5 Ways Informatica Cloud Data Integration Extends PowerCenter and Enables Hybrid IT
# Table of Contents

- **Introduction** ................................................................. 2
- 1. Fit-for-Purpose Cloud Integration Applications ..................... 3
- 2. Reusability of Prebuilt Integration Processes. ......................... 4
- 3. Interoperability of Integrations ........................................... 5
- 5. Efficient Provisioning and Monitoring ................................. 7
- **Next Steps** ................................................................. 7
Introduction

Informatica® PowerCenter® is the gold standard for data warehousing, data migration, agile business intelligence, and data governance initiatives. PowerCenter can support large data volumes and continuously streaming real-time transactions, with capabilities ranging from metadata-driven data integration and data quality services to developing and deploying complex workflows.

But what about the use cases for which PowerCenter is often not considered?

Software as a service (SaaS) applications are one such example. Cloud-based applications like Salesforce CRM, Eloqua, Workday, NetSuite, and Concur, to name a few, often get their start in the enterprise through individual departments, divisions, and subsidiaries. Known for their rapid deployment times, frequent feature releases with API updates, and end-user ease of use, SaaS applications are typically much more dynamic than on-premise business applications. New fields and objects can be added with a few clicks by line-of-business administrators, analysts, and operational roles. When it comes to data integration, waiting for IT to redevelop and deploy mappings every time there is a metadata change does not meet the expectations of business users and application owners, who are used to greater speed and agility in the cloud.

With Informatica Cloud®, you get the best of both worlds. Powered by the Vibe™ virtual data machine, and delivered as a multitenant cloud-based service, Informatica Cloud delivers business benefits such as end-user agility and ease of use. A single, unified platform means that integration tasks can be mapped once and run anywhere—on-premise or in the cloud.

This paper outlines five ways that Informatica’s award-winning cloud data integration applications and integration platform as a service (iPaaS) extend the capabilities of PowerCenter, balancing the demands for business self-service with strong IT governance and control.
1. Fit-for-Purpose Cloud Integration Applications

Informatica Cloud provides purpose-built integration applications and an easy-to-use, wizard-based interface that allows business analysts and SaaS application administrators to execute common data synchronization tasks and ad hoc reporting without requiring valuable IT time. This is accomplished by guiding users through the steps of selecting their sources and targets, mapping and manipulating fields, and scheduling jobs to run. For the PowerCenter team, this means less time servicing what are repeatable and often relatively simple cloud data integration requests. Informatica Cloud can even be used for on-premise-only data integration use cases such as database-to-database or database-to-file extraction, transformation, and loading projects.

The Primary Use Cases for Cloud Application Integration:

- Data Migration
- Data Synchronization
- Data Quality
- Reporting

Figure 1: Informatica Cloud delivers integration applications for the most common use cases and an intuitive step-by-step wizard for end-user ease of use.
2. Reusability of Prebuilt Integration Processes

Informatica Cloud Integration Templates are ideal for data integration tasks that require more advanced PowerCenter developer expertise such as building aggregations or integrating multiple data sources. Built with the Cloud Integration Designer, a tool that is similar to the PowerCenter Mapping Architect for Visio, Cloud Integration Templates are reusable integration processes that take advantage of prebuilt connectivity, mappings, and mapplets as well as APIs. Developers can build parameters or “configuration points” into their Cloud Integration Templates to enforce certain integration patterns and to provide flexibility to end users and even make them available for download on the Informatica Marketplace Cloud Mall. Cloud Integration Templates can have a direct impact on developer productivity and IT alignment with the business, because highly reusable integration assets can be created once and then customized to meet specific end-user requirements. For example, a common requirement for cloud data integration is to access and transform new attributes that appear in source and target sources. With Informatica Cloud, a Cloud Integration Template can easily be configured by administrators and line-of-business users without having to go back to IT repeatedly for such simple modifications.

Figure 2: PowerCenter developers can build more complex integration mappings and use Cloud Integration Templates as the delivery mechanism for end users to consume.
3. Interoperability of Integrations

When integrations between cloud and on-premise applications are required, in particular those that involve production ERP systems such as SAP, Oracle EBS, PeopleSoft, or JD Edwards, the central IT team must be involved in the process at every step of the way. In many organizations, Informatica PowerCenter is already being used for direct API access in order to integrate data between these systems and other sources. Informatica’s Vibe virtual data machine allows PowerCenter developers to design complex integrations that can be easily shared, scheduled, and run in the cloud. Map once. Run anywhere.

