Modernize Analytics With Informatica and Microsoft Power BI

Accelerate Business Insights With AI-Driven Data Management

Business decisions today are based not on guesswork, but on data—and data is rapidly increasing in volume and variety. IT leaders are responding to that reality by adopting self-service business intelligence (BI) initiatives that let their employees act fast on data-driven business insights. However, these initiatives may not deliver their full benefits when data is slow, hard to find, untrustworthy or inconsistent.

To meet these challenges and enable self-service analytics at scale, many companies are modernizing their analytics environment with cloud data lakes like Microsoft Azure Data Lake Gen 2 as well as cloud data warehouses, such as Microsoft Azure SQL Data Warehouse. But self-service analytics can only deliver meaningful and timely results by drawing on trusted, consistent, and relevant data. The key is to streamline the process of moving that trusted, high-quality data into the cloud so that business users can access it as needed.

Next-Generation Analytics With Informatica and Power BI

Informatica® is partnering with Microsoft to help rapidly curate and deliver trusted, consistent data at scale for analytics. The Informatica Intelligent Data Platform is the most comprehensive and only data platform to accelerate cloud analytics modernization with Microsoft Azure Data Lake Gen 2 and Microsoft Power BI.

Informatica's AI-driven data management platform delivers data to Power BI users in data warehouses and data lakes to accelerate both operationalized BI and ad hoc analytics. Our industry-first Microsoft Common Data Model (CDM) support delivers integrated, harmonized, trusted data at scale into Microsoft ADLS Gen 2, for industry-leading performance, security, management, and cost-effectiveness. Informatica also provides automatic support for dataflows between Power BI and ADLS Gen 2/CDM folders so your business analysts can rapidly access and analyze trusted data in the data lake, facilitating the experimentation and iterative approach that makes ad hoc analytics so valuable.

Discoverable Data for Business Performance

With AI-driven data discovery, the Informatica solution helps business users find and understand trusted, relevant data faster, supporting self-service analytics that accelerate delivery of data-driven insights. Your company can operationalize BI based on structured data from your data warehouse at the same time as you give your analysts and data scientists fast access to semi-structured and unstructured data from your data lake—and more easily drive the results of their experiments with raw data.

Support for Common Data Model Ends Semantic Silos

One significant barrier to effective self-service analytics is the problem of different applications using different data fields and definitions to describe the same business entity, such as customer or order. Some of the technology industry's biggest names have launched the Open Data Initiative (ODI) to break down these semantic silos and harmonize the data within them. Central to this effort is Microsoft's Common Data Model, which is designed to support a consistent, unified data structure across common enterprise applications like Microsoft Dynamics, SAP, Adobe, Marketo, and more.

Informatica is the first and only data management company to endorse ODI and support CDM to deliver on the vision of driving analytics through a unified understanding of data.
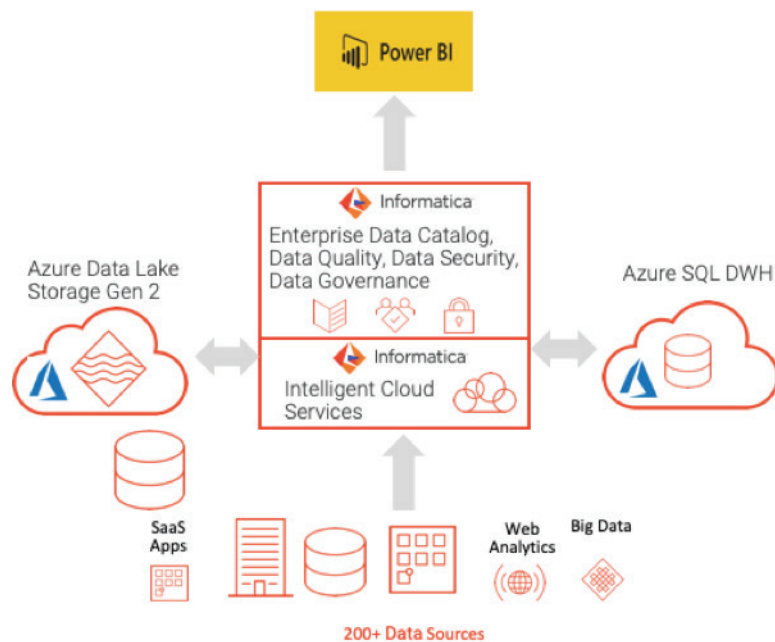

Figure 1. A modernized analytics environment comprising governed, self-service analytics, an intelligent data platform, intelligent data discovery, quality, governance, and security.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Key Benefits

Informatica is working closely with Microsoft to deliver an integrated solution that helps customers benefit in several key ways:

Faster Time to Value

Informatica provides 200+ prebuilt connectors to common multi-cloud and on-premises data systems for easy, rapid data curation into Azure SQL Data Warehouse and ADLS Gen 2, as well as for rapid ingestion of data from data lakes to data warehouses. In addition, Informatica's solution leverages semantic metadata to automatically create Power BI dataflows and provide out-of-the-box templates and wizards that help organizations deliver more value from data in less time.

AI-driven Data Discovery

Informatica's AI-driven tools make it easy to catalog, classify, and curate data, as well as discover and understand its context. In addition to helping your IT team identify data assets to prioritize for cloud migration, AI-driven data discovery enables your data scientists and business analysts to select the most relevant data for analysis.

Trusted Data for Analytics

Informatica's solution enables you to profile, cleanse, and enrich your data, govern it, secure it, and allow multiple users to curate it—all within the data lake. As a result, your end users can be confident in the data used for analytics.

Unified and Harmonized Data Across Applications

Informatica enables your organization to curate data into your data lake from multiple business applications, adding CDM-based semantic metadata to harmonize different records related to the same entity so your business users can analyze them more easily.

Using Informatica and Power BI together makes your self-service BI more agile, helping to drive better insights, faster. Instead of waiting days or weeks for IT to load data from multiple sources, process it for use, and assess it for relevance, your analysts can start digging into your data stores in minutes—and turn their deep insights into actionable recommendations at today's business speed, ultimately creating business value.

For more information, please visit the Informatica for Microsoft Power BI solution page.

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