Informatica Intelligent Cloud Services for Microsoft Azure

Benefits

- Fully managed service with continuous, automatic system updates in the cloud
- Support for many unique and next-gen integration patterns, all data types, and personas
- Performance, scalability, flexibility, and reliability to fuel digital transformation

Connecting Your Business and Workforce to All Your Data to Unleash Digital Transformation

The Race Against Digital Disruption

Think about this for a second: we've witnessed the transformation from analog to digital over the last decade. Given that, digital transformation is not just about technology changes, it's about how technology is used to change the fundamental ways business is done.

Enterprises are investing heavily in software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS)—making multi-cloud IT environments the new norm. As organizations move to cloud computing, they are shifting to SaaS applications such as Salesforce, NetSuite, Workday, and Marketo, among many others. And they're looking to public clouds for IaaS and PaaS, such as Microsoft Azure, to modernize their data warehouses, data lakes, and analytics.

With all these paradigm shifts, digital transformation has also ignited a hyper-competitive market climate where no one wants to fall behind—or worse, be "digitally disrupted" and put out of business. Organizations are racing to become more data-centric, more data-connected, more data-driven. Companies are focused on automating business processes and connecting their whole enterprise—apps, systems, data centers, cloud data warehouses, devices, and people—to run as efficiently and cost-effectively as possible. Not easy tasks in a world where technology constantly changes.

The Not-So-Secret Catalyst for Digital Transformation

Cloud plays a key role in how companies have been adapting to digital transformation. How? Cloud gives enterprises agility, so they can pivot quickly, evolve their strategies at every turn, respond immediately to customer demands and market changes, and operate more efficiently. Cloud also eliminates the upfront capital expense of buying hardware and software, while removing the burden of software setup, maintenance, and upgrades.

With cloud, you can scale services up and down to fit enterprise needs, scaling on-demand to support fluctuating workloads—without worrying about infrastructure costs, resource planning, or maintenance. To help protect data, applications, and infrastructure from potential threats, cloud also offers policies and technologies that strengthen security.

But perhaps most importantly, cloud enables companies to innovate their business models with the slew of benefits it offers over on-premises technology: flexibility, data democracy, cost-effectiveness, continuous updates, mobility, and collaboration—just to name a few.

Think Moving to Cloud Simplifies Data Management? (Think Again.)
Moving to the cloud doesn't solve the data integration and management challenges of digital transformation, it amplifies them—exponentially. With exploding data volumes and new data types cropping up all the time, your company's data is sprawled across on-premises systems as well as public and private clouds. This creates more data silos, making it increasingly difficult to manage, connect, and sync all that disparate data—faster—to make it useful for the enterprise.

Unfortunately, defaulting to traditional data integration techniques designed for legacy on-premises data warehouses won't work for cloud, if you plan on gathering, storing, and integrating massive amounts of different data types from various sources.

How Next-Gen iPaaS Empowers You to Meet the Demands of Data-Driven Digital Transformation

While companies face an onslaught of new data management challenges, they have many options to consider: customized hand-coded integrations, on-premises integration tools, standalone integration tools, or cloud-based integration platform as a service (iPaaS) solutions.

So, how do you take full control of your cloud and on-premises environment to meet the ever-changing demands of data-driven transformation? Keep it as simple as possible with next-gen integration platform as a service (iPaaS) technology.

