

Big Data Analytics: How to Get Big Results From the Big Picture

Using one platform and one skill set to draw value from all your data.

We have more data—but do we really know more? Organizations are tackling this question every day. We try to draw more knowledge from increasing reservoirs of data, and to act upon those insights quickly enough to capture business value; through business initiatives such as better customer service, improved fraud detection, and operational optimization. Through that struggle, there's one thing every enterprise knows: Getting real value from a wealth of data is harder than it sounds.

The truth is, much of the big data that companies have is incomplete, inconsistent, insecure, or ungoverned. How can businesses confidently make accurate decisions if the big data driving those strategies is bad?

The challenge, most often, is in the data management infrastructure. Clean, secure, and trusted data drives business insights, and repeatable, scalable processes drive success. But organizations have problems on both fronts. Even when a one-off analytics project delivers success on a specific challenge, the results may not be scalable or repeatable. That one success may have created yet another data silo to trouble the organization down the road.

Lacking a solid data infrastructure, organizations have a hard time with:

- Making timely, clean, and complete data available to fuel analysis.
- Overcoming the lack of efficiency and interoperability that come from having too many disparate tools, custom projects, and data silos.
- Finding and maintaining the skills needed to augment traditional data warehouses with big data technology (experienced Hadoop developers, for instance, are a rare and expensive commodity).
- Turning a data scientist's successful experiment into an operationalized analytics tool for business users.
- Managing dozens of open source data management tools that are frequently updated.

One Skill Set, One Platform for All Your Analytics Projects

To compete on analytics, you must first manage enterprise data as a core business function. Strategically, you must standardize your people, processes, and technology for enterprise data management. Informatica's data management platform provides flexible, end-to-end management so you can leverage big data with no new tools or training. You get one platform for all your analytics projects. Rather than a cobbled-together set of individual tools, one environment solves the challenges of data preparation, integration, and security.

That single platform means one master skill set, which extends from structured to unstructured data. In essence, every Informatica developer is a Hadoop developer, with no training or new skills required. Informatica lets you scale, automate, and operationalize your entire data management effort to support all analytics initiatives.

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Why Scalable Data Management Matters

Investing in big data management, rather than plugging resources into underperforming one-off projects, provides a number of opportunities for specific improvements.

Here are just three examples:

- 1. Offload a data warehouse with Hadoop:** Put an end to spiraling costs of data warehouse upgrades by offloading less-used data to a Hadoop cluster. By keeping only your most relevant, frequently used data in your data warehouse, you're able to keep performance high and the cost of upgrades low. For many new Informatica customers, this is a great "quick win," a straightforward way to start improving performance right from the start.
- 2. Create a data lake for innovation:** Another great way to leverage Hadoop through your Informatica platform is to create a large data lake for analytics exploration. The result is a single place for data that lets analysts innovate and easily draw from very large amounts of clean, trustworthy data. Once an experiment bears fruit, it can easily be operationalized using the same tools and skill sets. The move from experimentation in the data sandbox to feeding a reliable, repeatable business process is all but seamless.
- 3. Predictive analytics for applications:** The combination of both structured data and big data provides businesses with a unique opportunity for marketers to predict customer outcomes, and for customer service reps to recommend appropriate next steps. Predictions are based on analyzing data from past interactions and the profiles of like-customers. The recommendations engine can predict what the next-best step with a customer should be, or the next-best offer to send them. Predictive analytics draw data from multiple sources, but their results are only as good as the data they start with. Informatica makes sure of the data's sources, formats, and quality to fuel real-time predictive analytics that your business can rely on.

The Value for IT

Budgets are tight, yet demands from the business are ever-increasing. So too is complexity—there's more data, in more formats, than ever before, and more technologies with which to store and manipulate it. Informatica provides a single, scalable platform with which to quickly integrate, govern, and secure all of your data, structured or unstructured, on-premise or cloud. This lets you draw insights from your data and operationalize them, faster and more efficiently.

The Value for Business

Informatica gives business leaders the data to make faster, smarter decisions that drive revenue. Our platform makes it possible to find any data, and to discover the data relationships that matter. Business teams can quickly prepare and share data, and most importantly, they can trust their data. When bad data feeds false insights, every business decision comes with increased risk. Informatica provides clean, governed data, and powerful tools for extracting insights. You can now be confident in the decisions those insights drive.

Visit the [Informatica Big Data Analytics website](#) to learn more about how our solutions can help you get better business value from your big data analytics investments.



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