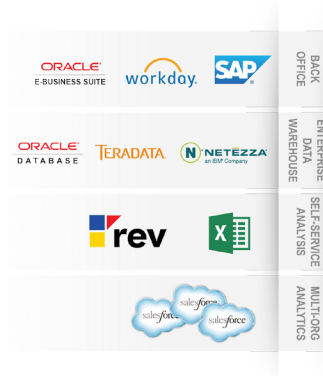


Informatica Cloud for Wave, the Salesforce Analytics Cloud

Use the Informatica Cloud Integration Portfolio to Realize the Full Potential of the Salesforce Analytics Cloud.

The Salesforce Analytics Cloud gives businesses an unprecedented level of insight into their customers' preferences and patterns. But unlocking that potential requires an ability to access and manage data from multiple cloud and on-premises sources only possible from the Informatica Cloud portfolio of products.



Unlock Back-office Insights

To truly gain customer insights using the Salesforce Analytics Cloud, you need to bring in customer-related data from external systems such as SAP, Oracle E-Business, PeopleSoft, NetSuite and Workday. This data could include purchase history, demographics, relationships and preferences. The Informatica

Cloud portfolio for Salesforce Wave, including integration, data quality and master data management services, enables business users, IT and anyone else to connect, relate and aggregate data from any source and achieve in-depth customer insights.

Connect, relate and aggregate data from any back-office source for in-depth customer insights



Extend Enterprise Data Warehouses

Salesforce Wave provides business analysts with self-service data discovery, exploration, and visualization. While analysts typically need only a subset of data for their analysis, getting the data from warehouses, such as Teradata, Netezza and Oracle, can be difficult and time-consuming with traditional, centralized business intelligence (BI) environments. With Informatica Cloud's broad connectivity to relational databases such as IBM DB2, Microsoft SQL Server and Oracle, companies can easily bring their required data from any data warehouse into the Salesforce Analytics Cloud for rapid customer insights.

Easily bring in data to the Salesforce Analytics Cloud from any data warehouse.



Self-service Data Analysis

Empower business users to join, aggregate and enrich data on their own.

Business users, such as sales operations and marketing analysts, spend a lot of time preparing files for analysis and waiting on IT resources for the results. With Informatica's Rev, and its intuitive spreadsheet-based UI, business users can now apply the transformations themselves in an iterative, ad hoc fashion, without any additional training or installation. And IT personnel can see exactly where business users got their data from, what transformations were applied, and what analysis is being performed, for full visibility and governance.



Multi-org Analytics

Many companies use multiple Salesforce orgs across different lines of business, creating a challenge for consistent understanding of customer data across the business. Informatica Cloud Customer 360 for Salesforce delivers data mastering services that enable you to create real-world data object relationships in the Salesforce Analytics Cloud and empower a single customer view of all your interactions across multiple Salesforce orgs, so that you can maximize your customer lifetime value.

Get a single view of all your customer interactions across multiple Salesforce orgs.



Go to <https://www.informatica.com/products/cloud-integration/connectivity/salesforce-wave-analytics-connector.html> to learn more.

About Informatica

Informatica LLC 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.informatica.com/cloud.

Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/infacloud

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Put potential to work:™

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