

Cloud Data Lake Management

Deliver Accurate and Consistent Big Data Insights You Can Actually Trust to Power Quicker Business Decisions.

Informatica provides the gold standard in data management solutions for integrating, governing, and securing the data to power your business with a data lake.

“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 Bank

Organizations rely on insights derived from data to drive greater profitability, uncover opportunities, detect issues and problems, accelerate product and service innovation, and deliver exceptional customer experiences. As organizations increasingly rely on data to power digital transformation, the clamor for fast access to trusted data is growing.

Providing fast access to critical data is fraught with challenges, however. And as organizations invest in cloud infrastructures, fast, flexible, and systematic approaches to data management are essential to ensure repeatable and consistent value.

Because of its ever-growing volume and variety, big data is difficult to find, prepare, master, govern, and protect. That challenge is growing exponentially. As the pace of business speeds up and the velocity of data from the Internet of Things increases, organizations are finding it increasingly difficult to capture and process big data in real time.

From an IT perspective, the more complex the data, the bigger the risk that it is incomplete, inconsistent, inaccurate, insecure, and incompliant with internal controls and external regulations. This, in turn, hobbles the business. Without fast, flexible, and systematic approaches to data management, organizations run the risk of compromising the speed in which they deliver the data as well as the quality of the data itself. And, ultimately, due to the very real risk of data security breaches, the credibility of your organization is at stake.

Traditional solutions require either expensive, manual, and time-consuming processes or the integration of fragmented point solutions. Both introduce complexities of their own for IT and corresponding delays delivering useful data to the business. A systematic approach to big data management enables you to quickly and repeatably get more business value from more big data without more risk.

Key Benefits

Cloud-ready from day one

Informatica’s data lake management products are certified to run not only on all the most popular on-premises Hadoop distributions, but also for off-premises deployment as well. Thanks to out-of-the-box connectivity to cloud databases, cloud data stores, and cloud applications, you can truly turn any data into trusted data assets anywhere.

Faster and easier integration of more data sources

Informatica enables data management professionals to maximize the value of their investments in Hadoop by integrating more data. Informatica’s library of hundreds of prebuilt connectors, simplified stream processing on top of open-source and proprietary streaming engines, as well as out-of-the-box connectivity to cloud databases, cloud data stores, and cloud applications enables you to integrate nearly any data anywhere. Support for Tableau Data Extracts and a hub-based publish/subscribe architecture also let you repeatably deliver more data faster to more data targets.

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.

Collaborative data quality, mastering, and governance with self-service and machine learning

IT can ensure compliance with internal controls and external regulations, while empowering the business to participate in data quality and data governance. Informatica's machine learning-based data discovery enables you to find new data and relationships that would be challenging and time consuming to integrate and match manually. Informatica's graph-based real-time matching and linking of big data accelerates and perfects how you master data and discover data relationships across all business-critical data.

Informatica's multi-persona interfaces and rule builder empowers effective collaboration between data analysts, data stewards, and other business users so that big data is quickly converted into high-quality trusted insights. Informatica's self-service data preparation enables faster access to more trusted insights with built-in data lineage, enterprise-wide data asset discovery, smart data set recommendations, and crowdsourced data asset tagging and sharing, so the right people get the right data at the right time.

Deliver more data without more risk

Informatica's risk-centric approach to protecting big data automatically classifies sensitive data and proactively detects threats of unauthorized data access or proliferation. Based upon assessments, data can be non-intrusively protected for secure access to contextual information.

With Informatica's market-leading platform, proven methodology, and strong partner ecosystem, more of the big data you need can be quickly and repeatably turned into business value without more risk. Establish data lake management as part of your information management strategy today to deliver superior data-driven customer experiences.



Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/Informatica

© 2017 Informatica LLC. All rights reserved. Informatica® and Put potential to work™ are trademarks or registered trademarks of Informatica in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks.