



# Informatica Data Archive Cloud Store Option

## BENEFITS

- Increase efficiency and lower costs
- Ensure compliance
- Reduce risk of data exposure

## Minimize Costs and Optimize Database Archiving Strategies with Cloud Storage

As data volumes grow exponentially and retention requirements stretch out for longer periods, companies find themselves struggling to maintain large amounts of infrequently accessed data. Cloud storage is cost-effective, but your business users still need fast, easy access to inactive data from databases and retired applications.

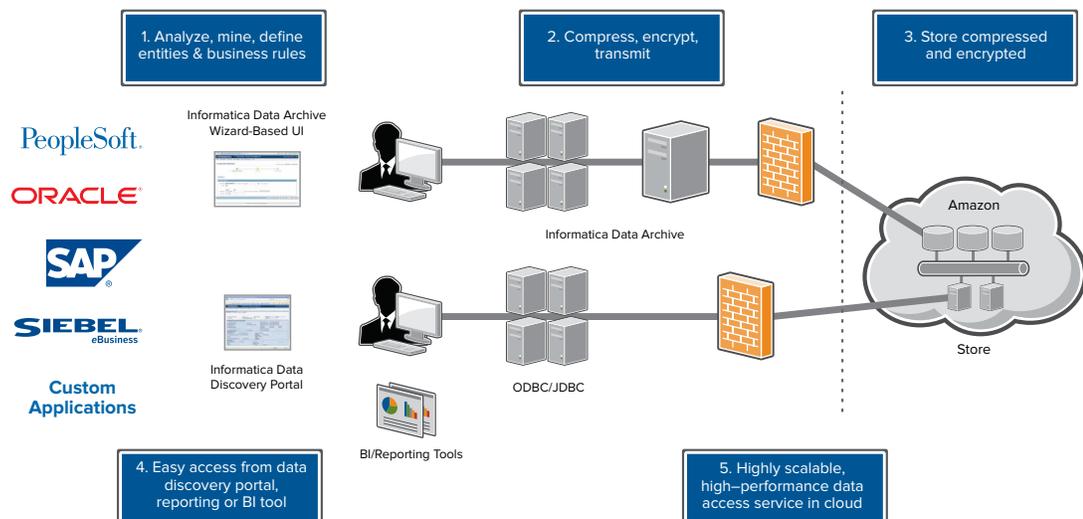
The Informatica® Data Archive Cloud Store Option is a highly scalable and high-performance data access service for archived data stored in the cloud. With this option, your IT organization can make the cloud an integral and transparent part of your data storage strategy. It lets your IT team take advantage of infrastructure as a service (IaaS) deployment options—such as Amazon’s Elastic Compute Cloud (EC2) and Simple Storage Service (S3)—to target the cloud like any other storage system.

The Cloud Store Option treats cloud storage like any other on-premise enterprise storage device. It stores and retrieves archived data from a wide variety of databases, data warehouses, and enterprise applications, including Oracle E-Business Suite, PeopleSoft, Siebel, and SAP. The option uses a file format that reduces data volumes with a compression ratio of up to 98 percent for maximum storage efficiency. Data is also encrypted for security during transmission and storage.

With the Cloud Store Option, your IT team can:

- Extend the capabilities of Informatica Data Archive to the cloud
- Transmit and store data in the cloud as securely, efficiently, and accessibly as on-site
- Scale your storage requirements quickly on an ad hoc, pay-as-you-go basis

The Informatica Data Archive Cloud Store Option allows you to target cloud storage as if it were any other storage device in the enterprise. Optimized query processing services run in the cloud for efficient access to only the relevant data.



## Key Features

### Optimized Data Access

The Cloud Store Option queries and retrieves archived data via the cloud infrastructure and services provided by companies such as Amazon and EMC. These capabilities minimize bandwidth use while letting your users query, search, and report on the compressed data through Informatica's data discovery portal, standard SQL/ODBC/JDBC interfaces, and existing reporting or business intelligence tools. It automatically indexes archived data for efficient querying and easily restores it when access requirements change.

### Platform-Neutral Data Management

The Cloud Store Option is a platform-neutral approach to managing data archived in the cloud. Your IT team can use Informatica's optimized data access service on our cloud or choose any other public or private cloud storage service you prefer.

### Enterprise-Grade Availability and Disaster Recovery

The Cloud Store Option provides built-in redundancy and backup of archived data to multiple Amazon S3 operating regions, with 99.9-percent uptime guaranteed on Amazon EC2/S3. Elastic load balancing automatically distributes incoming application traffic across multiple EC2 instances. Data storage and access are routed to specific regions to optimize latency and minimize costs.

### One User Interface for All Archived Data

The Cloud Store Option leverages the Informatica Data Archive interface, allowing you to use a single user interface for all data archiving projects, stored on any storage system—on premise or in the cloud. Your IT team can reuse application accelerators, archiving templates and job definitions whether they're archiving data on premise or in the cloud.

## Key Benefits

### Increase Efficiency and Lower Costs

The Cloud Store Option leverages the flexible, pay-as-you-go pricing model and the scalability of cloud storage and cloud computing to let you adapt to changing business requirements. It requires no database license fees or maintenance costs, and it minimizes bandwidth expenses by performing all query processing in the cloud.

### Ensure Compliance

The Cloud Store Option reduces the risk of noncompliance by providing long-term, secure storage for archived data that's encrypted to reduce the risk of exposing data to unauthorized users. It readily supports reporting and audits by maintaining easy access to stored data and by safely restoring it to the original database if access requirements change.

### Reduce Risk of Data Exposure

The Cloud Store Option ensures that the data you archive to the cloud is easily recoverable and readily available using the same tools you use to manage other inactive data. It minimizes latency, virtually eliminates downtime, and guarantees that your IT team always has a complete backup.

## ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.



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