

# Informatica Cloud Data Integration, Informatica Intelligent Cloud Services

## 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 pre-built templates and reusable mappings, with no coding needed
- High performance: Deploy and manage complex, modern workloads with enterprise-grade performance and reliability
- Process complex data integration mapping tasks with Spark serverless compute engines

## Accelerate Your Digital Transformation With a Modern Cloud Data Integration Solution

### Power-Up Your Data Warehouse to Accelerate Transformations and Fuel Cloud-First Analytics

Data is the new currency of the modern era. 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 data can hold companies back from disrupting their industry with hypercompetitive products and services.

Organizations need a better, faster, more reliable way to integrate and deliver timely data and analytics to lines of business. Whether you're already delivering cloud analytics—or planning to build a data warehouse on-premises or on Amazon Redshift, Microsoft Azure Synapse Analytics, Google Cloud BigQuery, or Snowflake—you need a high-performance, easy-to-use data integration solution. The solution needs to allow you to connect to on-premises data sources and cloud applications to seamlessly integrate high volumes of data and get you up and running quickly.

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

Built on a next-generation, microservices-driven 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 and allows you to integrate the data sources at scale.

Optimize the performance of *your development teams* by employing a codeless UI to build new integrations using drag-and-drop interfaces, making complex integrations simple. Speed up new initiatives with pre-built templates to get teams up and running more quickly, even for very involved scenarios. As an added bonus, you can enable other teams across your organization to improve integrations by leveraging specially built wizards for completing the last mile of integrations.

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. Convert ETL to ELT jobs by enabling **pushdown optimization** that converts your workloads to optimized SQL code.

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, hybrid, and on-premises environments.

## Go Serverless at Scale

Process big data without having to manage servers by using a serverless Spark engine with dynamic scaling and auto-tuning for optimized and streamlined cloud-based data integration processing.

## Key Features

### **Optimized and Specialized Connectors for all Major Cloud Data Warehouses**

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.

While many products will provide connectivity to various systems, too often it comes in the form of generic out-of-the-box interfaces. This results in tools that rely on slow, one-insert-at-a-time data flows. Instead, Informatica provides custom-built connectors that leverage best-of-breed processes; whether by automatically staging data and issuing “copy” commands or by optimizing the insert batches, these approaches deliver high performance.

### **Cloud-Based Serverless Data Integration**

The Informatica Intelligent Cloud Services<sup>SM</sup> (IICS) Informatica Cloud Data Integration Elastic (CDI-Elastic) service enables your IT organization to process big data in the cloud. CDI-Elastic leverages elastic clusters, or ephemeral Kubernetes clusters, where the serverless Spark engine processes your big data. Elastic clusters are compute clusters that are managed by a Secure Agent on your behalf, thereby reducing your operational costs. They are also scaled up or down based on your workload and allow for consumption-based pricing. You can even use the CDI-Elastic service to run big data workloads without requiring big data skills.

### **Codeless Integration**

Build simple to complex data integration loads using a visual mapping designer that connects diverse endpoints across cloud and on-premises with pre-built 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.

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

Pre-built 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.

### **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<sup>®</sup> 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<sup>®</sup> (PWX) technology, along with data integration services.

### **Highest Level of Security**

Security is a design principle; customer data and workload security are considered at every step during the data integration lifecycle. GDPR-compliant, the Informatica iPaaS is also certified with industry-standard compliance for SOC2, SOC3, and HIPAA.

## **Key Benefits**

### **No Servers to Manage, With Automatic Tuning and Scaling**

The Cloud Data Integration Elastic secure agent starts the Spark serverless processing cluster and automatically pushes the data integration tasks to the cluster for processing. The agent also dynamically scales the cluster up or down based on demand and consumptions.

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

Choose from hundreds of connectors to databases, cloud data lakes, and on-premises and SaaS applications, as well as 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.

## 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.

## 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

A consistent framework and user experience are provided across all cloud services in IICS, 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. IICS 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 IICS 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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