Cloud Data Management for Self-Service Analytics

Key Benefits

- Deliver trusted, timely, and relevant data for self-service analytics
- Empower business users to easily find and understand enterprise-wide data for analytics
- Automatically and quickly integrate data for analytics across multi-cloud and on-premises environments
- Enable ad hoc, agile, experimental analytics from a trusted data lake
- Allow users to receive relevant data on demand with pub/sub data foundation

Unleash the Power of Trusted, Timely, Relevant Data for Self-Service Analytics

Data is now everybody's business. Self-service analytics enables data-informed business decisions; but as enterprise data across multi-cloud and on-premises environments increases in volume and variety, it becomes difficult for business analysts to find trusted data. And successful self-service analytics initiatives depend on effective collaboration across IT and business teams. Maximize the value of data-driven insights by basing self-service analytics on timely and relevant data. Informatica® puts reliable, AI-driven data for analytics--across multi-cloud and on-premises environments--at business users' fingertips.

Data Cataloging for Discovery and Understanding

For productive and reliable self-service analytics, business users need visibility into trusted, relevant data assets for report creation and consumption. Informatica's AI-driven Enterprise Data Catalog (EDC) empowers business analysts to easily discover and understand enterprise-wide data assets, all within their familiar self-service analytics environment. With EDC, users gain confidence and understanding of reports and dashboards, by viewing data and metadata side by side.
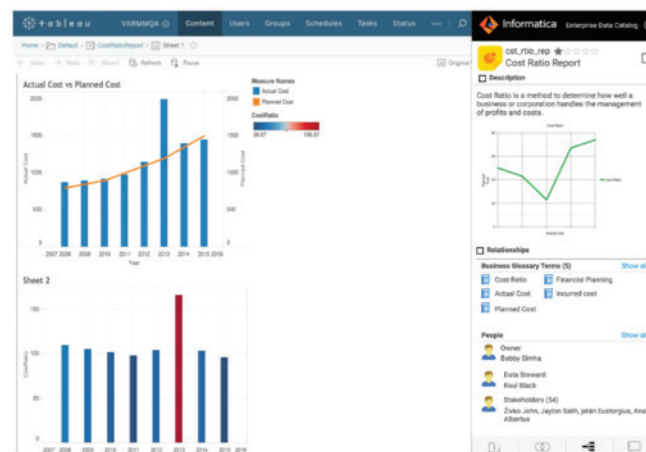

Figure 1. Example of running EDC Plug-in within Tableau environment.

Agile Cloud Analytics

Data users want to quickly blend and transform data for analysis. Informatica Intelligent Cloud Services℠ offers data wizards, pre-built mappings, and templates to help business users get up and running with trusted data for self-service analytics. Citizen integrators and IT can rapidly integrate data into their analytics environment, such as Tableau and Microsoft Power BI, from hundreds of cloud and traditional data sources: Salesforce, Amazon Redshift, Microsoft Azure, Google Cloud, Workday, NetSuite, SAP, Oracle, Adobe, and Marketo.

Intelligent Data Lake Management for Next-Generation Analytics

Today's analysts need to effectively factor in data from a growing number of unstructured data sources such as social media, websites, log files, and IoT devices, along with data from traditional data sources and SaaS solutions. Informatica's Intelligent Data Lake® Management solution enables these business users to successfully discover, understand, profile, cleanse, and prepare trusted and relevant data for self-service analytics.

Trusted Data for Self-Service Analytics

The success of your analytics initiative depends on the data being analyzed. Every great visualization and dashboard depends on a foundation of relevant data to deliver trusted business insights. Low quality, duplicated, and incomplete data simply won't do. With Informatica's data quality and data governance solutions, you can increase business value by ensuring your self-service analytics environment is fueled with relevant, clean, and trustworthy data.

Integration Hubs Fuel Self-Service with 'Data On-Demand'

Business users need timely access to data. Informatica's Integration Hub helps IT meet the increasing data demands of the business. Integration Hub uses publish/subscribe integration patterns, abstracts complexity of data sources from business users, and automatically delivers a "single source of truth" for self-service analytics users and artifacts. Integration Hub serves as a data backbone to unify, govern, and share trusted data in a self-service fashion to data consumers, whether for analysts, or dashboards and reports.

Journey to Cloud with Multi-Cloud and On-Premises Data Integration

For high-volume, operationalized reports, dashboards, and recurring data integrations, Informatica enables you to automatically integrate, transform, and load data from hundreds of cloud and on-premises sources into a cloud data warehouse, such as Amazon Redshift or Microsoft Azure Data Warehouse. Data integrations can also automatically publish directly to popular analytics tools, such as Tableau and Power BI—accessed from online, desktop or server versions of those tools, and supporting popular formats such as Tableau Data Extract (TDE) and Hyper or Microsoft Common Data Model (CDM).

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.

Next Steps

Learn more about Informatica Enterprise Data Catalog Datasheet

Get started with a free trial of Informatica Intelligent Cloud Services.

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