

# Informatica PowerExchange for Hadoop

## Native, High-Performance Connectivity to Hadoop

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Chief Technology Officer

U.S. xPress

“No data is discarded anymore! U.S. xPress leverages a large scale of transaction data and a diversity of interaction data, now extended to perform big data processing like Hadoop with Informatica 9.1. We assess driver performance with image files and pick up customer behaviors from texts by customer service reps. U.S. xPress saved millions of dollars per year by reducing fuels and optimizing routes augmenting our enterprise data with sensor, meter, RFID tags, and geospatial data.”

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### BENEFITS

- Efficiently and cost-effectively integrate and process Big Data to deliver a more complete and trusted view of the business
- Deliver Big Data projects faster with universal data access and a fully integrated development environment to move data into and out of Hadoop
- Minimize the risk of Big Data processing with support for a variety of Hadoop distributions

### Harness Big Data and Hadoop's Processing Power Using Existing IT Infrastructure and Resources

Companies are looking to uncover new value and opportunities from Big Data—from massive volumes of transaction data to the explosive growth of new types of interaction data, such as social media, and real-time streaming data such as sensor technologies, call detail records, or trading systems.

Traditional technologies may not cost-effectively scale. But new highly scalable distributed computing frameworks like Hadoop can be difficult to adopt and integrate into existing IT environments, and they don't easily support all enterprise data.

**Informatica® PowerExchange® for Hadoop™** provides native, high-performance connectivity to the Hadoop Distributed File System (HDFS). It enables IT organizations to take advantage of Hadoop's processing power and complement it with their existing IT infrastructure and resources.

With PowerExchange for Hadoop, IT organizations can bring any and all enterprise data into Hadoop for integrating and processing Big Data. Data can be easily moved into and out of Hadoop in batch or real time using universal connectivity to all data, including mainframe, databases, and applications, whether they're on premise or in the cloud. PowerExchange for Hadoop is fully integrated with Informatica PowerCenter® to provide rapid development, ease of administration, high performance, security, and complete auditability.

With PowerExchange for Hadoop, IT organizations can efficiently and cost-effectively integrate and process Big Data to deliver a more complete and trusted view of the business. As a result, companies can harness the power of Big Data to gain new insights and achieve competitive advantage.

## Key Features

### Enterprise Connectivity to Hadoop

With PowerExchange for Hadoop, IT organizations can extract data from HDFS and load it into any target system. Conversely, data can be loaded from any source into HDFS in batch or real time using change data capture on the data source. The software provides universal connectivity to all data, including mainframe, databases, and applications, whether they're on premise or in the cloud.

### Easy Development Environment

The development environment for PowerExchange for Hadoop is easy to use and manage. Its metadata-driven approach makes for rapid design and development. The software is full integrated with Informatica PowerCenter® to enable easy deployment, troubleshooting, and upgrades. The graphical design time environment makes it easy to parse, transform, and cleanse data in both the pre-loading and post-processing stages. It's also easy to administer and monitor HDFS connectivity and such operational statistics as load times.

## Key Benefits

### Increase IT Productivity

PowerExchange for Hadoop increases IT team's productivity by eliminating the need to hand code connectors to and from Hadoop. With universal data access capabilities and a fully integrated, metadata-driven development environment, PowerExchange for Hadoop enables IT organizations to deliver Big Data projects faster.

### Lower Costs

With PowerExchange for Hadoop, IT organizations make the most of their existing resources to harness Big Data and Hadoop's processing power without having to use additional specialized consultants and developers. It helps to keep development costs in check. It also minimizes the cost of meeting SLAs and compliance with easy administration and security.

### Minimize Risks

PowerExchange for Hadoop minimizes the risk of Big Data processing with support for variety of Hadoop distributions such as Apache, Cloudera, and EMC Greenplum. A range of Hadoop connectivity ensures that future Hadoop implementations can proceed without risk.

## LEARN MORE

Learn more about Informatica PowerExchange for Hadoop and the entire Informatica Platform. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

## ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with trustworthy, actionable, and authoritative data for their top business imperatives. More than 4,200 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise, off premise, and in the cloud.



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