

# Informatica Data Integration Hub

## Benefits

- Foster a 'single version of truth' with pub/sub architecture
- Scale your business with agile architecture
- Provide a simple and flexible environment to integrate, persist and govern data
- Start new data integration initiatives
- Onboard new data and data consumers with speed, agility, auditability and lower TCO, without disrupting business
- Reduce the number of API calls and data transfers with source system

## Accelerate Data-Driven Digital Transformation with a Modern Data Hub

In this rapidly changing world, successful data-driven digital transformations require a modern approach to integrating complex data ecosystems. The right approach to data integration enables you to manage your data as a valuable, strategic asset. The modern solution for data integration, Informatica Data Integration Hub, enables you to orchestrate, unify, govern, and share your data.

Instead of creating hundreds of point-to-point data flows, you can:

- Organize data flows through a data hub using a hub and spoke model, optimized for efficiently integrating all of your data, wherever it is.
- Reduce complexity and streamline your data integration environment.
- Speed access to data through self-service wizards for analysts and distributed teams.
- Better understand and manage your environment through visibility and monitoring.

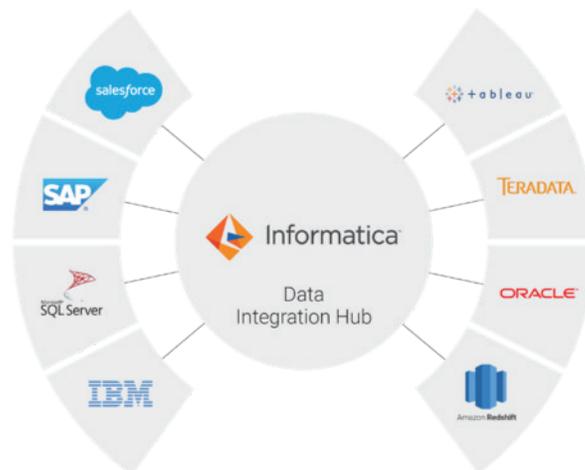


Figure 1: Hub and spoke model with data hub becoming the "one source of the truth" for organizations

## Key Benefits

### **Orchestrate**

Manage and coordinate multiple data management functions such as data integration, data quality, and master data management within single or multiple workflows. Data Integration Hub can leverage on-premises and cloud data lakes and orchestrate processing at Hadoop-scale through Informatica Big Data Management. Data Quality, Data as a Service (DaaS) enrichment, Master Data Management (MDM) capabilities, and Data Masking from Informatica or other providers, can all be leveraged by Data Integration Hub for consistent publication of trusted data.

### **Unify**

Replace data silos with a data hub to unify integration across multiple clouds, on-premises systems and big data anywhere. Connect and unify fragmented data silos to ensure consistent, trusted data is available for consumption. Create highly complex workflows to integrate data from on-premises, cloud and big data environments.

### **Govern**

The simplicity, visibility, control, monitoring, and alerting in Data Integration Hub makes governing the flow of data across your organization easier. Instead of trying to make sense of multiple point-to-point data flows, you can visualize the movement of data and lineage end-to-end through the Hub Overview. Control access to sensitive data through centralized privilege management. Centralized monitoring and alerting across data flows simplifies management and reduces risk.

### **Share**

Accelerate access to data through self-service. Reduce wait time for custom, new integrations that must be implemented by IT. Enable analysts and distributed teams to find certified data topics and self-subscribe. Step-by-step wizards in a web user interface empowers less technical users to contribute to data integration. Give users access to the same data to reduce fragmentation and ensure insights are properly reconciled across analyses and operational systems.

## Key Features

### Publish/Subscribe Hub for Data

Data Integration Hub provides modern publish/subscribe data integration to seamlessly move data between hundreds of supported cloud and on-premises systems. Hub persistence enables flexible use of RDBMS, HDFS, and flat files for data storage.

