

TRUSTED INFORMATION FROM CURATED DATA

Enterprise Data Hub

Industry

Data Management

Website

www.informatica.com

Company Overview

Informatica accelerates data-driven digital transformation. Informatica enables companies to unleash the power of data.

Product Overview

Informatica provides the most comprehensive data management solution architected to access, integrate, clean, master, govern, and secure big data.

Solution Highlights

- _ High performance data integration
- _ Extreme developer productivity
- _ Holistic end-to-end data governance
- _ Policy-based data security with non-intrusive data de-identification

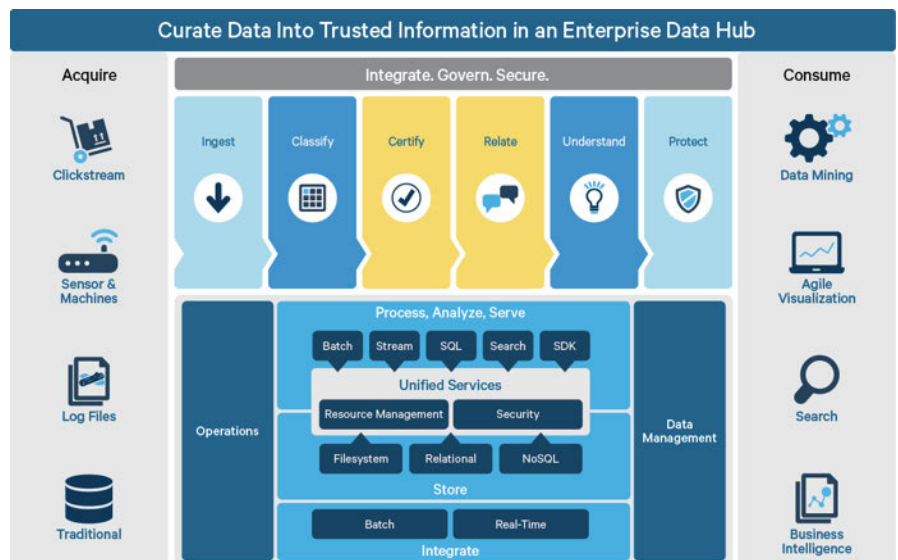
As the pace of business increases and organizations face overwhelming competitive pressure to transform their business, there is an opportunity to modernize and optimize data architectures to enable data to become a strategic asset for organizational decision-making. Organizations increasingly recognize the potential of big data to transform their business—improving customer retention and acquisition, increasing operational efficiencies, enabling better products and service delivery, and generating new business insights. An analytics ready data platform and comprehensive data management are critical technologies to take full advantage of big data.

Business Challenges

Organizations recognize that trusted information is the fuel for driving new business insights. But with the growing volume, variety, and velocity of data, organizations are struggling to quickly acquire, process, and make sense of all available data and use it for better decisions. Organizations seek to leverage data coming from on-premise business applications, cloud applications, weblogs, sensors, and social media. But big data that is available is often incomplete, inconsistent, insecure, or ungoverned, leading to an absence of data confidence and potentially adverse business outcomes in increasingly sensitive and regulated environments.

Turn Big Data into Trusted Information

Informatica and Cloudera together deliver a proven solution for rapidly curating data into trusted information with comprehensive data management on an enterprise data hub. Informatica data processing is optimally engineered to execute natively on Cloudera Enterprise to not only leverage Cloudera as an efficient data store, but also take full advantage of the scalable computing platform. Beyond scalable execution, Informatica’s metadata management capabilities are uniquely integrated with Cloudera Navigator to help provide in-depth visibility into lineage inside and outside Hadoop for the most comprehensive compliance with internal and external requirements.



Benefits of Informatica

High Performance Integration: Out of the box purpose-built connectors, real-time streaming, mass ingestion and hub-based data architecture

Developer Productivity: Parameterized development with pre-built parsers and transformations

Deployment Flexibility: Job execution abstraction across relational, non-relational, and hybrid environments with optimized execution

Holistic Governance: Role-based stewardship, purpose-built data quality, end-to-end lineage tracking based on 360 view of data and relationships

Policy-Based Security: Non-intrusive data de-identification with centralized policy management

High Performance Data Integration

- _ Prebuilt transformations and reusable business rules
- _ Dynamic mappings for parameterized mappings and runtime adaptation to changing schemas and column ordering

Administration & Development Made Easy

- _ Rapid deployment of Informatica Big Data Management through Cloudera Manager
- _ Cloudera Manager - Focus on the solution, not the cluster, with the only complete, zero-downtime administration tool for Apache Hadoop
- _ Graphical Interface – Up to 5X development productivity from focus on data pipeline logic, not hand-coded scripting and implementation.

Big Data Meets Data Governance and Data Security

- _ Tracking the end-to-end lineage of data before, during, and after Hadoop processing with metadata management and lifecycle management
- _ Unique integration between Informatica Big Data Management and Cloudera Navigator provides a robust data governance solution
- _ Role-specific interfaces for greater collaboration with common glossary and rule-based data cleaning
- _ Matching and linking of duplicate party data for 360 degree understanding
- _ Detection of security risks and non-intrusive de-identification and masking of sensitive data

About Informatica

Informatica is the only Enterprise Cloud Data Management leader that accelerates data-driven digital transformation. Informatica enables companies to fuel innovation, become more agile and realize new growth opportunities, resulting in intelligent market disruptions. Over the past 25 years, Informatica has helped more than 9,000 customers unleash the power of data. For more information visit www.informatica.com.

About Cloudera

At Cloudera, we believe that data can make what is impossible today, possible tomorrow. We empower people to transform complex data into clear and actionable insights. We are the leading platform provider for machine learning, analytics and data management built for the cloud. The world's largest enterprises trust Cloudera to help solve their most challenging business problems.

[Learn more at cloudera.com](http://cloudera.com)