

Informatica Cloud Integration Hub

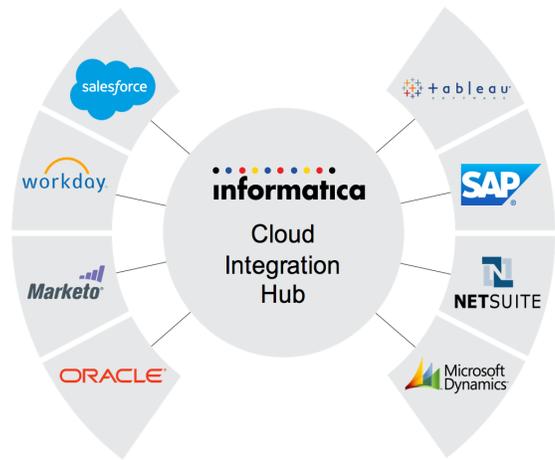
Increase Organizational Efficiency of Complex Hybrid Data Integrations with a Publish/Subscribe Data Hub.

Benefits

- Powers better agility, governance, and consistency of data.
- Jumpstarts organized and efficient integration of Salesforce with multiple systems through its Salesforce Accelerator.
- More efficiently monitor and manage integrations with end-to-end tracking and alerting.

With the rapid proliferation of software as a service (SaaS) applications, cloud business intelligence, visualization, and data warehouses, organizations are looking for ways to be more agile and efficient about how they integrate and synchronize data across clouds and on-premises and put it to work creating enterprise value.

Informatica Cloud Integration Hub introduces a faster and more manageable way to integrate data by combining hub-based multipoint efficiency with self-service to enable team collaboration.

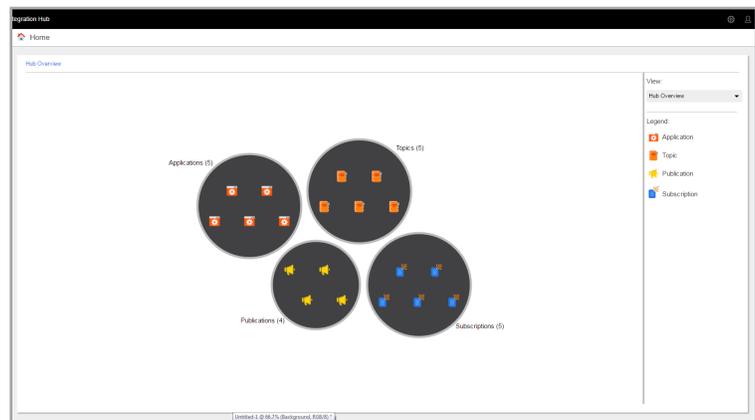


Modern publish/subscribe integration hub for the cloud

As cloud-first organizations adopt multiple SaaS applications and cloud platforms, they need an efficient way to connect them to one another and to on-premises systems. As organizations build their analytics and application integrations with data from cloud and on-premises systems, they recognize that traditional point-to-point integration is problematic and limiting. The business has data availability issues resulting from the same delivery challenges facing the on-premises world. Without a consistent approach and the centralized certification of critical data sets on customers and operations, data can become fragmented with multiple versions used for different purposes.

Informatica has optimized the Cloud Integration Hub to orchestrate cloud and on-premises systems to increase agility and manageability. Instead of a proliferation of disconnected point-to-point integrations, a publish/subscribe model requests data from each source system only once, processes it centrally, and then distributes certified, fresh data to all consuming systems at the frequency and in the format they need. This ensures that all systems have the same fresh, curated data for higher levels of consistency and analytics results.

The Hub Overview in Cloud Integration Hub represents publications and subscriptions visually to help less-technical users better understand data flows.



About Informatica

Informatica is 100 percent focused on data because the world runs on data. Organizations need business solutions around data for the Cloud, big data, real-time and streaming. Informatica is the world's No. 1 provider of data management solutions, in the Cloud, on-premises, or in a hybrid environment. More than 7,000 organizations around the world turn to Informatica for data solutions that power their businesses.

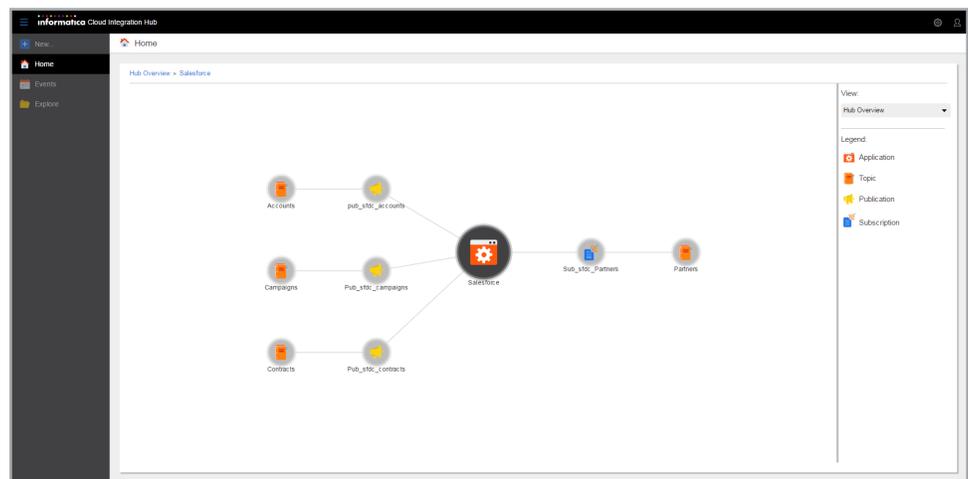
Self-service data publication and subscription for greater agility

Informatica Cloud Integration Hub's wizards guide less technical users through data set publication and subscription setup. Informatica Cloud Integration Hub processes and delivers data sets properly formatted for each consuming system, which abstracts complexity. Complex transformations, in-line data quality, and other processes can be defined in the Informatica Cloud Designer and used in the hub.

Greater efficiency and visibility drives better system confidence

Synchronization with SaaS applications can take time. This is multiplied when each consuming system makes a separate call for data from each source system. Many SaaS apps charge per API call, which adds another cost to data transfers on top of the network and system loads.

You can boost overall system efficiency while lowering operating costs if you reduce the number of API calls and data traffic and better manage data workflow among applications, databases, and analytics. Hub-based visibility, monitoring, and alerting enable better management. This centralization combined with Informatica's close tracking of SaaS APIs and other source system greatly reduces the complexity of adapting to changes.



Cloud Integration Hub shows the relationships among data integrated by the hub—publications, topics, subscriptions, and connected applications.

Master hybrid integration complexity with Informatica Cloud Integration Hub

Increase team agility and the efficiency of integration of cloud and on-premises data with Informatica Cloud Integration Hub. Try the Cloud Integration Hub for free today or [contact us](#) for more information about how your organization can benefit from the Cloud Integration Hub.



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