Solving Multicloud and Hybrid Data Management Challenges with iPaaS

Key Benefits
Digital transformation requires a cloud-based data management solution that offers these benefits and integrates with and manages any data—on-premises or in multiple clouds:
• Support new and advanced integration use cases
• Deliver business data in context to the right user, at the right time
• Automate complex business processes in real time
• Integrate data and apps across partners, customers, and employees

Next-gen Solution for Any Integration Pattern, Data, and User

You are responsible for delivering trusted and timely data in support of your business's new digital transformation initiatives. But the challenges of doing so are increasing. Data volume, complexity, and speed are growing rapidly. There is an unprecedented technology change going on at all levels of the architecture stack. And, finally, you need to manage data across an on-premises, hybrid, and multicloud environment.

To rise to this challenge, you need an Integration Platform as a Service (iPaaS) solution.

Top Considerations
• **Leverage cloud benefits.** The cloud provides scale, cost, and elasticity benefits that will accelerate your business agility.
• **Plan for new cloud platforms.** Many companies are rapidly moving to multicloud architectures that include platforms like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud.
• **Plan for new cloud systems.** These include applications such as Microsoft Dynamics, Workday, NetSuite, Oracle, Salesforce, and Marketo. Planning should also include new cloud data visualization and analytics apps such as Tableau, QlikView, and Microsoft Power BI.
• **Plan for new user types.** Existing and new users demand faster and better data and insights. The IT organization constantly struggles to balance centralized management and support ad hoc integration projects.
• **Plan for new use cases.** Data and application integration use cases have evolved from simplistic point-to-point integrations to much more advanced patterns such as integrating data from many different sources like partners, social media, Internet of Things (IoT), big data, and cloud data lakes.

You should plan for an architecture that will deliver the data you need, at the quality and speed you need it, regardless of data, systems, and process changes. Data management solutions like iPaaS are a critical foundation for successful data-driven digital transformation.

It is important to look for a next-generation iPaaS solution. Many current iPaaS solutions are built on archaic technologies (e.g., EAI, ESB, ETL) that are point solutions that create new data silos rather than solving the real data integration and management requirements.

Informatica Intelligent Cloud Services for Overcoming Your iPaaS Challenges

Informatica offers a next-generation iPaaS, enabling you to meet the demands of data-driven digital transformation in a multicloud environment. Informatica Intelligent Cloud Services™ (IICS) is a complete, modular, end-to-end solution for managing data in a multicloud and hybrid world. It is built to scale and deliver data at the speed of business, while addressing the needs of the most challenging new use cases.

IICS offers a unified and modern user experience across a wide variety of iPaaS integration patterns and is built on a modular microservices architecture that is customizable and easy to navigate. IICS delivers a productive data management environment accelerated by the CLAIRE™ engine, which provides artificial intelligence/machine-learning-driven recommendations to automate and accelerate integration and data management work. The new iPaaS supports business innovation with advanced integration patterns connecting all types of data across cloud, hybrid, and on-premises environments and serving users in business or IT.

Use Cases, Features, Benefits

Your enterprise needs a next-generation iPaaS that addresses the new and emerging cloud, multicloud, and hybrid use cases. The following should be considered the additional critical capabilities of a next-generation iPaaS:

- **Cloud data integration.** Automate and speed up your workloads to cloud data warehouses with out-of-the-box solution templates tailored for cloud data warehouses like Amazon Redshift, Microsoft Azure SQL Data Warehouse, Google BigQuery, and Snowflake.
- **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 EDI.** Exchange data and electronic messages with business partners using a B2B gateway.
- **Cloud integration hub.** Streamline the 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., customer, supplier, partner) from multiple internal and external data source systems.
- **Cloud data security.** Identify sensitive data quickly and protect it to comply with regulations and data security policies.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Next Steps

It's time to think about how you will overcome the data management challenges of data-driven digital transformation. Try our next-generation iPaaS solution for 30 days for free to see how you can meet your data management challenges: www.informatica.com/trials.