For your digital transformation journey, you'll need new advanced integration capabilities provided by a next-gen iPaaS. Designed for any type of user, a next-gen iPaaS delivers capabilities beyond basic data integration, supporting simple to sophisticated integration patterns for cloud-native data management. To keep your organization agile, more efficient, and ready to tackle today's requirements and future business needs down the road, iPaaS offers:
• expanded self-service access for a variety of technical and non-technical users, not just developers
• flexible tools to manage and address a broad range of use cases, such as cloud data warehousing, data and application integration, and partner data exchange, business process integration

And you can do all that for any type of data, held across on-premises systems and cloud. Best of all, with a cloud-based iPaaS, you don't have to worry about managing and maintaining the software—it's a fully-managed service with continuous, automatic system updates in the cloud.
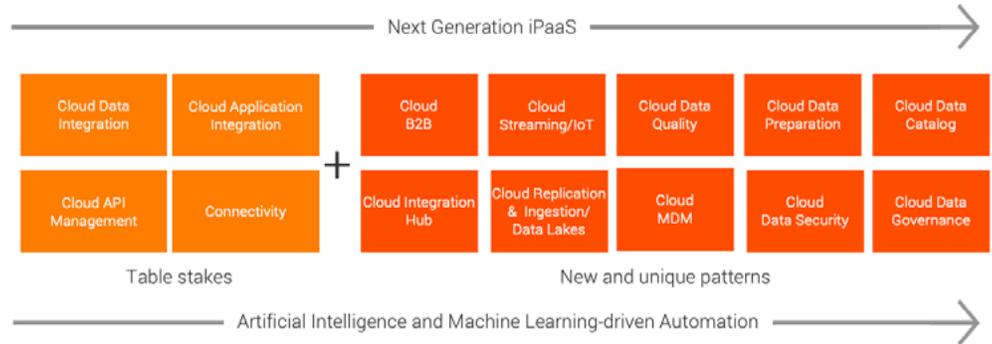

Figure 1: Next Generation iPaaS

Next-Generation iPaaS: Informatica Intelligent Cloud Services (IICS)

With Informatica® Intelligent Cloud Services℠ (IICS), you can leverage next-generation iPaaS technology, enabling you to meet the demands of data-driven digital transformation. As a complete, modular, end-to-end solution for managing data in the cloud, IICS is engineered to scale and deliver data at the speed of business, addressing the needs of the most challenging new data integration and management use cases.

Built on a customizable, easy-to-navigate, modular microservices architecture, IICS offers a unified and modern user experience across a wide variety of iPaaS integration patterns, data quality, reference data management, data lakes, and Customer 360. IICS delivers a productive data management environment powered by the CLAIRE® engine, which provides artificial intelligence/machine-learning-driven recommendations to automate and accelerate integration and data management tasks. IICS supports business innovation with advanced integration patterns, connecting all types of data across cloud and on-premises environments, serving both IT and business users.

Key Features

Cloud Data Integration

Automate and speed up your workloads to Azure with out-of-the-box solution templates tailored for Microsoft Azure Synapse and Azure Data Lake Storage.

Cloud Application Integration

Integrate data sources in real time with intelligent business processes that span cloud and on-premises applications (e.g., Salesforce, NetSuite, Marketo, SAP).

Partner Integration and Electronic Data Interchange (EDI)

Informatica Cloud B2B Gateway offers a flexible, easy-to-use solution for onboarding, managing, and exchanging data with your partners.

Cloud Integration Hub

Streamline traditional data integration architecture by replacing it with a simple publish and subscribe architecture, where data sources only publish data once for all subscribers. Subscribers receive the data in the format and time frame they require.

Cloud Data Quality

Profile data, discover data quality issues, and build and run data quality rules to correct issues on an ongoing basis. This ensures the delivery of trusted data for decisions and key business processes.

Cloud Master Data Management

Provide a 360-degree view of data about key business entities (e.g., customers, suppliers, partners) from multiple internal and external data sources and systems.

Cloud Data Security

Identify sensitive data quickly and protect it to comply with regulations and data security policies.

Next Steps

Thousands of customers trust Informatica to tackle their toughest data management challenges of data-driven digital transformation—and they've been leveraging all the benefits of cloud along the way to make their companies thrive.

But don't take our word for it. See first-hand how the next-generation Informatica iPaaS solution works and try it free for 30 days (no obligation, no credit card required): www.informatica.com/trials.