

# Informatica for Google BigQuery

## Benefits

- Quickly transform raw data from multiple sources into actionable insights
- Integrate Google BigQuery with data from multi-cloud and on-premises environments with hundreds of out-of-the-box connectors
- Improve productivity for developers and citizen integrators with role-based, metadata-centric visual tools, out-of-the-box prebuilt templates, and wizards

## Accelerate Your Cloud Data Warehouse Modernization

Organizations are universally looking to unleash value from the abundance and variety of data they produce to gain new insights that will guide their data-driven digital transformations. They are striving to transform every aspect of their businesses, from customer experience and operational excellence, to creating new products or services built on data. These efforts are futile without first rapidly integrating and analyzing—in meaningful ways—the massive volumes of disparate data residing across your organization.

Your data warehouse is only as good as the quality of the data within it. To fully realize the benefits of Google BigQuery enterprise data warehouse, you must load it with trustworthy, integrated, relevant, and timely data from all your cloud and on-premises systems. With Informatica Intelligent Cloud Services<sup>SM</sup>, a multi-tenant, fully-managed integration platform as a service (iPaaS), you can rapidly access, synthesize, and load data into and out of Google BigQuery from numerous sources: cloud; SaaS applications; social media; sensors; machine sources; on-premises systems like SAP; and relational databases, including Netezza, Teradata, and Oracle.

Informatica<sup>®</sup> gives you the agility needed to rapidly kick off a cloud analytics BigQuery project and seamlessly scale it up or down as data volume and needs vary. Combining the most complete iPaaS with Google BigQuery enhances and expedites your analytics initiative, unleashing the true power of Google BigQuery.

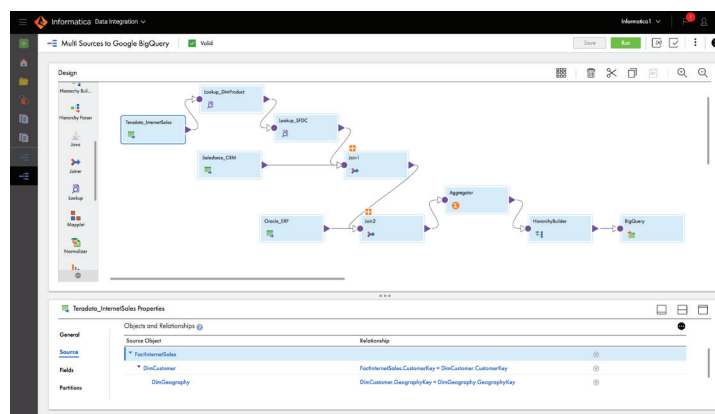


Figure 1: Informatica Intelligent Cloud Services integration and loading of data into Google Cloud BigQuery

## Key Features

Informatica for Google BigQuery is built on highly scalable data integration and management that lets you streamline data transformations and rapidly move data from any SaaS application, on-premises database, or big data source into Google BigQuery. Informatica empowers you to quickly jumpstart data warehousing on Google Cloud, while laying the foundation to efficiently grow, adapt, and scale.

- Drag-and-drop web-based mapping designer enabling visual design, development, and deployment of data integration mappings
- Simple six-step data synchronization wizard, with no coding necessary, to support the needs of citizen integrators
- Easy transformation and combination of relational and other data formats to be analyzed in BigQuery's hierarchical format
- Automated scheduling of jobs and task-flow sequencing of multiple jobs
- Pull-down menus for intuitive access to data sources in the cloud and on-premises and basic data transformations
- Prebuilt, high-performance connectivity to hundreds of data sources from on-premises databases to SaaS applications
- Ability to read and write to Google BigQuery data sets
- Streaming integration ensuring target data is immediately available for querying and real-time analysis
- Bulk data integration via Google Cloud Storage for when you want to write large volumes of data in a cost-effective manner
- Automated parallel loading into BigQuery using Google Cloud Storage for interim staging unlocks and optimizes BigQuery processing power
- Automate the creation of machine learning (ML) models in BigQuery ML when integrating data with Informatica Intelligent Cloud Services
- Support for data manipulation language (DML)/data definition language (DDL) command (e.g., update, delete, insert)
- Pass-through support for complex file formats like ORC, Parquet, and Avro
- Robust security supporting 128-bit SSL internet security
- Custom Query Support
- Support for Google BigQuery Machine Learning
- Full customer support for hosting of Informatica on Google Cloud

## Key Benefits

### **Transform Your Data Quickly for Analytics Needs**

Google BigQuery can run multi-terabyte queries in seconds, allowing for data analysis in near real-time. Informatica Intelligent Cloud Services can further speed up your reporting needs by streamlining and automating the transformation of your raw data into actionable information that you can use for your analytics reports.

## 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.

## Analyze, Format, and Aggregate Records Rapidly

Proper formatting and aggregation of data is necessary to provide accurate and relevant analytics. Google BigQuery enables anyone in your company with SQL knowledge to query immense amounts of data. Informatica Intelligent Cloud Services helps you aggregate data from disparate sources with out-of-the-box data transformations, so you can fuel your analytics initiatives with timely, relevant data. By enabling you to focus less on manual hand coding for integration workflows, Informatica Intelligent Cloud Services lets you spend your time discovering actionable data insights.

## Collaborate More Efficiently on Integration Projects

Collaboration between line-of-business and IT is crucial to any project to boost productivity. Google's Cloud Platform lets you share your projects with others on your team quickly and efficiently. With Informatica, you can be even more efficient by collaborating on integration projects through easy-to-use tools for your teams. Within Informatica Intelligent Cloud Services, you can set different user permissions for relevant parties and can debug integration workflows faster. This collaboration on data results in more relevant, timely, and actionable analytics insights for business decisions.

## Speed Your Journey to the Cloud

Informatica Intelligent Cloud Services is designed for elasticity and scalability, able to support and accelerate your growth in public cloud from early proof of concept to petabyte-scale production systems. Our native connectivity for Google BigQuery; seamless integration to on-premises databases, applications, and data warehouses; as well as broad connectivity to SaaS and cloud data sources provides the quickest on-ramp to Google BigQuery projects. Create a flexible and reliable foundation for a modern cloud data warehouse with Enterprise Cloud Data Management.

## Learn More

To learn more about Informatica for Google Cloud, please visit [informatica.com/google](https://informatica.com/google).



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

IN06\_0119\_03299

© Copyright Informatica LLC 2019. Informatica, the Informatica logo, and Informatica Intelligent Cloud Services are trademarks or registered trademarks of Informatica LLC in the United States and many jurisdictions throughout the world. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.