

# PowerExchange for Cloud Applications

## Connect to Cloud Sources and Targets Seamlessly From Within PowerCenter.

### Benefits

- Enables you to move or integrate data among on-premises and cloud sources and targets quickly.
- Improves productivity and development time by capitalizing on existing investments and skill sets to access cloud applications.
- Leverages agility of Informatica Cloud and familiarity of PowerCenter to accelerate your journey to cloud.

Many organizations are looking to use data for competitive advantage to drive revenue, growth, profit, and better customer interactions and experience. As a part of this modernization effort, organizations are looking to leverage the advantages of cloud-based applications and analytics for several reasons: its agility to stand up new applications and systems, its elasticity to manage computing power during peak hours, and its cost model.

As organizations embark on their journey to cloud, data from existing on-premises applications must be integrated with evolving cloud application investments. Siloed sources of data in cloud and in on-premises applications, which are not integrated with other systems or sharable across the organization, create confusion and compliance issues.

How should you connect, integrate, or move data from existing on-premises and more recent cloud investments? How do you drive these initiatives without slowing down your productivity and leveraging existing skill sets? What if you could take advantage your existing investments in PowerCenter and work across on-premises, cloud, hybrid, and big data to keep data trustworthy and current across the enterprise?

### PowerExchange for Cloud Applications

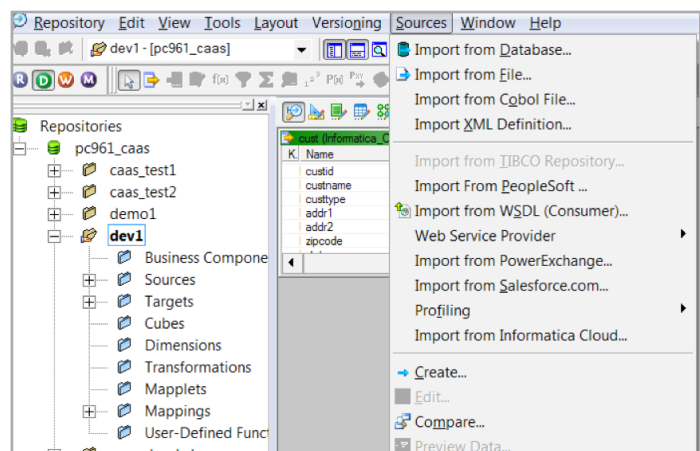
PowerExchange for Cloud Applications lets you connect to cloud applications or databases seamlessly without leaving PowerCenter in the same way you currently connect on-premises applications with PowerExchange Connectors. You simply access connections defined in your Informatica Cloud account from PowerCenter designer and access the available objects from PowerCenter.

Once your cloud source and target objects are created, you can use the same functionality to access them in mappings just like any other source and target. At runtime, PowerCenter will automatically use Informatica Cloud to connect to your cloud sources or targets as part of your session execution.

### Access connections defined under Informatica Cloud account from PowerCenter

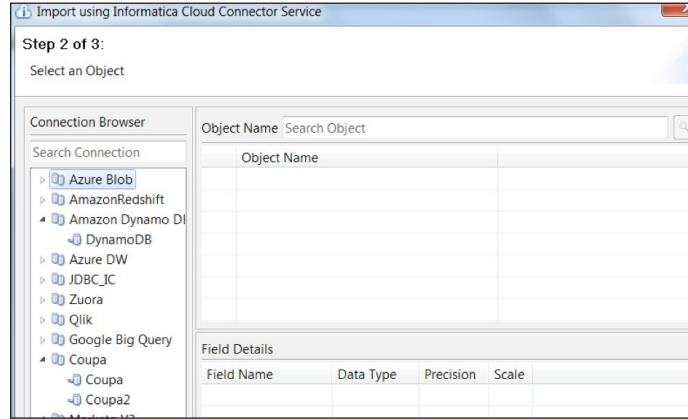
With the new PowerExchange for Cloud Applications, you can take advantage of a hybrid architecture to seamlessly leverage the agility of Informatica Cloud from within the familiar environment of your PowerCenter environment.

Connect to Informatica Cloud from within PowerCenter.



## About Informatica

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the cloud, on-premise or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.



Access connections defined under Informatica Cloud Account from PowerCenter.

## Related Packages and Add-ons

### Informatica PowerCenter Standard Edition

Jumpstart your data integration initiative and use it as the foundation for enterprise-wide data integration programs.

### Informatica PowerCenter Advanced Edition

Manage and scale up complex data integration environments while improving metadata management.

### Informatica PowerCenter Premium Edition

Deploy a high-performance, highly scalable, highly available environment for mission-critical data integration that includes advanced monitoring, validation and testing.

### Informatica PowerExchange

Connect securely and codelessly to major enterprise applications, database systems, mainframe systems, midrange systems, message-oriented hardware, and industry-wide technology standards such as email, LDAP, and web services.

### Informatica Cloud

The Informatica Cloud Integration portfolio lets you easily connect to a variety of cloud, on-premises, mobile, and social data sources to ensure you can efficiently share relevant and trustworthy business information.



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