



Unit-I

Informatica Cloud Overview

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 - i. Cloud Data Integration (CDI)
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Informatica Cloud Platform:

- Informatica Cloud is a suite of cloud-based data integration and management tools designed to help organizations to manage, integrate, and govern their data across hybrid and multi-cloud environments.
- It provides a unified platform for various services including data integration, data quality, master data management, and data governance.



Informatica Cloud Services:

- i. Cloud Data Integration (CDI)
- ii. Cloud Application Interface (CAI)
- iii. Cloud Data Quality (CDQ)
- iv. Master Data Management and 360 application(MDM)
- v. Cloud Data Governance and Catalog
- vi. Cloud B2B
- vii. Cloud Integration Hub (CIH)
- viii. Cloud Data Marketplace (CDMP)

Cloud Data Integration (CDI):

- Cloud Data Integration (CDI) is a core component of Informatica Cloud Services.
- Informatica Cloud Data Integration is a data integration platform and solution that works on a Software as a service (SaaS)
- It enables organizations to integrate data across on-premises and cloud-based databases, applications, file feeds, flat files and social networking sites providing seamless integration solution.
- CDI provides a scalable, secure, and high-performance platform for data movement, transformation, and synchronization.

Why CDI?

- **Hybrid Data Integration:** CDI supports integration across on-premises and cloud environments, enabling seamless data flow.
- **AI-Powered Automation:** Informatica's AI engine, CLAIRE®, for intelligent data processing.
- **Scalability:** It can handle large volumes of data and scale as per business needs.
- **Ease of Use:** CDI offers a user-friendly interface with drag-and-drop functionality, reducing the need for complex coding.
- **Real-Time Integration:** Supports real-time data integration for timely decision-making.
- **Cost-Effective:** Reduces infrastructure costs by leveraging cloud-based resources.



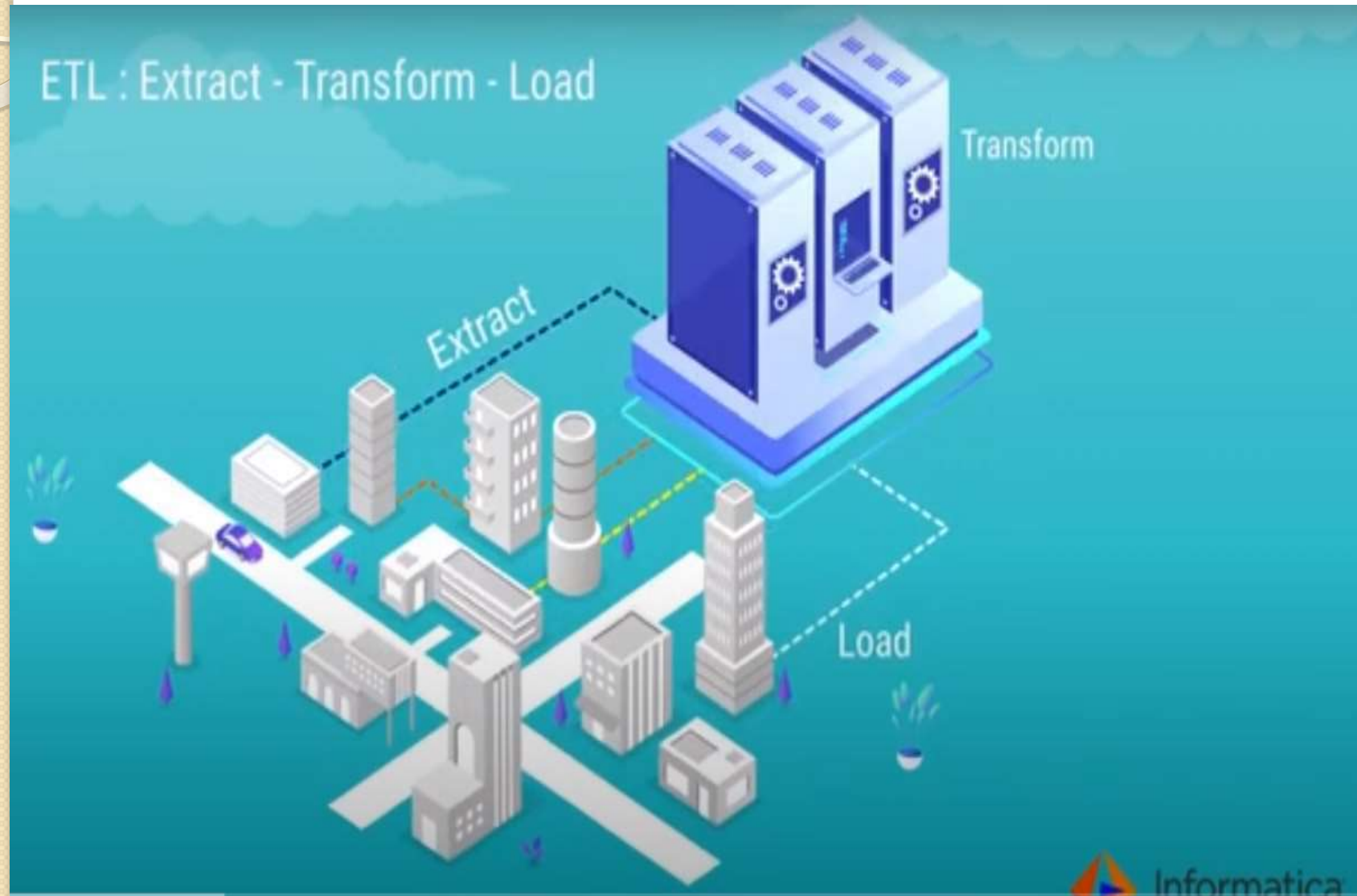
How CDI Helps?

- Data Synchronization: Keeps data consistent across multiple systems.
- Data Migration: Facilitates smooth migration of data from legacy systems to the cloud.
- Data Replication: Enables real-time or batch replication of data.
- API Integration: Supports REST and SOAP APIs for integrating with SaaS applications.

Cloud Data Integration Capabilities:

- Informatica CDI has changed the traditional norm of data integration from ETL to ELT where
 - you extract data
 - then load it as-is into cloud storage
 - from there you can leverage a variety of compute choices for transforming and curating the data

ETL: The traditional method



ELT: The CDI's method



ETL to ELT:

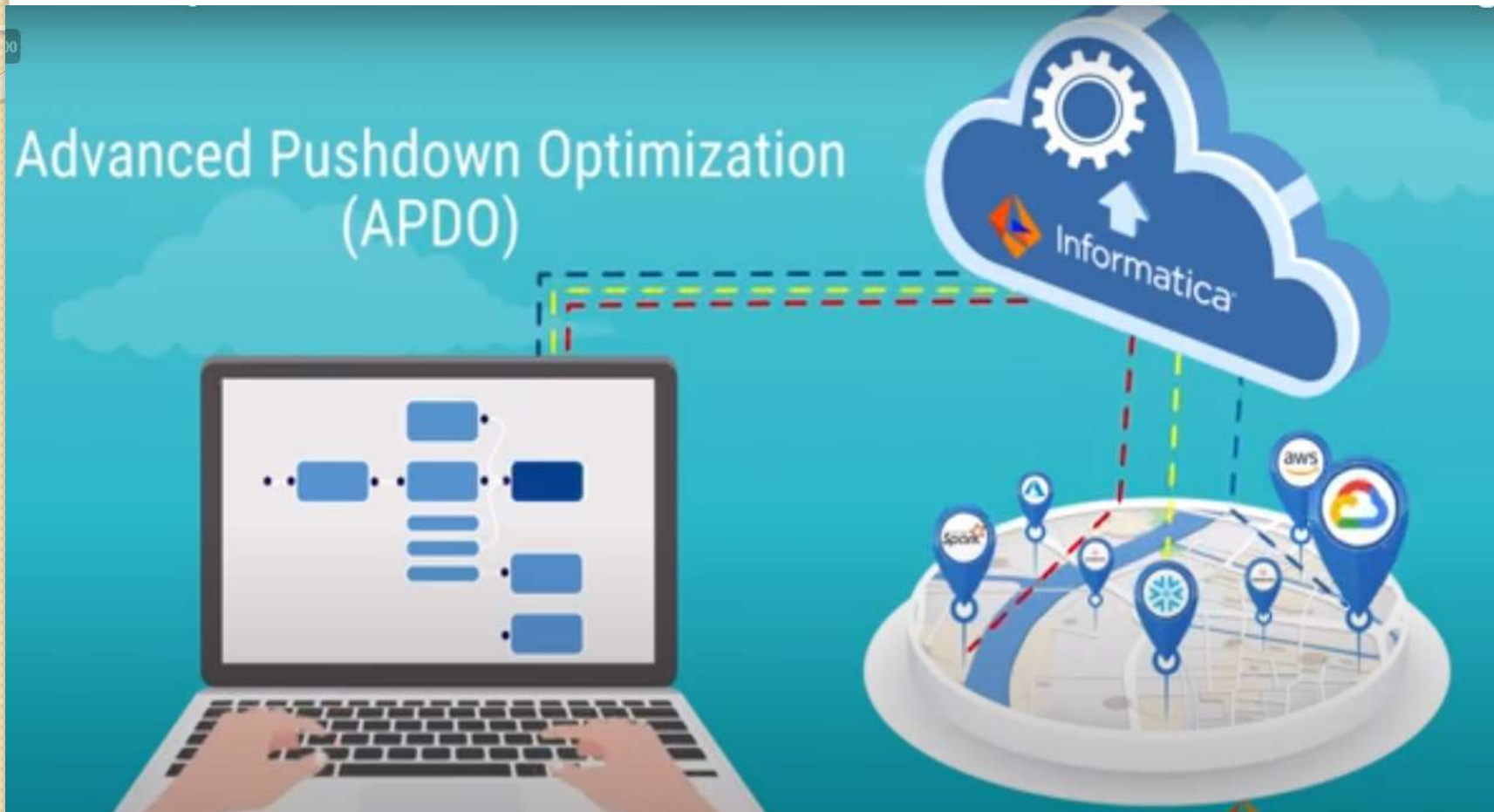




Informatica's optimization Engine: APDO

- Advanced Pushdown Optimization (APDO) in Informatica Cloud Data Integration (CDI) is a performance enhancement feature that pushes transformation logic to the source or target database. It minimizes data movement, reducing processing time and improving efficiency

Advanced Pushdown Optimization (APDO)





Advanced Pushdown Optimization (APDO)

- APDO is an enhancement of PDO that extends pushdown capabilities by:
- Supporting complex transformations that were not previously pushed down.
- Leveraging native database capabilities for increased performance.
- Automatically optimizing SQL execution across source and target.

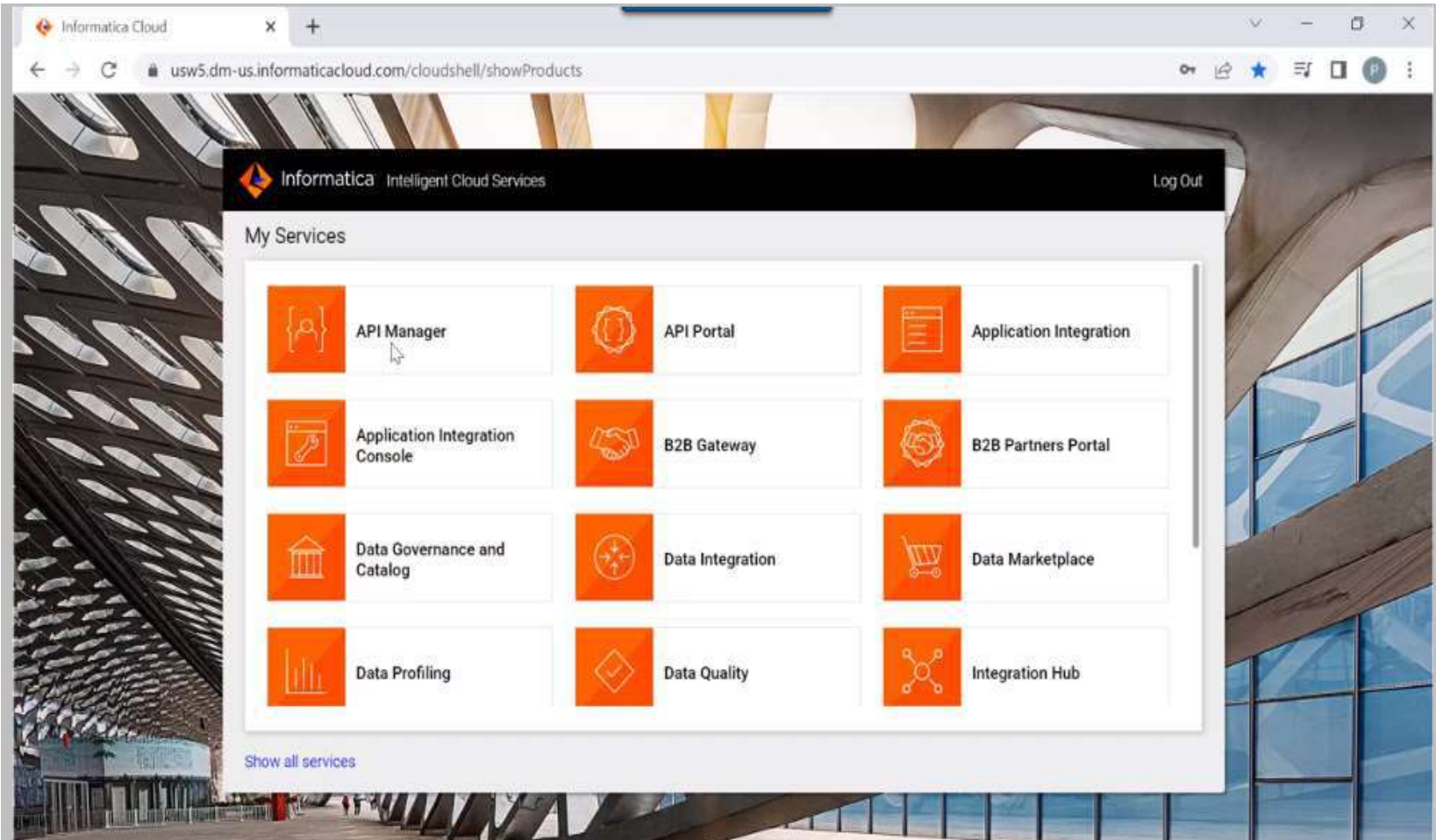
Key Features

- **Broader Transformation Support:** Allows pushdown of complex expressions and functions.
- **Dynamic Optimization:** Determines the best execution strategy based on metadata.
- **Expanded Database Compatibility:** Works with modern cloud databases (Snowflake, AWS Redshift, Azure Synapse, Google BigQuery, etc.).
- **Reduced Data Movement:** Enhances performance by avoiding unnecessary data transfer.
- **SQL Query Optimization:** Generates efficient SQL queries for faster execution.

Use Case

- Demonstration of How to read customer data from Order tables and write the details of all the order to a flat file:

Step 1: Navigate to IICS data Integration Service



Step 2: Create a new Asset and Select the Mapping and Give a Suitable name

The screenshot displays the Informatica Data Integration web console. The left sidebar contains navigation options: 'New...' (highlighted with a mouse cursor), 'Home', 'Explore', 'Bundles', 'My Jobs', and 'My Import/Export Logs'. The main dashboard area includes several widgets:

- Overview:** Displays summary statistics: 8 Runtime Environments, 55 Connections, 16 Projects, 22 Folders, and 438 Assets.
- Runtime Environments:** Lists environments with their status: CDI-XX-FIRSTNAME (Stopped), GLENN (No Secure), IICS-01-ABHI (Stopped), and IICS-XX (Stopped).
- My Jobs:** A bar chart showing the number of jobs over time, with a legend for Success (green), Warning (orange), and Failed (red).
- Most Recent Project:** Shows a 'Default' project with a circular progress indicator for 88 ASSETS, categorized as Valid (green) and Invalid (red).
- Recent Assets:** A table listing recent assets with columns for Name, Location, and Last Accessed.

Name	Location	Last Accessed
Demo	Default	Mar 23, 2023, 3:27 AM
PC_Ma...	Default	Mar 22, 2023, 3:46 AM
S02_Er...	CDI IIT Development\XX_Firstname	Mar 21, 2023, 6:11 AM

Step 3: Configure the Source and target Mapping

The screenshot displays the Informatica Data Integration web interface. The browser address bar shows the URL: `usw5.dm-us.informaticacloud.com/diUI/products/integrationDesign/main/mapping/dclod06ndl1dcsVFp7ysKA/edit`. The Informatica logo and "Data Integration" text are visible in the top left. A sidebar on the left contains navigation links: "New...", "Home", "Explore", "Bundles", "My Jobs", "My Import/Export Logs", and "Simple_Mapping". The main workspace is titled "Simple_Mapping" and shows a "Valid" status. A "Design" pane at the top displays a workflow diagram with three components: "Source", "Filter", and "Target", connected sequentially. Below the design pane, the "Properties" pane is active, showing the "Source" component's configuration. The "Details" section includes the following fields:

- Connection: `CDI_Src1 (SQL Server)` (with "View...", "New Connection...", and "New Parameter..." buttons)
- Source Type: `Single Object` (with a dropdown arrow)
- Object: `ORDERS` (with "Select..." and "Preview Data..." buttons)

Step 4: Add Filter to extract required data

The screenshot displays the Informatica Cloud Platform Overview interface. The left sidebar contains a navigation menu with categories like Overview, CDI, CAI, CDQ, CDC, and CIB. The main workspace shows a Data Integration mapping titled 'Mapping3'. The design canvas features a 'Source' connector, a 'Filter' component, and a 'Target' connector. A context menu is open over the 'Filter' component, listing options: Expression, Filter, Router, Aggregator, Cluster, and Data Masking. The 'Properties' panel at the bottom shows the 'General' tab with a 'Connection' dropdown set to 'CDI_Set F (SQ Server)'. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 15:05 on 06-02-2025.

Step 5: Set Filter Condition

The screenshot displays the Informatica Data Integration Mapping3 interface. The top navigation bar includes the Informatica logo, a dropdown menu, and a notification icon. The left sidebar contains navigation options: New..., Home, Explore, Bundles, My Jobs, My Import/Export Logs, and Mapping3 (selected). The main workspace shows a Design view with a flow from Source to Filter to Target. The Filter component is highlighted, and the Properties panel on the right is open to the Filter tab. The Filter Condition is set to Simple. The Filter Conditions table is populated with the following data:

Field Name	Operator	Value
ORDERSTATUS	=	In Progress

Step 6: Configure Target file (select flat file)

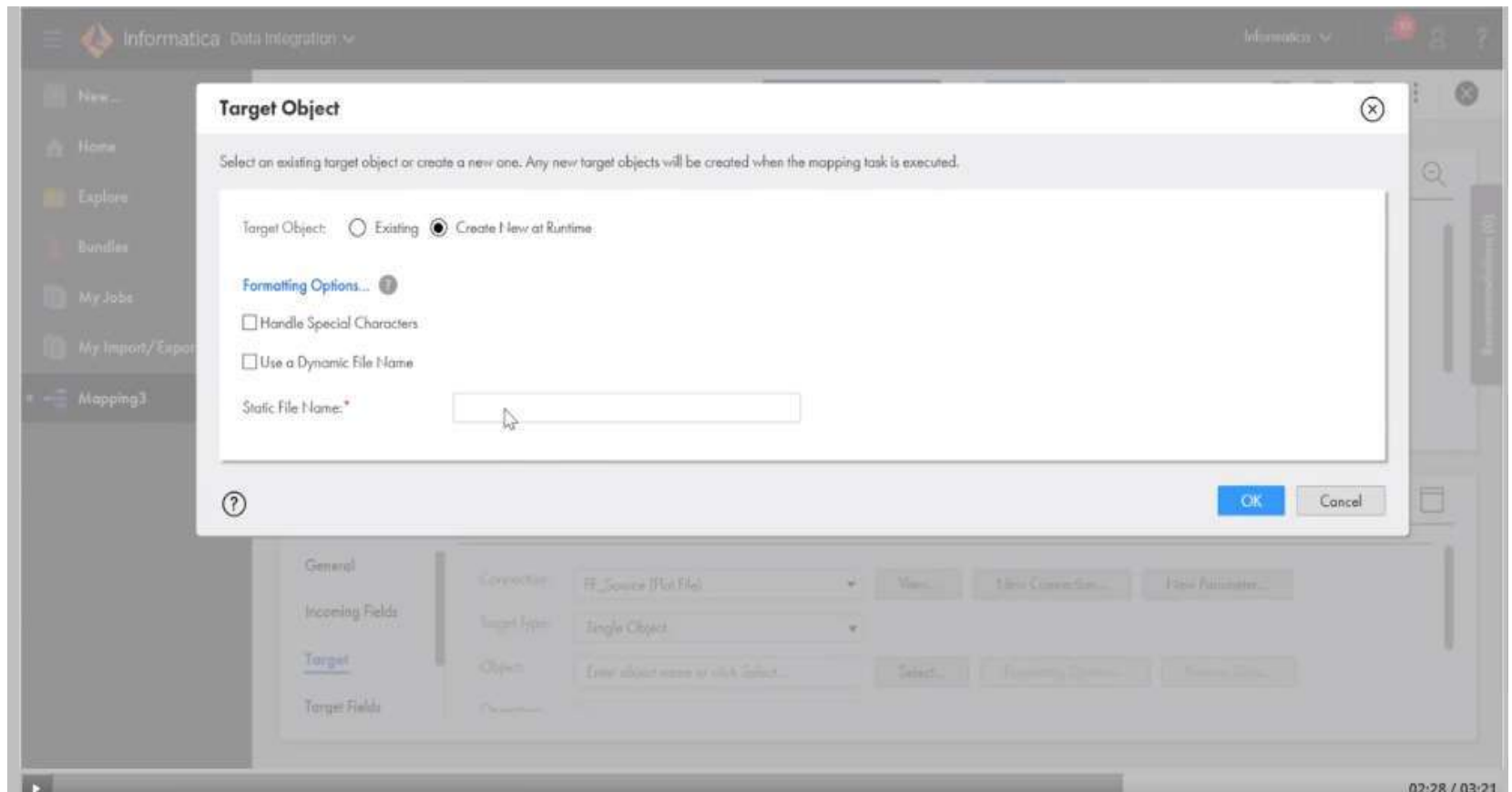
The screenshot displays the Informatica Data Integration web interface. The top navigation bar includes the Informatica logo and the text "Data Integration". The left sidebar contains a menu with options: "New...", "Home", "Explore", "Bundles", "My Jobs", "My Import/Export Logs", and "Mapping3". The main workspace shows a "Design" view with a flow diagram consisting of three components: "Source", "Filter", and "Target". Below the design view, the "Properties" panel is open, showing the configuration for the selected "Target" component. The "General" tab is active, displaying the following settings:

- Connection: FF_Source (Flat File)
- Target Type: Single Object
- Object: Enter object name or click Select...
- Destination: >

Buttons for "View...", "New Connection...", "New Parameter...", "Select...", "Formatting Options...", and "Preview Data..." are visible next to their respective fields.

Step 7: Create a target object at Runtime

Select create new at Runtime and give a Suitable name



Step 8: Save and validate the Mapping

The screenshot displays the Informatica Data Integration web interface. The left sidebar contains navigation options: New..., Home, Explore, Bundles, My Jobs (selected), My Import/Export Logs, and Simple_Mapping. The main content area is titled 'My Jobs' and shows a list of jobs. At the top, it indicates 'Jobs (1 of 698)' with a green checkmark and 'Up to date'. The last updated time is '6:18:04 AM PDT'. Below this, there is a filter bar for 'Asset Name: Simple_Mapping' and an 'Add Field' button. The job list table has the following columns: Instance Name, Location, Subtasks, Start Time, End Time, Rows Processed, and Status. A single job is listed: 'Simple_Mapping-1' with Location 'Default', Start Time 'Mar 23, 2023, 6:17...', End Time 'Mar 23, 2023, ...', and Rows Processed '2'. The Status column shows a green checkmark and the word 'Success'.

Instance Name	Location	Subtasks	Start Time	End Time	Rows Processed	Status
Simple_Mapping-1	Default		Mar 23, 2023, 6:17...	Mar 23, 2023, ...	2	Success



Cloud Application Interface (CAI)

- Cloud Application Integration (CAI) is a service within Informatica Cloud that enables seamless data integration, automation and real-time visibility across multiple cloud-based applications
- It enhances operational efficiency, reduce manual effort, improve data accuracy and accelerate decision making process

Cloud Application Integration (CAI)

Informatica Cloud Application Integration (CAI) service Automates business processes, accelerate transactions, and fuel real-time analytics.

It offers a single, trusted solution to support any:

Integration pattern

Data-set

User-type or endpoint to
automate business processes

Expedite transactions and
enable real-time analytics

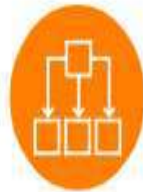
Key Features of CAI



Event-driven architecture



Automate long-running real-time processes



Allow creation of custom connectors



Implement processes and APIs without code




API Design Platform



Single-canvas design tool

Key Features of CAI


Event-driven Architecture



CAI supports integration of existing queuing and messaging systems with a variety of messaging systems, such as JMS, AMQP AWS SNS/SQS, Microsoft Azure Messaging, and so on.

Key Features of CAI


Automate Long-running Real-time Processes



You can automate your data ingestion, propagation, and business processes that take days or weeks to complete, using Informatica CAI's sophisticated orchestration capabilities.

Key Features of CAI

Allow Creation of Custom Connectors



CAI offers the creation of custom connectors by either importing a Web Service Definition Language (WSDL)/Swagger document or by creating a connector manually.

Key Features of CAI

Implement Processes and APIs without Code

With CAI, you can easily combine real-time data or services from cloud applications with on-premise data sources or with API-based REST (XML or JSON), and SOAP services.



Key Features of CAI


API Design Platform



In CAI, when you publish a process it auto-generates REST, OData, or SOAP APIs.

Key Features of CAI

Single-canvas Design Tool



CAI offers a single tool for API creation, real-time data integration, and process automation.

Cloud Data Quality (CDQ):

- Informatica CDQ empower an organization to take a holistic approach to managing data quality to quickly identify, fix and monitor data quality problems in their business application
- It ensures the quality of data through profiling, standardizing, measuring, and monitoring the quality of the data, providing data and analytics that can be trusted.

The Data Quality Process

Cloud Data Quality empowers companies to take a holistic approach to managing data quality to quickly identify and discover issues, define rules, fix and standardize data, and continuously monitor data quality problems in their business applications. Thanks to its microservices architecture, each service provides an intuitive and powerful user experience that enables users to switch effortlessly between services.

Profile, Cleanse, Verify
and Monitor

Intuitive and Powerful
User Experience

Microservices Architecture



Click NEXT to continue.



The Data Quality Process

- Data Profiling: Analyzes data to identify inconsistencies and anomalies.
- Data Cleansing: Corrects errors and removes duplicates.
- Data Standardization: Ensures data adheres to predefined standards.
- Data Enrichment: Enhances data with additional information from external sources.
- Data Monitoring: Continuously monitors data quality and provides alerts for issues.

How CDQ will Help in Business

1. Starting the Data Quality Journey

- Businesses need to begin by assessing the current state of their data quality.
- Identifying data inconsistencies, errors, and redundancies is crucial.
- Defining clear objectives for data quality improvement ensures alignment with business needs.
- Establishing data governance policies and assigning roles for data stewardship is an important first step.

How CDQ will Help in Business

2. Cleansing, Standardizing, and Enriching Data

- **Cleansing:** Identifies and corrects errors such as misspellings, incomplete entries, and incorrect formats.
- **Standardizing:** Ensures data is formatted uniformly across different systems (e.g., dates, phone numbers, and addresses follow the same format).
- **Enriching:** Enhances existing data by adding missing information, often by integrating third-party data sources.

How CDQ will Help in Business

3. Deduplicating and Consolidating Duplicate Records:

- **Deduplication:** Detects and removes duplicate records within datasets.
- **Consolidation:** Merges related records to create a single, unified version of the truth.
- Eliminating redundant data improves efficiency, reduces storage costs, and enhances decision-making accuracy.

How CDQ will Help in Business

4. Verifying Address Data

- Ensures that address information is accurate and valid.
- Uses address validation tools to check for correct postal codes, city names, and street addresses.
- Helps in reducing delivery errors for logistics and customer communications.



Master Data Management (MDM) and 360 Application

- Master Data Management (MDM) is a method of managing and unifying an organization's critical data (e.g., customer, product, supplier) to provide a single, accurate view.
- Cloud MDM: Provides a cloud-based platform for managing master data.
- 360 Applications: Offers a 360-degree view of entities like Reference, customers, products, and suppliers along with industry accelerators that manage all domains of master data in a single SaaS solution supported by IDMC.

How does Cloud MDM Help

Informatica Cloud MDM allows organizations to consolidate, maintain consistency and accuracy across all their supply chain applications, including ERP, CRM, and even e-commerce systems.



Click NEXT to continue.

How does Cloud MDM Help

- Cloud MDM helps organizations to create a master records for each entity, such as products, customers, and suppliers.
- Maintain accurate and up-to-date customer data to provide personalized and relevant experiences to customer.
- Organization can gain valuable insights into their product data. They can analyze trends in sales, inventory levels and pricing across all channels which helps them to make better decisions about product development, pricing and promotions
- Maintain accurate and up-to-date customer data to provide personalized and relevant experiences to customer.

MDM SaaS (Master Data Management as a Service)

- **MDM SaaS** is a **cloud-native, fully managed** master data management solution provided by **Informatica Intelligent Data Management Cloud (IDMC)**.
- It enables organizations to **centralize, govern, and manage** master data across multiple domains (customers, products, suppliers, employees, etc.) in a **scalable and secure** cloud environment.

Key Features of Informatica MDM SaaS

I. Multi-Domain Master Data Management

- Supports multiple data domains like **customer, product, supplier, and employee** master data.
- Provides **360-degree views** of business-critical data.

II. AI-Powered Data Matching & Deduplication

- Uses **Informatica CLAIRE AI** to identify, match, and merge duplicate records.
- Ensures data accuracy with **fuzzy matching and survivorship rules**.

III. Cloud-Native & Fully Managed

- Built on **Informatica Intelligent Data Management Cloud (IDMC)**.
- Reduces operational overhead by automating updates, scalability, and maintenance.

Key Features of Informatica MDM SaaS

IV. Data Governance & Compliance

- Ensures **data quality, lineage, and compliance** with regulations like **GDPR, CCPA, HIPAA**.
- Provides **role-based access controls (RBAC)** and audit logs.

V. Self-Service Data Management

- **Business users** can search, update, and manage master data via a **user-friendly UI**.
- Includes **data stewardship** tools for monitoring and resolving data issues.

VI. Integration with Cloud & On-Premise Applications

- Supports **API-based integrations** with CRM, ERP, and analytics platforms.
- Works with **Salesforce, SAP, AWS, Azure, Google Cloud**, and other enterprise systems.



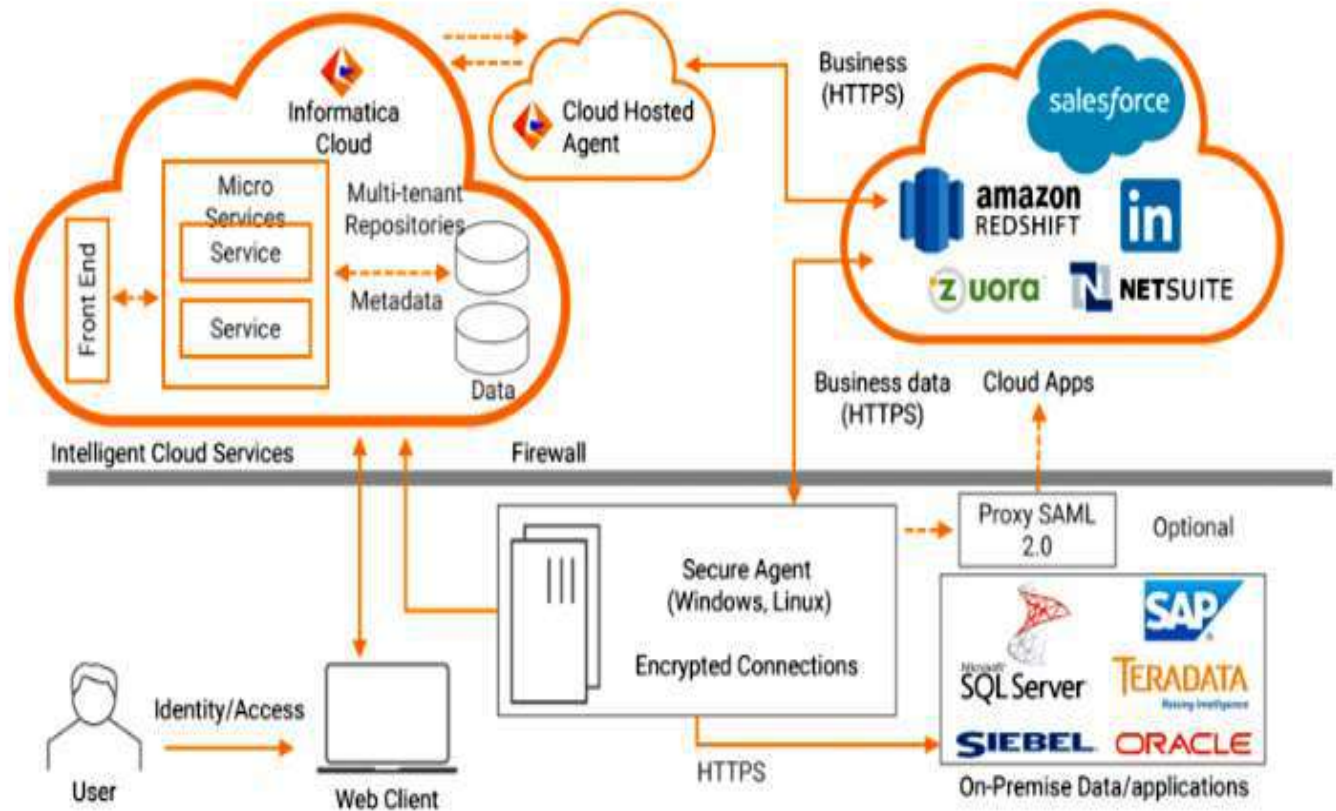
IDMC Platform:

- IDMC stands for Informatica Intelligent Data Management Cloud.
- It allows us to integrate, synchronize and relate all data applications and processes that reside on-premise, or in the cloud.
- It comprises several data management products with a common interface to accelerate productivity.

IDMC Platform: cont..

- **An iPaaS is a central platform that standardizes data flow between applications to streamline business process. It offers a fully managed service with continuous, automatic system updates in the cloud and eliminates the need for manual upgrades and maintenance of software.**
 - **Importing or Migrating Data :** Businesses can use it to import data from an external system or migrate data from one system to another.
 - **Object Synchronization :** Use IDMC to synchronize copies of data in multiple systems.
 - **Process Integrations :** Process integrations help you connect one process with another and update both systems with appropriate information.
 - **Replication and Archiving :** This involves taking a backup of your data regularly or at scheduled intervals. You can also replicate the data to an on-premise database to run analytics.

Informatica Cloud Architecture



Informatica Cloud Architecture:

- *The architecture diagram illustrates the Informatica Cloud Architecture, which is part of an iPaaS (Integration Platform as a Service) solution.*
- *It shows how data integration occurs between on-premise and cloud-based applications using Informatica's Intelligent Cloud Services.*

Key Components:

1. Informatica Cloud

- *Hosted in the cloud and acts as the central integration platform.*
- *Contains Microservices and Multitenant Repositories to store metadata and manage integrations.*
- *Handles data processing and workflow automation.*
- *Communicates with cloud and on-premise applications.*

2. Cloud Hosted Agent

- *Acts as a mediator between Informatica Cloud and cloud applications.*
- *Transfers business data securely over HTTPS.*

3. Cloud Applications (SaaS & Cloud Databases)

- *Informatica Cloud integrates with various cloud-based services like:*
 - *Salesforce (CRM)*
 - *Amazon Redshift (Data Warehouse)*
 - *LinkedIn (Business networking data)*
 - *Zuora (Subscription management)*
 - *NetSuite (ERP)*
- *These services interact via HTTPS for secure data exchange.*

Key Components:

4. Secure Agent (On-Premise Integration)

- A software component installed on Windows/Linux servers in an on-premise environment.*
- Ensures encrypted connections to on-premise databases.*
- Facilitates data movement and transformation between on-premise and cloud applications.*

5. On-Premise Data & Applications

- Includes legacy databases and enterprise applications like:*
 - SQL Server*
 - Oracle*
 - Teradata*
 - SAP*
 - Siebel*
- The Secure Agent allows integration without exposing on-premise systems directly to the cloud.*

Key Components:

6. User Access & Web Client

- Users interact with Informatica Cloud via a web client.*
- Authentication is managed via Identity & Access controls.*
- Users can design, monitor, and manage integrations.*

7. Proxy & SAML 2.0 (Security Layer)(Security Assertion Markup Language

- SAML 2.0 authentication is used for Single Sign-On (SSO) security.*
- Ensures secure identity management between cloud and on-prem systems.*

Six Dimension of Data Quality:

1. **Accuracy:** The degree to which data **correctly represents** real-world entities and events. Ensures data values are **free from errors or distortions**.
2. **Completeness:** The extent to which **all required data is available** without missing values.
3. **Consistency:** The **uniformity of data** across different sources and systems.
4. **Timeliness:** The degree to which **data is up-to-date and available when needed**.
5. **Validity (Conformity):** The extent to which data **follows defined formats and rules**.
6. **Uniqueness (Deduplication):** Ensuring that each entity in the dataset is **recorded only once**.
Prevents **duplicate records** that can skew analysis.

Secure Agent:

- The **Secure Agent** is a lightweight, Java-based **middleware component** that enables **secure communication and data integration** between **on-premises** and **cloud** applications in **Informatica Intelligent Cloud Services (IICS)**.
- It runs **behind firewalls**, allowing data to be processed **without exposing sensitive information** to the public internet. The Secure Agent performs **extraction, transformation, and loading (ETL/ELT)** operations by securely transferring data between cloud and on-premises systems.

Secure Agent Working Mechanism

Step-by-Step Secure Agent Workflow

1. Installation & Registration:

Installed on an **on-premises server** or **virtual machine (VM)**.

Authenticates and registers with **Informatica Intelligent Cloud Services (IICS)**.

2. Establishes Secure Connection:

Creates an **encrypted tunnel** for secure communication between **on-premises systems** and **IICS**.

Uses **HTTPS (TLS 1.2)** and **AES encryption** to ensure data security.

3. Task Execution:

Retrieves **job instructions** from the **Informatica Cloud**.

Executes **data integration, transformation, or synchronization tasks** within the on-premises environment.

4. Data Processing:

Processes data **locally** without sending raw data to the cloud (only metadata may be transferred).

Performs **data transformations, mapping, and validations** as per the defined task.

5. Sends Results Back to Cloud:

After task execution, results/logs are **securely sent back to IICS** for monitoring and reporting.

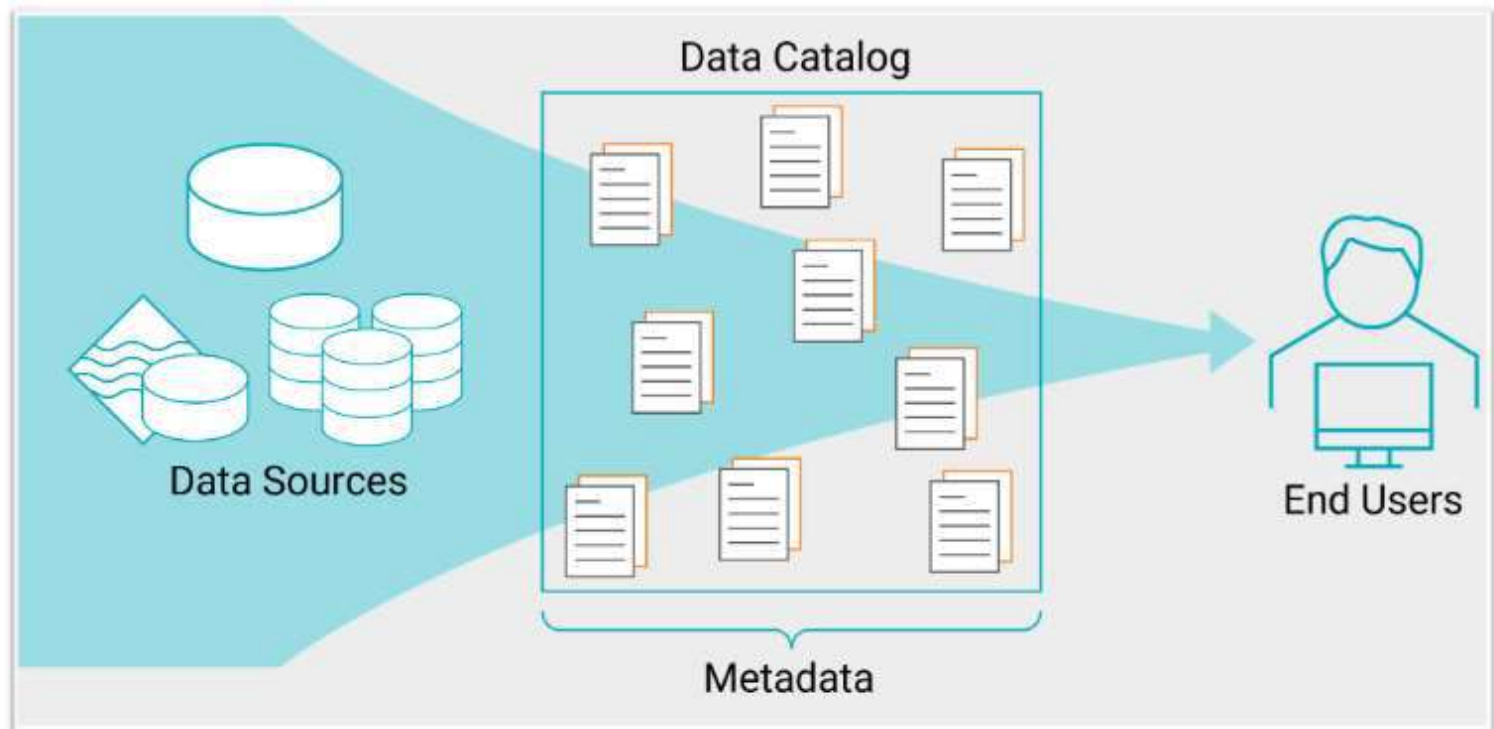
MDM Use case

- https://www.youtube.com/watch?v=IBpfZHWR_KM
- Scan the code below to go to the use case discussion

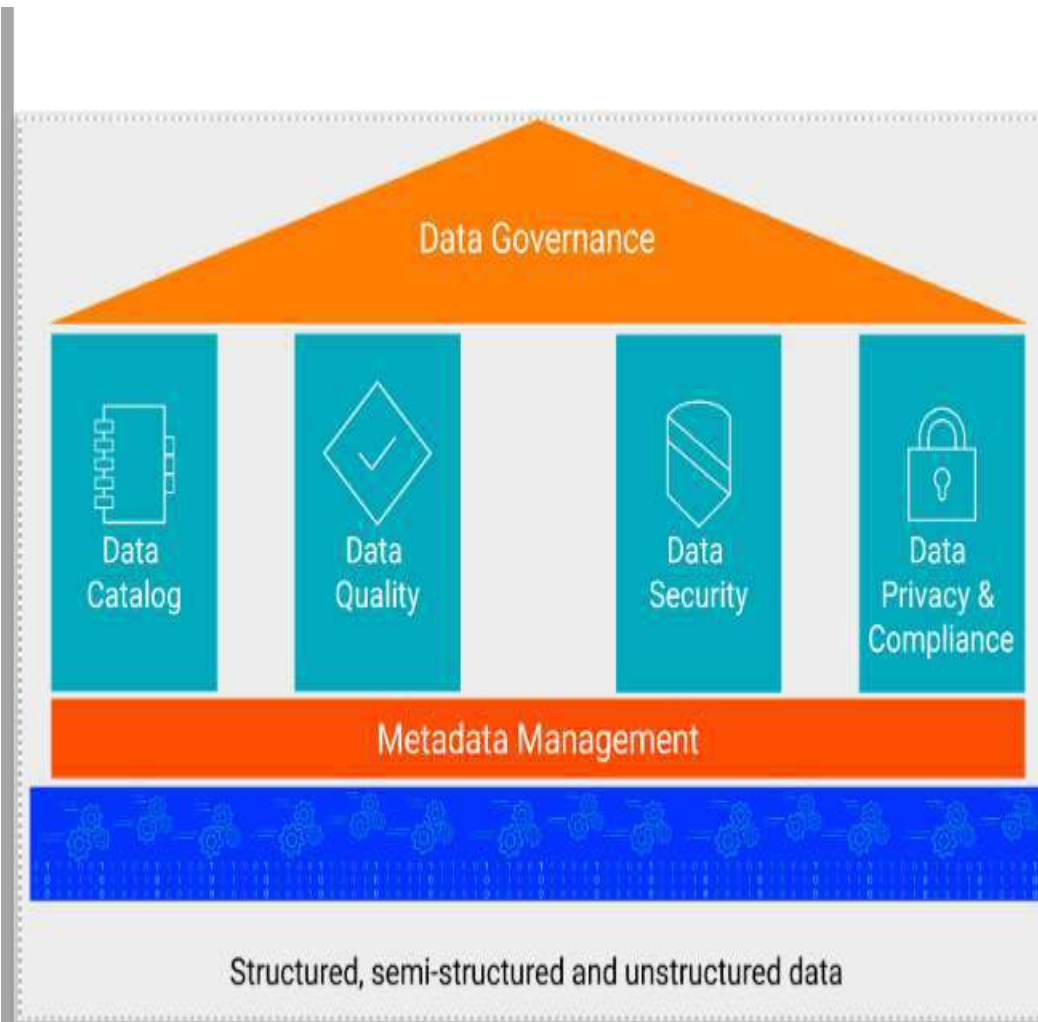


Cloud Data Governance and Catalog (CDGC)

Cloud Data Governance and Catalog is a comprehensive solution for managing data and its metadata, providing an intelligent catalog and data governance system across all corporate data, regardless of where that data resides.



CDGC cont...



Informatica Cloud Data Governance and Catalog aids businesses in managing and protecting their private information, adhering to rules and guidelines, and guaranteeing the accuracy and quality of their data. It offers a unified view of all the data assets within an organization, including metadata, data lineage, and data classifications, to facilitate better data governance and decision-making.

CDGC Cont...

- Informatica CDGC platform has data classification tools that can label data assets as sensitive automatically in accordance with predefined guidelines
- With this the organization can quickly recognize and follow sensitive data as it circulates through its system

How does Cloud Data Governance and Catalog Help

- Analysts from the organization can perform natural language like searches to locate critical assets across business and technical domains and make use of filtering and preview capabilities, to quickly review and identify desired assets
- They can easily explore data assets using browsable hierarchical views for context, relating technical data sources to business curated datasets to provide a seamless experience

How does Cloud Data Governance and Catalog Help

- The organization can gain customer insights with automated data profiling and classification across structured and unstructured data assets at the field, column, and table level.
- It also includes association of glossary terms to data providing a common terminology across the organization

How does Cloud Data Governance and Catalog Help

- During this insightful process, analysts and data scientists from the organization can interactively trace data origin with data lineage views at any level, from business-friendly, system level summarized views that highlight endpoints to regular, column-level technical views that include all the intricate details in between.
- They can also measure and understand data quality of assets through rules, scorecards, and metrics. This is integrated with Informatica Data Quality and is an integral part of any data governance program.



How does Cloud Data Governance and Catalog Help

- Data analysts and data scientists can easily find most relevant and trusted data for analytics by harnessing the combined power of AI and human expertise and collaboration.
- Data owners and subject matter experts can certify datasets to ensure that the rest of the organization knows which datasets are most qualified for use in analytics



How does Cloud Data Governance and Catalog Help

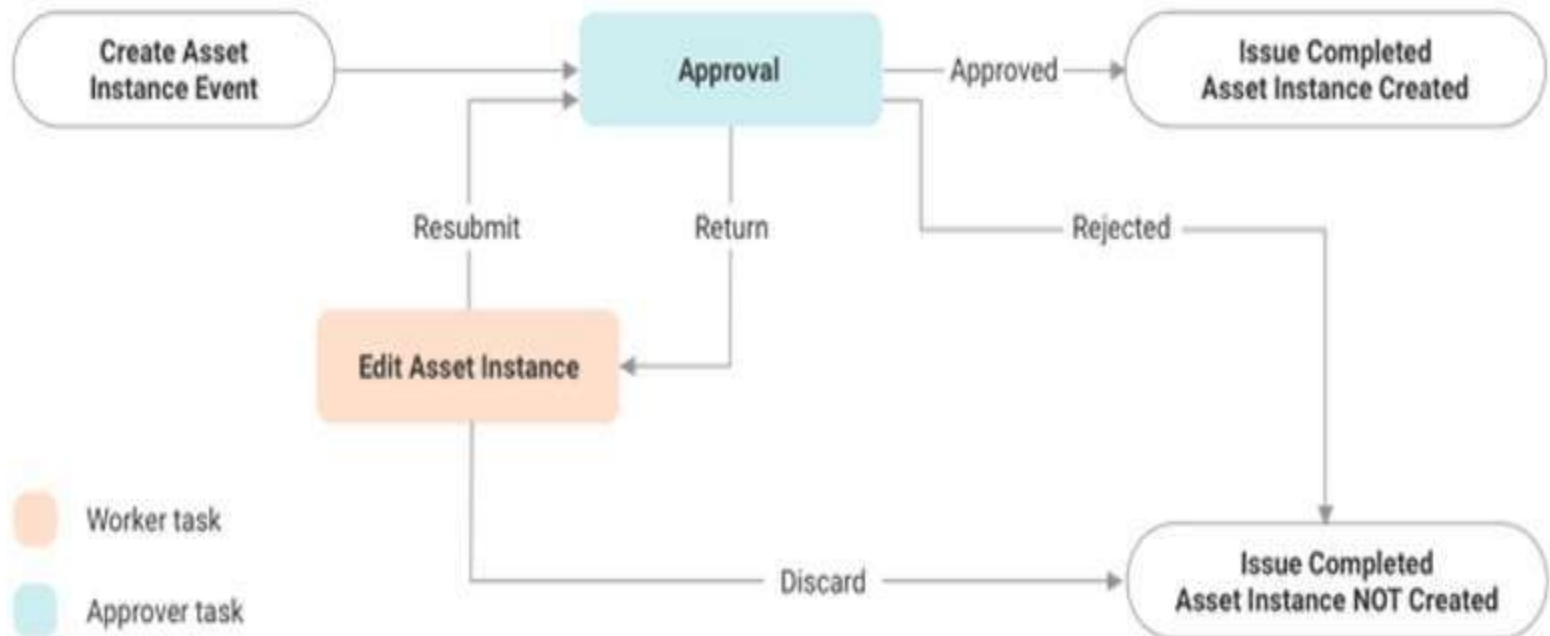
- Data consumers can provide ratings and reviews for datasets enabling social curation of data.
- Data stewards and stakeholders can use workflows to automate processes and notifications related to reviewing and approving new assets and modifications to existing assets.

How does Cloud Data Governance and Catalog Help

- The interactive and graphical dashboards put the user in command, providing summarized information in visual form including stakeholder/owner assignments and glossary metrics.
- User can also monitors automated pre-defined workflows, check task completions and view notifications.
- Users can quickly view summary status and explore details as needed.

How does Cloud Data Governance and Catalog Help

- The automated workflow within CDGC help ensure that stakeholders are creating and modifying assets in compliance with data governance principles within the organization



Informatica Cloud B2B Gateway

Informatica Cloud B2B Gateway is used to streamline and automate **order-to-cash** and **procure-to-pay** processes with your trading partners.

Cloud B2B Gateway allows you to:

Set up business
partners

Define
communication
protocols

Monitor and
manage EDI
message
exchanges

Process EDI
messages to and
from your back-
end systems

EDI is the process of electronic transmission of structured data from one computer system to another. The EDI messages are transmitted and received without human intervention.



Key Features of Informatica Cloud B2B

Informatica Cloud B2B includes the following features:



Partner Onboarding
Wizard



AI-powered Structure
Discovery



End-to-end
Monitoring



B2B Partners
Portal



Secure File
Transfer



Prebuilt
Mappings

Key Features of Informatica Cloud B2B

Partner Onboarding Wizard



Informatica Cloud B2B Gateway lets you quickly and easily onboard your trading partners. Using a three-step wizard, you can set up a partner, define a communication method, and assign the relevant EDI and other messages that you wish to exchange with the partner.

Key Features of Informatica Cloud B2B

AI-powered Structure Discovery

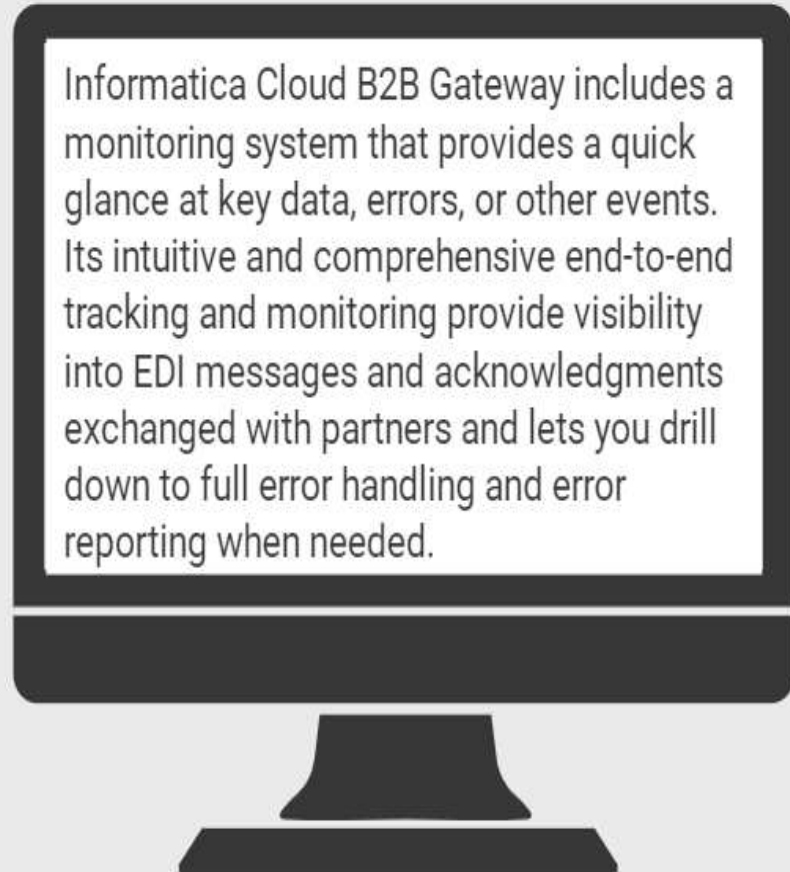
Informatica Cloud B2B Gateway has added the CLAIRE® engine, Informatica's machine learning solution that can identify complex data structures and modify data models based on semantics. This means you can automatically decipher and create new data models to expedite and simplify the partner onboarding process.



Key Features of Informatica Cloud B2B

End-to-end Monitoring

Informatica Cloud B2B Gateway includes a monitoring system that provides a quick glance at key data, errors, or other events. Its intuitive and comprehensive end-to-end tracking and monitoring provide visibility into EDI messages and acknowledgments exchanged with partners and lets you drill down to full error handling and error reporting when needed.



Key Features of Informatica Cloud B2B

B2B Partners Portal



Informatica Cloud B2B Gateway comes with a B2B Partners Portal that partners can use to track their file exchange with the organization and to send and receive files to and from the organization leveraging a secure HTTPs protocol.

Key Features of Informatica Cloud B2B


Secure File Transfer



Informatica Cloud B2B Gateway includes embedded file-transfer capabilities, with support for secure file exchange with partners through AS2, SFTP, and HTTPS.

Key Features of Informatica Cloud B2B

Prebuilt Mappings



Cloud B2B Gateway's comprehensive order-to-cash process includes prebuilt and preconfigured out-of-the-box mappings for EDI and other messages. The prebuilt mappings simplify and expedite the handling of trading partner messages and acknowledgments.

Click Next to continue

Use case: CB2B

- <https://www.youtube.com/watch?v=JrGXxt9HmCM>





Cloud Integration Hub (CIH)

- Cloud Integration Hub (CIH) connects and shares data across Software-as-a Service (SaaS) application, cloud ecosystems and on-premises applications.
- It provides greater agility and efficiency than traditional point-to-point data integration approaches while eliminating redundant and costly cloud synchronizations

CIH cont...

- Moving to the cloud has empowered businesses to leverage a more efficient IT infrastructure, enabling market disruption. Informatica's **Cloud Integration Hub (CIH)** provides a **publish-and-subscribe integration model**, transforming how data synchronization between applications is managed.

Key Features of CIH:

- **Hub Architecture:** Uses **topics** (shared data assets) to decouple applications, reducing complexity and dependencies.
- **Publish-Subscribe Model:** Applications can **publish** data to the hub, while others **subscribe** to consume it.
- **Efficient Data Flow:** Extract data once, use multiple times—minimizing overhead.
- **Management Dashboard:** Tracks entities and relationships for better data governance.
- **Pre-configured Integrations:** Supports popular cloud applications with automatic publish/subscribe configurations.

