



What's new in Informatica Data Integration Hub 10: Technical Deep Dive and Demo

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An aerial night view of a city, likely New York City, with a dense grid of streets and buildings. Overlaid on the city are numerous glowing lines in various colors (yellow, orange, blue, green, purple) that represent data connections or network paths. These lines crisscross the city, connecting different areas and highlighting specific clusters or corridors. The overall effect is a high-tech, data-driven representation of an urban environment.

The Problem: Data Agility

Your data is your best and most sustainable competitive advantage, but...



There's too much of it



It's too complex



It takes too long to deliver

Modern Data Architectures for Business Value

Analytics / DW

Companies that use analytics for decision-making are **6% more profitable.**

Harvard Business Review

Applications

- **97%** of C-level execs consider data as strategic
- **12%** believe they are highly effective at using data strategically

The Economist

Your business initiatives will only be as good as the data that fuels them



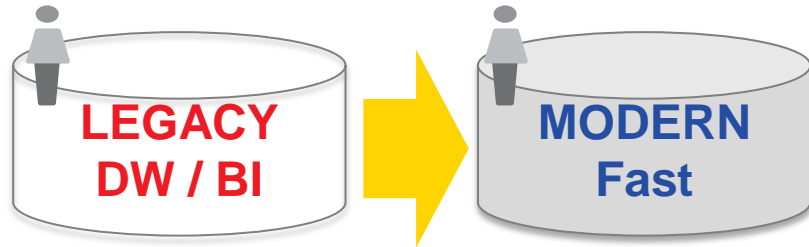
We're taking our flagship products to the next level

INTRODUCING
Data Integration Hub v10.0

Modernize Data Architecture With Less Risk and Cost

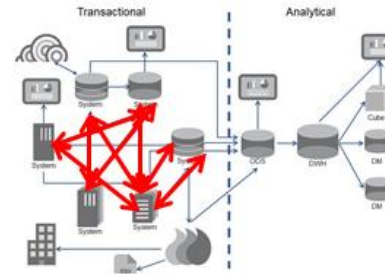
Analytics / DW

Accelerate Analytics With
New DW Technologies



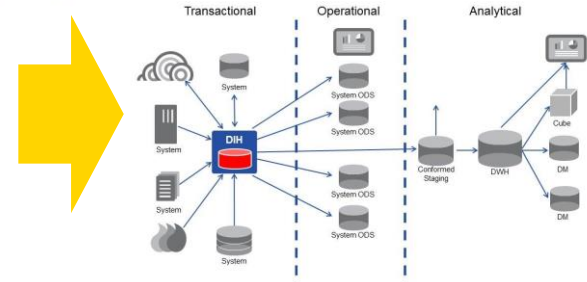
Applications

Consolidate and Modernize
Applications



From Integration
Chaos...

...To
Order



Analyst View: Why Hubs are the Answer

Avoid the Point-to-Point Hairball

It's not an architecture...it's the *lack* of architecture

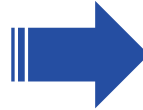
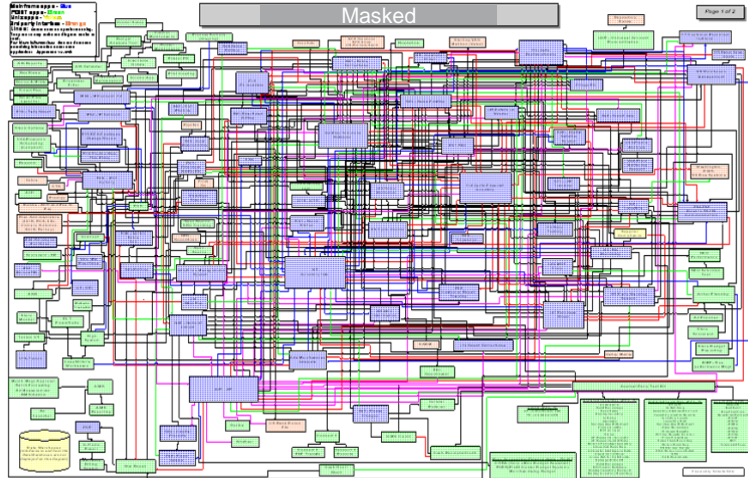
- Uncontrolled number of interfaces
- Impossible to decipher and maintain
- Reuse and standards are nonexistent
- Lacks overall optimization
- High payroll costs when home grown and hand coded

