Quickly turn big data into business value.
As the pace of business increases and organizations face overwhelming competitive pressure to transform their businesses, there is an opportunity to modernize and optimize data architectures to enable data to become a strategic asset for organizational decision making. The emergence of Apache Hadoop now gives organizations the luxury of using more data for analysis than ever before. But organizations are unable to turn most of their big data into trusted business insights due to antiquated and manual approaches of hand coding and code generation that leave most big data siloed, inconsistent, and incomplete.

Easily integrate more data faster from more data sources
Informatica Big Data Management delivers high-throughput data ingestion and data integration processing so business analysts can get the data they need quickly. Hundreds of pre-built high-performance connectors, data integration transformations, and parsers enable virtually any type of data to be quickly ingested and processed on big data platforms, such as Hadoop, NoSQL, and MPP appliances. Beyond pre-built components and automation, only Informatica provides dynamic mappings, dynamic schema support, and parameterization for programmatic and templatized automation of data integration processes.

With a smart performance optimizer that is compatible with multiple processing engines, including MapReduce, Spark, Apache Tez, and Informatica Blaze, Informatica Big Data Management delivers maximum developer productivity, operational reusability, and data integration performance that ultimately shortens the time to value for business needs. It provides the gold standard in big data integration solutions so more big data can be turned into business value quickly.

“Informatica helps Tinkoff deliver on the business expectations no matter how fast data volumes grow, how complex the data model is and whichever data sources need to be integrated. By harnessing big data across the bank, Tinkoff is now uniquely positioned to target, acquire and retain more customers.”

—Sergey Sotnichenko, Head of Data Warehousing, Tinkoff
Key Features

Visual development interface
The Hadoop ecosystem is rapidly changing with new innovations continuously emerging in the open-source community. Big Data Management builds atop the open-source Hadoop framework and preserves all the transformation logic in your data pipelines. This means developers can design once, without any specialized knowledge of Hadoop concepts and languages, and easily deploy data pipelines without having to rebuild each time Hadoop changes. As a result, Hadoop innovations are implemented faster with less impact and risk to production systems.

Dynamic schemas and mapping templates
Informatica Big Data Management generates hundreds of run-time data flows based on just a handful of design patterns using mapping templates. These mappings can be easily parameterized to handle dynamic schemas such as web and machine log files, which are common to big data projects. This means you can quickly build data flows that are easy to maintain and resilient to changing schemas.

Complex data parsing on Hadoop
Informatica Big Data Management makes it easy to access and parse complex, multi-structured, hierarchical, unstructured, and industry-standard data such as Web logs, JSON, XML, and machine device data. Prebuilt parsers for market data and industry standards such as SWIFT, ACORD, HL7, HIPAA, and EDI are also available.

Data profiling on Hadoop
Data on Hadoop can be profiled through the Informatica developer tool and a browser-based analyst tool. This makes it easy for developers, analysts, and data scientists to understand the data, identify data quality issues earlier, collaborate on data flow specifications, and validate mapping transformation and rules logic.

Smart performance optimizer
Informatica’s Smart Optimizer enables you to execute the best engine for the highest performance, scalability, and resource utilization without having to rebuild data pipelines as new technologies emerge. For example, data integration transformations can be run using the Informatica Blaze engine in YARN, Spark, Hive on Tez, or MapReduce. Informatica Blaze is Informatica’s data processing engine integrated with YARN to provide intelligent data pipelining, job partitioning, job recovery, and high-performance scaling.

SQL to mapping conversion
Informatica Big Data Management can translate ANSI-compliant SQL scripts, Informatica PowerCenter pre/post SQL, and SQL Override queries into optimized Informatica Big Data mappings that execute on Hadoop, maximizing reuse, simplifying maintenance, and preserving end-to-end data lineage.
Key Benefits

Ingest any data
With the increased pace of business, data management professionals struggle to manually manage a growing volume and variety of data. Only Informatica’s extensive library of pre-built connectors enables organizations to ingest nearly any data. Using Informatica Big Data Management, your data scientists and analysts can focus on new data insights—not on data integration—that your company can use to develop innovative products and services.

Process and deliver data anywhere
Data management professionals face a proliferation in the number and types of next generation data platforms available. Only Informatica’s certification and support of multiple on-premises and off-premises Hadoop distributions enables organizations to process and deliver data anywhere.

Faster, flexible, repeatable execution
With a growing volume and variety of data, manual processes cannot scale. Manual processes take too long to execute and inhibit long-term maintainability. Only Informatica provides optimized runtime processing and simplified monitoring across multiple engines for faster, flexible, and repeatable development and processing. Informatica Big Data Management enables faster and more flexible big data analytics anywhere.

About Informatica
Digital transformation is changing our world. As the leader in Enterprise Cloud Data Management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.