

Boost Your Adobe Customer Experience With Modern Cloud Data Integration

Key Benefits

- Increased agility: Adapt new integration patterns faster to keep up with market changes and evolving business requirements
- Increased productivity: Build and run advanced integrations at scale, with prebuilt templates and reusable mappings, with no coding needed
- High performance: Deploy and manage complex, modern workloads with enterprise-grade performance and reliability

Informatica Intelligent Cloud Services is an industry-leading, next-generation integration platform as a service (iPaaS)—the only intelligent, microservices-based platform powered by metadata and machine learning, designed to support any integration use case across cloud and on-premises environments.

Informatica Cloud Data Integration, Informatica Intelligent Cloud Services

Automate Business Processes, Accelerate Transactions, and Fuel Real-Time Analytics

Data is the new currency for customer experience. Organizations are leveraging this currency to deliver new strategic business insights, optimize operations, and stay competitive in fickle market landscapes. With the growing, ever-changing number of data sources across on-premises and cloud, the manual, complex, and siloed approaches to integrating that data can hold companies back from disrupting their industry with hypercompetitive products and services.

Organizations need a better, faster, more reliable approach to integrate and deliver timely data and analytics to the lines of business that rely on data. Whether you're delivering cloud analytics or planning to build a data warehouse on-premises you need a high-performance, easy-to-use data integration service that connects to on-premises data sources and cloud applications to seamlessly integrate high volumes of data, so you can get up running quickly.

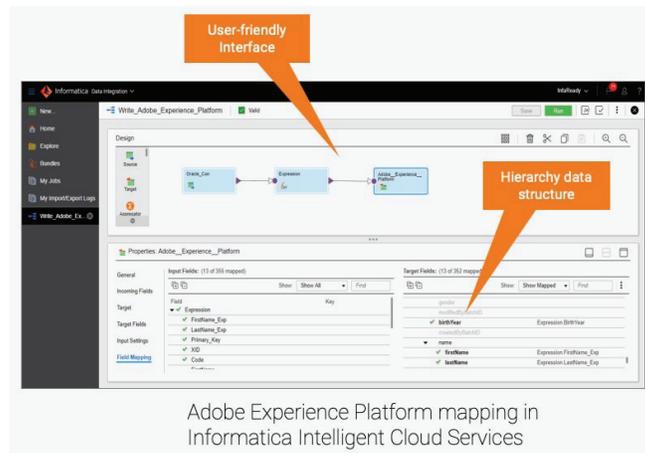
Build Enterprise-Level Integration Workloads in Hours or Minutes

Built on a next-generation microservices-driven integration platform as a service (iPaaS) platform with Informatica Intelligent Cloud ServicesSM, Informatica[®] Cloud Data Integration enables you to connect hundreds of applications and data sources across on-premises and cloud. Easy-to-use, drag-and-drop interfaces enable users to build integrations (i.e., data mappings) quickly with no coding required. It also offers preconfigured templates and prebuilt mapping templates to accelerate your data warehousing initiatives.

Key Features

Adobe Experience Platform Connector

Informatica Cloud Data Integration provides out-of-box connectivity to Adobe Experience Platform to allow seamless integration with many different data endpoints. The ability to write to and read from Adobe Experience Platform in a performant manner supports different customer use cases.



Out-of-Box Connectivity to Several Hundred Applications and Data Sources

Informatica Cloud Data Integration provides out-of-box connectivity to hundreds of cloud and on-premises systems, enterprise, and middleware applications, data stores (e.g., databases, warehouses, and big data stores), and analytics/BI tools.

Codeless Integration

Build simple to complex data integration loads using a visual mapping designer that connects diverse endpoints across cloud and on-premises with prebuilt transformations to accelerate development. Leverage enhanced capabilities, such as partitioning, push-down optimization, parameterization, and reusable link rules, that allow you to quickly build advanced integrations and run them at scale, with no coding needed.

Preconfigured Mapping Templates

Use preconfigured, customizable, reusable mapping templates for common integration use cases to speed up development.

