

Informatica for Amazon Web Services

Benefits

- Hundreds of out-of-the-box native connectors for AWS, cloud, and on-premises data sources
- Performance at scale to integrate and manage petabytes of data on demand
- Metadata-driven visual role-based tools deliver data visibility and improved productivity for all users, reduced risk, and improved governance and security
- Operational confidence through single point of control for end-to-end production data flows to ensure mission-critical, trustworthy data is rapidly delivered

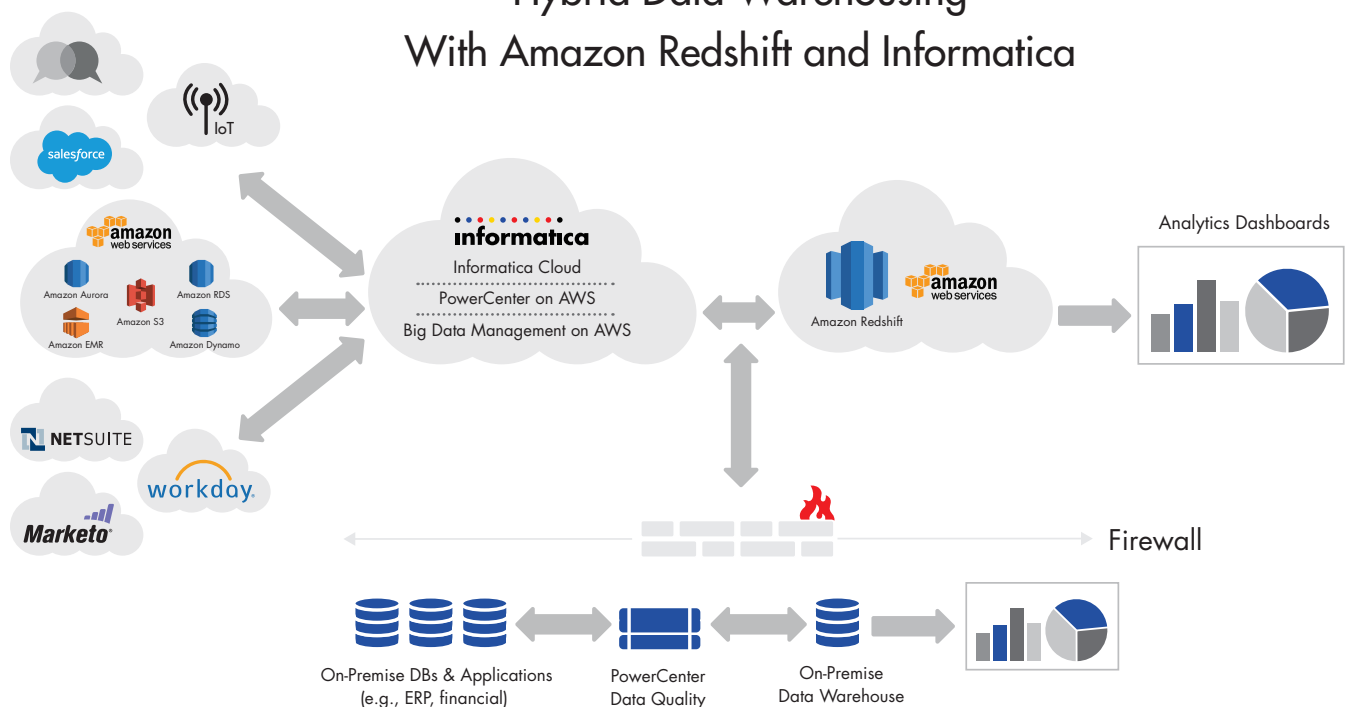
Solve Data Management Challenges in AWS and Connect Meaningful Data From Any Source.

Today's businesses need to accelerate innovation for business differentiation, while reducing IT expenditures. With Amazon Web Services (AWS), organizations can eliminate up-front infrastructure costs, pay just for what they need, easily scale up and down, and free up IT resources to rapidly deliver differentiation for their business. Informatica for AWS enables companies to address data management challenges in AWS, delivering connected, trusted meaningful data from cloud; on-premises; and social, IoT, and other big data sources.

Organizations have been moving applications to software as a service (SaaS) solutions such as Salesforce.com. The next key phase in companies' cloud journeys is the reduction of datacenter footprints, by building net-new workloads in AWS and off-loading or migrating existing on-premises workloads to AWS. Most companies will evolve toward a hybrid cloud architecture and need to manage and integrate data and applications across disparate cloud and on-premises systems.

Hybrid cloud introduces data management challenges, however. Data about a single customer may reside in multiple locations in the cloud and on premise. To successfully manage data in hybrid cloud, organizations must address data connectivity, data visibility, scalability, and operational control of production data.

