

# Data Warehouse Optimization Solution

A Joint Informatica and Cisco Solution

## Benefits

- Offload data and computation processing to increase the value of your technology investments.
- Access not just current and recent history, but also extended historical data that typically is archived and not accessible.
- Use your massive data assets with effective analytics for higher productivity that addresses dynamic business change.
- Use proven software and networking and computing infrastructure to adopt big data and logical data warehousing.

## Modernize Data Management by Optimizing Existing Data Warehousing Environments

The dramatic increase in the variety and volume of data in recent years, including both transaction data from traditional sources and interaction data from new sources, has placed organizations under increased pressure to modernize their data infrastructure.

## Business Challenges

Organizations recognize that clean, secure, and trusted information is what propels new business insights. Business insights are critical for improving customer acquisition and retention, increasing operational efficiency, lowering risk, and discovering innovations. However, with more data and a greater variety of data available to organizations than ever before, traditional data warehousing environments may not be the optimal platforms for data storage and processing.

## Business Impact

Enterprise data warehouse capacity can quickly be consumed by increasing amounts of data, leading to performance degradation and costly upgrades. Surveys of data warehousing environments show that organizations often use 30 to 50 percent CPU processing capacity on extract, load, and transform (ELT) and extract, transform, and load (ETL) workloads, with 30 to 70 percent of stored data only infrequently used. Constrained data warehousing resources can force organizations to sample or aggregate data to derive analytical business value.

## Optimizing Data Warehouse Management Costs

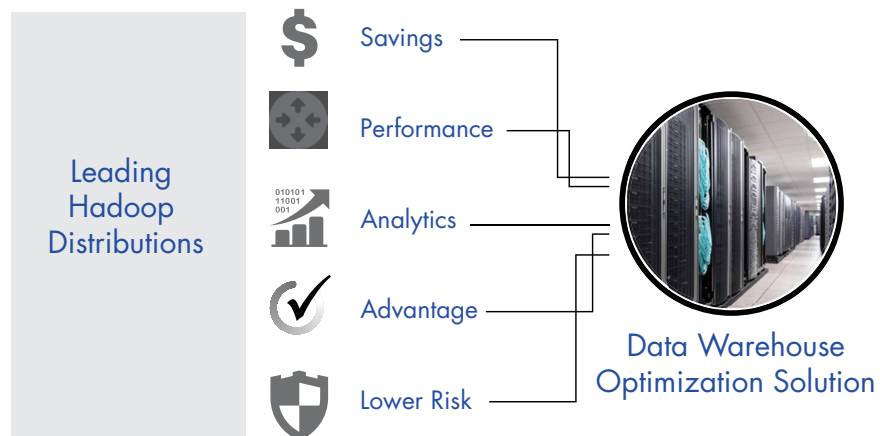


Figure 1 Optimizing Data Warehouse Management Costs

# Solution Approach

To meet increased demands for data, modern data management platforms such as Apache Hadoop are offering solutions to cost-effectively scale data storage and processing. Data warehousing systems can be optimized for higher utilization by offloading ELT and ETL processing and archiving infrequently accessed data onto Hadoop. Organizations can get a complete picture of all their data warehouse and Hadoop environments and make all data available to business intelligence systems by virtualizing data platforms. But the process of offloading workloads and data can be time and resource intensive, and ongoing productivity, maintainability, and data governance are critical issues for enterprises.

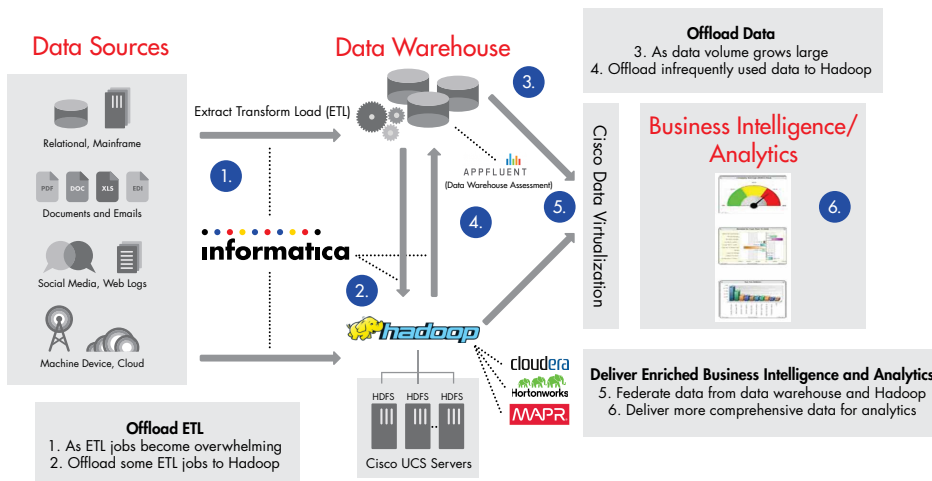


Figure 2 Data Warehouse Optimization Architecture

## Joint Solution: Informatica and Cisco

The joint data warehouse optimization solution including Informatica Big Data Edition, Cisco® Data Virtualization, Cisco Unified Computing System™ (Cisco UCS®), and Hadoop enables a large volume and variety of data to be integrated and prepared more quickly, more economically, and with lower risk (Figure 1).

Using Informatica, ELT and ETL workloads can be offloaded, and infrequently used data can be archived from data warehouses to Hadoop. Cisco Data Virtualization federates data across the data warehouse, and Hadoop enables organizations to get a complete picture of all data assets and make them available for analysis. Cisco UCS Common Platform Architecture for Big Data delivers a simple, high-performance, and highly scalable hardware platform, combining computing, networking, storage, and unified management resources to meet the demands of big data (Figure 2). Professional services also help organizations assess current data warehouse utilization and identify optimization opportunities. The joint solution from Informatica, Cisco, and a Hadoop vendor of the customer’s choice accelerates time-to-value for data warehouse optimization projects. Organizations using Informatica Big Data Edition on the Cisco UCS platform can generate actionable business insights and guide more compelling opportunities for the business.



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## About Informatica

Informatica Corporation (Nasdaq:INFA) is the world’s number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry’s first and only embeddable virtual data machine (VDM), powers the unique “Map Once. Deploy Anywhere.” capabilities of the Informatica Platform. Worldwide, over 5,500 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit [www.informatica.com](http://www.informatica.com).

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