

Accelerate Modernization With a Hybrid Data Integration Hub

Overcoming the challenges of modernizing analytics and applications while adopting cloud and big data

Many organizations are struggling with how best to rapidly adopt new analytics, applications, the cloud, and big data while providing business teams with the data they need. As the pace of both technology change and competition build, organizations face a variety of challenges in powering business with data. Many organizations have built up large numbers of point-to-point interfaces in their data infrastructure, which are difficult to manage and

change quickly. As a result, they are finding it difficult to modernize analytical and operational systems to incorporate and realize the benefits that new analytics, applications, the cloud, and big data offer.

There is tremendous change going on within most organizations' IT infrastructure as applications and analytics are modernized. Without a centrally managed and organized approach, however, change is inhibited or impossible thanks to existing cross-dependencies in the data pipelines across their organizations. In fact, they may not even be aware of linkages and implications until something breaks. Therefore, introducing, consolidating, and retiring applications and feeding high quality data to all analytics systems can be extremely time- and resource-consuming projects with huge schedule risk.

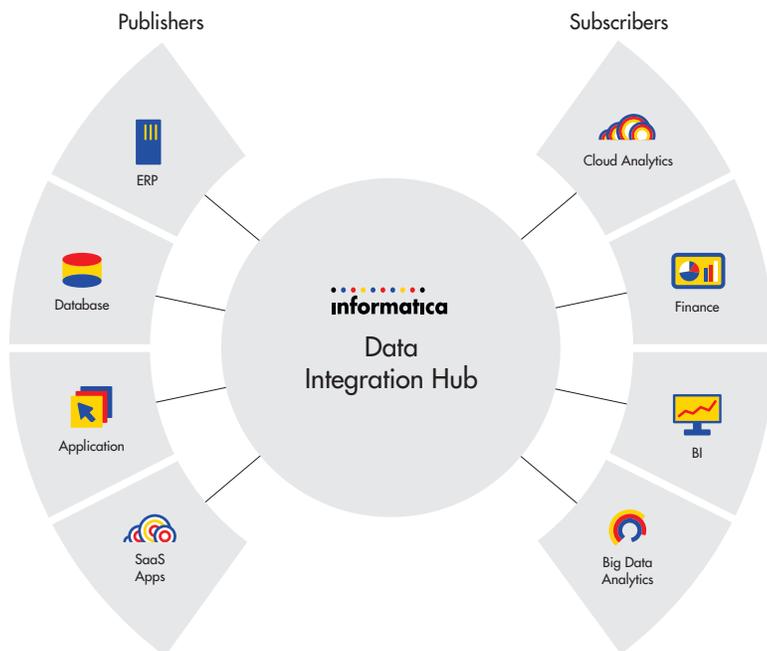
Cloud and big data provide massive opportunities for organizations that are able to harness them. Most organizations have adopted at least a few SaaS (software as a service) applications such as Salesforce.

com or Workday, but few have fully integrated them with the core data fabric of their organizations. Companies are looking for a solution to link their solutions—and a data hub is that modern solution.

Speed time to production for modernization programs while laying the groundwork for future agility

Recognizing the challenges organizations face in putting all their data to work effectively, Informatica has developed a next-generation approach to data integration.

Data Integration Hub addresses this global organizational challenge with a modern orchestration system to centrally manage all of the robust connectivity, performance, and reliability of PowerCenter, Data Transformation, Informatica Cloud, Big Data Management, Data Quality, and Data Masking as one system.



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.

Data Integration Hub extends and adapts the publish/subscribe concept, well-known in the messaging space, to data integration. Instead of tiny kilobyte-size packets, however, Data Integration Hub can process and provide just-in-time delivery of even the most massive data sets to all consuming systems, regardless of whether they are on-premise or in the cloud, without compromise.

With Informatica Data Integration Hub, organizations can reach new heights of productivity and efficiency while seamlessly and consistently integrating the cloud and big data into their data infrastructure for maximum business impact.

What's new in Data Integration Hub

- An agile and efficient publish/subscribe data hub extended to the cloud and big data to manage data workflows anywhere
- Integrated connectivity and cloud processing to connect to more than 100 SaaS and cloud analytics systems through Informatica Cloud
- Seamless integration of Informatica Big Data Management for high performance and efficient data processing and storage on Hadoop
- Visibility into and management of data integration workflows spanning the cloud, big data, and traditional systems

Key Benefits

- Accelerate the time to production for analytics and application modernization projects
- Provides business self-service access to trusted, centrally managed data
- Increases agility and efficiency thanks to unique hub-based data integration
- Boosts business adoption and use of self-service tools, thanks to easy-to-use wizards and web-based user interfaces to publish and subscribe to data
- Allows the flexibility to adopt the most suitable data processing engine for the workflow: PowerCenter, Informatica Cloud, or Big Data Management
- Automatically delivers just-in-time—batch or near real-time—data to all consuming systems in the correct format
- Includes available in-line Informatica Data Quality and Masking for publications
- Delivers unmatched visibility, monitoring and alerting across data workflows for better manageability and governance

With Informatica Data Integration Hub, organizations can confidently move forward with analytics and application modernization projects. Integrate new applications and analytics on-premise, in the cloud, and Hadoop, with a systematic and managed approach to accelerate competitive advantage leveraging all of your data.



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