

# Informatica Cloud Data Integration

## Key Benefits

- Increased agility: Process data integration tasks anywhere to keep up with market changes and evolving business requirements
- Increased productivity: Build and run advanced integrations at scale, with pre-built templates and reusable mappings, with no coding needed
- High performance: Deploy and manage complex, modern workloads with enterprise-grade performance and reliability
- Simplified integration: Process complex data integration mapping tasks with a Spark serverless compute engine
- Cost optimization: Select the most cost-efficient processing option based on usage patterns and behavior

## Accelerate Your Digital Transformation With a Cloud-Native Cloud Data Integration Solution

The digital economy runs on connected data. Given that, you can accelerate digital transformation and fuel cloud-first analytics by amplifying the power of your data warehouse. In this era of perishable, high-volume data on multiple clouds, force-fitting old processes and tools can lead to inefficiency and cost overruns. Manual, complex, and fragmented approaches to data integration can hold firms back from leveraging data in real time and staying competitive.

Organizations need a better, faster, more reliable way to integrate and deliver timely data and analytics to lines of business. Whether you are already delivering cloud analytics—or planning to build a data warehouse on Amazon Redshift, Microsoft Azure Synapse Analytics, Google Cloud BigQuery, or Snowflake—you need a high-performance, easy-to-use data integration solution. You need an intelligent data platform that will constantly evaluate the performance of the processing engines and workload fluctuations and help you to identify the right data integration pattern for your use case, be it elastic processing, ELT (extract, load, and transform), or ETL (extract, transform, and load).

## Build Enterprise-Scale Integration Workloads in Hours or Even Minutes

Built on a next-generation, microservices-driven cloud-native data management and integration platform as a service (iPaaS), Informatica® Cloud Data Integration enables you to connect hundreds of applications and data sources across on-premises, and the cloud allows you to integrate the data sources at scale. Cloud Data Integration leverages the core capabilities of Informatica Intelligent Data Management Cloud™ to help govern costs, increase collaboration and productivity, and simplify the user experience.

Improve the productivity of your development teams by using a codeless, drag-and-drop user interface to create new integrations. Improve the speed with which new projects are launched by using pre-built templates to get teams up and running, even in complex settings. By employing specially created wizards for finishing the last mile of integrations, you can empower other teams across your business to improve integrations as well.

Informatica Intelligent Data Management Cloud, the industry's leading enterprise iPaaS, is the industry's most modern, comprehensive, cloud-native, microservices-based, API-driven, and AI-powered data platform, offering the highest enterprise scale and trust.

Optimize the performance of the integration jobs by leveraging integration features built for the data warehouse. Take advantage of optimized connectors for bulk loads of billions of records. Informatica Advanced Pushdown Optimization helps you implement ELT patterns, while at the same time future-proof your work as cloud data warehouse technology and approaches evolve.

### Go Serverless at Scale

Process data integration jobs from anywhere, including cloud-hosted and managed environments. You can leverage your existing cloud investment or use a fully managed Advanced Serverless data integration platform with no administrative overhead or charges. Use the Spark-based engine to handle high-volume data demands and sophisticated data integration tasks.

### Key Features

#### Advanced Pushdown Optimization

Informatica Advanced Pushdown Optimization offers all the benefits of ELT, but it also keeps your data flow definitions at a logical/abstract level. Further, it allows you to choose a runtime option that best suits the workload. It enables you to send your data processing work to the most cost-effective option, whether that's cloud ecosystem pushdown, cloud data warehouse pushdown, traditional ETL, or Spark serverless processing.

#### A Rich Set of Connectors for All Major Data Sources

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

#### Advanced Data Transformation Capabilities

Process data transformations in real time or batch, using a variety of transformation types like aggregation, cleansing, masking, filtering, parsing, ranking, and more. XML, JSON, and AVRO are just a few of the complex hierarchical documents that can be read and written without code. Using Apache Velocity transformation scripts, you can convert hierarchical inputs like JSON or XML into JSON, XML, or text output without flattening the data.

#### Spark-Based Complex Data Integration

The Informatica Cloud Data Integration Elastic service allows your IT team to use elastic clusters to process your data transformations. These compute clusters are maintained on your behalf by a Secure Agent and can dynamically scale up or down depending on your workload. For machine-learning applications, Python transformation can be used to easily define basic or sophisticated transformation functions.

#### Codeless Integration

Create simple-to-sophisticated data integration projects with a visual mapping designer that connects a variety of endpoints across cloud and on-premises with pre-built transformations to speed up development. Use expanded capabilities like partitioning, pushdown optimization, parameterization, and reusable link rules to quickly develop advanced integrations and deploy them at scale, all without coding.

