

Informatica PowerExchange for Hadoop

Harness Big Data and Hadoop's Processing Power Using Existing IT Resources

Benefits

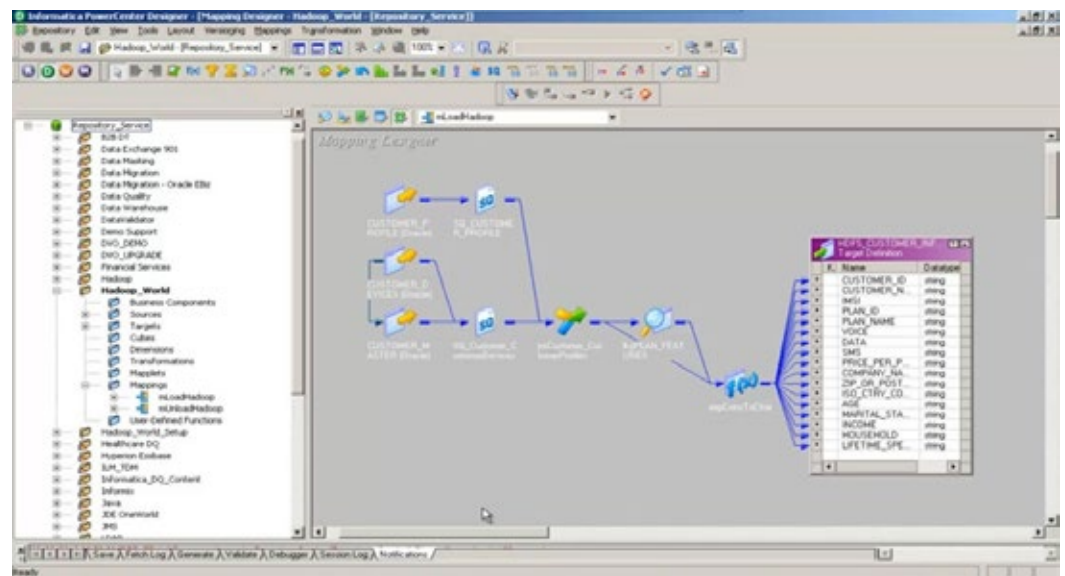
- Integrate and process big data efficiently and cost-effectively
- Deliver big data projects faster
- Minimize the risk of big data processing

Existing technologies don't scale cost-effectively to handle the exploding volumes of transaction and interaction data known as big data. But new highly scalable processing technologies like Hadoop can be difficult to adopt and integrate into existing IT environments, and they don't easily support all enterprise data.

Informatica® PowerExchange® for Hadoop provides native, high-performance connectivity to the Hadoop Distributed File System (HDFS). It enables your IT organization to take advantage of Hadoop's storage and processing power using your existing IT infrastructure and resources. PowerExchange for Hadoop can bring any and all enterprise data into Hadoop for data integration and processing. Fully integrated with Informatica PowerCenter, it moves data into and out of Hadoop in batch or real time using universal connectivity to all data, including mainframe, databases, and applications, both on-premises and in the cloud.

Using PowerExchange for Hadoop, your IT organization can achieve faster time-to-value for big data projects and deliver a more complete and trusted view of the business. As a result, your company can harness the power of big data to drive new insights and deliver competitive advantage.

Informatica PowerExchange for Hadoop integrates Hadoop with the rest of your enterprise for high-performance distributed computing.



Key Features

Enterprise Connectivity to Hadoop

PowerExchange for Hadoop extracts and loads data from HDFS to any target system. It also extracts data from any source and loads it into HDFS in batch or real time, using change data capture on the data source. It eliminates hand coding with universal connectivity to all types of data, including mainframe, databases, appliances, and applications, whether they're on the premises or in the cloud.

Metadata-Driven Development Environment

PowerExchange for Hadoop supports rapid design, development, and deployment with an easy-to-use, easy-to-manage development environment driven by metadata. The GUI simplifies the process of parsing, transforming, and cleansing data in both the pre-loading and post-processing stages. It also streamlines administration and monitoring of HDFS connectivity, load times, and other operational statistics.

Connectivity to a Variety of Hadoop Distributions

PowerExchange for Hadoop supports the Apache, Cloudera, Hortonworks, MapR, Pivotal, and IBM BigInsights Hadoop distributions to ensure ongoing connectivity and minimize the risk of future Hadoop implementations.

Key Benefits

Integrate and Process Big Data Efficiently and Cost-Effectively

PowerExchange for Hadoop lets your IT team harness big data and the processing power of Hadoop without the time and expense of hiring consultants and developers with specialized skills. By using existing resources to access and process data, IT controls the costs of development and meeting service level agreements, all without jeopardizing data security and administration.

Accelerate Delivery of Big Data Projects

PowerExchange for Hadoop allows your developers to process and integrate data from a wide variety of sources quickly and effectively. Instead of hand-coding connectors to and from Hadoop, your IT team uses universal data access capabilities and the easy-to-use tools built into the fully integrated, metadata-driven environment for rapid design, development, and deployment of big data products.

Minimize the Risk of Big Data Processing

PowerExchange for Hadoop minimizes the risk of future Hadoop implementations by supporting a variety of Hadoop distributions such as Apache, Cloudera, Hortonworks, MapR, Pivotal, and IBM BigInsights. With universal access to all your data, your developers can process any and all data on Hadoop.

About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.



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