Fast-Track Your Analytics Modernization on Microsoft Azure

Benefits

- Accelerate data warehouse and data lake modernization with a metadata-driven, AI-powered data integration platform as a service

- De-risk modernization by finding, prioritizing, and understanding downstream-dependency identification and lineage tracking of data you want to migrate

- Power modern analytics with enterprise-level, advanced data prep and code-free data integration at scale

- Ensure better business outcomes by addressing data quality problems before moving data to Azure

- Improve agility with automated codeless integration and out-of-the-box connectivity to hundreds of on-premises and cloud sources and Azure Data Services

- Increase flexibility and scalability with metadata-driven data integration, data quality, and governance

Accelerate Data Warehouse and Data Lake Modernization to Azure With AI-Powered Cloud Data Management From Informatica

Data and analytics form the cornerstone of digital transformation. However, many organizations struggle to become effective users of data due to data management difficulties. On-premises systems that store this data add to the problem—they're often expensive, at capacity, at the end of life, and/or drowning under the weight of processes built on an inefficient platform. Moving to the cloud improves agility, cost efficiencies, and insights, provided you enable easier access to—and management of—data.

Organizations that take a data-driven approach ensure data and analytics are part of a company-wide strategy. They invest in cloud-based data management, data warehousing, and data lakes and are able to dismantle data silos and streamline information between BI tools and the analytics platform. As these enterprises begin to shift their processing workloads to the cloud—and as the amount of data and the number of users continue to grow—they need to make sure poor data quality doesn't impact business outcomes.

To modernize their enterprise data and analytics environment, many businesses are moving to a cloud data warehouse and/or data lake on Microsoft Azure. Whether you are looking to build a net-new data warehouse, migrate an existing legacy data warehouse, or move your enterprise data into a data lake on Azure, you need metadata-driven, intelligent data integration, data quality, and governance capabilities to deliver on the promise of Azure.

Informatica's automated, intelligent cloud data management can do just that, by helping you to reduce manual work, improve data transparency, and scale to meet business needs. To ensure that your cloud data warehouse has trusted data and that your data lake does not become a data swamp, we provide cloud-native capabilities that enable you to profile your data and quickly identify, fix, and monitor data quality problems before moving the data. Informatica® addresses all your data management challenges, from rapidly discovering and integrating data you want to bring into Azure to ensuring that data is protected, secure, and governed across your enterprise.

Accelerate and De-risk Data Warehouse Modernization

For an organization to become data-driven, it needs to modernize and migrate its legacy enterprise data warehouse to a new cloud-based data warehouse like Microsoft Azure Synapse Analytics (formerly SQL Data Warehouse). Given the dependency requirements, even incremental migration is not simple. Existing on-premises data warehouses may contain years of aggregated data from across your enterprise. To avoid disrupting the business, you need a pathway that minimizes the risk of interrupting critical data flows that the existing warehouse currently supports.

Informatica provides a single integrated cloud data management solution to help accelerate migration and modernization from your on-premises legacy systems to Azure Synapse. Informatica's AI-powered enterprise data catalog enables you to quickly discover and catalog enterprise data and metadata across your enterprise. Its downstream-dependency identification and lineage tracking enable you to pinpoint sensitive data and determine if there's any risk in moving it, while minimizing disruption. Once you identify the data you want to move and its dependencies and linkages, you can use Informatica's Azure-native integration platform as a service (iPaaS), Informatica Intelligent Cloud Services℠ (IICS), to integrate, synchronize, manage, and ensure the quality of data workloads you want to move to Azure Synapse for maximum benefit.

Advance Data Lakes in the Cloud

Harnessing data from IoT sensors, social media, e-commerce, and traditional sources for better customer experiences is a key competitive advantage. But using on-premises hardware to analyze and store this high-volume, high-velocity data usually forces costly upgrades. You can avoid such capital expenditures by streaming this data into a data lake such as Azure Data Lake Storage (ADLS), which allows users to access it directly and join it to other data warehouse data at a significantly lower cost.

It is important to enable all users, from your data analysts to your data engineers, with self-service analytics to rapidly access and use data from the data lake while maintaining data governance. However, time-consuming and complex approaches such as hand coding and code generation can leave data inconsistent, stale, and out of reach.

Informatica helps you efficiently build an enterprise cloud data lake with automation and intelligence, enabling you to identify, prepare, integrate, and govern your big data pipelines. Cloud mass ingestion capabilities allow you to ingest data from a variety of sources, including files, databases, change data capture, and real-time streaming data. This ensures you gain maximum value from all your structured, unstructured, and semi-structured data by integrating new data sources with your existing IT investments to drive advanced analytics and AI/ML projects.

Informatica empowers data analysts, data scientists, and data stewards with an understanding of the data faster, and helps you extract transformative insights to fuel innovation with high-value, self-service data lake management for Azure. Better leverage your ability to scale Azure Data Services for every user and type of workload and quickly implement complex use cases.

Informatica enables you to discover, integrate, prepare, catalog, and govern all your structured, unstructured, and semi-structured data with new data sources and existing IT investments. It also enables you to drive sophisticated analytics and AI/ML projects with AI-driven advanced data prep and code-free data integration at scale with Microsoft Azure Data Lake Storage and other Azure Data Services.

Ensure Successful Cloud Data Warehouse and Data Lake Initiatives on Azure

Informatica cloud data management helps you get the most out of your Azure-based data and analytics strategy. It drives digital transformation by accelerating and de-risking your data warehouse or data lake initiative with intelligence, automation, and efficiency. Having an enterprise unified metadata management foundation facilitates collaboration and enables end-to-end workstreams for data cataloging, data integration, data quality, and governance. Key capabilities that help advance the modernization of on-premises, cloud, and big data workloads to Azure include:

Data Cataloging: AI-powered enterprise data cataloging provides visibility across your entire data landscape with end-to-end data lineage, so you can quickly discover, inventory, and organize data assets. Informatica Enterprise Data Catalog allows you to scan and collect metadata from all your enterprise systems, curating and augmenting the metadata with business context and inferring relationships and lineage. You can use collaborative, self-service data preparation to rapidly enrich, cleanse, and govern data pipelines for faster insights.

Data Integration: Informatica Intelligent Cloud Services is an enterprise-grade, Azure-native, automated, AI-powered iPaaS. It provides data integration, critical optimization capabilities like push-down optimization, and pre-built out-of-the-box connectivity to hundreds of on-premises and cloud data sources and Azure Data Services (Azure Synapse Analytics, Azure Data Lake Storage, Azure Databricks, HDInsight, Blob, etc.). With these capabilities, you can quickly and efficiently build data pipelines and process the migration of on-premises data workloads to Azure Synapse Analytics or Azure Data Lake Storage.

Data Quality and Governance: Intelligent, automated data quality and data governance ensure data is cleansed, standardized, trusted, and secure. Informatica Cloud Data Quality can help you quickly profile your data and identify, fix, and monitor data quality problems—without coding—before moving the data into your Azure-based data warehouse or data lake. This ensures trusted data is delivered for your analytics initiatives.

Next Steps

To learn more about how Informatica accelerates analytics modernization on Azure, go to www.informatica.com/azure or contact us. Kelly Services is leveraging Informatica and Azure to gain new opportunities. Read how.

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