Philip Russom, TDWI

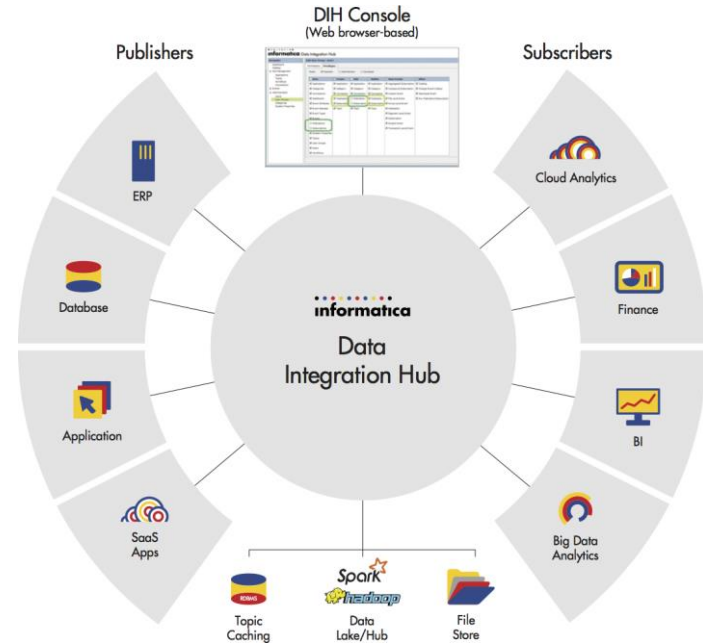


Data Integration Hub

Actual Customer Point-to-Point Data Architecture



Modern Data Integration Hub



- From Chaos, to Order...
- Data integration orchestration across big data, the cloud and on-premise systems
- Ensures clean, consistent, timely data across analytics and enterprise apps

An aerial night view of a city, likely New York City, with a dense grid of streets and buildings. Overlaid on the city is a complex network of glowing, multi-colored lines (yellow, blue, green, purple) that represent data integration or network connections. The lines are most prominent in the center and right side of the image, forming a web-like pattern. A large black rectangular box is positioned in the center of the image, containing the title text.

What's New in Data Integration Hub 10

Data Integration Hub v10

Agile Data Architecture with Industry's only Data Integration Publish/Subscribe Hub

WHAT'S NEW?

- **Agile and efficient** modern hub architecture to link Informatica Cloud and Hadoop with PowerCenter
- Execution via PowerCenter or **Informatica Cloud**
- Supports **Hadoop persistence**
- Seamlessly integrate with **remote offices** via secure FTP

