

# Informatica Cloud Connectivity

## Connect to Any Type of Data With a Broad Collection of Intelligent, High-Performing Cloud Connectors

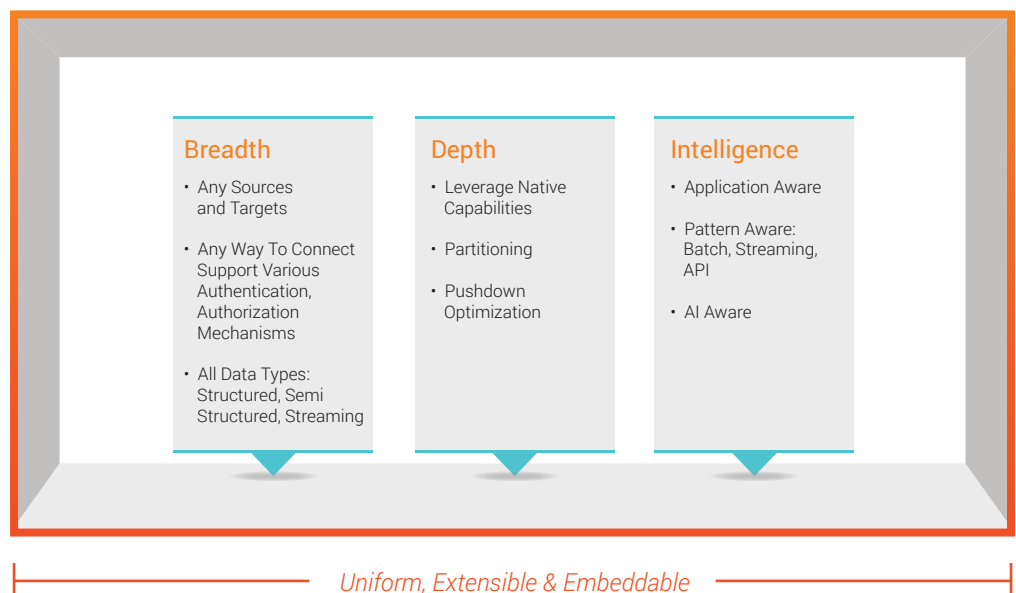
Connectivity is a business-critical necessity. Whatever your data endpoints, your data processing systems should seamlessly be able to connect to all of them, without requiring complex development.

Informatica® offers the broadest array of pre-built, high-performing, intelligent cloud connectors. Organizations can easily connect to a wide array of data endpoints—including databases, data warehouses, data lakes, applications, APIs, and big data repositories—thereby accelerating the development of their data pipelines.

### Key Features

- **Flexible and secure:** There are myriad ways to establish physical connections with your data endpoints. Informatica's data connectivity supports various connection, authentication, and authorization mechanisms, as well as security protocols, so that you can choose the way you connect to your data in a secure fashion.
- **Pattern-aware:** Data endpoints differ widely: ODBC, JDBC, and proprietary interfaces for databases; REST, SOAP, and proprietary interfaces for applications, Sqoop for big data when reading from relational sources; and file-system interfaces for file and object-store files. Informatica's **connectivity includes support for the most-prevalent and high-performing APIs to connect to your data endpoints.** If you're working with streaming or real-time data endpoints, connectivity must follow all the best practices of real-time semantics, including order preservation, delivery guarantee, and minimizing memory footprint, to name a few. If you're working with SaaS endpoints, you may be charged each time you access data. The ingestion cost may be very different from the query cost. Connectivity must be intelligent enough to work economically in such situations.
- **Agile:** APIs for many data endpoints, especially SaaS applications, keep evolving. Informatica's data connectivity continues to evolve as well and supports the latest and most-prevalent versions of APIs.

- **Intelligent and adaptive:** Informatica connectivity learns the schema and structure of the data. Data may be in flat file, relational, or hierarchical format; it may have full schema, some schema, or no schema at all. For example, when reading data from CSV files, there may not even be column headers. The connector must be able to infer schema, types, and the domain of the data. In some use cases, the schema of the source may change from one run to the next. Connectivity should be able to handle such changes gracefully. During the development and testing cycle of the data-processing pipeline, dev/test copies of data endpoints are used. Once the data-processing pipeline is ready for production, it is pointed to the production version of data endpoints. Informatica connectivity enables proper parameterization of data endpoints.
- **Optimizations for data processing:** Connectivity must be highly efficient when reading data from your system of record. Otherwise, you will bring your system of record to a crawl. Similarly, when loading data into a data warehouse, it is usually faster to stage data and use warehouse-specific commands to load data in the most efficient manner. **Pushdown optimization** allows developers to balance data transformation load among servers. Transformation logic can also be pushed to the target database instead of doing it on the source side. This can be especially crucial for extract load transform (ELT) use cases.



## Key Benefits

### Connect to Any Type of Data, Anywhere

We offer several hundred different connectors to databases, cloud data lakes, and on-premises and SaaS applications, as well as to any type of data warehouse. Whether your data is in a flat file, relational, or hierarchical (e.g., XML, JSON, Avro, or Parquet) format, the Informatica iPaaS can handle it for processing and code-free integration.

### Build Applications With Rich Connectivity

Choose from over 400 prebuilt connectors or join hundreds of customers who have configured over 20,000 custom connectors to integrate your data sets, applications, and services anywhere: in the cloud or on-premises. Build your data APIs using sophisticated data-integration capabilities, including synchronization, replication, transformation, and mass ingestion. Check out [this complete list of connectors](#).

## 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.

## Sample Cloud Connectors

1. Salesforce
2. Microsoft Azure and SQL Server
3. Amazon Redshift
4. Amazon S3
5. NetSuite
6. Marketo
7. Microsoft Dynamics
8. SAP
9. Oracle
10. Tableau
11. Workday
12. Snowflake



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