

# Informatica Data Engineering Cloud Elastic

## Key Benefits

- Accelerate advanced analytics, AI, and data science in the cloud
- Integrate more data from more sources across multi-cloud environments
- Increase productivity and cost efficiency
- Execute data pipelines faster with metadata-driven intelligence and automation
- Take advantage of flexible deployment
- Future proof your investments

## Process Huge Volumes of Data Faster With Codeless, Serverless Cloud Data Integration

Cloud has emerged as a key enabler of the new digital era. With some research suggesting 75% of all databases are expected to be migrated to the cloud by 2022, the question is not whether to move enterprise workloads to cloud, but how soon can you get there?

In particular, cloud data lakes enable advanced analytics, artificial intelligence (AI), machine learning (ML), and other data science projects. By effectively uncoupling storage and compute, cloud platforms have ushered in an era of multi-latency petabyte-scale data processing. Thanks to cloud scalability, flexibility, and operational efficiency, organizations are poised at last to capitalize on the promise of predictive, AI-driven insights that transform business.

In reality, organizations still struggle to realize the possibilities of advanced analytics in the cloud. For many enterprises, processing massive volumes of data in the cloud is marked by difficulties in building and maintaining high-performance data pipelines. Cloud infrastructure management and maintenance create an additional operational burden. Hand coding approaches lack reusability and scalability, further hindering agility and cost efficiency.

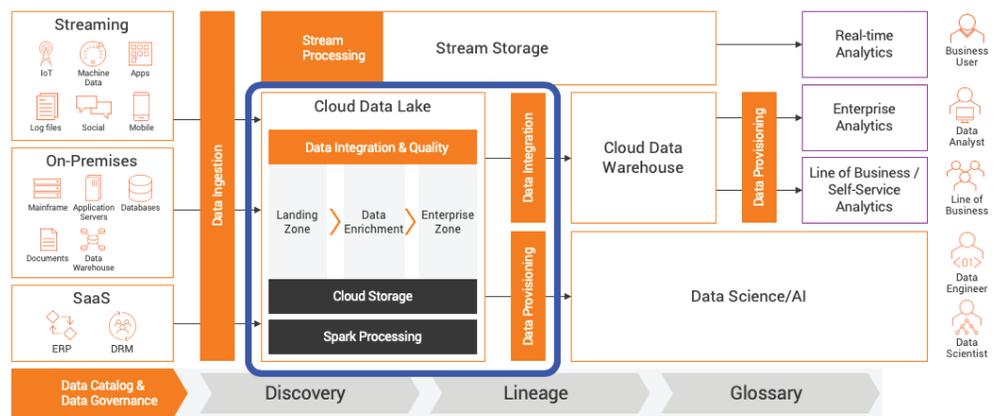


Figure 1: Informatica Data Engineering Cloud Elastic enables high-performance, zero-code data integration for cloud data lakes as part of an overall cloud analytics architecture.

To seize the opportunity of advanced analytics, enterprises need intelligent, automated solutions that enable high-performance data processing in the cloud. Informatica® Data Engineering Cloud Elastic enables codeless, serverless elastic scaling for streamlined cloud-based data integration processing.

## Key Features

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

Increase productivity and scale with serverless processing, allowing data engineers to focus on data flows, application logic, and data integration instead of maintenance and operations. Informatica Data Engineering Cloud Elastic leverages elastic clusters, or ephemeral Kubernetes clusters, where the serverless Spark engine processes your data, reducing your operational costs. Clusters may be scaled up or down based on your workload, allowing for usage-based pricing.

### **Zero-Code Integration Pipeline Designer**

Build simple to complex data integration loads using a visual mapping designer that connects diverse endpoints across multi-cloud environments with pre-built transformations to accelerate development. Leverage enhanced capabilities—such as partitioning, pushdown optimization, parameterization, and reusable link rules—that allow you to quickly build advanced integrations and run them at scale, with no coding needed. An abstraction layer means developers can design once and easily deploy data pipelines without having to rebuild when technology changes.

### **AI-Powered Pipeline Recommendations**

Enhance data engineer productivity with data pipeline recommendations and cross-categorization of data pipelines, powered by the Informatica CLAIRE® metadata-driven AI engine.

### **Intelligent Data Parsing**

Informatica Intelligent Structure Discovery leverages the CLAIRE AI 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.

### **Taskflow Orchestration**

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 Informatica Data Integration parameterization capabilities. Taskflows can also invoke other taskflows (i.e., sub-taskflows), allowing for increased taskflow reuse.

### **High-Speed Data Integration on Spark**

A comprehensive library of pre-built data integration transformation capabilities that run natively on Spark ensure that data can be processed at any scale. With powerful transformations right out of the box, combined with the visual development interface, developers can spend more time on business logic and less time on writing code.

### **Smart Performance Optimizer**

Informatica's Smart Optimizer enables you to execute the best engine for the highest performance, scalability, and resource utilization without having to rebuild data pipelines as new technologies emerge.

### **Advanced DataOps**

Improve collaboration with DataOps teams by deploying data engineering jobs in a CI/CD pipeline. Using Informatica Operational Insights, a machine-learning based operational and analytics tool, you can efficiently monitor and manage big data resources.

## **Key Benefits**

### **Accelerate Advanced Analytics, AI, and Data Science in the Cloud**

Informatica Data Engineering Cloud Elastic enables you to rapidly integrate any type of data in your cloud data lake and efficiently build high-performance AI-powered data pipelines to make data available for analytics, AI/ML, and data science projects. Informatica Data Engineering Cloud Elastic provides enhanced support for DataOps and MLOps teams to deploy and operationalize data pipelines.

### **Integrate More Data From More Sources Across Multi-Cloud Environments**

With hundreds of pre-built, high-performance connectors, data integration transformations, and parsers, Informatica Data Engineering Cloud Elastic enables high-throughput data integration for virtually any type of data across the enterprise and across clouds. Beyond pre-built components and automation, Informatica provides dynamic mappings, dynamic schema support, and parameterization for programmatic and templated automation of data integration processes.

### **Increase Productivity and Cost Efficiency**

Over time, hand coding is expensive to deploy, operate, and maintain in production. Informatica Data Engineering Cloud Elastic enables enterprises to avoid the high costs of developing and maintaining hand-coded and scripted data integration mappings at enterprise scale. With a smart performance optimizer that is compatible with multiple processing engines, including Spark, Informatica Data Engineering Cloud Elastic delivers maximum developer productivity, operational reusability, and data integration performance that ultimately shortens the time to value for business needs.

## 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.

## Execute Data Pipelines Faster With Metadata-Driven Intelligence and Automation

With a growing volume and variety of data, manual processes cannot scale. Informatica Data Engineering Cloud Elastic provides optimized run-time processing and simplified monitoring across multiple engines for faster, more flexible, and repeatable development and processing. With metadata-driven AI, Informatica Data Engineering Cloud Elastic delivers AI-powered data engineering pipelines at scale.

## Take Advantage of Flexible Deployment

Choose mature, cloud-ready functionality, or state-of-the-art serverless deployment. Flexible options enable you to tailor a solution that meets your current cloud data integration needs.

## Future Proof Your Investments

Informatica Data Engineering Cloud Elastic enables you to protect your investments as you transition from cloud-ready to cloud-native implementations, future proofing your organization from changes in cloud platforms and technology.

For more information, visit the [Informatica Cloud Data Integration Elastic product page](#).



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IN06\_1120\_03947

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