

Scalable Data Management for Next-Generation Analytics

Build a better data management architecture to support your analytics business initiatives.

We are in a time of high competition and technology disruption. Organizations are looking to create competitive advantage from analytics insights and the data that fuels them. These organizations are using analytics to make decisions that optimize operations, improve management processes, and enhance customer experiences.

However, the analytics insights delivered are only as good as the data they're built on. Increasingly, executives report that they are not comfortable trusting the data behind their analytics. Reasons for this include:

- **Data silos:** Data is attached to applications and was never designed to be discovered or used for other initiatives such as analytics.
- **Data complexity:** As the volume of data explodes¹ so too does the complexity. Some analysts estimate that 50 percent of data in a typical organization comes from external sources—and in many formats, levels of quality, and completeness.
- **Data volume:** With the growth in data volume, it becomes increasingly difficult to move, transform, and store data in a way that's fit for business applications and analytics at the speed required by the business.
- **Data integration complexity:** Many organizations have hundreds or thousands of point-to-point data integrations, making it complex to manage, difficult to understand, and expensive to change. The lack of standards slows down data delivery to business initiatives.
- **Technology change:** The introduction of new applications, analytics technology, and tools tend to accumulate in layers further increasing the complexity of data management, and slow down the delivery of data in support of new business initiatives.

Scalable Data Management for Data Warehouse Modernization and Analytics

Informatica provides the "gold standard" data management for turning any kind of raw data into trusted data assets for anything from initial analytics projects up to the largest enterprise data management architectures. We have an end-to-end data management solution that leads in six different Gartner Magic Quadrants related to data. Specific examples of where we can help analytics projects include:

- **Data Management for Data Warehouse Modernization.** Many organizations have a considerable investment in traditional data warehouse/ business intelligence (DW/BI) platforms. The challenge is to grow the capabilities of those environments in a minimally disruptive way. Informatica can help you with initiatives such as adding new data sources, moving to real-time data updates, and migrating to more modern data warehouse appliances. And, as you will see in the next example, we can also help you to augment your data warehouse with big data and cloud technologies.
- **Big Data Management for Analytics.** With the growing volume, variety, and velocity of data, organizations are struggling to quickly acquire, process, and make sense of all available data and use it for better decisions. The big data amassed by businesses is often incomplete, inconsistent, insecure, or ungoverned, leading to an absence of data confidence, and potentially adverse business outcomes in increasingly sensitive and regulated environments. Informatica provides a fast, flexible, and repeatable approach for turning big data into trusted data assets.

¹Computerweekly.com, "Data set to grow 10-fold by 2020 as internet of things takes off." April 9, 2014

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.

- **Data Management for Cloud Analytics.** The role of analytics has evolved greatly over years, driven by an increase in the number of data sources that enterprises need to extract data from, and the types of users who need analytics to perform daily operations. Cloud analytics offers scalable, agile, and cost-effective ways of building out the power of analytics. Many IT initiatives involve the integration of cloud and on-premise data warehouses to a single view of data across all sources. Informatica offers data management and data integration solutions to empower all types of users with clean and connected analytics across cloud, on-premise, real time, and batch.

Data management and data integration in the age of data explosion is a challenge—and opportunity—that IT and the business must face together. Both IT and the business can benefit from creating a robust and scalable data management architecture that drives meaningful analytics. Let's review how data management and data integration for analytics benefits both camps.

The Value for IT

Let's face it, IT is facing a period of rapid technology change, and most of the changes will be cumulative, increasing the complexity of data management and slowing down business-value delivery. With Informatica, organizations can implement a complete, scalable, and standardized approach to data management across their entire organization. Because our solutions are based on industry standards and common languages, your IT professionals can utilize their skills across any data, any analytics use case, and any analytics technology. Our solutions also work on-premise, with big data, and in cloud and hybrid environments. The result is greater IT productivity and greater ability to support new business initiatives. Our customers tell us that, "We just get more done with Informatica."

The Value for Business

Business users need to deliver actionable business insights based on data they can trust. With Informatica, they can be assured that their IT department can deliver clean, complete, timely, and secure data for all of their analytics needs. This will result in analytics initiatives that will deliver business value such as improved customer experience, increased cross-sell /up-sell opportunities, more efficient operations, and greater confidence in critical business decisions.

Visit the [Informatica next-generation analytics solutions website](#) to learn more about how our solutions can help you get better business value from your analytics investments.



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