

Informatica REV

End-User Data Prep

Benefits

- Zero-training adoption for business users who are familiar with Excel.
- Blend data from cloud apps, databases, flat-files, or XML data sources with just a few clicks.
- Use REV's step-by-step wizards to easily perform the most common data-prep tasks.
- Reclaim your work day by cutting down time spent on data clean-up/quality issues by up to 80 percent.

The Revolutionary New Business User-Focused Data-Prep/Data-Cleansing Tool With a Zero-Training Self-Guided Interface

Everything that Informatica® does begins and ends with data. Simply stated, we help create great data—data that is connected, clean, safe, and ready to use—so that enterprises can put their unique information potential to work. A data-ready enterprise is decision-ready, customer-ready, application-ready, cloud-ready, and regulation-ready. And by design, our Intelligent Data Platform™ delivers data that enables our customers to be ready for anything.

Product Summary

Informatica REV is a revolutionary new business user-focused full featured data-prep tool that focuses on end-user simplicity. Completely cloud based, REV provides a user-friendly, self-guided data preparation interface powered by Informatica's market-leading data services platform on the back end. With a browser-based interface that closely resembles Microsoft Excel, REV provides a familiar working environment, encouraging user adoption and onboarding. Users can import data from CSV or Excel files, databases, or directly from business platforms like Salesforce. Once data is imported, they can follow automatically highlighted suggestions to clean and prepare their data for business processes or further analytics. REV is a business user's best friend, because it reduces time-consuming data preparation tasks—spotting errors, removing duplicates, verifying email- and mailing addresses, and standardizing data fields—from several hours to a few minutes.

Informatica REV gives end users the tools to blend data from disparate sources; remove user errors, standard violations, and more; and prepare the data to produce clean visual representations for marketing analysis, email marketing programs, and business analytics tools like Tableau and Salesforce Wave.

Key End-User Adoption Features

No-Install Completely Cloud-Based Application

One of the biggest pain points for business users is installing and maintaining new software. With REV, all you do is log on to the application through any Web browser.

Browser-based Excel-Like Interface

Informatica modeled the REV interface along the lines of the world's most-used data tool. If you know Excel, you will find it quick and easy to develop REV expertise.

Wizards and Walk-Throughs for Every Task

For business users, finding the time to learn a new tool can be difficult to fit into a busy schedule. Even before you set up your accounts, REV will guide you through common data preparation tasks and workflows. As adoption of REV increases, Informatica will continue releasing new workflows on a regular basis.

Full-Featured 30-Day Trial

You would never buy a car without a test drive, would you? With REV, you can evaluate all its features—and our full-featured trial plan will allow you to load the data you need from every supported source to test extreme use cases before you purchase.

Complete Self-Service Purchase Process

Don't want to spend time talking to someone when you are ready to buy? Informatica offers a complete self-service purchasing front-end for most user-based REV license models. For extended license plans such as "Data Plan" or "Enterprise," an Informatica sales representative can help you get the most for your money.

Key Technical Features

Connect to Data—Anywhere

In the petabyte age, data lives on your computer, in the cloud, in data warehouses, and in operational databases. Built on the world-leading Informatica data integration platform, REV allows you to connect data from any source, any time, and in any way you want.

Automated Data Blending

Your business produces, receives, and stores data from multiple flat-file (Excel/CSV), operational (Salesforce/Marketo), and traditional (RDBMS/warehouse) sources. But to make sense of and use this data effectively, you must bring it together—traditionally an IT task. REV simplifies your life and streamlines your work day with automated data-blending algorithms that identify data relationships. You simply click check boxes to connect disparate data sources in minutes.

Intelligent Data Profiling

Not sure what your data is telling you? Unclear about the relevance or reliability of your data? REV instantly alerts you to most common data issues, outliers, and "dirty" nonstandard data values.

