

Informatica Cloud for Microsoft Power BI

Informatica Cloud

- Industry-leading cloud integration platform recognized by Gartner
- Intuitive and wizard-driven data integration GUI
- Pre-built connectivity to hundreds of business applications, either on premise or in the cloud
- Out-of-the-box functionality, with no custom coding required

Data Powers Insight: Populate Power BI Business Analytics Tools With Quality Data From Salesforce.

Businesses are challenged to capitalize on all the new kinds of data available to drive valuable insights about their business, improve operational efficiency, and discover smarter ways to engage with customers. Microsoft’s Power BI suite of business analytics tools makes it easy to analyze and gain powerful insights from your most critical business data.

Before you can leverage Power BI’s advantages, however, you need to get data you rely on into Power BI from applications such as Salesforce, Netsuite, and Workday. Informatica Cloud lets you get the most out of your data and propel Power BI interactive visualizations. With easy-to-use wizards, you can integrate, synchronize, and manage any data source, be it cloud or on-premise, and deliver it to Power BI self-service dashboards for analysis.

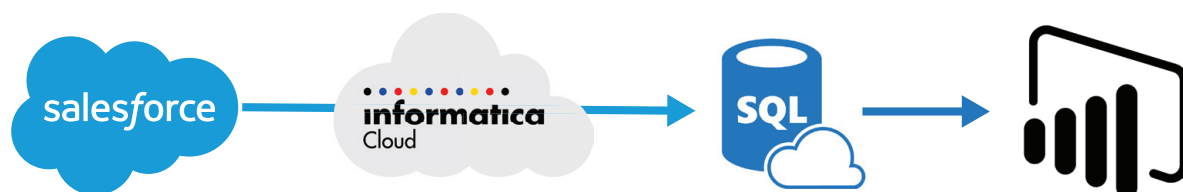
From customer data to sales insight in a few quick clicks

You can jump-start your Power BI projects by automatically integrating data from Salesforce into new Power BI dashboards with Informatica Cloud. Microsoft provides solution templates to help simplify and accelerate building Power BI solutions on your applications. These quick-start templates guide you through the process of aggregating your data into compelling reports.

The Informatica for Power BI Sales Management for Salesforce solution template provides an end-to-end, enterprise-ready, scalable, secure solution that makes it easy to integrate data into new Power BI dashboards for deeper sales insights. No need to start from scratch. In just a few clicks you can get data streaming into Power BI and stand up a Power BI visualization dashboard—without requiring IT’s assistance.

Key Features

- Easily bring data from Salesforce (including Bulk API access) to Azure SQL or SQL Server via Informatica’s drag-and-drop, wizard-based UI
- Move all or some of your data (including incremental extracts) with an intuitive step-by-step Data Replication Services wizard
- Automatically deploy and operate integration jobs on Informatica Cloud
- Quickly customize or add to existing integration jobs to suit any custom requirements



About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Key Benefits

Your Power BI dashboards are only as good as the data you bring into them. Informatica Cloud can easily pull data from across your enterprise systems to provide a more comprehensive view of your customer.

Industry leading: Informatica Cloud is the [market-leading](#) Integration Platform as a Service (iPaaS) vendor worldwide, providing a complete cloud integration platform that combines application and data integration.

Proven Salesforce integration: More than 3,500 companies use [Informatica Cloud](#) to automatically synchronize Salesforce data with back-office, SaaS, and on-premises sources.

Cost-effective: Informatica Cloud helps reduce total cost of ownership with cloud economies at scale.

Scalable: Supports disparate and large volumes of data.

Broadest connectivity: Enrich Power BI dashboards with data from across your organization with [pre-built connectivity](#) to more than 150 SaaS and on-premises apps.

Get the most out of your Power BI investment

Get more out of your Power BI investment by unlocking data from other cloud and on-premises sources with our pre-built connectors. By integrating data from your CRM, ERP, and other business systems, you will gain a deeper level of insight into your business.



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