Hybrid Data Warehousing With Amazon Redshift and Informatica



Hybrid Cloud Use Cases With Informatica and AWS

Whether organizations are looking to reduce infrastructure costs by moving their on-premises applications to the cloud or achieve greater business insights by deploying high-performing next-generation analytics initiatives in hybrid cloud, Informatica and AWS can help organizations achieve their objectives.

Informatica's solution enables you to integrate more data faster from more sources while turning big data into trusted data assets. Its unique metadata-driven approach combined with the Intelligent Data Lake solution empowers business stakeholders, such as analysts, to quickly find, discover, prepare, and secure data for trusted business insights.

1. Migration to AWS (aka "lift and shift" workloads)

Informatica's data management platform can help organizations migrate workloads to AWS, including on-premises applications, databases, data warehouses, as well as on-premises data integration software. Our solution enables not only customers who choose to migrate their environments with no major redesigns but also those who take the opportunity to re-architect their data layers on AWS.

2. Hybrid data warehousing with Amazon Redshift

Organizations' approach to building data warehouses has evolved rapidly in recent years with business intelligence (BI) and the adoption of cloud. Informatica's data management platform helps companies who wish to benefit from inherent cloud benefits of reduced costs and increased agility realized with deployment of Amazon Redshift. While they evolve their architecture to cloud, these organizations also need to continue to support some on-premises data warehouses and data sources alongside cloud investment. Informatica also provides tools for managing data movement, replication, and integration across the hybrid cloud data warehousing environment.

Amazon Redshift and Informatica's solution are vital for organizations to quickly experiment and kick-start new data warehousing projects and then cost-effectively scale across new data sources that need to be analyzed as well as support "bursting," the temporary need to process significantly higher data volumes. It enables the ever-growing use of cloud BI tools that enable self-service analytics for every business user.

The hybrid approach, along with the right set of role-based data management tools from Informatica, allow organizations to develop an enterprise data model iteratively without a huge up-front investment.

3. Big data analytics and data lakes in AWS

Using Informatica's Big Data Management solution for AWS, nearly any data, such as IoT and social media data, can be ingested, cleansed, governed, and secured into a trusted data lake so more of the big data you need can be quickly turned into insights. Big Data Management leverages the processing power of Hadoop, including native processing on Amazon Elastic MapReduce or other Hadoop distributions hosted on AWS.

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Informatica's visual metadata-driven tools are designed to increase productivity for developers and citizen integrators alike and build the foundation for data visibility.

4. Hybrid application integration with AWS

Organizations want their on-premises applications to seamlessly integrate with cloud-based applications. Informatica Cloud Integration Platform as a Service (iPaaS) lets organizations integrate SaaS solutions such as Salesforce, Workday, Marketo, and NetSuite with on-premises and AWS-hosted applications and data systems with a single platform and role-based tools optimized for both IT and line of business users. Informatica's modern publish/subscribe Integration Hub can bring new levels of efficiency and productivity to complex hybrid environments.

5. Master data management with the speed and agility of AWS

Fragmented data creates significant data problems and has interrupted business processes for years. Informatica MDM helps leading organizations in financial services, healthcare, retail, government, and other industries cut costs, increase revenue by improving operations, and make more informed decisions across the enterprise. Informatica MDM Cloud Edition combines the widely recognized capabilities of Informatica MDM with the agility of AWS. It accelerates the speed of deployment of MDM, leverages the pay-as-you-go pricing approach of AWS, and removes an up-front investment in infrastructure. Whether you are an enterprise, small, or medium business, this combined offering delivers full MDM capabilities in the cloud.

Accelerate Your Deployment of AWS Data Services

Informatica enables you to rapidly integrate data with AWS data services, such as Redshift, Aurora, RDS, S3, and DynamoDB, using high-performance, secure, out-of-the-box connectors to hundreds of data services in the cloud and on premise.

Informatica's visual metadata-driven tools are designed to increase productivity for developers and citizen integrators alike and build the foundation for data visibility. It is designed for performance at scale, with inherent scaling capabilities such as clustering on a grid and pushdown optimization, and for operational confidence with proactive monitoring tools that let you catch and correct problems with production data early on before they snowball into costly data issues.

Data Management Platform for AWS

Informatica's data management platform for AWS offers key products certified for AWS, including Informatica Cloud, PowerCenter, Big Data Management, Integration Hub, along with native connectivity to key AWS data services, including Amazon Redshift, S3, Aurora, RDS, DynamoDB, and EMR. Informatica products such as Intelligent Data Lake and Informatica Data Quality can also be implemented on AWS.

Informatica Cloud can also be accessed directly on the AWS Marketplace using pay-as-you-go licensing, which helps you rapidly stand up new AWS data services instances and load them with connected trustworthy data in a cost-effective manner.

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.



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