# Informatica Cloud for Amazon Redshift

Benefits

- Go live today with your cloud analytics project with Amazon Redshift and Informatica Cloud integration platform as a service (iPaaS)

- Rapidly Integrate Redshift with any cloud and on-prem data source with hundreds of out of the box connector

- Improve productivity for developers and citizen integrators with role-based, metadata-centric visual tools and out of the box templates and wizards

- Seamlessly scale your project with horizontal and vertical scaling and automated parallel loading to Amazon Redshift via Amazon S3

Kick Off Your Cloud Analytics Initiative Today With Amazon Redshift and Informatica Cloud.

Data is emanating from every device and application that we interact with. The abundance and variety of data available to companies today holds the promise of maximizing every aspect of the business, from customer acquisition and retention to better operational performance. But harnessing data for business success relies on your ability to rapidly combine and analyze in meaningful ways massive volumes of disparate data residing in cloud and on premise.

Traditional approaches for building and evolving on premise data warehouses are robust, but can take months and cost millions of dollars, just to get started. Amazon Redshift and Informatica Cloud enable you to rapidly and cost-effectively set up and evolve a cloud data warehouse, connected to any cloud and on-premise data source, delivering the data-driven agility required for business success today.

Amazon Redshift, provides a petabyte-scale cloud data warehousing service that's fully managed, fast, and cost-effective – and that serves as a powerful launch pad for analytics applications such as Birst, Microstrategy, and Tableau. It changes the dynamics of data warehousing by making it easy to provision nodes, scale on demand, and query datasets securely. Clusters can be resized
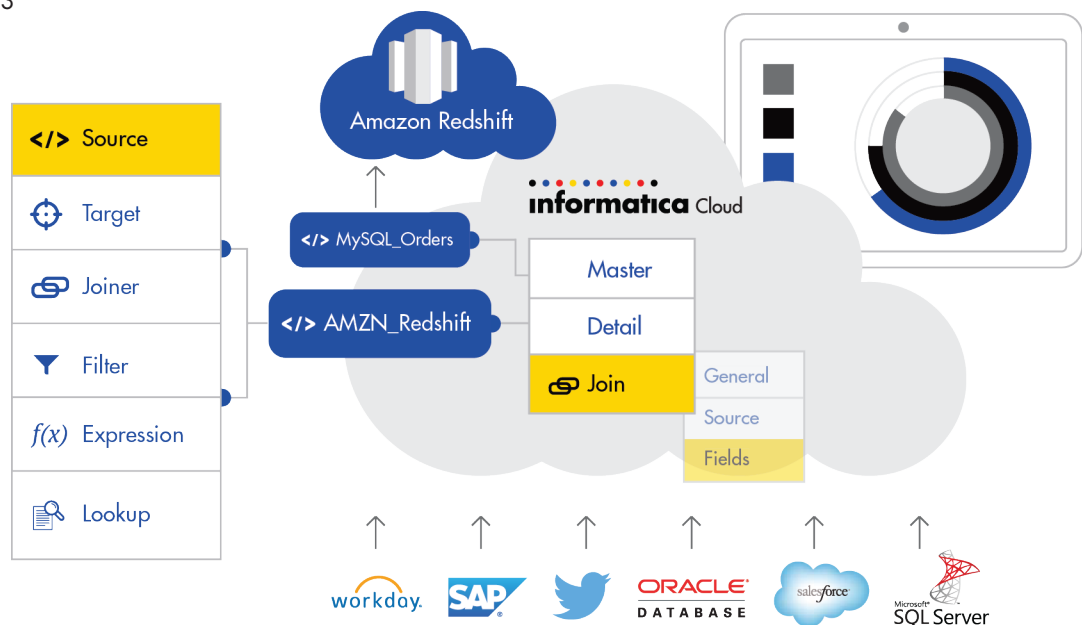
dynamically without downtime, and distributing workloads across compute nodes can optimize I/O time. Amazon Redshift's architecture leverages massive parallel processing (MPP) capabilities with columnar storage and data compression to enable timely execution of even the most complex queries and the resulting business insights.

