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Informatica becomes part of Capgemini and Pivotal's Business Data Lake ecosystem

Paris, 24 February 2015 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services announced today that Informatica is now part of the Business Data Lake ecosystem developed by Capgemini and Pivotal. Customers worldwide will now be able to leverage Informatica's data integration software in addition to Pivotal's advanced big data, analytics and application software, and Capgemini's industry and implementation expertise. Informatica will deliver certified technologies for Data Integration, Data Quality and Master Data Management (MDM) to help enterprises distill raw data into actionable insights.

Steve Jones, Global VP of Big Data at Capgemini, said: *"The Business Data Lake is disrupting the market and redefining the way the enterprise approaches its business information. With Informatica's certification of its technology on the Pivotal Big Data Suite, this enables Pivotal, Informatica and Capgemini to answer some of the biggest questions about information today: how can companies take advantage of the information explosion and still remain in control? How can you deliver next generation analytics but have the assurance that the information being used is proven? Rather like a super search engine "in a box," this solution will help companies transform into truly Data Driven Enterprises, with a business-centric view across all structured and unstructured data."*

The Business Data Lake which was originally developed by Capgemini and Pivotal in December 2013 is designed to provide a unified approach to information management, reporting and integration. The inclusion of Informatica will add several new capabilities to the Big and Fast Data architecture including:

- Hundreds of high-speed connectors and pre-built transformations that parse, integrate and cleanse data to automatically distill raw data into actionable insights
- Visual development environment, reusable business rules, and flexible deployment models that accelerate the implementation of production-ready data pipelines up to five times faster
- Data quality and end-to-end data lineage to ensure data can be trusted, and
- MDM to create authoritative, 360-degree view of relationships among business-critical data.

This widened ecosystem will help customers reduce implementation time, risk and complexity, and also deliver real-time predictive analytics, business agility and cost reduction. It will enable enterprises to leverage open source technology, industry leading software, and open Cloud-based deployments for both on-premise and public and private cloud environments.

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"*To successfully implement a Business Data Lake, companies need to operationalize the entire data pipeline that distills raw data into high quality information,*" said Amit Walia, senior vice president and general manager, Data Integration and Data Security, Informatica. "*We're excited to be part of the Capgemini and Pivotal Business Data Lake Ecosystem. Informatica accelerates and simplifies the data integration and data governance process, so the business has rapid access to actionable insights.*"

"*At Pivotal we've always believed in building strong relationships, and driving new value for our customers,*" said Sundeep Madra, Vice President, Data Products, Pivotal. "*The Business Data Lake we co-innovated with Capgemini was a great demonstration of that. And now with Informatica - we are taking that to the next level and showing how our approach is about helping businesses deliver more value and creating an ecosystem of partners aligned to that common goal.*"

The Business Data Lake is in response to market needs, where businesses are looking to new, cost-effective enterprise data management platforms to gain more value from unstructured data and access real-time analytics to drive next generation applications. This is becoming ever more critical as companies look to drive new services and develop new revenue streams through data-driven business insights. Current big data solutions face limitations and are not comprehensive enough to support the data pipelines and real-time capabilities required for operational systems and often do not meet the required levels of data governance, quality and security. The Business Data Lake addresses these issues and helps businesses leverage their data in a way that makes sense, from both an individual and business perspective, rather than just a single enterprise view.

About Informatica
Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of 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. Connect with Informatica at http://www.facebook.com/InformaticaCorporation, http://www.linkedin.com/company/informatica and http://twitter.com/InformaticaCorp.

About Pivotal
Pivotal is a trusted partner for IT innovation, enabling enterprises to provide modern software-driven experiences for their customers and workforces. The combination of leading agile development services, an open cloud platform and open suite of big data products accelerate innovation cycles for our customers across every industry. More at www.pivotal.io

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With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.
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