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Informatica Company Assessment

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Abstracts

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The Informatica brand has been synonymous with data integration for over 17 years. The company has evolved rapidly during that time, growing both organically and inorganically, to retain a leadership position in the market. After initially focusing on providing extract, transform, and load (ETL) tools for analytic data warehousing, the company branched out to address broader operational data integration requirements. Informatica continues to extend the breadth and depth of its core Informatica Platform with a combination of in-house development and a series of technology-focused acquisitions in the past five years that promise to open up new adjacent markets to leverage its data integration technology. Today the Informatica Platform enables a variety of data management initiatives: enterprise data integration, data quality, cloud data integration, B2B data exchange, low-latency messaging, application information lifecycle management (AILM), complex event processing (CEP), and master data management (MDM).

The company is also keeping abreast of modern IT developments and aligning its technology to evolving trends in service-oriented architecture (SOA) and cloud computing. As one of the remaining independent data integration pure-plays in the market, Informatica has continued to grow its business impressively, despite a challenging economy and the presence of much larger infrastructure and application vendors entering its market.

However, in terms of not having an application, database, or cloud agenda, that independence and growth make Informatica an attractive partner or acquisition target for IT vendors that want to gain a neutral, top-drawer data integration toolset and competency. Admittedly, that group of suitors gets smaller every year.

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