Easy-to-Use Task Wizards for Data Replication and Synchronization

Prebuilt task wizards walk you through each step, simplifying the process for replicating and synchronizing bulk data from on-premises or cloud applications, at scale. Configure data replication tasks to bring changed data, thus reducing operational costs.

Mass Data Ingestion for High-Volume Workloads

Transfer enterprise data assets in file format, at scale, from on-premises and cloud sources (e.g. Amazon S3, Azure Blob, or HDFS) to cloud-based data stores and warehouses (e.g. Amazon S3, Amazon Redshift, Microsoft Azure Data Lake (ADLS), Google Cloud Platform, or HDFS). Invoke APIs or a file listener with wizards to easily author mass data ingestion tasks, designed to handle thousands of files a day in a single process. CRUD-focused APIs are also exposed.

Taskflow Orchestration for Combining Batch and Real-Time Integration

Build simple to complex orchestrations through taskflows. Using a taskflow designer, orchestrate multiple data integration tasks and mappings, run them in a non-linear parallel fashion, and perform advanced exception handling and decision-making. Call taskflows on demand via an API, and dynamically provide input parameters for the tasks being orchestrated to fully leverage the parameterization capabilities of Informatica Data Integration. Taskflows can also invoke other taskflows (a.k.a sub-taskflows), allowing for increased taskflow reuse.

Intelligent Structure Discovery for Understanding and Parsing Complex Files

Intelligent Structure Discovery leverages the CLAIRE™ engine to understand the structure of complex files and automatically infer the processing model for such files. Automatically detect data fluctuations and data drift in input data for files, including JSON, XML, Logs, and Clickstream data.

Change Data Capture for Operational Cost Reduction

Quickly bring only the changed data from transactional systems with the Change Data Capture function. Extract changed data in massive volumes in real time—once and only once—from relational databases (e.g., Db2 on Linux, Unix, Windows, and iSeries (also known as AS400, i5/OS platforms)). Then propagate to other databases and cloud applications, using the patented Informatica PowerExchange® (PWX) technology, along with data integration services.

Enterprise Data Catalog (EDC) Integration for Data Discovery in Informatica Cloud Data Integration

Search and discover enterprise-wide metadata from within Informatica Cloud Data Integration, import connection, and object metadata, and use that information to easily create or enrich new or existing mappings and tasks by connecting to an existing EDC installation.

Highest Level of Security

The Informatica iPaaS, Informatica Intelligent Cloud Services, implements security as a design principle. Customer data and workload security are considered at every step during the product development life cycle. GDPR-compliant, the Informatica iPaaS is also certified with industry-standard compliance for SOC2, SOC3, and HIPAA.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

Connect to Any Type of Data, Anywhere

Several hundreds of connectors to databases, cloud data lakes, on-premises and SaaS applications, plus all types of data warehouses. Whether your data is in flat files, relational, or hierarchical (e.g., XML, JSON, Avro, or Parquet), the Informatica iPaaS handles any type of data format for processing.

Empower Any Type of User

Enable business analysts, data scientists, data stewards, and citizen integrators to actively engage in data integration with a role-appropriate user experience in a zero-coding environment.

Support Multiple Integration Patterns

Integrate multiple applications, automate business processes, expedite transactions, and integrate partner data with support for Cloud Application Integration, Cloud B2B Gateway, and Cloud Integration Hub.

Build Enterprise-Scale Integrations Without Coding

Leverage enterprise-level performance to quickly build advanced integrations and run them at scale, with no coding needed.

Consistent Experience and Unified Metadata Across all Cloud Services

Consistent framework and user experience across all cloud services in Informatica Intelligent Cloud Services, built on a microservices-driven platform.

Scale as Your Business Grows

Business requirements will evolve rapidly, data volume and complexity will grow, and technology will continue to change. Informatica Intelligent Cloud Services provides an approach to data management that is modern, modular, and flexible to help your organization adapt new integration patterns to keep up with market changes and stay competitive.

Next Step

See first-hand how Informatica Intelligent Cloud Services can help you quickly connect your SaaS and on-premises applications with a 30-day free trial (no credit card required).

Sign up for a 30-day free trial of Informatica Intelligent Cloud Services today:

<https://www.informatica.com/trials>



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