



The World's Best Data
Integration and Data Quality
Solution Just Got Better



Leading the Pack

10

years in a row



Gartner Magic Quadrant
for **Data Integration** Tools, 2015

8

years in a row



Gartner Magic Quadrant
for **Data Quality** Tools, 2014



Amazing Customers

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BB&T

Trends in Modernization

for Data Warehousing and Data Integration

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Agenda



- Trends
 - *Data warehousing (DW) and Data Integration (DI) overlap, so their trends in modernization do, too.*
- Categories of DW/DI Modernization
 - *Solutions, Infrastructure, Process, Toolage*
- New Developments Driving Users to DW/DI Modernization
 - *Data volume, data diversity, need for more analytics, real-time data, and data-driven business modernization*
- Real-World Examples of DW/DI Modernization
- Summary and Conclusions

PLEASE TWEET
@pRussom, #TDWI, @InformaticaCorp

Categories of DW/DI Modernization

- Solutions
 - *New projects that extend the overall solution.*
 - *Updates to old ones.*
- Infrastructure
 - *Diversifying server portfolios.*
 - *Restructuring system architectures.*
- Process
 - *Moving to agile and lean development methods.*
 - *More data governance and stewardship.*
- Toolage
 - *GUI tools instead of programming.*
 - *Unified multi-tool platforms.*



New Challenges Driving Users to Modernize



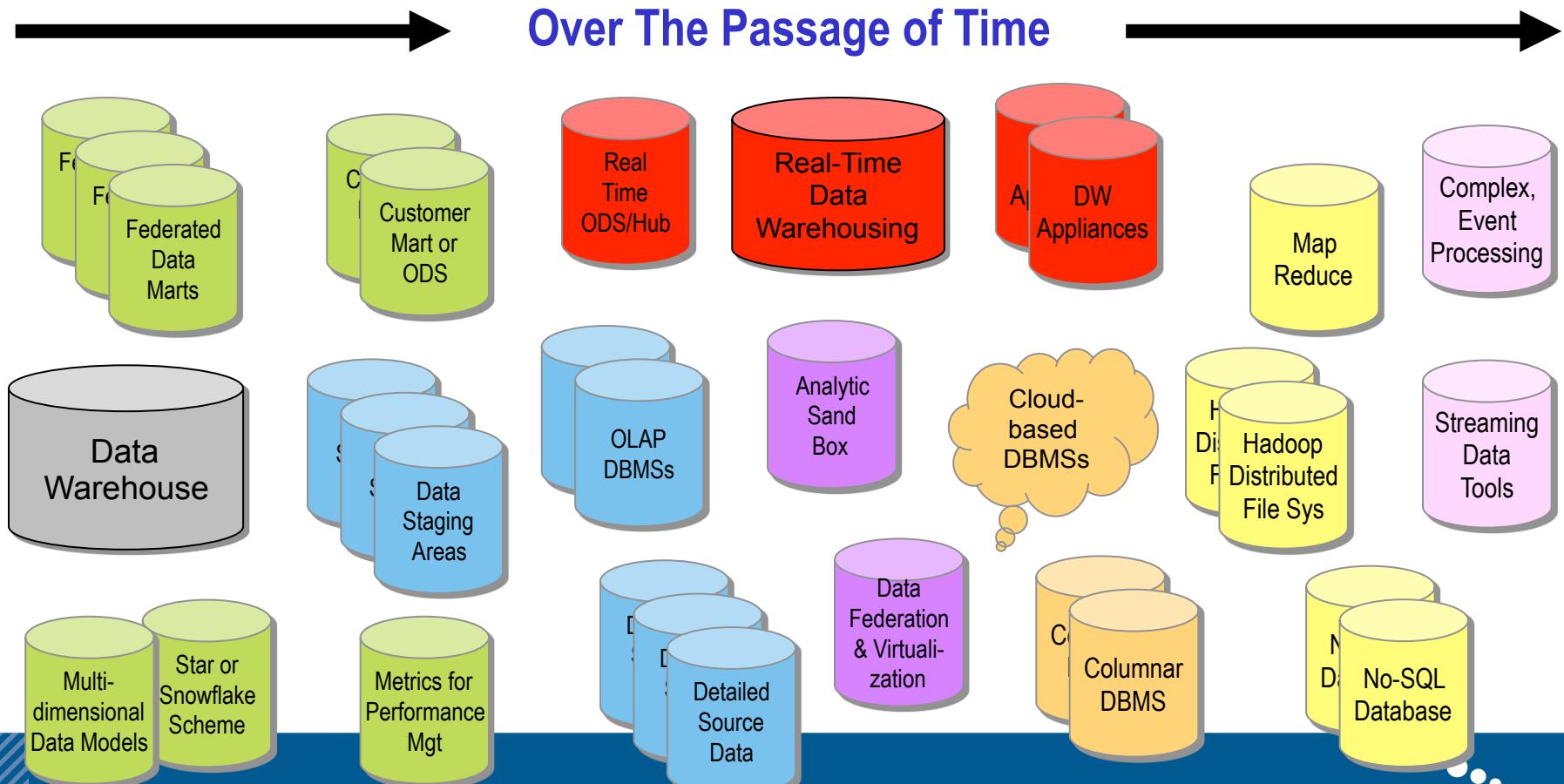
- Scalability and capacity
 - *Big data, plus usual incremental growth of enterprise data*
- Greater diversity of data
 - *Data types and sources that are new to you*
 - *New tools and practices to capture and leverage new data*
- Real-time operation
 - *Some of the most valuable new and big data arrives in streams from sensors, devices, web apps, etc.*
- Analytics
 - *Compete on analytics, leverage new big data, improve customer relations, achieve operational excellence, etc.*
- Business modernization
 - *Run the business based on numbers, real-time info, analytics*

