

Informatica Cloud Application Integration

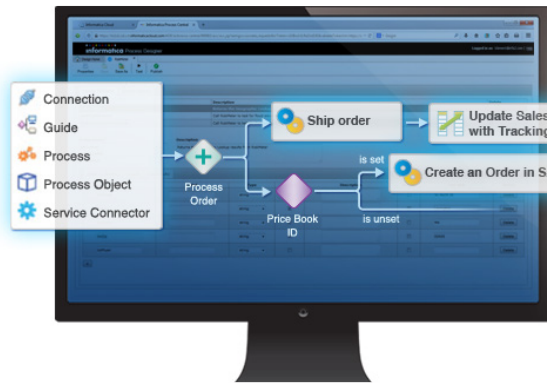
Driving Business Success with Real Time Data

Cloud and mobile computing has dramatically changed our expectations of business speed. We want support calls resolved in minutes and instant responses to product inquiries. Informatica Cloud's Application Integration solution creates business processes that accelerate business response times, dramatically increase business efficiency and improves user effectiveness - all without writing a single line of code.



Cloud Process Designer - Clicks Not Code

Use the Cloud Process Designer's simple point-and-click interface to quickly create business process flows that are accessible from any device without the need for time-consuming and expensive manual coding. It's easy to combine real time data from cloud applications, such as Salesforce or Workday, with on-



premises data sources like Oracle or SAP, even if they reside behind corporate firewalls. Rapidly deliver new processes, such as opportunity to order, discount approval, service call routing and quote generation, with the most up-to-date data.

Are your application processes keeping up with the speed of your business?

Mobile Process Applications — Running Your Business from Your Phone

From onboarding and inspections to inventory and recruiting, companies are using smart phones and tablets to improve employee productivity. With Informatica Cloud's mobile process applications, your customers, partners or employees can access intuitive process workflows from any device. And native support for HTML 5 and leading mobile platforms, such as iOS, Android, and Salesforce 1, make connecting easier than ever.

Are your employees as mobile as they can be?



Screen Flow for Salesforce — Improving Sales, Service and Marketing Cloud User Productivity

Gain a big picture view of your business for better strategic decision making and selling.

Informatica Cloud's process wizards provide real time access to data, even if it doesn't reside in your current Salesforce instance. Intuitive process wizards automate tasks without the need to open multiple tabs or cut and paste information from different applications, reducing manual data-entry errors and improving user productivity. Your resulting Salesforce data will be more accurate, your Service Cloud implementation more efficient and marketing analytics reports more insightful.



Process Automation - Real Time Integration Workflows

Important business activities, such as discount approval, order-to-cash or service-call resolution, seldom exist in a vacuum. Instead, they're complex business processes that take days or weeks to complete and involve many interactions between real time application data and human workflows. Unlike traditional ESB-based solutions, Informatica Cloud's stateful process automation manages the context and business process for you, making it easier to define and deploy sophisticated business processes that give you a competitive advantage.



Now you can spend more time innovating your business, rather than implementing commodity plumbing.

Go to www.informatica.com/cloud-application-integration to learn more.

Cloud Application Integration Clients Include:



About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. For more information, call 1.888.345.4639 in the U.S., or visit www.informaticacloud.com

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