

# Microsoft Cloud Data Warehouse Modernization on Azure

Ajit Kalura  
akalura@informatica.com



# Our Data-Driven Digital Transformation Approach

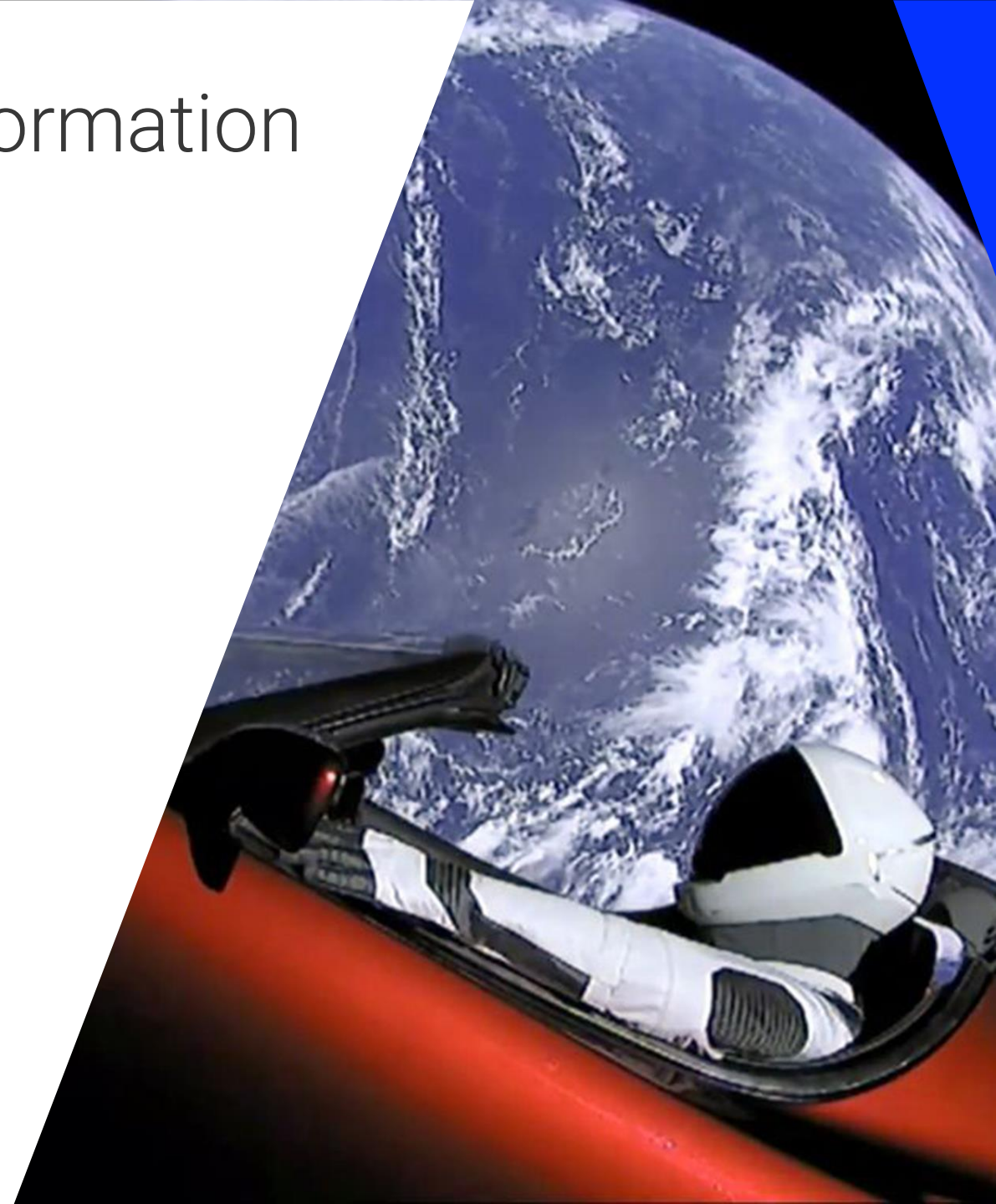
Think **BIG**

---

Start **Small**

---

Scale ***Fast***



# Why Informatica for Azure?

200+

Pre-built connectivity to  
on-premises & cloud data  
sources

10x

Faster to locate the  
right data

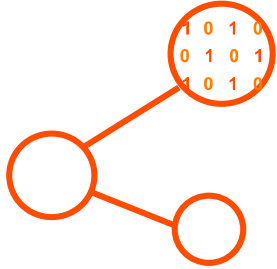
17

Microsoft product  
integrations

*"We wanted a vendor who would partner with us on our cloud journey. Informatica was willing to walk by our side. Moreover, they were committed to our goals and making sure we achieved our desired outcomes."*

-- Ravi Ginpalli, Senior Director, BI Analytics, Kelly Services

# Data Management Solutions For Microsoft



Big Data /  
Data Lakes



Azure



Power BI



Dynamics

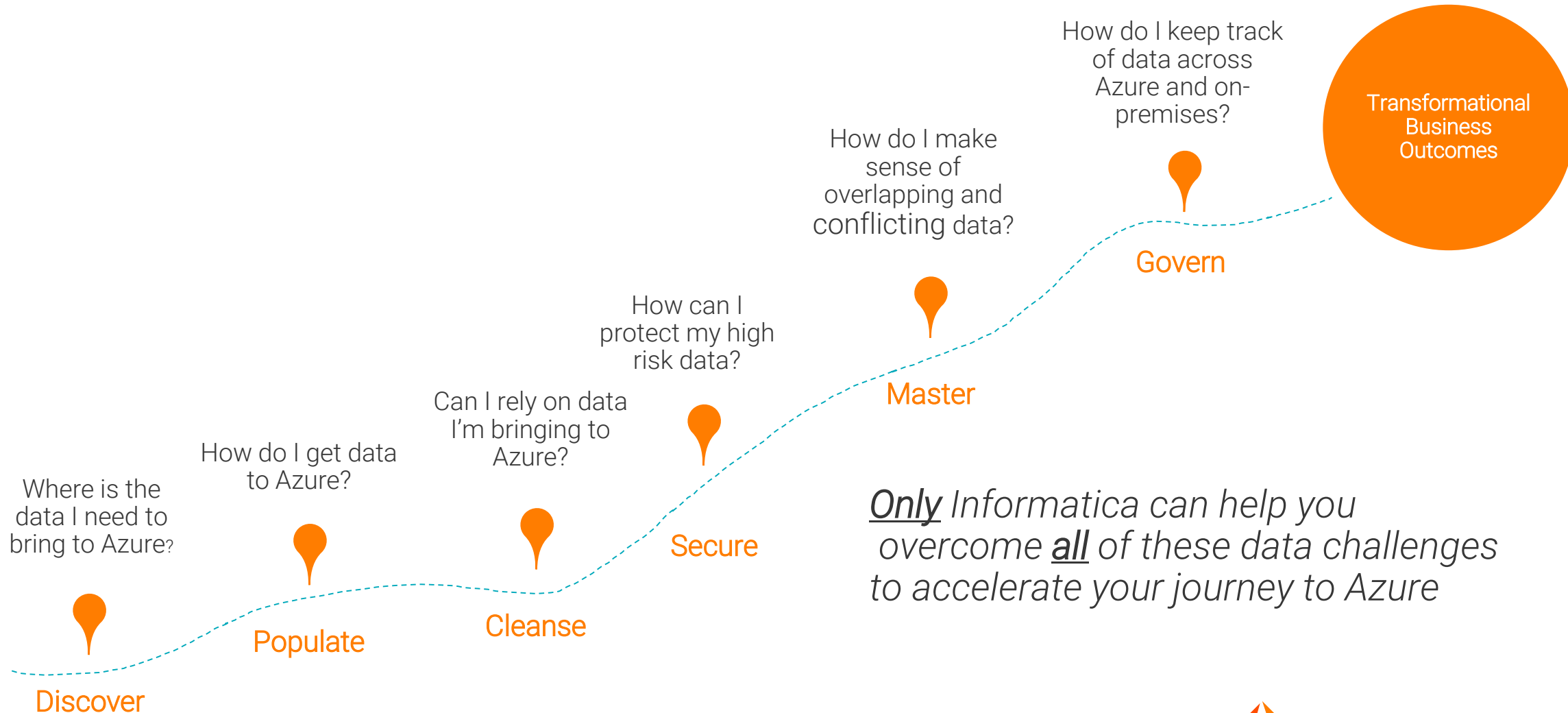
Big Data Management  
Enterprise Information  
Catalog  
Intelligent Data Lake  
Data Lake and Blob Storage  
Connectors

Intelligent Cloud Services  
PowerCenter  
Data Quality  
SQL Data Warehouse and  
SQL Database Connectors

Power BI - Sales  
Management for SFDC  
Template

Microsoft Dynamics  
CRM, AX, GP, NAV  
Connectors

# The Complete Cloud Data Management Journey





# Azure “On-Ramp”

---

Jumpstarting  
the Cloud Data  
Warehousing Journey



# Why Cloud Data Warehousing?



# Accelerating Time-to-market with a Modern Data Warehouse

Increased productivity



**10x** increase in customer data sets that can be effectively handled vs. on-premises

Faster time to value



**5mins** to spin up petabyte scale clusters and near real time data availability

Lower TCO



**158%** ROI with on-premises migration

Reduced risks



**99.9%** SLAs for the fully managed service

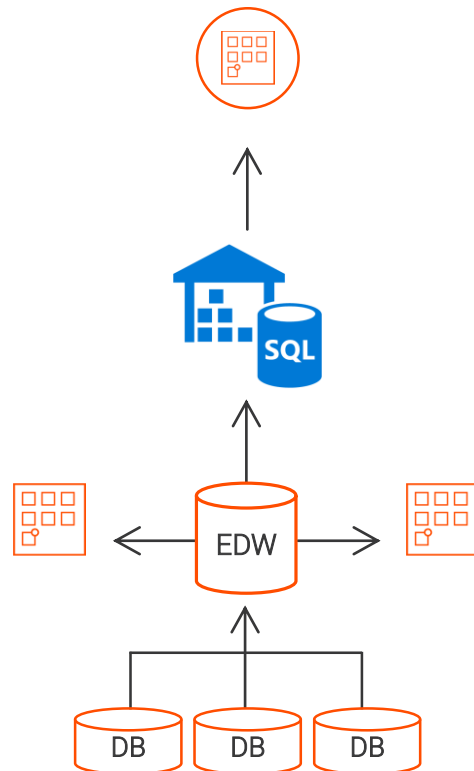


Informatica™

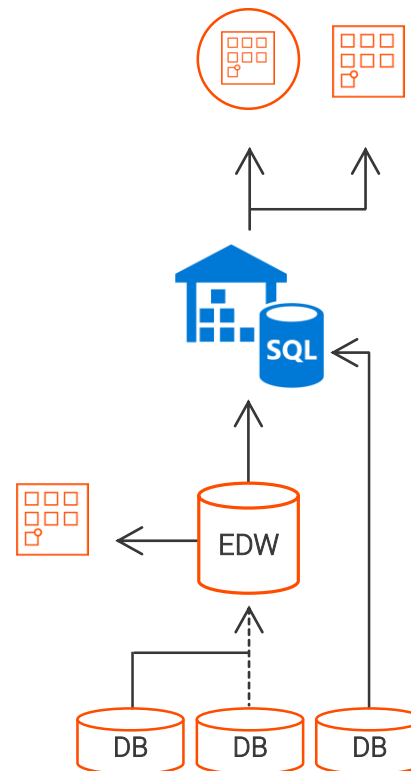


# Beginning the Journey to Cloud Data Warehousing

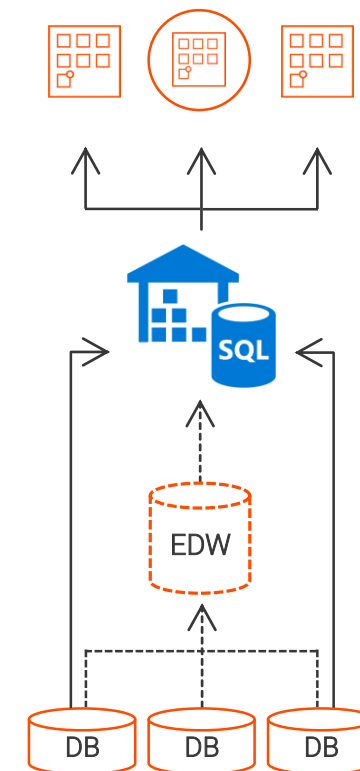
## 1) Prototype



## 2) Extend



## 3) Lift-and-Shift



New data consumption endpoint, could be an app or BI/Analytics



Existing data consumption endpoint, could be an application or BI/Analytics



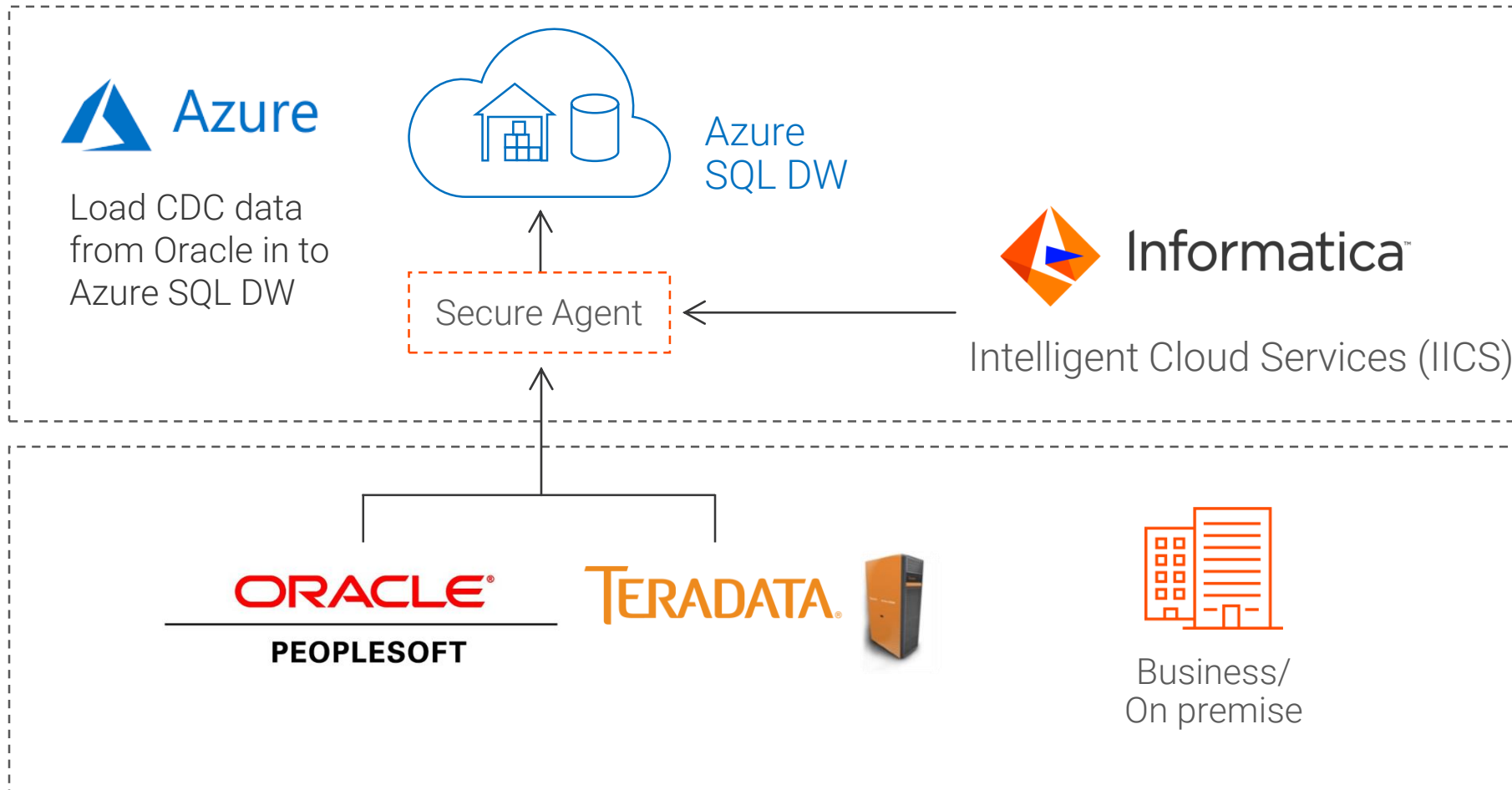
# An American Office Staffing and Workforce Solutions Company



- **Think Big:** Strategic initiative to become a modern data-driven company.
- **Start Small:** Initial project to replace on-premises DW (Teradata & Oracle) with Azure SQL DW to have a more agile, flexible analytics architecture.
- **Scale Fast:** Leverage Informatica's iPaaS Intelligent Cloud Services to quickly start moving data. Next step is to expedite analytics by mastering data to have a single version of the truth for employees and customers.



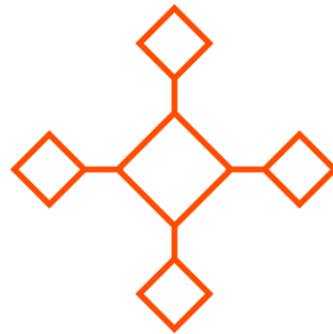
# Solution Architecture



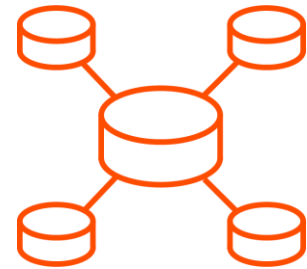
# The Solution for EDW Offloading to Azure....



Data  
Catalog



Data Integration  
& Management



Cloud Data  
Warehouse



Understand your data  
landscape with  
machine learning-based,  
data asset discovery  
and visibility

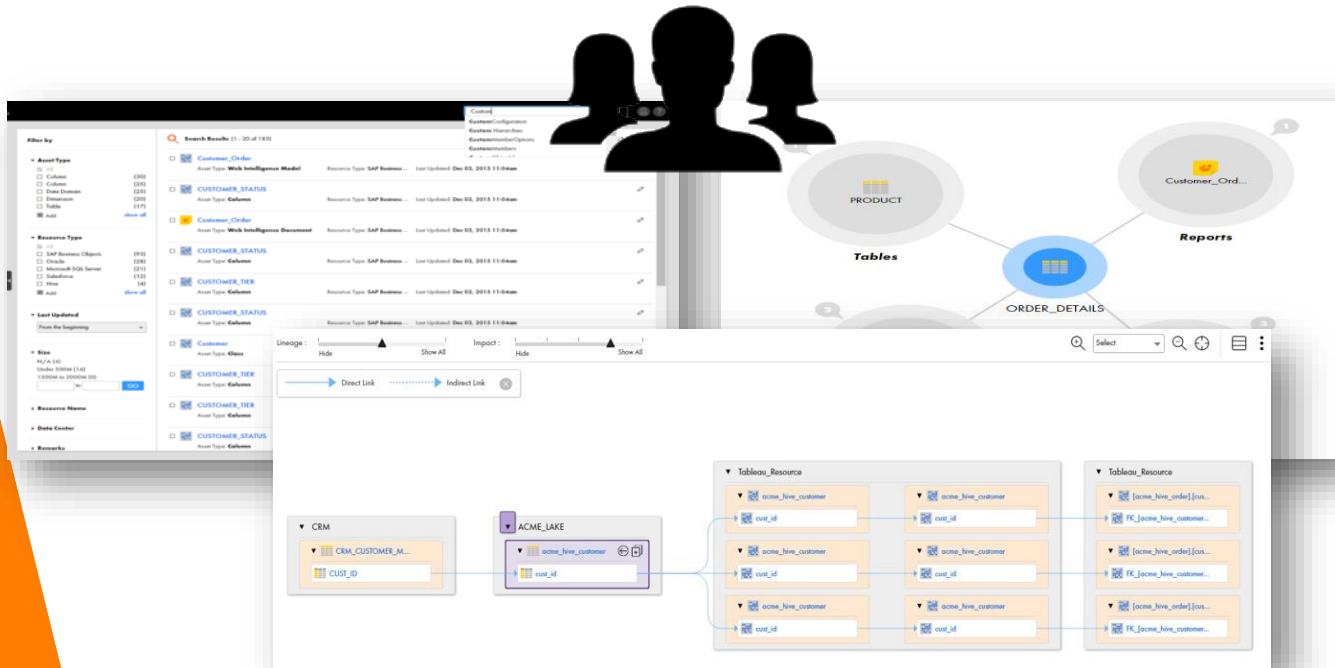




# Enterprise Data Catalog on Azure

## Metadata Integration & Data Lineage

### Data Stewards

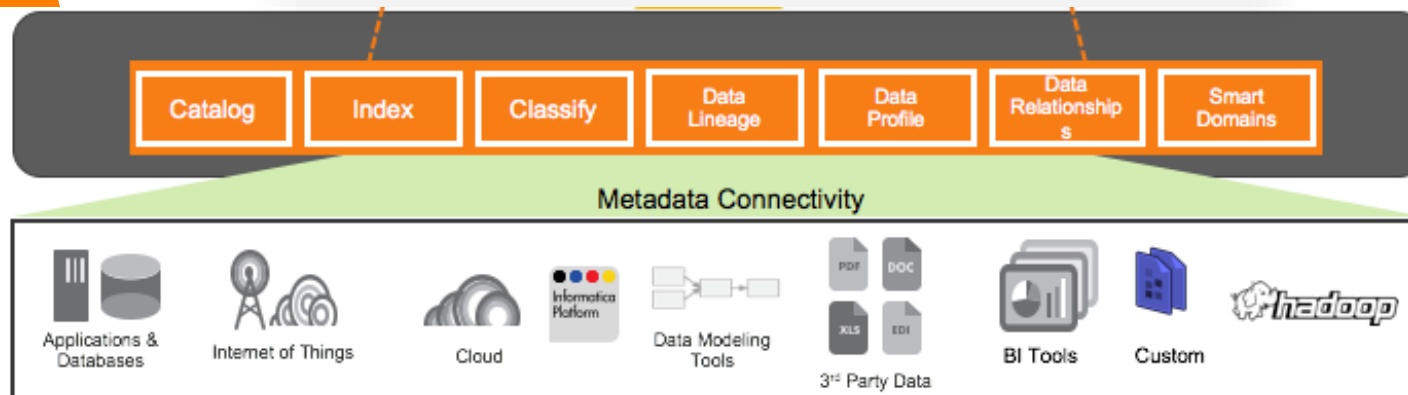


### Key Features:

- End to end data lineage and transparency
- Auto ingest metadata across the enterprise
- Catalog and classify metadata attributes for business user access
- Business user friendly navigation interface
- Out of the box integration of technical metadata with other Informatica solutions

### Benefits:

- Capture, identify, and explain where data used , originates from, how it changes from source to report
- Eliminate costly one-off, manual workarounds to document metadata information for business use.



# Enterprise Data Governance for Everyone

Axon

EDC



**Data Governance  
Office**

How can we implement data governance standards, facilitate change programs, monitor compliance?



**Data Owner**

How can I ensure data managed within application and supporting processes deliver value to the business?



**Data Steward**

How can I manage metadata for key enterprise data assets?  
How do I assess and manage quality through the data's lifecycle



**Data Consumer**

How can I discover, understand and trust data required for my analysis?



**Data Architect**

How can IT enable business discover data assets with verified data quality and traceability?

# Business & Technical Lineage Automation



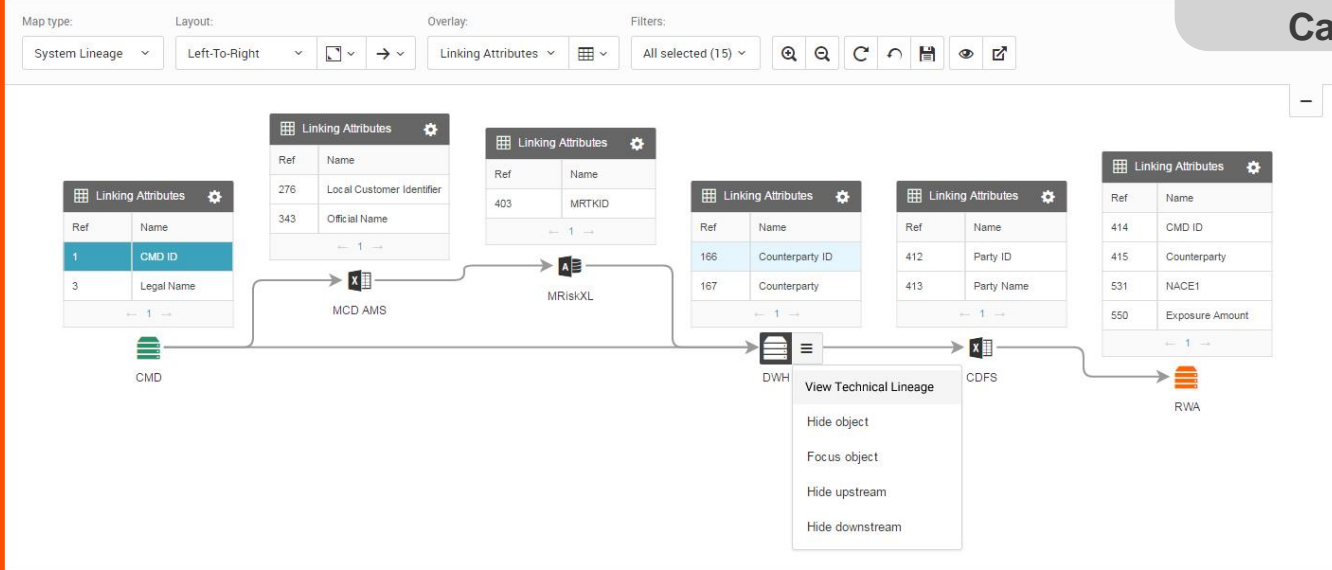
Informatica  
Axon

Conceptual



Business  
SME

Document/Enforce

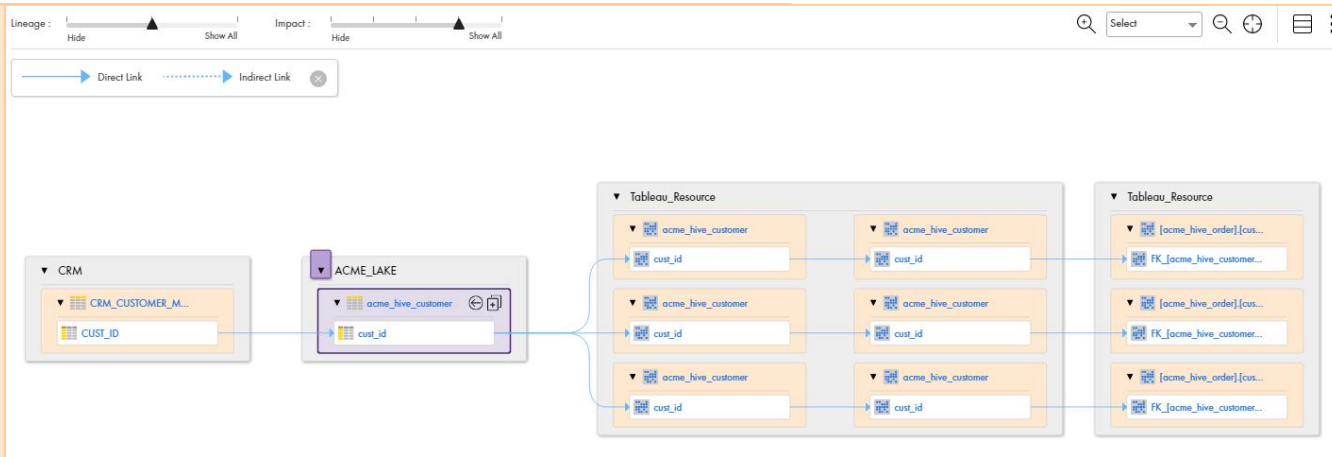


Enterprise  
Information  
Catalog

Physical



Enterprise  
Architect




Validate/Recommend

# AI-Assisted Cataloguing



Informatica  
Axon

Conceptual Model



Data Set

Attribute

1: Legal Entity Record

1: Legal Entity Record

Summary Attributes Relationships Stakeholders Values Data Quality Impact History Change

MAP

| Ref | Name       |
|-----|------------|
| 1   | CMD ID     |
| 3   | Legal Name |
| 4   | Country    |
| 48  | SIC Code   |
| 5   | KYC Status |

1: Legal Entity Record

119: Local Customer Records

142: Credit Counterparty


104: Provision & Capital Information

107: Customer Record

117: Counterparty Credit Risk Exposure Report

Enterprise  
Information  
Catalog

Discovery Models



Composite Domain

Data Domain

informatica Enterprise Information Catalog

customer

Asset Details Lineage and Impact Relationships

Asset Type: Data Domain Resource Name: DataDomain Assigned to: 13 objects Last Updated: May 28, 2017 03:47am

Overview

Discovers customer ID by syntax rule, align to Customer Master Data

Data Domain Group

| Name         | Description                            |
|--------------|--|
| PHI          | Personal Health Protection (PHI)       |
| Account_Bank | Contains rules related to banking...   |
| PII          | Personally Identifiable Information... |
| Address      | Contains rules looking for address...  |

System Attributes

Associated To: Customer No Resource Name: DataDomain

Assigned Columns

| Name      | Business Term | Dataset                    | Assigned By | Inference Type |
|-----------|---------------|----------------------------|-------------|----------------|
| cust_id   |               | acme_hive_customer         | gpothak     |                |
| custid    |               | cdr_info                   | gpothak     |                |
| CUSTID    |               | CDR_INFO                   | gpothak     |                |
| custid    | Customer ID   | customer_master            | gpothak     |                |
| newcustid |               | custdem_axc                | gpothak     |                |
| custid    |               | call_2014_june             | gpothak     |                |
| custid    |               | call_analysis_2013_january | gpothak     |                |
| custid    |               | call_detail_2015_january   | gpothak     |                |

Define

Discover



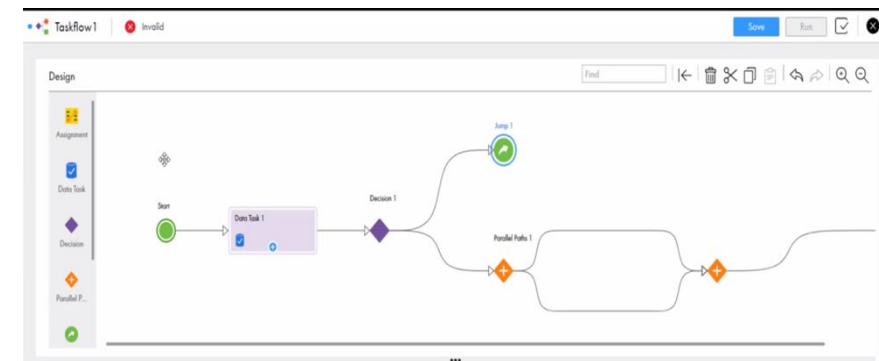
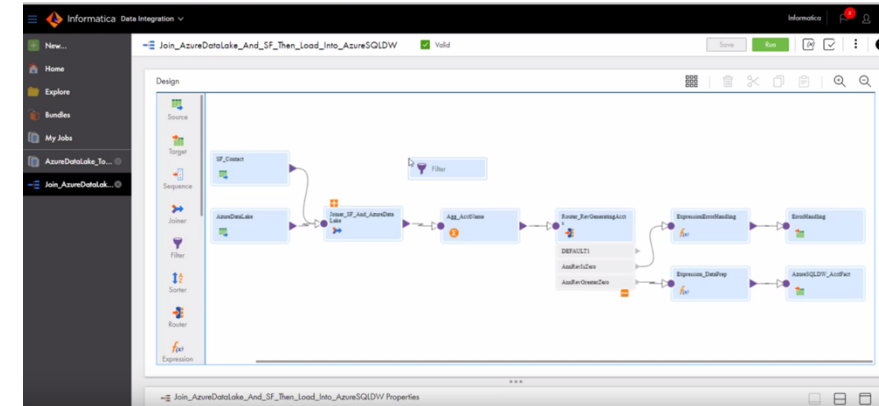
Best-in-class  
**self-service** data  
integration,  
synchronization,  
and management





# Intelligent Cloud Services on Azure

- Industry-leading cloud integration platform as a service (iPaaS)
- Cloud data integration, cloud app and process integration, API management
- Intuitive wizard-driven data integration GUI

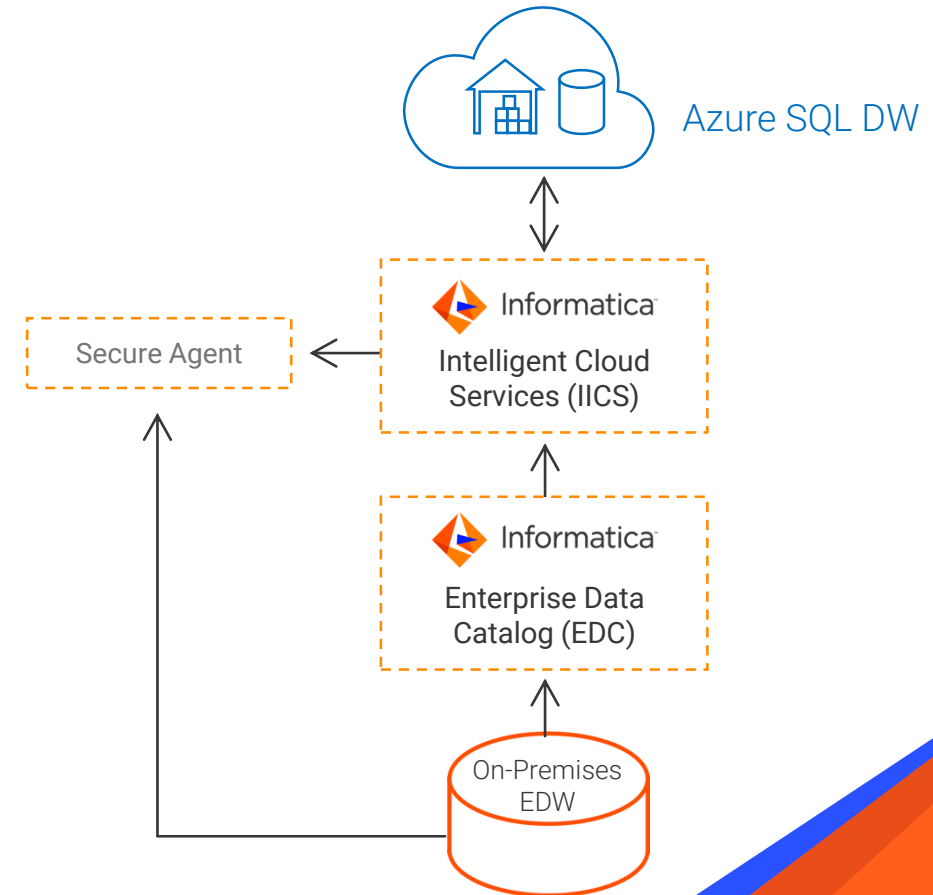


# Informatica is the “On-ramp” to Azure SQL DW

- Connectivity to all on-premises data warehouse vendors
- Intelligent cataloging to make it easy to locate data to be moved to the cloud
- Best-in-class data integration capabilities
- Rapidly identify dependencies to develop a rock solid migration strategy

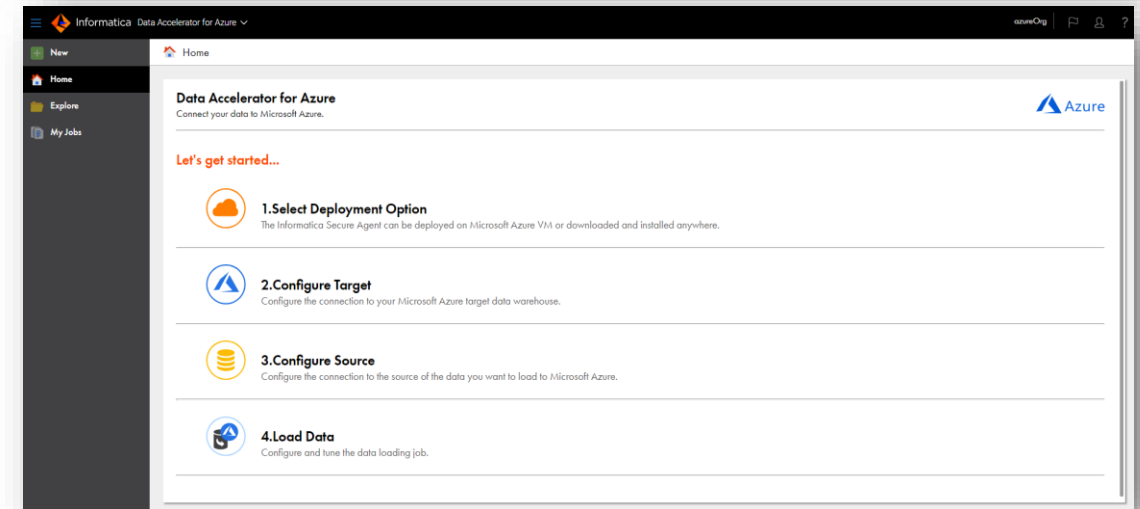
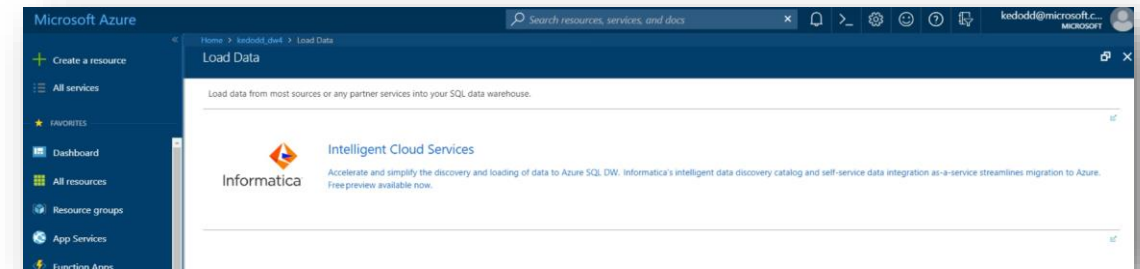
Available via the Azure Marketplace

## Solution Components



# New! Industry leading iPaaS – Informatica Intelligent Cloud Services now Native on Azure

- Accelerate data-driven digital transformation with enterprise-class data & application integration for Azure
- Simplify data warehouse modernization to Azure with AI-driven data discovery
- Seamless access with Azure Login



# DEMO





# One Data Management Partner. Many Journeys.



Next Generation  
Analytics



360  
Engagement



Cloud/Hybrid



Data  
Governance





A scenic landscape featuring a two-lane asphalt road that curves through a field of tall, golden-yellow grass. In the background, majestic mountains with patches of snow and some low-hanging clouds rise against a clear sky. The overall mood is one of a long, open journey.

Informatica is ready to be your  
partner for the Azure journey

[www.informatica.com/azure](http://www.informatica.com/azure)



Informatica<sup>®</sup>