Real-World Examples of DW/DI Modernization

- Multi-Platform Data Warehouse Environments
- Real-Time Data Warehouses
- Data Warehouse Appliances
- Modern DI-Driven Data Hubs
- Miscellaneous Process and Toolage Scenarios
 - *Let's look into each of the above in more detail.*

Modern DW/DI Architectures include Many Platforms

- Tech stack for DW, BI, DI, & analytics has always been multi-platform environ.
- What's new? The trend toward a portfolio of many physical data platforms.
- Why do it? More platform types to serve more types of data, users & workloads.



Real-Time Data Warehousing

Real-time data, BI, and analytics offer many advantages.



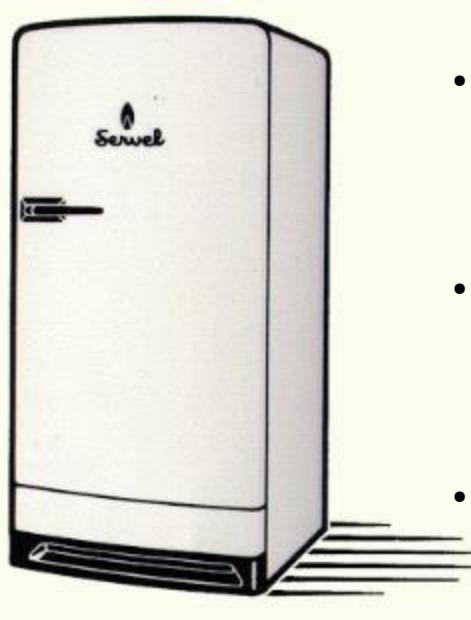
Which of the following would improve in your organization if you implemented real-time data, BI, or analytics?

- Take action sooner
- Serve customers faster and better
- Automate decisions
- Enable fast-paced business practices:
 - *Operational BI*
 - *Mgt Dashboards*
 - *Performance mgt*

Data Warehouse Appliances

They enrich and extend DW & analytics environments.