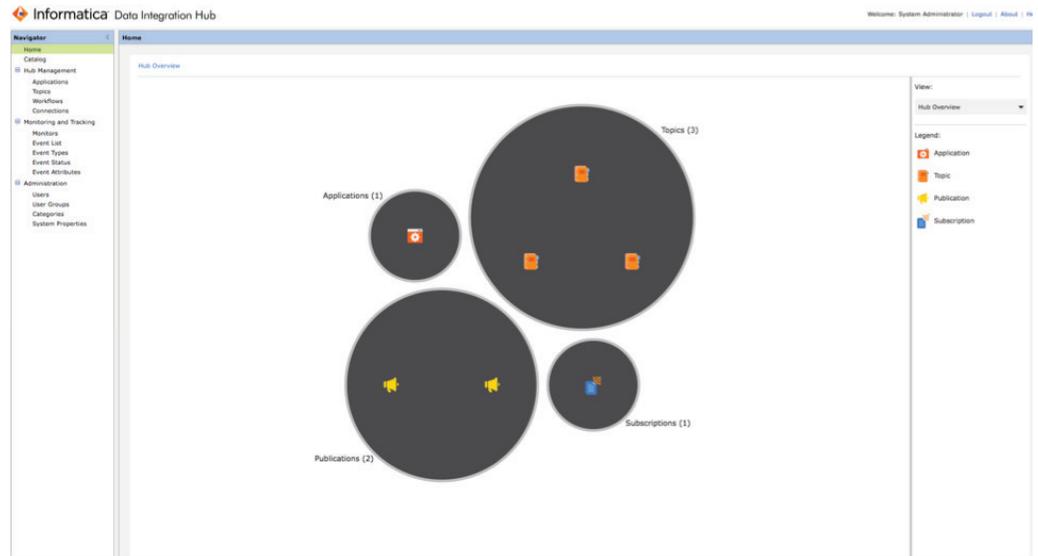


Figure 2: Complete view of data topics, applications, publications and subscriptions at a glance

### Mixed Data Latency

Seamlessly manage mixed latency data delivery, real-time source (Kafka), near real-time or batch, and event driven REST APIs to all Data Integration Hub connected systems.

### Data Persistence

Data Integration Hub offers various persistence mechanisms to address impedance mismatches between source and target systems. It also supports various latencies and durations. A typical persistence option includes relational databases, a document (or file) store, or a big data storage platform.

### Cloud and Big Data Connectivity and Processing

Leverage Informatica Intelligent Cloud Services™ and Informatica Big Data Management® with Data Integration Hub for unified data integration. Connect all data across your organization through a single Hub. Configure publication and subscription workflows to execute on the platform best suited to each use case.

### Self-Service for Data Consumers

Analysts and line of business teams across the organization can find and subscribe to the certified data topics they need and get them delivered at the time they need it. A simple web interface democratizes access to data and reduces the need for developer resources to connect systems.

## 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.

## Flexible Data Management

Automate execution of multi-step processing for complex scenarios including multiple steps or Data Quality, DaaS, MDM, or Data Masking from the Informatica Intelligent Data Platform™ or other providers. Leverage a data management infrastructure that simplifies the development, management and expansion of your integration environment over time. Utilize the power of the Informatica CLAIRE™ engine and machine learning to infer the structure of incoming flat file data.

## Visibility, Monitoring and Alerting

Through the Hub Overview, the flows of data through the Hub can be visualized. It can capture every interaction within the hub and notify users as data moves through the hub. By fully understanding and managing the flows of data and their end-to-end lineage, you can gain complete visibility into the data and metadata. Enhanced visibility enables better data integration governance and compliance with regulations, such as the General Data Protection Regulation (GDPR).

## Conclusion

Informatica Data Integration Hub takes a modern approach to data integration to power digital transformation projects. It helps organizations to improve productivity and efficiency with publish/subscribe orchestration of complex data integration combined with self-service. It also accelerates the time to production of analytics, cloud and application modernizations and lays the foundation for a more agile data infrastructure for future evolution.

To learn more, check out the [Informatica Data Integration Hub product page](#).

Related Products

[Cloud Integration Hub](#)



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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