How CIH Works:

- **Create a Topic** – Define its name, retention period, and structure.
- **Store Data in Repository** – Hub generates tables for published data.
- **Set Up Applications** – Define publications and subscriptions by associating them with topics.
- **Mapping & Scheduling** – Use Informatica Cloud Designer to map source data and schedule publications.
- **Monitor & Manage** – Track events, monitor workflows, and prevent data loss.

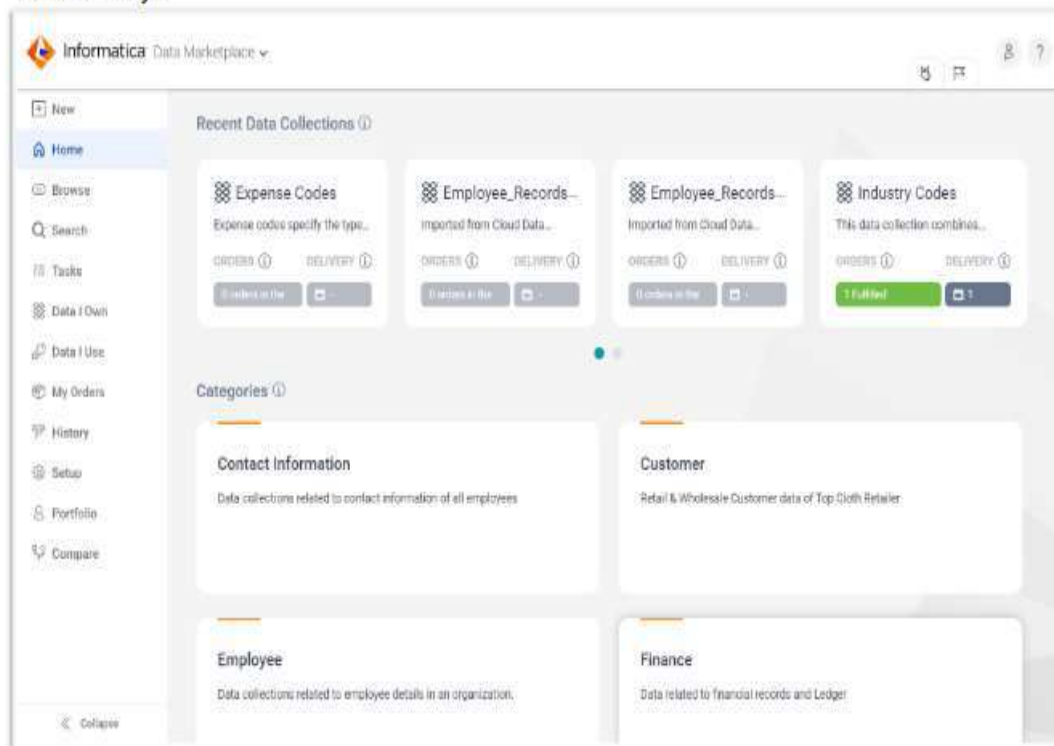


Benefits of CIH:

- Ensures **real-time** and **scheduled** data synchronization.
- Facilitates **on-time** data delivery across different systems.
- Provides governance and self-service integration for business users.

Cloud Data Marketplace

Cloud Data Marketplace (CDMP) is a transactional space that connects providers of data with the data consumers. It caters to both technical and non-technical audience with its easy-to-use interface. Data providers can have their data products in a shared environment for others in the organization to use. It will streamline delivery with easier access to data. You can track usage of data to understand the demand and optimize efficiency.



Cloud Data
Marketplace

CDMP:

Cloud Data marketplace is a like a Store front. And It works in three Steps:

1. Data Publishing (Supply)

- **Data owners/providers** register and publish curated datasets as **data products** in the marketplace.
- Metadata, access policies, and governance rules are defined.
- Data products are categorized for easy discovery.

2. Data Discovery & Requesting (Demand)

- Business users browse and search for relevant **data products**.
- Users can **request access** to specific datasets through a self-service interface.
- AI-driven recommendations suggest relevant data based on usage patterns.

3. Data Provisioning & Governance (Delivery)

- Automated workflows handle **approvals and provisioning** based on governance policies.
- Data is securely delivered via **APIs, cloud storage, or direct integrations**.
- Usage tracking and auditing ensure compliance with **security and regulatory requirements**.

IICS Services:

- IDMC provides a suite of cloud-native services to create and manage various tasks in cloud and monitor their status.
- You can navigate to various IICS services from the **My Services** page after you log in to your IICS Org.
- You can perform actions such as navigating to an available service, set a service as a default service, view list of all services available, and view overview of the service.

Administrator Service

- The Administrator service provides organization management capabilities across all cloud services.
- Use the Administrator service to manage the following aspects of your IICS organization:
 - Organization and Sub-Organization: Configure settings for your organization and sub-organizations such as create and manage sub-organizations, password requirements, trusted IP addresses, time zone and email notification settings for Data Integration tasks and so on.
 - Licenses and Metering: View your organization's licenses and manage sub-organization licenses. You can also view metering information such as job limits, usage, and Informatica Processing Unit (IPU) balances.
 - SAML Setup: Configure single sign-on settings for Microsoft Azure. Enable single sign-on capability for a SAML third-party identity provider.

Administrator Service

- Source control and Secure Agent service upgrade settings: Configure source control to enable version management for projects, folders, and assets. You can also configure upgrade error handling and upgrade restart schedules for some Secure Agent services.
- User Management: Create and configure individual user accounts to allow access to your organization. Create groups of users that can perform the same tasks. Create and configure roles to define the privileges for your users and user groups.
- Schedules: Create schedules to run tasks or taskflows at specified times or at regular intervals. Define a blackout period in which no scheduled tasks or jobs in your organization can run.
- Event Monitoring: Monitor events for the assets, licenses, users, and Secure Agents in your organization through the asset and security logs.
- File Transfer: Configure your organization's file server to securely send and receive files from a business partner's remote server. Configure a connection, and then send the files to your partners using the REST API.

Setting up IICS Organization

- **IICS Organization** is a secure area within the Informatica Intelligent Cloud Services repository. IICS organization stores information such as License information, User accounts, Data integration assets such as mappings, Information about jobs and security. IICS Org properties can be setup in the Organization page of Administrator service.
- ***To create a sub-organizations and Additional Organizations, you must enable Organization Hierarchy and Additional Organization Hierarchy licenses in your Org.***

Organization Page Properties

- **General Properties**
- In the General Properties section, you can configure general properties for organization and sub-organizations.

Property	Description
Name	Name of the Organization. You can change the name after the Org is created.
ID	ID assigned to the Organization when created. You cannot change an organization ID.
Environment Type	Environment type for the organization. It can be Production, QA, Development, or Sandbox. There is no difference in functionality among the environment types.
Description	Optional description of the organization.
Number of Employees	Number of employees in the organization
Address information	Use the address properties to specify the street address, zip code, state, and country of the organization.
History information	The organization history information displays: <ul style="list-style-type: none">• Date and time that the organization was created• User who created the organization• Date and time that the organization was last updated• User who last updated the organization

Authentication properties

- Authentication properties control password restrictions and IP address filtering. When users establish or update their passwords, password restrictions are imposed.
- You can also restrict access to IICS, by using Trusted IP Ranges. When this option is enabled, a user with a valid login must also have an IP address within the range of trusted IP addresses to log in to IICS.
- IICS supports IP address formats in IP version 4 (IPv4) and version 6 (IPv6).

Authentication properties

Property	Description
Minimum Password Length	Minimum password length required for a valid password.
Minimum Character Mix	Minimum number of character types required for a valid password.
Password Reuse	Controls whether users can reuse passwords.
Password Expires	Determines how often users must reset their passwords.
Session Idle Timeout	Amount of time before a user's session times out due to inactivity.
Use Trusted IP Ranges	Enables IP address filtering. When enabled, only a user with a valid IP address within the range of trusted IP addresses can log in to IICS.
Allowed Trusted IP Ranges	<p>The trusted ranges of IP addresses from which users can log in to access the organization.</p> <p>Note: If an invalid IP address is entered, users cannot access your organization.</p>

Connection Properties

- For the connections created in IICS, the administrator can select to store the connection properties in one of the following locations:
 - I. Informatica Cloud
 - II. Local Secure Agent
- You can also change where you want to store connection properties.



Data Integration Service Properties

- The Data Integration Service properties configuration is used by the assets created in the IICS Data Integration service.
- It is used to set the time zone and default email addresses for job notifications using these settings.



Thank You