- Pre-integrated hardware and software
 - *For quick deployment and short time to use*
- Tuned for analytics and high performance
 - *Unlike the average report-oriented warehouse*
 - *Excels with “Extreme SQL” & other analytics*
- Great for offloading an existing data warehouse
 - *Integrates into modern DW environments*
 - *Offloads analytics from report-oriented warehouse*
- Good DW modernization strategy
 - *Extends capacity & analytic capabilities of DWE*
- Caveats --
 - *Data travels among DW, appliance, other platforms*
 - *That requires good DI infrastructure*



DI-Driven Data Hubs

- Operational data stores (ODSs)
 - *Old concept, but new uses with new big data*
- Data Lakes, on Hadoop or elsewhere
 - *Ingest data in source format, repurpose it later for analytics, etc.*
- Enterprise Data Hub (EDH)
 - *Like a data lake, but with just enough structure for some datasets*
- Use cases for Data Hubs
 - *Data exploration, profiling, discovery, analytics*
- Adding a Data Hub can be a DI modernization strategy
 - *For greatest functionality, consider vendor-built hub with pub/sub*



Miscellaneous Modernization Scenarios

- Migrate to unified multi-tool DI platforms
 - *For multi-functional data flows; reuse; central control*
- Productive tool GUI as primary development environment
 - *Instead of hand-coded programming*
- More data stewardship via people and process
 - *But also automated by tool functions*
- Agile or lean methods as primary development paradigm
 - *Instead of waterfall or ad hoc methods*
- Reorganizing DI/DW team structures for greater efficiency
 - *Competency Centers and Centers of Excellence are preferred*

Recommendations

For both DI & DW Modernization

- Most modernization measures are accretive
 - *You add more platforms, tools and practices*
 - *Old and new coexist; new rarely replaces old*
- Prioritize modernization by putting biz goals first
 - *Biz value from big data; compete on analytics; real-time tech to operate biz faster...*
- Technology goals are also important for modernization
 - *Assuring capacity for growth and speed*
 - *Diversifying data platform and tool portfolios to support more types of data, sources, workloads, user constituencies, etc.*
 - *Addition of or migration to new platforms that are faster, more scalable, tuned for analytics, cost less, more productive and agile, etc.*
- Data governance should guide DW/DI modernization
 - *Assure IT-Biz alignment; standards for data's quality, freshness, trust*
- Data integration is a golden thread that unifies multi-platform environs
 - *DI is key to today's broad, ecosystem-wide data architectures*
 - *Look for DI/DM tools that work with all platforms and all data*



Panel Discussion: Best Practices for Data Architecture Modernization

Panel Discussion



Rob Myers

Business Transformation
Services
Informatica



Sumit Pande

VP Enterprise
Data Office
BB&T



John Racer

Architect
Discount Tire



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Practice Manager
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Introducing V10 - Built for a Modern Data Architecture

Agility and Trust

- Automation Like Never Before
- Next-Gen Stewardship Capabilities with a Focus on Productivity and Crowdsourcing
- Next Level in Scale and Performance

