Informatica’s partnership with Hortonworks enables organizations to integrate, cleanse, and govern data more quickly while adopting Hadoop innovations with confidence.”

Ashutosh Kulkarni
Senior Vice President and General Manager, Informatica

The explosion of new types of data in recent years – from sources such as the web and connected devices, or just sheer volumes of records – has put organizations under increased pressure to modernize their current data infrastructure with new platforms. As a result, a number of companies are looking to free their Enterprise Data Warehouse from data and workloads of unknown value and, instead, leverage it for operations that help them differentiate their business. Data warehousing systems can be optimized for higher value utilization by offloading Extract-Load-Transform (ELT) and Extract-Transform-Load (ETL) workloads, capturing vast amounts of streaming data and archiving infrequently accessed data onto more economical and scalable platforms like Apache Hadoop. But the process of offloading workloads and data can be non-trivial and ongoing productivity, maintainability, and data governance are critical issues for enterprises.

Hortonworks Data Platform and Informatica Big Data Edition accelerate the journey to a Modern Data Architecture by enabling organizations to store and manage data more efficiently. By offloading ETL/ELT workloads and archiving infrequently used data, organizations can accommodate the growth in data volume, variety, and velocity. As leaders in their respective fields, Informatica and Hortonworks free up valuable data warehousing processing and storage resources and optimize your data systems to turn more data into actionable information that fuels business value.

Informatica accelerates the ingestion of all types of data like customer transactions and interactions, mainframe, EDW systems, server logs, and sensor data in batch and real-time using pre-built connectors on Hortonworks Data Platform. Informatica developers can then rapidly profile, parse, integrate, cleanse, and refine the data using a simple visual development environment, prebuilt transformations, and reusable business rules. With over 100,000 Informatica-skilled developers, organizations can leverage existing skills and accelerate project staffing.

**Accelerate Development**

With a simple graphical user interface, prebuilt transformations, and reusable business rules, developers are much more productive building data integration and data quality pipelines.

**Comprehensive Platform**

With over 100+ pre-built transformations, 100+ pre-built parsers for complex data formats, and 200+ high performance connectors, the potential of nearly all data can finally be unlocked.

**Future-Proofed Data Pipelines**

Data pipelines can take advantage of new innovations in Hadoop without risk of re-work. And with over 100,000 Informatica developers worldwide, teams can use their existing and readily available skills to staff and sustain projects easily.
**Informatica in the Modern Data Architecture**

Benefits of using Informatica and Hortonworks for data warehouse optimization:

- Higher performance and lower costs in the data warehousing environment.
- Ability to staff projects with existing resource skills to accelerate deployment to production.
- Increased user productivity with prebuilt transformations and reusable business rules.
- End-to-end lineage tracking for improved governance of data inside and outside Hadoop.
- Faster time to market and adoption of Hadoop innovations without need to re-write data pipelines.
- More confident pathway to building a data lake and developing new analytical use cases.

**Faster to Value, Faster to Staff, Faster to Innovate, Faster to Trust, Faster to Action**

*Informatica and Hortonworks unlock the potential of all your data*


**Data Warehouse Optimization**

With increased supply and demand for data, enterprises are adopting new platforms like Hadoop so the right workloads run on the right platforms. By offloading ELT/ETL workloads and archiving infrequently used data, companies can optimize their data warehouse utilization while building a more confident pathway to a data-first enterprise. With Informatica and Hortonworks, enterprises can scale data management infrastructure accelerate developer productivity using existing skills, ensure data governance, and adopt Hadoop innovations with confidence.

**Informatica is a Certified Technology Partner**

The Hortonworks Certified Technology Program reviews and certifies technologies for architectural best practices, validated against a comprehensive suite of integration test cases, benchmarked for scale under varied workloads and comprehensively documented.

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**Hortonworks. We do Hadoop.**

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing, and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training, and certification programs for enterprises, system integrators, and technology vendors.

For additional questions, contact:

- **Informatica**
  www.informatica.com
  (888) 635-0899

- **Hortonworks**
  www.hortonworks.com
  (855) 8-HORTON

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