

Informatica FREE Data Loader for Microsoft Azure Synapse

Key Benefits

- Provides real-time analytics, putting the most current data at your fingertips
- Simplifies the budget approval process and eliminates unexpected expenses
- Reduces the technology learning curve with an easy, wizard-driven experience
- Moves data to Azure Synapse with zero install, zero setup and zero DevOps

Data to Insights in 5 Minutes

3 Simple Steps. Zero Infrastructure. Practically Any Data.

Staying competitive in business requires you to have the latest insights based on the most recent data. But before you can run an effective analytics program, you need to make sure that all the necessary data is in the same place. Your data is likely to reside in multiple different siloed systems. This can make migrating to Azure Synapse time consuming and cumbersome. Using a data loader will enable you to save time and money while accelerating the overall analytics process.

With Informatica Data Loader for Azure Synapse, you can access and load data with a simple wizard-driven experience to accelerate analytics on the cloud. It's a **free, fast and frictionless** way to load data to Azure Synapse. Follow three simple steps: connect your source, select your target and choose to run or schedule.

Key Features

Uses a Simple 3 Step, Wizard-Driven Experience

Adopting new technology often comes with a learning curve. Informatica Data Loader's simple, wizard-driven experience is easy to learn so you can provide value quickly. There is no software to install. The set-up process requires zero overhead, zero DevOps and zero coding. To capture the data, simply connect your source, choose a target and hit run or schedule.

Enables High-Volume Data Loading from a Variety of Sources

Your data likely lives in multiple source systems. Informatica Data Loader enables you to load your data, regardless of where it resides, into Azure Synapse quickly. It also supports high-speed, high-volume data loading and gives you the ability to move practically any amount of data.

Offers Robust Out-of-the-Box Connectivity

Informatica Data Loader supports out-of-the-box connectivity to Azure Synapse from several commonly used data sources, such as Salesforce, Marketo and many more. In addition, it automatically captures data and schema changes from the source systems.

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.™

1 Connect Source 2 Connect Target 3 Let's Go!

Where should the data go?

Now let's create a connection to where the data should go.

Connection:* Synapse (Microsoft Azure Synapse S... Edit... New Connection... Advanced Options...

Target Name Prefix: Synapse (Microsoft Azure Synapse S... The target object names will be the same as the source object names with the prefix.

Load to existing tables?

If you choose "Yes," data will be loaded to the existing target tables. If you choose "No," the existing target tables will be dropped and recreated every time the task runs. None of the previously loaded data will be retained.

Load to existing tables?: Yes No, create new tables every time

Ingest data into Azure Synapse in minutes.

Key Benefits

Requires No Technical or Budget Resources

Technical expertise and budget concerns are often discussed when adopting a new tool. Because Informatica Data Loader for Azure Synapse is free indefinitely, there's no need for budget approvals and no risk of unexpected expenses. And since Informatica Data Loader for Azure Synapse requires no coding to operate, you no longer need to worry about hiring skilled developers.

Puts Focus on Your Core Expertise

Your time is limited and valuable. Informatica Data Loader for Azure Synapse requires zero install, zero setup and zero DevOps. This frees up time and resources to focus on your core expertise that drive business value. And by sharing vital, up-to-date customer analytics with other departments such as finance, sales and marketing, you increase their contribution to the bottom line.

Accelerates Impactful Business Insights

Deriving useful business insights relies on having the most recent data. With high-speed data loading for Azure Synapse, you can run analytics faster to accelerate business insights. It supports change data capture and automatic schema drift to keep your data current. Informatica Data Loader for Azure Synapse is a stepping stone that can prepare you to be future-ready with a seamless transition to full-scale data integration.

Enable Free, Fast and Frictionless Data Loading

With data scattered across your organization, breaking down silos to run analytics can be challenging and time consuming. But with Informatica Data Loader for Azure Synapse, you can load practically any amount of data into Azure Synapse and unlock meaningful analytics. For more information, visit <https://www.informatica.com/Azure-Data-Loader> to discover additional resources or [connect with our team](#).



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