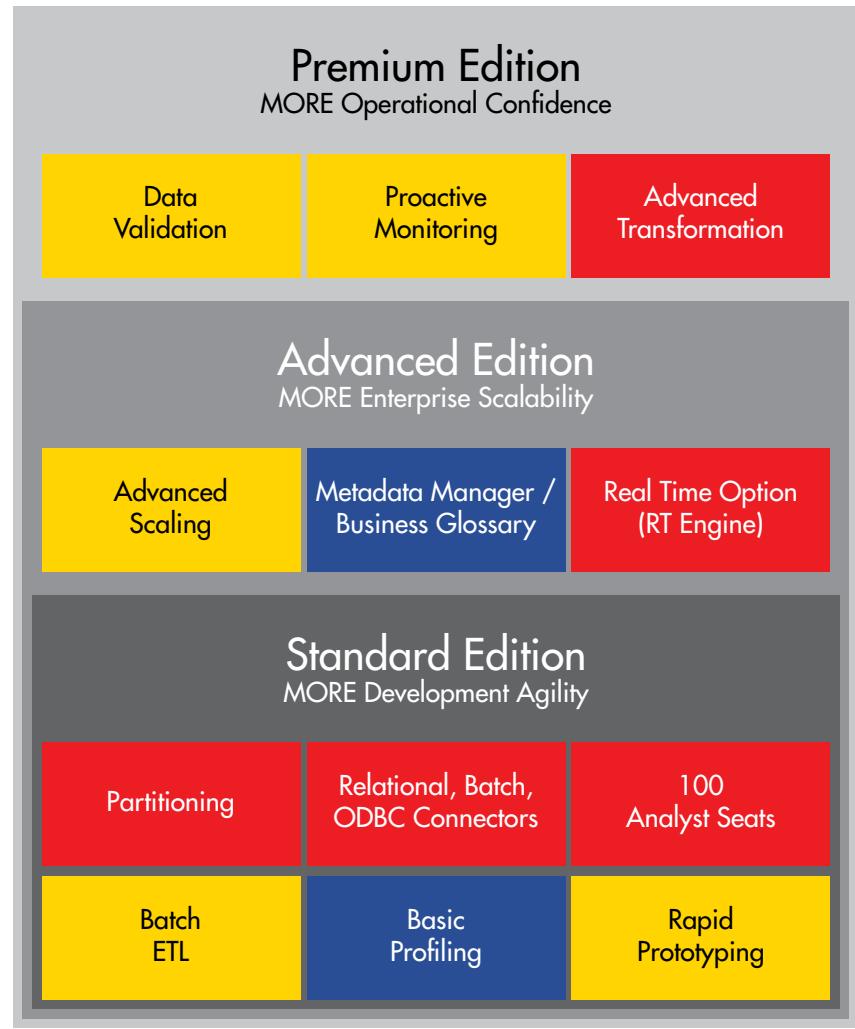
PowerCenter 10

What's New?

- Added **more capabilities** vs. v9.6.x **for FREE**
- **50x performance improvement** in MM (graph technology)
- New **approval** workflow and **voting** for business terms
- New data profiling **visualization** for deep business insight
- Improved **monitoring** (bird's-eye view) of system usage
- Expanded **connectivity** for cloud sources

Benefits

Greater end-to-end data integration agility



Data Quality 10

What's New?

- Profiling visualization provides trend analysis and easier consumption
- **Approval workflow and voting** for business terms
- Enhanced **business rule builder**
- More **flexible matching** with Universal ID enhancements
- Native **partitioning, versioning, parameterization**
- Improved **monitoring** (bird's-eye view) of system usage

Benefits

Improved data stewardship and enterprise scalability



Ready for Change

- The Only Data Integration Offering Supporting Publish and Subscribe
- Cloud is a First-Class Citizen
- Lowering the Cost of New Integrations

Data Integration Hub 10

What's New?

- Pub/sub extended to Informatica Cloud for **hybrid use cases**
- **Management** across on-premise and cloud data pipelines
- **Secure FTP** for pub/sub with remote offices
- Automated storage for all data in **Hadoop**
- All data in Hadoop indexed for **big data analytics**, applications