NEW

DIH Add-on Package for PowerCenter

NEW

Big Data Integration Hub

Hadoop
Persistence

Unrestricted
PC AE

PWX for Hive
& HBase

Data Integration Hub

PC AE

DT

Real-time

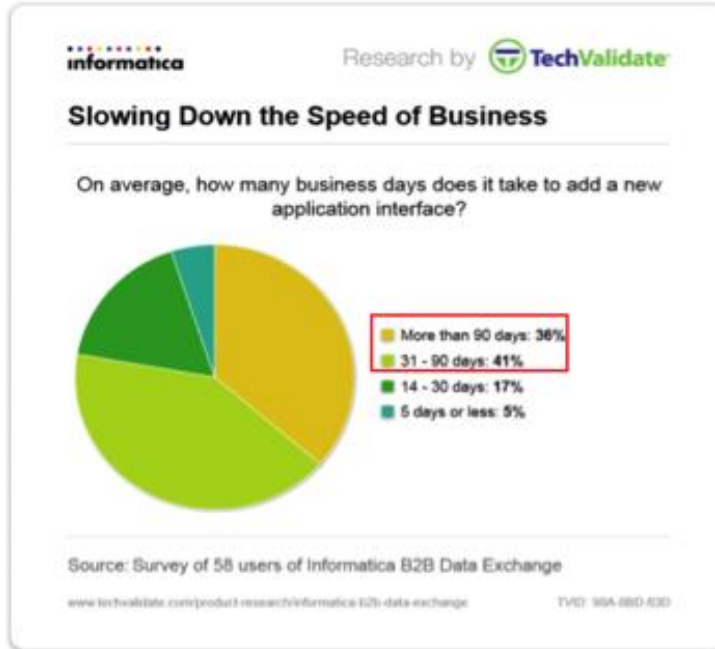
PWX Web
Services

Data
Archive

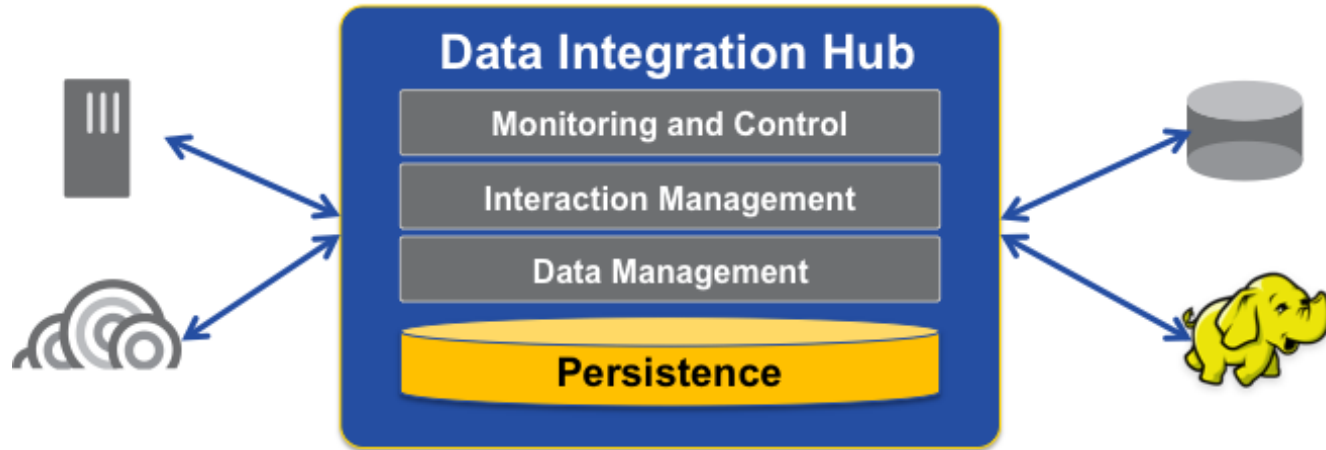


Technical Details

Managing Mature Data Integration Infrastructures is Complex, Costly and Time Consuming



Key Capabilities and Benefits

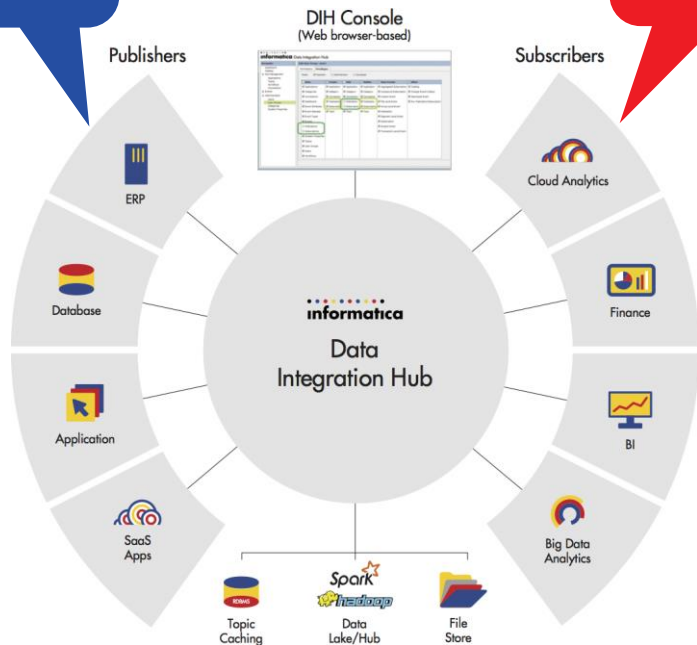


Key Capability	Benefit
Publish/Subscribe Integration for Batch & Near Real-time	Reduces Application Dependencies
Hybrid data flows leveraging Informatica Cloud	Seamless hybrid data management
Self-Managed Persistence, including Hadoop	Effortless Storage and Archiving
Wizard for self-Service Interface Generation	Accelerates Time-to-Market
End-to-End Visibility and management	Better Accountability and Compliance

Data Integration Hub v10 Hybrid Cloud Support

Publish via
On-Premise
PowerCenter

Subscribe via
Informatica
Cloud



- Adds the ability to publish/subscribe data between on-premise systems and any cloud app or service supported by Informatica Cloud
 - Leading SaaS applications including Salesforce.com, Workday, NetSuite
 - AWS and Azure services & analytics
- Visibility, management, monitoring and alerting across hybrid, cloud and on-premise data pipelines

Hundreds of Cloud Connectors



#1 Cloud Integration and Data Management Solution

60B+

Processing over sixty **BILLION** transactions/month

2000+

Trusted by over 2000 customers



The broadest range of universal connectivity

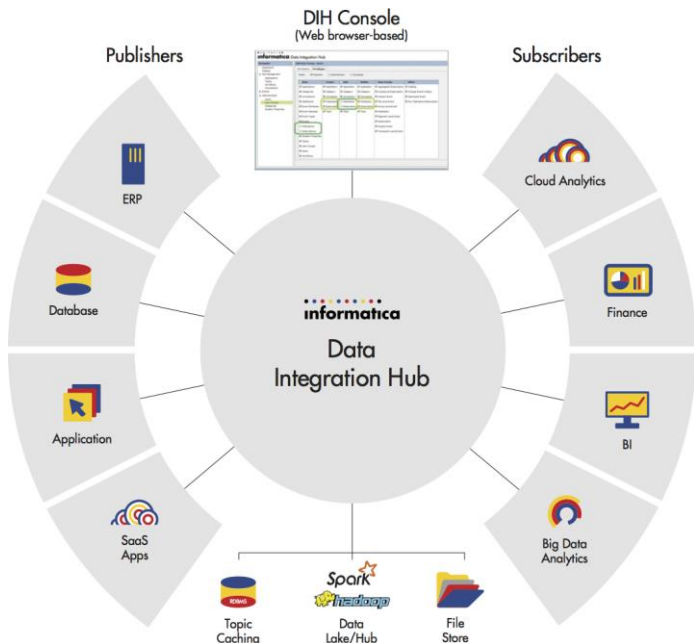


Only vendor with offerings in every sub category of “IT & Administration” and award winner for 5 years