### **Data Integration With No Servers to Manage**

Cloud Data Integration in Advanced Serverless mode provides a fully managed environment with no cloud administration, no software, and no servers or clusters to manage. Advanced Serverless deployment allows you to build, deploy, and run your data pipelines and apps within minutes. Now you can match dynamic workload needs and scale seamlessly to process unlimited concurrent workloads with AI-powered auto scaling and auto tuning.

### **Taskflow Orchestration for Combining Batch and Real-Time Integration**

Using taskflows, create simple-to-sophisticated orchestrations. A taskflow designer allows you to orchestrate data integration jobs, then run them in a non-linear parallel fashion with advanced exception handling and decision-making. To fully exploit the parameterization features of Informatica Data Integration, invoke taskflows on demand via an API and dynamically supply input parameters for the tasks being orchestrated. You can even invoke sub-taskflows, allowing for more taskflow reuse.

### **Intelligent Structure Discovery for Understanding and Parsing Complex Files**

Intelligent Structure Discovery uses the CLAIRE<sup>®</sup> engine to automatically understand the processing model for complicated files based on their structure. As a result, you are able to detect data fluctuations and drift in files such as JSON, XML, logs, and clickstream data automatically.

### **Change Data Capture for Consistent Analytics**

With the prebuilt task wizards and [Change Data Capture](#) (CDC) tool, you can automatically pull only the updated or incremental data from source systems to the targets on an ongoing basis. It allows you to set up a continuous process of monitoring the source data and extracting only the changed data, making your ETL/ELT more efficient. CDC keeps multiple systems in sync and enables real-time analytics. You can extract modified data from relational databases (e.g., Db2 on Linux, Unix, Windows, and iSeries) in huge volumes in real time—once and only once.

### **Highest Level of Security**

Customer data and workload security are considered at every stage of the data integration lifecycle, as a design principle. In addition to being GDPR-compliant, the Informatica Intelligent Data Management Cloud has been certified for SOC2, SOC3, and HIPAA compliance.

## Key Benefits

### **Optimized Connectivity**

While many products allow connectivity to various systems, these interfaces are frequently generic and out-of-the-box. As a result, tools that rely on slow, one-at-a-time data flows are developed. Informatica, on the other hand, delivers custom-built connectors that take advantage of best-of-breed methods that boost performance by automatically staging data and executing “copy” commands or optimizing insert batches.

### **Improve Elasticity and Performance With Spark**

Using Spark clusters and auto tuning, elastic data integration delivers up to 10x higher performance for complex and high-volume workloads. To maximize utilization, the Secure Agent dynamically scales the cluster up or down to meet any demand. With AWS Graviton support and Advanced Pushdown Optimization, you can save up to 40% on costs and get up to 73x faster performance.

### **No Hardware or Software to Manage**

Cloud Data Integration in Advanced Serverless deployment mode streamlines DevOps and DataOps by allowing developers to focus on business logic and quickly deploy new data pipelines without having to worry about infrastructure management. It also eliminates the need for skilled cloud administrators, lowering your total cost of ownership.

### **Connect to Any Type of Data, Anywhere**

Easily connect to any databases, cloud data lakes, on-premises and SaaS apps, and any data warehouses with hundreds of connectors. Informatica Cloud Data Integration can process data in any format, including flat files, relational data, and hierarchical data (e.g., XML, JSON, Avro, and Parquet).

### **Empower Any Type of User**

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

### **Build Enterprise-Scale Integrations Without Coding**

With no coding required, leverage enterprise-level performance to easily design sophisticated integrations and execute them at scale.

### **Consistent Experience and Unified Metadata Across All Cloud Services**

Informatica Intelligent Data Management Cloud, which is built on a microservices-driven platform, provides a consistent foundation and user experience across all cloud services.

### **Scale as Your Business Grows**

Business requirements will evolve rapidly, data volume and complexity will grow, and technology will continue to change. Informatica Intelligent Data Management Cloud provides a future-proof approach to data management that is modern, modular, and scalable to help your organization adopt new integration patterns to keep up with market changes and stay competitive. With a consumption-based pricing model, you can optimize costs as you automatically scale up or scale down depending on the workload.

## About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location—all on a single platform.

Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™

## Next Steps

See first-hand how Informatica Cloud Data Integration 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 Informatica Intelligent Cloud Services free trial today: [www.informatica.com/trials/cloud-data-integration.html](https://www.informatica.com/trials/cloud-data-integration.html)

Informatica Cloud Data Integration Free Service fast-tracks ETL/ELT, data integration, transformation, and the loading of priority workloads to Amazon Web Services (AWS) and Microsoft Azure for your cloud data warehouse, lake, and analytics use cases.

Sign up today for the:

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