Benefits

Simplified data integration for a faster, hybrid world

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

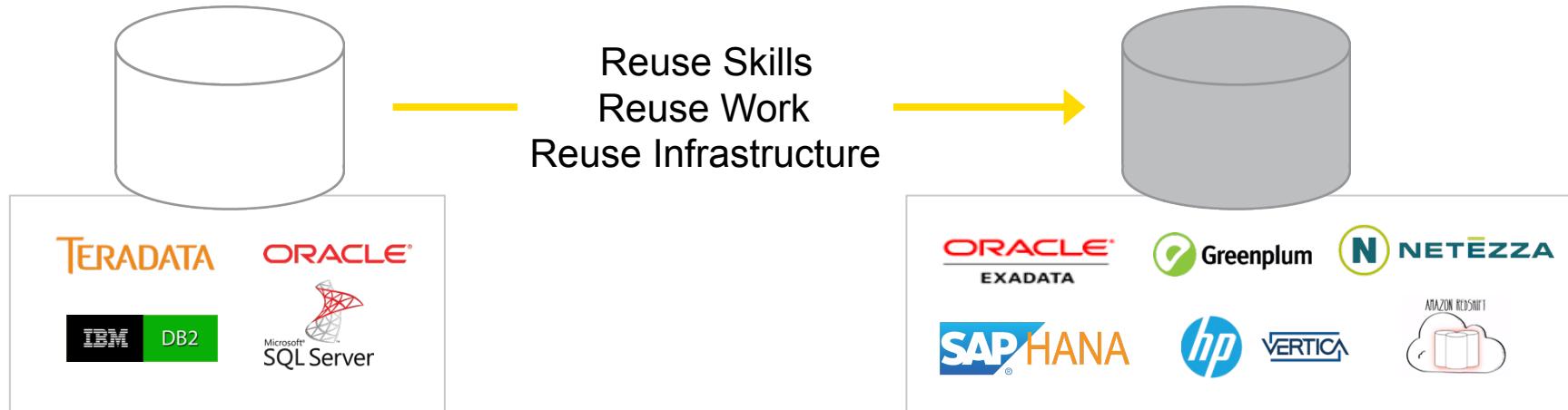
Data Archive

Architecture Modernization

- Evolving with You
- Architecture Simplification
- Foundation of Trust



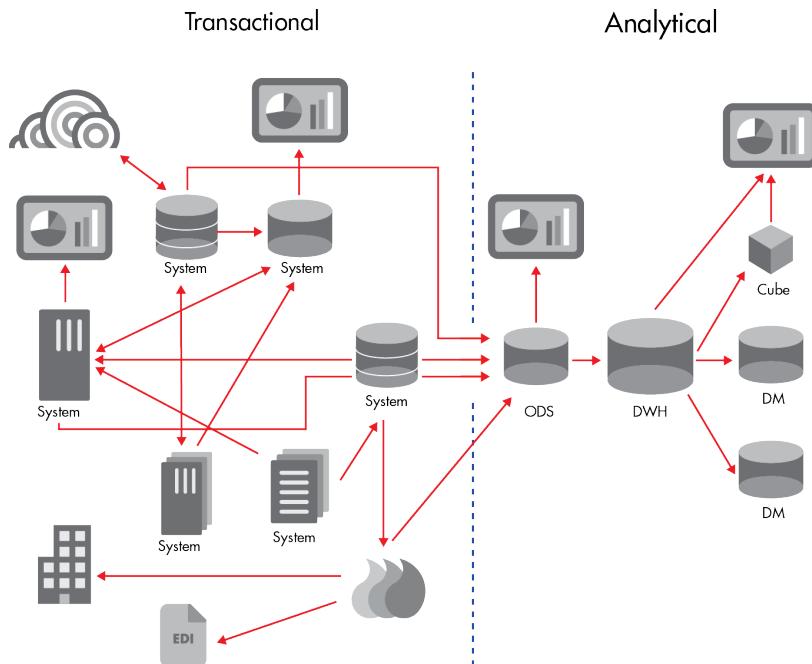
Modernizing Data Architectures with Informatica



- **5x faster** data ingestion and cleansing benchmarks vs. others
- 100s of pre-built **high-performance connectors**
- **Easy re-direction** of existing workloads to new targets
- Instant re-use of existing **Informatica skills**
- Partner **certifications** (SAP HANA®, Oracle® Exadata, HP® Vertica, etc.)

