Informatica

Solution Brief

aws +ableau

Cloud Analytics Modernization for Data-Driven Digital Transformation

Key Benefits

- Discover and understand data and data assets for analytics
- Deliver trusted, relevant, and timely data for analytics
- Scale data storage and pipeline
- Deliver self-service data preparation, analysis, and visualization for trusted business insights
- Infuse agility into your analytics process

Unleash the Power of Trusted, Timely, Relevant Data for Modern Analytics

Data has become one of the world's most valuable resources and is relied upon as the new and trusted currency for accelerating innovation. Data-driven digital transformation holds the key to your company's future success. With a modern approach to analytics, the IT organization must feed data-hungry business users in well-managed and secure environments to enable data-informed business decisions.

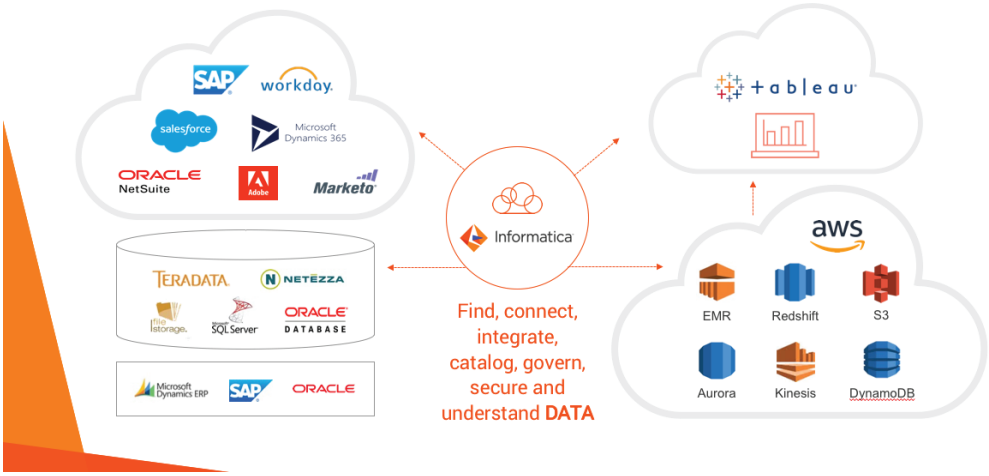
Organizing critical data from a wide variety of sources for easy analytics by your extended team can be a massive challenge without the right tools. In addition, manual and hand-coded solutions lead to brittle systems that are slow and difficult to expand and scale. Overcome these challenges and maximize the value of data-driven insights with a cloud analytics modernization initiative based on the combined power of Amazon Web Services (AWS), Tableau, and Informatica®. With our integrated cloud analytics stack, you can base your business decisions on timely, relevant, and trusted data insights.

Recipe for Success

Incorporate these proven design principles into your cloud analytics architecture and see how you can accelerate trusted data insights:

- **Discover and understand data and data assets for analytics:** Use Informatica Enterprise Data Catalog (EDC) hosted on AWS to identify and profile data assets for your analytics initiative. Leverage EDC integration with Tableau to empower your business users to find and understand trusted and relevant enterprise-wide data assets for analytics, right from within their familiar Tableau environment.
- **Deliver trusted, relevant, timely data for analytics:** Leverage AWS data services such as Amazon Redshift and Amazon S3 to cost-efficiently, reliably, and flexibly store and access data for analytics in Tableau. Use Informatica Intelligent Cloud Services™ (IICS) to quickly and easily fuel AWS with trusted, timely, relevant data for analytics.

Integrate & Manage Data for Your Cloud Analytics Stack



- **Scale data storage and pipelines:** Think big and start small—a foundational design principle—holds true for analytics modernization. With AWS, Informatica, and Tableau, you can kick-start a cloud analytics initiative, then rapidly and seamlessly scale your storage and pipelines to support your expanding data volumes.
- **Deliver self-service data preparation, analysis, and visualization for trusted business insights:** Increase the speed to business insights. Empower your enterprise-wide business users with Tableau and Informatica EDC to easily and quickly find, understand, prepare, analyze, and visualize trusted data stored in Amazon Redshift and delivered by Informatica. Enable your data users to also self-serve with IICS intuitive data integration wizards and templates.
- **Infuse agility into your analytics process:** Rapidly changing business conditions dictate a highly agile analytics initiative. Your end-to-end cloud analytics stack from Informatica, AWS, and Tableau fosters business and IT collaboration—improving overall agility and productivity. Our joint solution enables an ongoing iterative dialog across the teams to deliver governed self-service analytics, evolve data and analytics processes, combine ad hoc experimental analytics with operational reporting, and seamlessly scale the entire analytics environment as more data and users enter the fold.

Journey to Cloud with AWS, Informatica, and Tableau

Each cloud journey is different. Connect with us to find out how we work together to enable your unique cloud analytics transformation—your journey, your way.

www.informatica.com/AWS

www.informatica.com/Tableau

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.

About Amazon Web Services

Amazon Web Services is the world's most comprehensive and broadly adopted cloud platform. AWS offers more than 125 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence, Internet of Things (IoT), mobile, security, hybrid, virtual, and augmented reality, media, and application development, deployment, and management from 55 availability zones within 18 geographic regions and one local region, spanning United States, Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, and UK. AWS services are trusted by millions of active customers around the world—including the fastest-growing startups, largest enterprises, and leading government agencies—to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit https://aws.amazon.com.

About Tableau

Tableau is the enterprise analytics platform that enables your organization to explore trusted data in a secure and scalable environment. Give people access to intuitive visual analytics, interactive dashboards, and limitless ad hoc analyses that reveal hidden opportunities and eureka moments alike. Get the security, governance, and management you require to confidently integrate Tableau into your business—on-premises or in the cloud—and deliver the power of true self-service analytics at scale.

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Worldwide Headquarters 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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