



Cyxtera Enhances Operations with Timely Data Analytics

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Juan David "JD" Bolaños
BI Architect, Cyxtera



Goals

Improve data center operations by providing timely data for business intelligence (BI)

Empower IT teams and developers to integrate a growing number of cloud and on-premises systems without writing and maintaining code

Make it easy for salespeople to view operational data, so they know what can be offered to colocation and interconnection services customers

Solution

Enabled BI and analytics by connecting data across enterprise systems with Informatica Cloud Data Integration

Simplified integration with point-and-click Informatica Cloud Connectors for Salesforce, SAP, ServiceNow, and REST Web Services

Increase visibility into available data center power and capacity by pulling data center operations details into Salesforce

Results

Enables Cyxtera be more efficient, profitable, and innovative

Speeds time to market for integrations, while freeing up time for IT

Enhances customer experiences by streamlining the contracting and provisioning of data center power and capacity



About Cyxtera

Cyxtera is a global data center leader in retail colocation and interconnection services, supporting large enterprises, government agencies, and service providers. The company operates 61 data centers in 29 markets, providing services to more than 2,300 customers.

Informatica Success Story: Cyxtera

Cyxtera is all about data centers, and from the beginning, getting data to the right place was critical to its success.

When Cyxtera launched in 2017 through a merger of multiple companies, it had to combine ERP and CRM data from all the businesses involved. It used [Informatica Intelligent Data Management Cloud](#), creating a data foundation for the new company. However, with new information coming in all the time and systems coming online every few months, Cyxtera's transformation into a data-driven company was just getting started—and Juan David “JD” Bolaños, BI Architect, saw an opportunity to accelerate it.

“You can definitely help people make better decisions by giving them the right data, and that’s our goal,” he says. “We have a lot of customers, a lot of data centers, and a lot of information. Our salespeople and operations staff need near real-time visibility into data center capacity, so they can communicate effectively with customers as they draw up contracts and deploy infrastructure.”

Connecting enterprise application systems, while easing the burden on IT

Even though Cyxtera used Informatica to help create the company's data foundation, many integration processes were still manually scripted and maintained. Specialized data center management applications were difficult to integrate with enterprise systems. Bringing CRM and billing data from Salesforce into multiple Microsoft SQL Server data warehouses was tedious and time consuming. Analytical processes were still spreadsheet-based, making it difficult for decision-makers to access up-to-date information.

Bolaños explains, “To take the most scalable path to advanced analytics, we decided to expand our use of Informatica beyond replication to actually transforming the data and orchestrating the complex ETL workflows that connect our enterprise systems.”

Bolaños and his team selected [Informatica Cloud Data Integration](#) to extract, transform, and move data between critical systems, including Salesforce, SAP, and ServiceNow. For developers, this means that point-and-click Informatica Cloud Connectors make integrations easy to set up, without requiring them to write and maintain custom code.

“Informatica is one of the key enablers of our architecture because it provides us with easy access to Salesforce, SAP, and IT service management data,” he says. “We stopped doing all the tasks that we were trying to create using scripts, and we never looked back.”





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The team quickly found additional use cases for Informatica, such as pulling power and capacity information from data center operations tools and making it available directly in Salesforce. It's also simplifying operations by collecting, curating, and analyzing operational and infrastructure metadata.

"Informatica is the liaison between the BI and analytical capabilities of the company and our data center operations, bringing data back and forth," says Bolaños. "It suits our needs perfectly and plays quite an important role. We can integrate with any API, as long as it uses standard protocols."

Data analytics helps drive sales, profits, and better customer experiences

With fast access to information from anywhere in the company, Bolaños and his team immediately started to create Power BI reports for finance, sales, and operations, continually refining the reports to meet end users' needs. Business users quickly saw the value, and over time they began to use the reports to make better informed decisions. Even C-level executives began asking for access to the BI portal, proving that the right information can help drive decisions at the highest levels of the company.

"The fact that we've been able to establish even more trust in our reports and provide insights all the way up to the C-level is a huge win," says Bolaños. "With Informatica, we've built a trusted information resource that's now a pillar for the entire company."

Liberating developers and IT teams from hand-coding and maintaining integrations is saving significant time, speeding time to market for new projects and integrations while reducing operational costs.

According to Bolaños, "Things that were unthinkable before now are possible because our BI team can just be data brokers. They can provide the information decision-makers need without coding multiple integrations between enterprise systems."

Cyxtera is improving its operational capabilities by using Informatica to move data between SAP and ServiceNow, improving IT service management and financial reporting. And with near real-time access to power and capacity data from within Salesforce, salespeople can understand at a glance what can be promised to customers and get back to them immediately, boosting sales and improving customer experiences.

Cyxtera is also creating new revenue streams with data-driven services, including a revamped customer portal that will include power data and analytics. From a centralized user interface, customers will be able to see the full picture of how they're consuming power, space, compute, storage, and other data center resources.





Inside The Solution:

- Informatica Intelligent Data Management Cloud (IDMC)
 - Informatica Cloud Data Integration

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Transforming into a data-driven company, while surviving a pandemic

When the COVID-19 pandemic hit, Cyxtera used its BI portal and operational intelligence to respond quickly to the increased demand for data center resources as its service providers customers quickly scaled out to absorb more traffic.

“The pandemic increased our operational demands because we had more clients requiring more power and capacity,” says Bolaños. “That was a great opportunity for us to show the business the value of having the agility of making vital decisions fast. It made the difference between winning new business and losing it.”

Having proven that data can help Cyxtera be more efficient, profitable, and innovative, Bolaños’ team is now even more involved in all the company’s new projects, providing the crucial data foundation. As Cyxtera modernizes applications and adopts more scalable platforms, Informatica will help tie everything together.

“Our transformation to a data-driven company is well on its way, and Informatica is a key player,” he says. “We can see the results, we can see the mindset shifts, and we can see that the BI portal is getting more and more users. Our internal customers are happier. Many of them are saving hours a week because of our reports, and that’s a really good feeling.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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