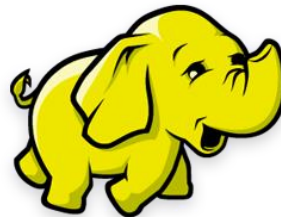


Used by Tier-1 consulting partners

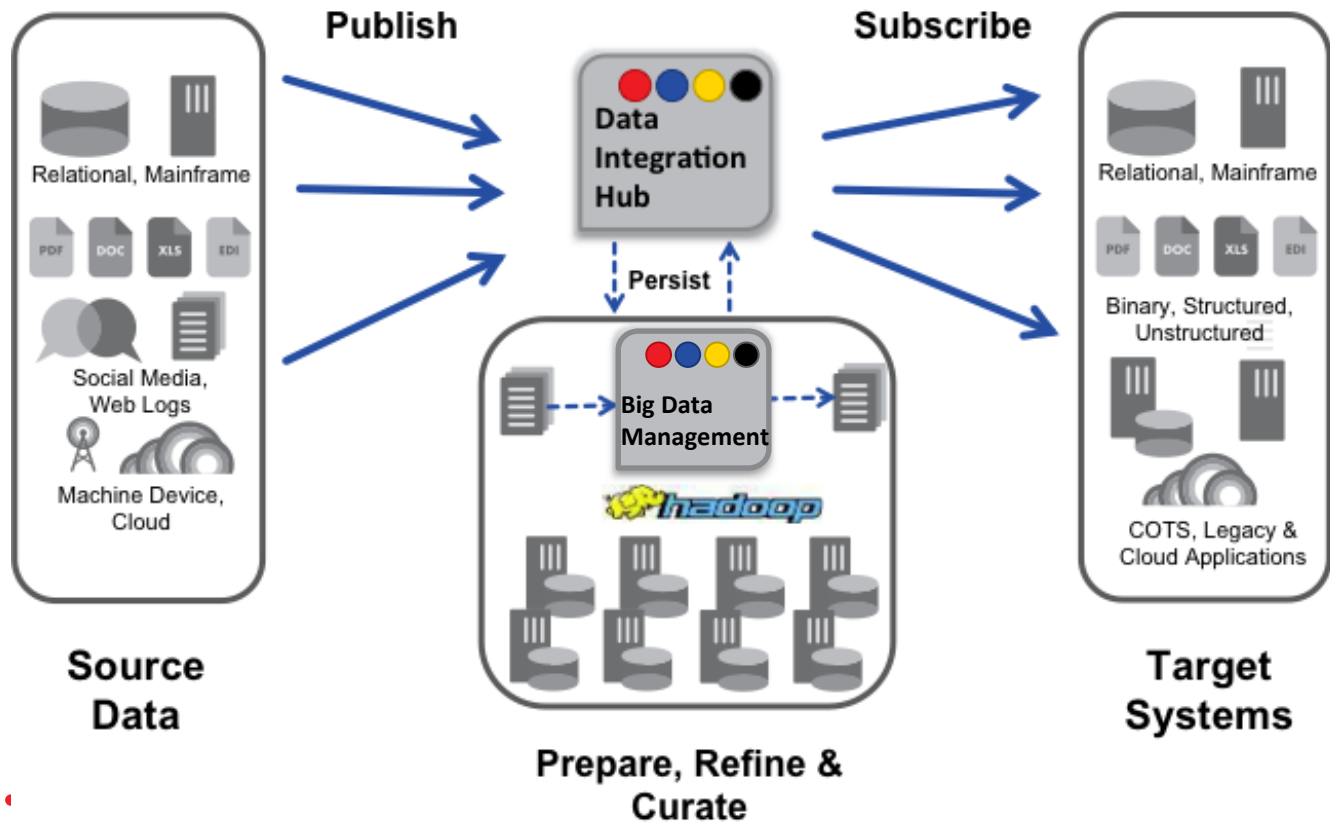
Big Data Integration Hub v10



- Automatically store data, index and manage your data lake with integrated Hadoop persistence
- Leverages Spark to store data in Hadoop optimized Parquet format and index it with Hive to be used by big data analytics and applications
- Visibility and management of data stored in Hadoop by the Data Integration Hub

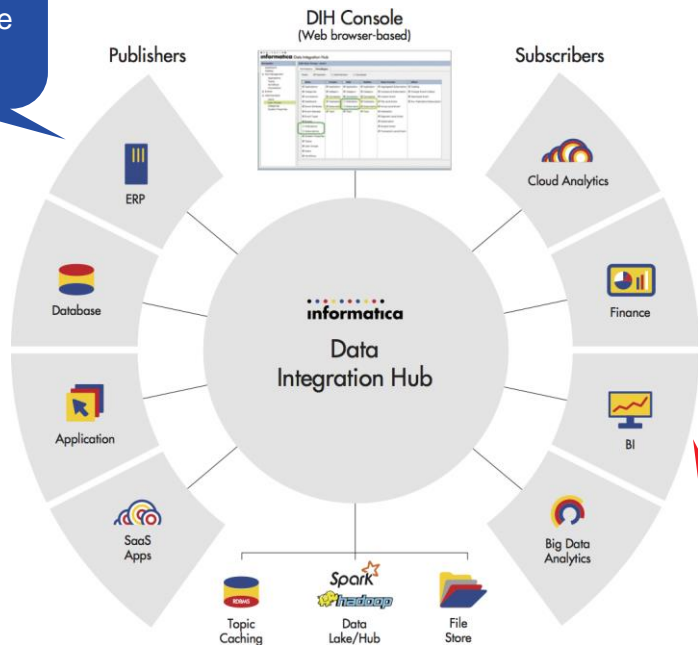


BDIH & BDM Enabling the Big Data Supply Chain



Secure FTP for Publish/Subscribe to Remote Offices & Data Centers

Add data generated from remote locations



Enable consumption and analysis by distributed teams



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Data Integration Hub v10 Demo

An aerial night photograph of a city, likely New York City, showing a dense grid of streets illuminated by yellow and orange lights. A river, possibly the Hudson River, flows through the city, reflecting the lights. In the upper left, there is a cluster of brightly lit, colorful structures, possibly a stadium or a large event venue. The overall scene is a vibrant, high-angle view of urban life at night.

Q&A

v10 Deep Dive and Demo Webinar Replays:

PowerCenter v10

<http://infa.media/PowerCenterwebinar>

Data Quality v10

<http://infa.media/BT151119a>

Data Integration Hub v10

<http://infa.media/DIHwebinar>

Thank You!



Request an assessment or DIH demo
Contact Charlie Hughes at chughes@informatica.com



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www.informatica.com/products/data-integration/data-integration-hub



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