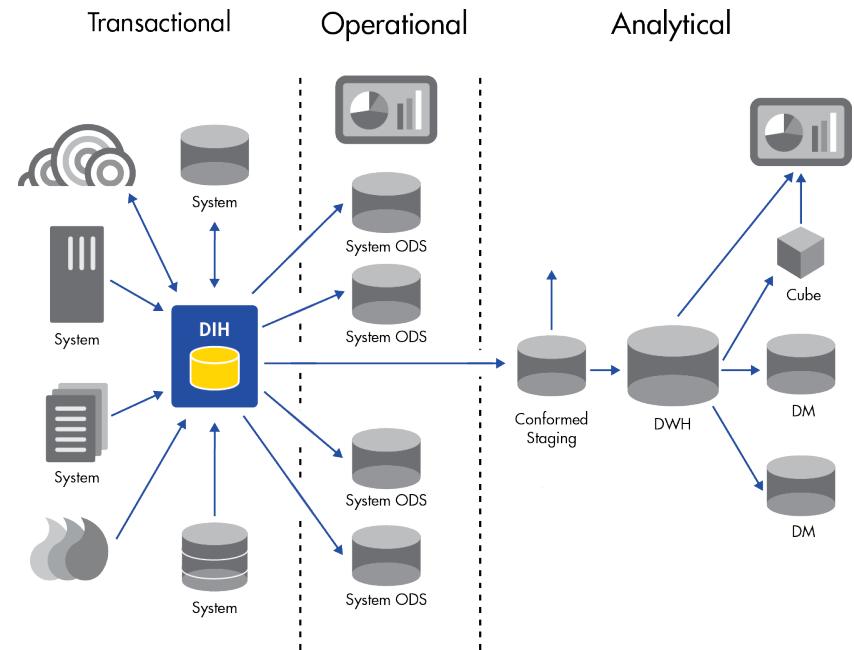
Modern, Streamlined Data Architectures

Turning Chaos...



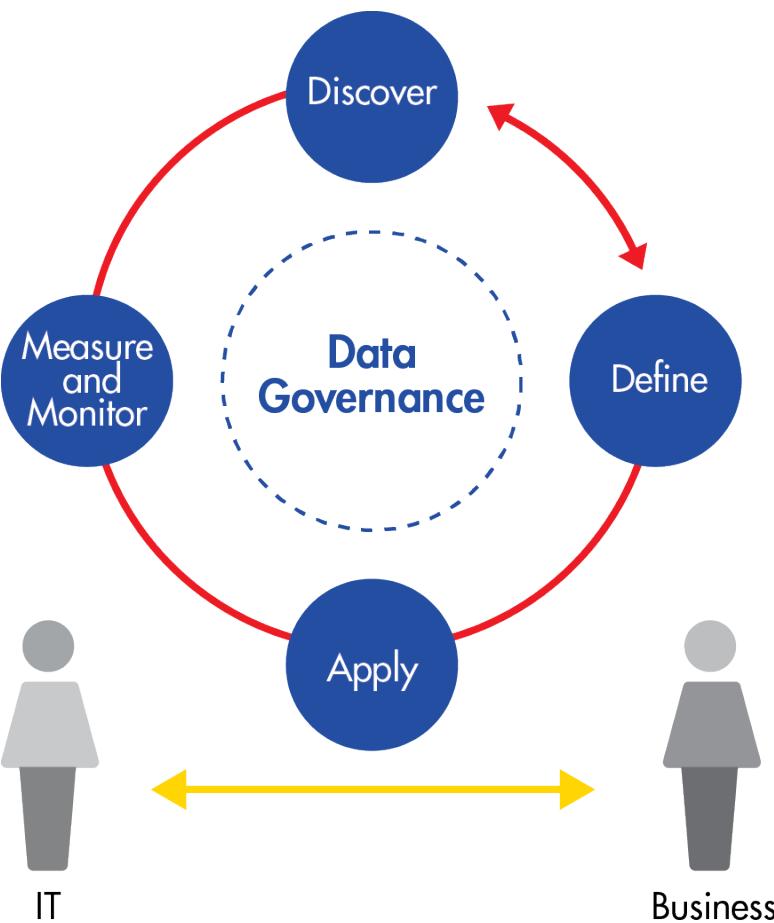
Point-to-Point, Brittle, Inefficient,
Error-prone, Inconsistent

Into Order



Decoupled (pub/sub), Re-use,
Traceability, Consistency (DQ)

Architecting a Data Governance Foundation



What's Next?

Future Themes

PowerCenter

- More automation for lights-out deployment
- Global monitoring and operational reporting
- Advanced transformation & smart optimization

Data Quality

- Intelligent data quality
- Data quality services in the cloud
- Governance policy management

Data Integration Hub

- Improved self-service & automation
- Seamless hybrid data management
- Support for powering Hadoop data lakes

Next Steps

Attend the Technical Deep Dive and Demo Series

- Informatica PowerCenter 10
- Informatica Data Quality 10
- Informatica Data Integration Hub 10

Visit 'Attachments' on your
BrightTALK player to register.



Q&A



Thank You!