However, a data warehouse is only as good as the data held within it. In order to fully realize the benefits of Amazon Redshift, you must rapidly load it with trustworthy, connected, meaningful and timely data. Informatica Cloud is a multi-tenant fully-managed integration platform as a service (iPaaS), which can be rapidly and cost-effectively consumed. It enables you to access, aggregate, synthesize and load data into Amazon Redshift from numerous systems, including cloud sources such as SaaS, social and IoT, as well as on-premise systems, such as SAP and relational databases. It gives you the agility to rapidly kickoff a small cloud analytics Redshift project and seamlessly scale it up or down as data volume and needs vary. Combining a cloud Integration solution with Amazon Redshift enhances and expedites your analytics initiative and unlocks the power of Amazon Redshift.

Key Features

Informatica Cloud provides native, high volume, high performance data integration with Amazon Redshift and supports out-of-the-box connectors to any cloud and on-premise data system and application, including Amazon S3, Aurora, RDS and DynamoDB. It supports secure data movement between on-premise environment and AWS using a Secure Agent: A light-weight binary that runs in AWS EC2 environment or on premise to securely access the Informatica cloud services located in Informatica Cloud managed environment. Informatica Cloud enables you to develop and run data integration tasks, also known as mappings, data synchronization tasks, task flows and scheduling. Informatica Cloud integration is a visual, easy to use metadata-driven solution, enabling self-documenting code, improved data visibility via metadata, extensive reuse in development and automation in deployment. With Informatica Cloud and Amazon Redshift, you will be up and running with your new cloud data warehouse on AWS and loading it with meaningful data, within hours.

We expedite time to production by greatly improving your ability to Connect, Develop and Deploy.

Connect

Manually programming integrations of each data source to Amazon Redshift can slow your team down and unnecessarily tax your precious development resources. Especially, with new data types and sources constantly on the rise, maintaining this expertise in-house is not realistic or productive and doesn't scale. Furthermore, manual integration tasks are not reusable across different data sources. Informatica Cloud provides a drop-down menu to easily select out-of-the box connectors to all common cloud and on-premise data systems. Its architecture fundamentally separates integration logic from connectivity logic, so that your developers can focus on assembling the right data your business needs, without burdening them with native knowledge of the underlying systems. Furthermore, integration logic can easily be reused across different data sources. The ease of connectivity and

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code reuse greatly enhance the productivity of your team and allows them to deliver the right data in a timely manner into your Redshift cluster.

Develop

Informatica Cloud is a visual, metadata-driven, web-based development environment, with role-based tools, designed to increase productivity of both technical developers and line-of-business 'citizen integrators', such as data analysts and Salesforce administrators. Cloud Designer allows developers to quickly build complex data integration mappings and synchronization between cloud, on-premise data sources and Amazon Redshift. Cloud Designer transformations palette includes out-of-the-box templates such as aggregators, joiners, lookups and sensitive data masking as well as support for dynamic mappings. For line of business users, who expect self-service data integration, Informatica Cloud offers easy to use six-step point & click Data Wizards for most common data integration and synchronization tasks, with pull-down menus for intuitive access to data sources in the cloud and on premises and basic data transformations. Informatica Cloud is inherently metadata-driven, which leads to self-documenting code and improved data insight. Metadata foundation leads to better code reuse, improved change management and risk minimization.

Deploy

Informatica Cloud automates the deployment and scheduling of integration tasks and task flows with Amazon Redshift. As your project matures and you need to process increasing data volumes, you can seamlessly expand your Amazon Redshift cluster and horizontally scale your Informatica Cloud environment by clustering Informatica secure agents running on AWS EC2. Informatica Cloud also supports pushdown optimization into Redshift, leveraging Redshift processing power to further increase performance with scale. In order to fully optimize Redshift performance, your deployment must harness parallel loading into your Redshift cluster via Amazon S3 staging areas. Informatica Cloud further unlocks Redshift processing power by automating parallel loading into Redshift, utilizing S3 for interim staging. To gain full operational confidence in production environments, Informatica Cloud customers have the option of utilizing Informatica Discovery IQ for managing, monitoring and trouble-shooting your live integration processes, giving you the confidence to catch and correct production issues early.

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Informatica

Put potential to work.™