For example, a typical Salesforce-to-SAP integration requires automating the process of pushing closed sales opportunities to the order management and invoicing system. Since this is a bidirectional process, invoice and delivery details need to be available in a Salesforce custom object or fields for end users to get the visibility they need in a single, consolidated view. Directly accessing the on-premise system can be managed by the Informatica PowerCenter team, and Salesforce application owners and administrators with domain-specific process and data knowledge can properly map the fields between front-office and back-office applications.

The preceding section of this paper discussed how Informatica Cloud can extend PowerCenter in the enterprise, with entire integration processes easily designed and reused with Cloud Integration Templates and the Vibe virtual data machine. Taking this concept a step further, with PowerCenter interoperability, a specific component of that integration process with standardized business rules (such as masking data or formatting it a specific way) can be deployed enterprise-wide, enabling greater business and IT alignment. Such standardized components can be encapsulated as mapplets and run in Informatica Cloud across various departments.

Figure 3: Dynamic and reusable, Cloud Integration Templates can be downloaded from the Informatica Marketplace and made available for end user and administrator consumption via Informatica Cloud.
4. Governed Self-Service with Fine-Grained Access Controls

This paper has outlined how Informatica Cloud provides the ability for PowerCenter developers to write mappings and mapplets once and run them in the cloud for greater departmental and line-of-business data integration agility. Informatica Cloud introduces new ways to put PowerCenter to work for operational use cases that you might consider to be too simple or that require IT resources that just aren’t available today. But this concept of self-service is not without strong IT governance and control capabilities. With Informatica Cloud’s fine-grained access controls, you can easily manage who can access what data, how, and when. PowerCenter developers and IT managers can create new user groups and allow users to run specific integration workflows for their departments. Administrators can restrict the type of data integration process certain users can run, whether it’s data synchronization for application integration purposes, data replication for analytics purposes, or any other custom integration process. Going a level deeper, with Informatica Cloud you can even restrict whether users can read, execute, create, or update tasks as well as which data sources and applications are available for an individual end user to access. This level of fine-grained access control and permission setting means Informatica Cloud can empower departmental users to more effectively accomplish their integration tasks in a controlled environment.

Figure 4: Informatica Cloud allows IT to create different user groups, add users, and centrally manage the types of integrations they can execute.
5. Efficient Provisioning and Monitoring

Just as it critical to manage the proliferation of cloud applications in the enterprise, it is also critical to manage the potential for cloud integration sprawl. Pockets of disconnected tools and custom hand-coded ETL scripts can result in what the industry calls the “integration hairball,” which introduces new levels of data management complexity. Informatica Cloud’s delegated administration capabilities allow IT organizations to centrally administer and manage a master instance (known as an “org”) of the cloud integration service and to provision “sub orgs” to specific departments and divisions. This central cloud integration administration hub allows you to monitor the status of all the jobs your users are running and take instant action when something fails.

Additionally, Informatica Cloud audit logs provide visibility into who has logged in, what changes have been made, and when specific jobs were run. Informatica Cloud provides published APIs that allow IT operations to easily leverage third-party monitoring tools to ensure that integration workflows can be centrally managed and monitored.

Next Steps

This paper has outlined how purpose-built integration applications, reusable templates, platform wide interoperability through Vibe, granular access controls, and central provisioning and monitoring allow PowerCenter customers to maximize their return on cloud application and platform investments. It is worth restating, however, that Informatica Cloud can also be used for projects that do not involve cloud applications. Because Informatica Cloud and PowerCenter are powered by the Vibe, once you get started with cloud integration applications and the powerful iPaaS capabilities, you’ll inevitably discover a wide variety of use cases and new opportunities to get more value from your Informatica investment.

To get started with a 30-day Informatica Cloud integration trial, please visit www.InformaticaCloud.com.

Figure 5: The ability to create and monitor “sub orgs” aligns well with the companies that have adopted an integration competency center (ICC) and Lean Data Management Principles.

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 for maximizing return on data to drive their top business imperatives. Worldwide, over 4,630 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks.