

# Informatica for Tableau: AI-driven Data Management for Governed Self-Service Analytics

## Key Benefits

- Empower business users to easily find and understand enterprise-wide, trusted, relevant data for analytics
- Automatically and quickly blend data for analytics from 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 a publish/subscribe data foundation

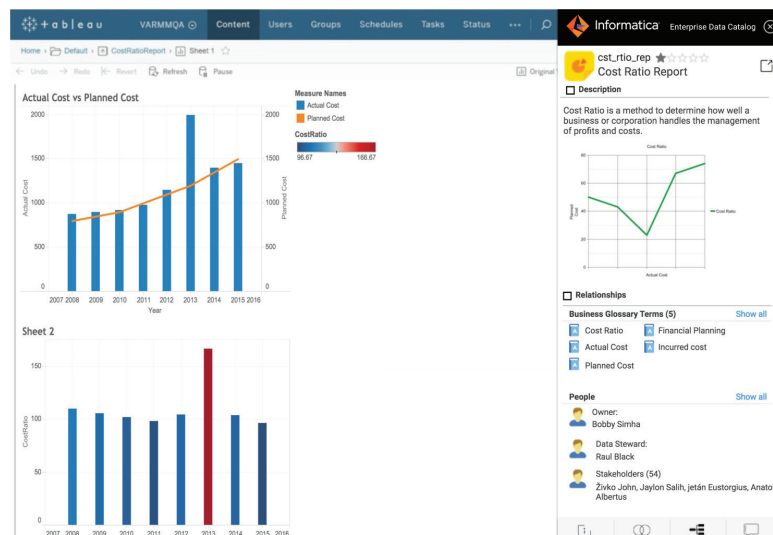
## Unleash the Power of Trusted, Timely, Relevant Data

Data is now everybody's business. Self-service analytics enables data-informed business decisions. But as enterprise data across cloud and on-premises environments increases in volume and variety, it becomes difficult for business analysts to find relevant, trusted data. And successful self-service analytics initiatives depend on IT and business teams to effectively collaborate.

Maximize the value of data-driven insights by basing Tableau analytics on timely, relevant, and trusted data. Informatica offers Tableau users a reliable AI-driven, IT-governed data foundation across cloud and on-premises environments—at your fingertips.

## Data Cataloging for Discovery and Understanding

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



## 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.

## Agile Cloud Analytics

Tableau users want to quickly blend and transform data for analysis. Informatica Intelligent Cloud Services™ offers data wizards, prebuilt mappings, and templates to help you get up and running with trusted data in Tableau. Citizen integrators and IT teams can rapidly integrate data for analytics from hundreds of cloud and on-premises data sources like Salesforce, Amazon Redshift, Microsoft Azure, Google Cloud, Workday, NetSuite, SAP, Oracle, Adobe, and Marketo.

## Informatica Intelligent Data Lake Management

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 Intelligent Data Lake Management enables business users to successfully discover, understand, profile, cleanse, and prepare trusted and relevant data for Tableau analytics.

## Data Quality and Data Governance

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

## Integration Hubs for Self-Service

Tableau users need timely access to data. Integration hubs use publish/subscribe integration patterns and serve as a data backbone to unify, govern, and share trusted data in a self-service fashion to all Tableau users.

## 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 into a cloud data warehouse, such as Amazon Redshift or Microsoft Azure Data Warehouse, or into a Tableau data extract (TDE) file or Tableau hyper format, which you can publish directly to Tableau Server or Tableau Online. You can extract TDE and hyper files from integrations of hundreds of cloud and on-premises sources. They are available for governed self-service analytics in Tableau, across the enterprise. Choosing the hyper format for your data integrations will allow you to create larger Tableau extracts, create and refresh extracts faster, and experience better performance when interacting with reports.

## Next Steps

Learn more about [Informatica Enterprise Data Catalog for Tableau](#).

Learn more about [Informatica Cloud Data Integration](#).



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