, quality, governance, master data and API management. It covers many jobs; each is bought and metered separately.
Ease of use	D	No store rating on record. An enterprise platform that needs configuration and specialist staff.
Platforms and integrations	B	Web, with an API management service and cloud connectors. No desktop or phone app is listed.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Informatica is for

- ✓ Fits if you run data integration and governance across a large company
- ✓ Makes sense if you want one vendor for quality, master data and integration

Who it is not for

- ✕ Skip it if you want to see prices, as none are published
- ✕ Not for you if you are a small team wanting a quick automation tool
- ✕ Tight if you want to try it: the trials page returned an error when we read it
- ✕ Watch out: IPU use is measured differently per service, so cost depends on what you run

Good to know

Good for

- ✓ Large enterprises consolidating data integration, quality and governance
- ✓ Organizations that want to swap services under one consumption contract
- ✓ Companies preparing data for AI work across several systems

Worth knowing

- ⓘ No prices or plan list are published; pricing is consumption-based in IPUs and sold through sales.
- ⓘ The pricing page does not say whether a free trial or free tier exists, though the site has a 'Free Cloud Data Integration' link.
- ⓘ IPU use is measured per service, based on its own measure, so cost depends on which services run and how heavily.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Informatica's current pricing could not be confirmed from its own site.

> **You buy IPUs through sales, so it sits in the middle by default, and cost depends on which services you run.**
>
> From our grade for value for money

We could not confirm Informatica's current prices from its own site, so this guide lists no plans. informatica.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Cloud data management and integration platform, from Salesforce. Here is what it does, as its own site describes it, and what it covers: public API, AI features, workflow automation.

"

Integration, quality, governance, master data and API management.

From our grade for features

Data integration

Ingest, integrate and cleanse data across systems, with cloud data integration and mass ingestion listed among the services.

Data quality and observability

Services to monitor and validate data so that teams can trust it before it feeds analytics or AI.

Master data management

Unify and enrich data views, with master data management purchased on a per-domain records basis.

Governance and privacy

Services for securing, managing and governing data, plus ways to share trusted data.

Consumption pricing with IPUs

Informatica Processing Units give access to eligible cloud services, with usage tracked on a dashboard and threshold alerts set by an administrator.

Where it runs

Web

What it works with

Its own pages name no integrations.

Informatica is made by Informatica (part of Salesforce).

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

10/134

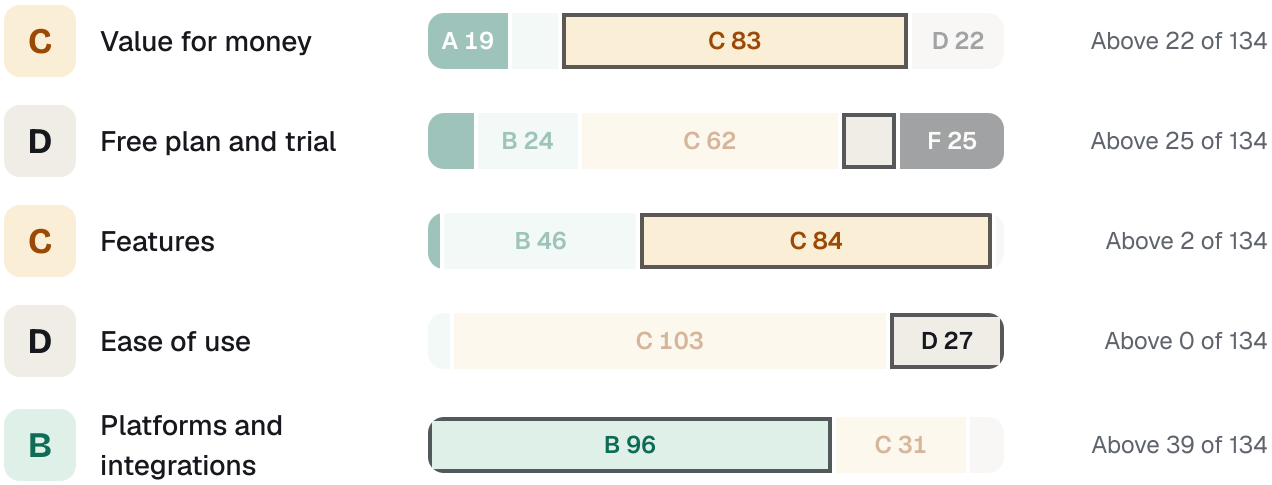
Other automation tools it is graded above

Informatica's GPA of 1.8 is higher than 10 of the 134 other automation tools we grade, and level with 15.

It stands best on platforms and integrations (B, above 39 of 134) and worst on ease of use (D, above 0).

Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. Informatica's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Informatica you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 109 of the 134 other automation tools grade higher.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Informatica's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Boomi, MuleSoft, SnapLogic, Fivetran and Airbyte

The 5 tools Informatica is most often weighed against, with where each one differs from it.

2.2 GPA

Boomi

Free trial · from $99/mo

Integration, API management and AI agent platform.

- Boomi also covers AI agents.

Informatica and Boomi compared in full

2.4 GPA

MuleSoft

Free trial

Integration, API and AI agent management from Salesforce.

- MuleSoft also covers AI agents.

Informatica and MuleSoft compared in full

1.8 GPA

SnapLogic

Paid

Integration and AI platform with package-based pricing.

- SnapLogic also covers AI agents.

Informatica and SnapLogic compared in full

2.4
GPA

Fivetran

Free plan

Managed data movement with a free plan and usage-based pricing.

- Fivetran has a free plan. Informatica does not.

Informatica and Fivetran compared in full

2.2
GPA

Airbyte

Free plan · from $20/mo

Data integration with a free self-hosted core and a managed cloud.

- Airbyte has a free plan. Informatica does not.
- Airbyte is open source and self-hostable, according to its own site.

Informatica and Airbyte compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Informatica free?

No. Informatica is a paid product.

What platforms does Informatica work on?

Informatica is available on Web.

Does Informatica have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Informatica is listed for Web.

Does Informatica have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Informatica is listed for Web.

Is Informatica open source?

Informatica is not described as open source on its own site, as read on Nov 13, 2026.

Does Informatica have an API?

Yes. Informatica offers a public API, according to its own site.

Who makes Informatica?

Informatica is made by Informatica (part of Salesforce).

What are the alternatives to Informatica?

The closest alternatives to Informatica in our directory are Boomi, MuleSoft, SnapLogic, Fivetran and Airbyte.

How does Informatica compare with other automation tools?

Informatica's GPA of 1.8 is higher than 10 of the 134 other automation tools we grade, and level with 15.

Could I make my own version of Informatica?

To replace Informatica you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Informatica's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Informatica's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Informatica (part of Salesforce). Prices change, so check informatica.com before you buy.

informatica.com/pricing.html

informatica.com/free-trials.html

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Informatica, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/informatica

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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checked Nov 13, 2026.
https://toolgpa.com/tools/informatica
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Know someone choosing between automation tools?

Send them this guide:
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ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after Informatica, each with an Insider's Guide of its own.

Automation Insider's Guide

Every one of the 135 automation tools we grade, compared

Knime Insider's Guide

Open-source visual workflows for data analysis and automation

3.2 GPA

IFTTT Insider's Guide

Simple trigger-and-action automations for apps and smart devices

3.0 GPA

Node-RED Insider's Guide

Open-source, flow-based programming tool for event-driven apps

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Informatica's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Informatica is a trademark of its owner, and this guide is not made, paid for or approved by Informatica (part of Salesforce). Prices and plans change: check informatica.com before you buy.