Modern Hybrid Data Integration Hub

Challenges of systematically modernizing systems to take advantage of the cloud and big data
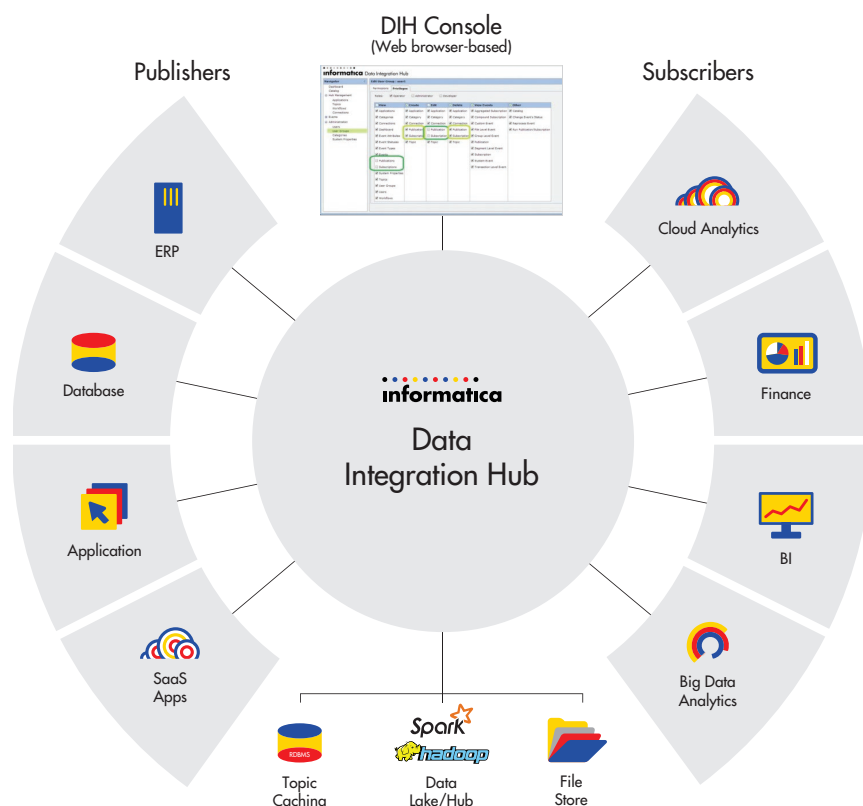
As the pace of both technology change and competition build, organizations face a variety of challenges in putting data to work to power their success. Many organizations have built up large numbers of point-to-point interfaces in their data infrastructure, which are difficult to manage and change—sometimes even hand-coded with fragile scripts. As a result, it is difficult to modernize analytical and operational systems to incorporate and realize the benefits of new on-premise applications, the cloud and big data.

There is tremendous change going on within most organizations' IT infrastructure as applications and analytics are modernized. Without a centrally managed approach, change is inhibited by existing cross-dependencies in the data pipelines crisscrossing their organization. In fact, linkages and implications may not be well understood until something breaks.

Introducing new applications, retiring old ones, and even performing major version upgrades can become time- and resource-consuming projects with huge schedule risk. There is a great advantage to reusing previous work and streamlining the process.

Migration to the cloud is rampant. Nearly every organization has adopted at least a few SaaS (software as a service) applications such as Salesforce.com or Workday. Many, like Informatica, depend on close to 100 SaaS applications to run their business. Integrating new cloud applications with existing traditional on-premise systems can be difficult and fragmented. And unless there is a solution to integrate cloud data with existing enterprise data, these cloud applications are at risk of becoming new data silos.

There is great promise in data lakes or hubs to move and process vast quantities of data for new analytics or operational projects, but most organizations find it challenging to reach full-scale production because of a lack of automation. In fact, they may not have any insight into the provenance or quality of the data within their data lake or any insight into who can access it.

Modern architecture and system for hybrid data integration

Recognizing the challenges that thousands of our customers across the globe face in putting their data to work effectively, Informatica has developed a next-generation approach to data integration. Building on the

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.

robust and mature connectivity and performance of PowerCenter, PowerExchange, Data Quality, Data Transformation and Informatica Cloud, Data Integration Hub adds a modern orchestration system to centrally manage these capabilities.

The publish/subscribe concept is well-known in the messaging space. Informatica is the first company, however, to extend it to data integration. Instead of tiny kilobyte-size, Data Integration Hub can move and process terabytes of data to match the scale of the PowerCenter environment you run it within, which is to say extreme performance, scalability, and reliability with few compromises.

With Data Integration Hub v10, Informatica is leading the way in embracing big data and the cloud to empower users' hybrid data visions.

What's new in Data Integration Hub v10

- Agile and efficient modern hub architecture to link Informatica Cloud and Hadoop with PowerCenter
- Integrated visibility and management for data integration spanning the cloud, big data, and traditional systems
- Seamless integration with cloud applications via publish/subscribe with Informatica Cloud through its more than 100 connectors
- Automated persistence in Hadoop data lakes for big data analytics
- Seamless integration with remote offices via secure FTP.

Key features

- Greater efficiency from the industry's only modern hub-based data integration product
- Easy-to-use wizards and web-based user interface to enable team collaboration and efficiency
- Visibility, management, and monitoring of all data integration pipelines through a central console
- Automatically managed persistence of data flowing through the system
- Connectivity with more than 200 out-of-the-box high-performance PowerExchange connectors
- Integration of PowerCenter's complex mapping capabilities
- Seamless integration of Informatica Data Quality and Masking
- Granular-level security, allowing users to interact with only that data relevant to their authority levels for trust and security
- End-to-end visibility and data lineage for better governance and compliance

With Informatica Data Integration Hub, organizations can confidently move forward with a modern, hub-based data integration architecture to power a more agile future. They can adopt new applications and analytics, regardless of whether they are on-premise, in the cloud, or powered by big data, with a systematic and managed approach to accelerate competitive advantage.

Informatica

Put potential to work.™

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