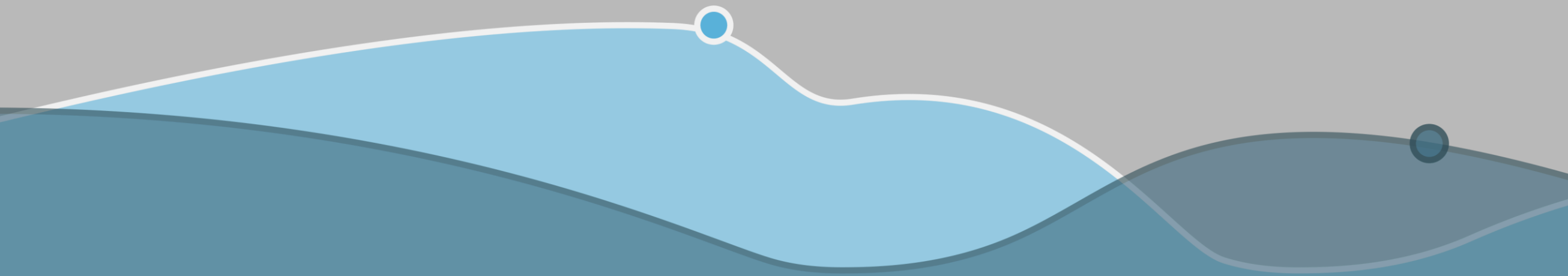




Cortana Analytics Workshop

Sept 10 – 11, 2015 • MSCC



Informatica for Cortana Analytics: Bringing Great Data from Any Source

Ron Lunasin
Sr. Director, Informatica Cloud Platform



Bringing Great Data from Any Source

- Who is Informatica?
- What are the key challenges in accelerating cloud analytics at scale?
- What is Informatica Cloud for Cortana Analytics?
- Demo
- How can you get started?

Informatica

5000

Customers

98%

Renewal rate

7B

Transactions a Day

#1

Cloud Integration &
Data Management

Any Data

Any User

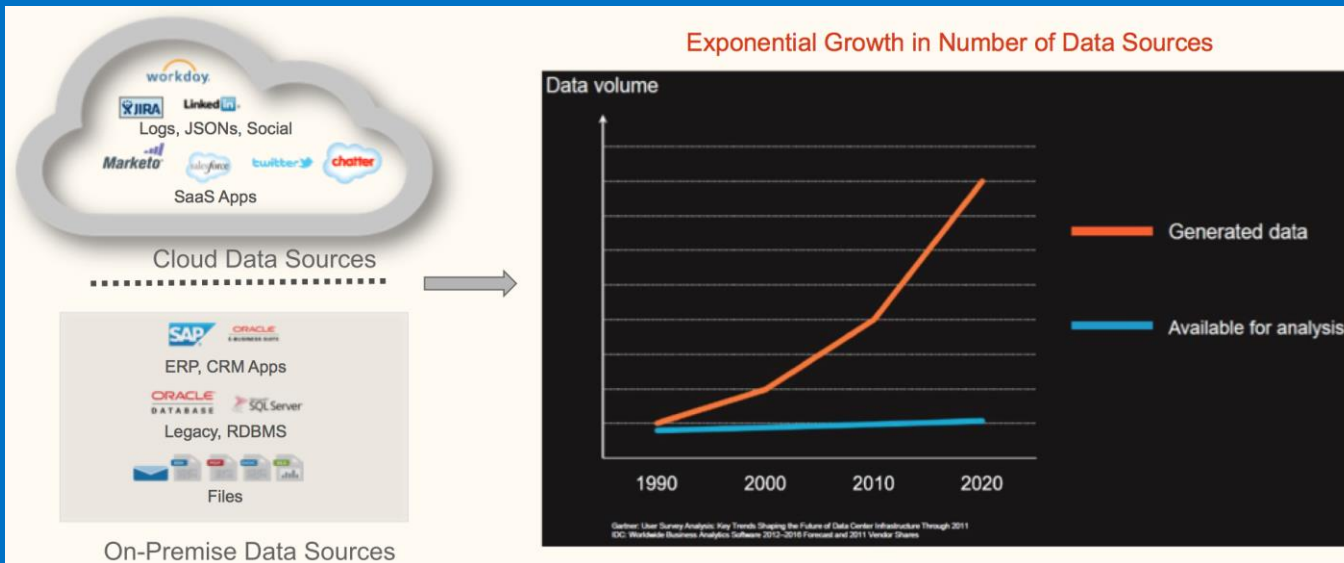
Any Use Case

iPaaS

- Industry's Leading Integration Platform-as-a-Service (iPaaS)
- Most Comprehensive Cloud Integration and Data Management For Cloud, On-Premise and Hybrid Infrastructure

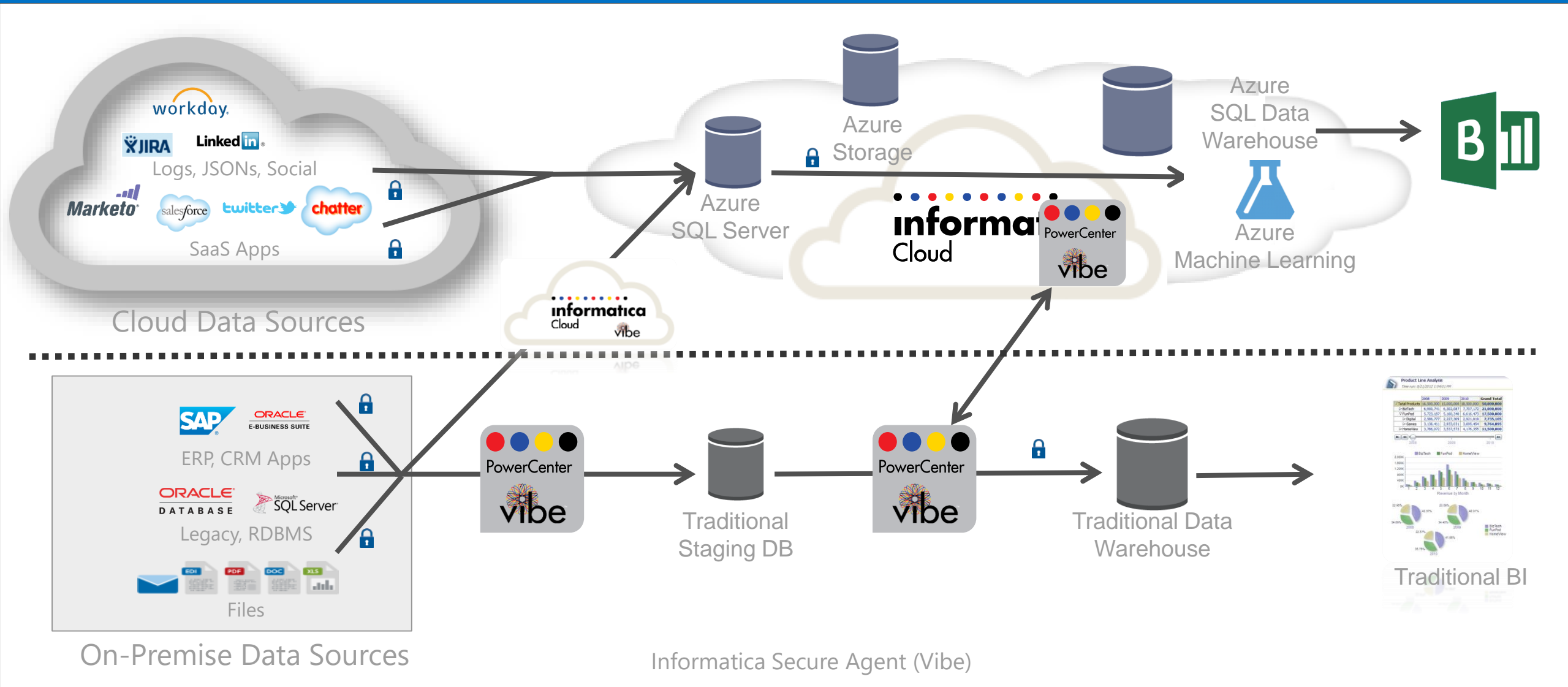
Key Challenges in Accelerating Cloud Analytics

Data Challenges



- Gap in the data you actually have and that you need to analyze
- New solution needs to support data sources that are in the cloud, on-premise and hybrid
- New holistic approach is required for cloud integration and data management e.g. data access, data integration, data quality & data security
- Need to do it cost effectively at the speed of the business

Supporting a Cortana Analytics Landscape



Supporting a Cortana Analytics Landscape

Azure SQL Data Warehouse

- Informatica Cloud enables you to derive actionable insights out of your Azure SQL Data Warehouse and supports all the 25 Azure data-types

Azure SQL Database

- Informatica Cloud enables you to easily transfer data in and out of your Microsoft SQL Database, including data synchronization and replication

Azure Storage

- Informatica Cloud enables you to quickly connect any on-premise data as well as cloud apps with your Azure Storage

Informatica Cloud Secure Agent on Azure

- Informatica Cloud Secure Agent enables secure communication across the firewall between your organization and Informatica Cloud.

Pre-built Connectivity to All Data Sources

Big Data



Human Resources



ERP & Financials



Sales & Service



Analytics



Web Protocols & API



B2B



Marketing



Social



IT & Admin



Cortana Analytics Suite

Transform data into intelligent action

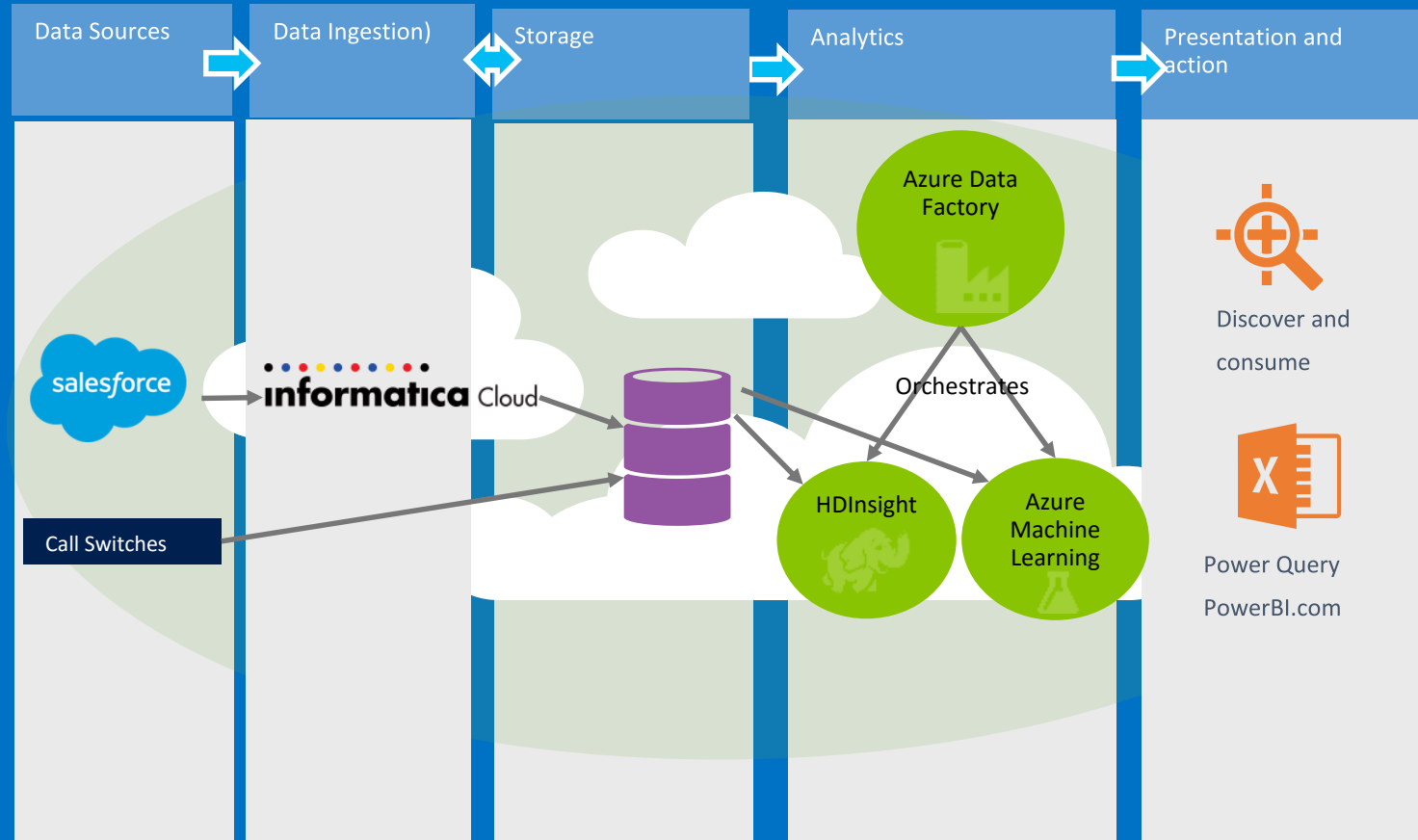


Demo

Ron Lunasin



Overview



Learn More

Sign up today for a 60-day free trial

Sign up for the free 60-day trial of Informatica Cloud for Microsoft Azure at <https://www.informatica.com/azure-cloud-trial>

Explore further

Learn more about Informatica Cloud Integrations for Microsoft Azure at <https://www.informatica.com/azure-cloud-integration>