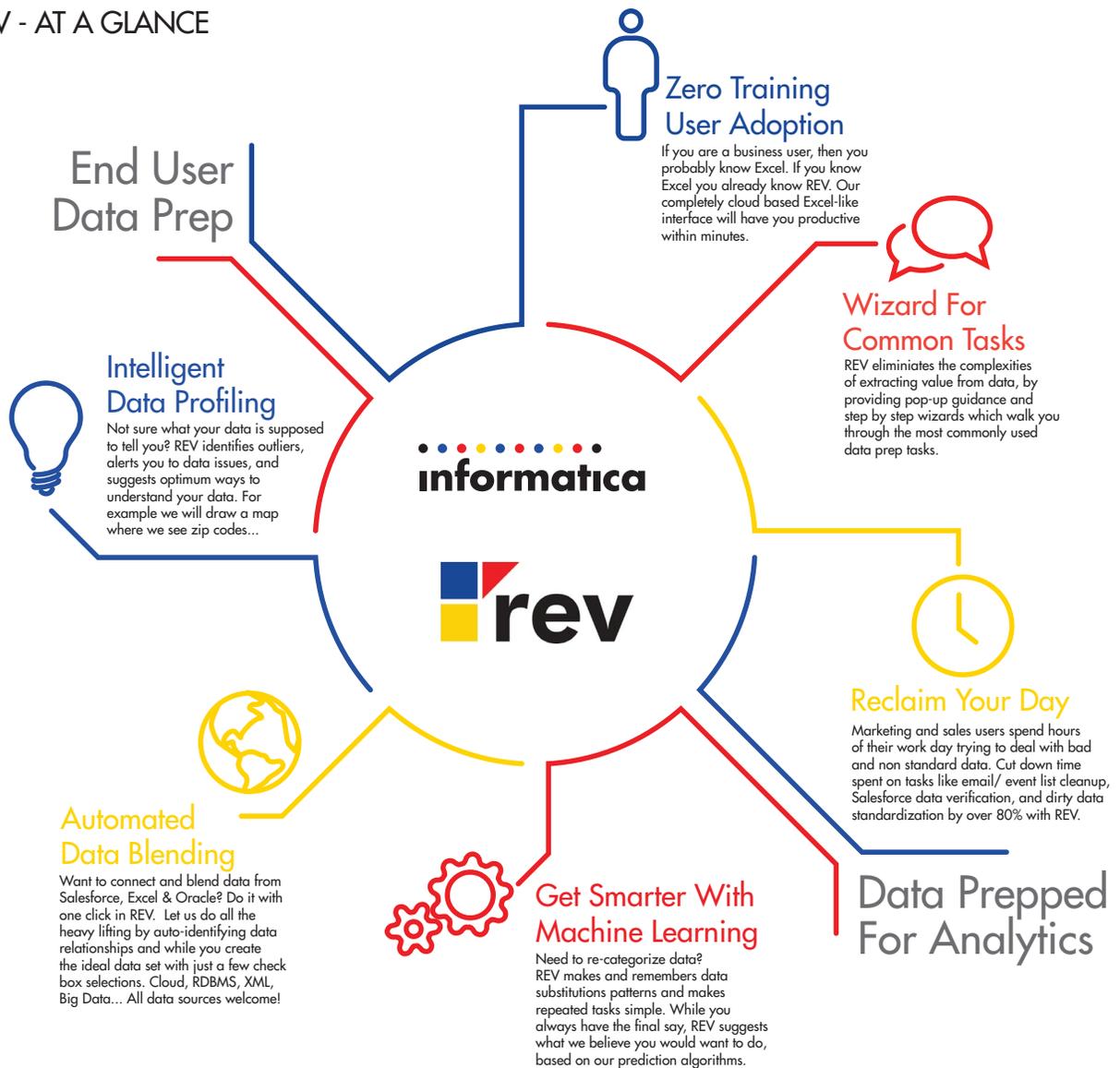
Visual Data Cues

REV provides intelligent visual cues appropriate for your data type, allowing you to understand anomalies and trends easily. For example, if your data is ZIP codes, REV displays a map; if your data is numbers, REV plots it on a bar chart—enabling you to spot outliers instantly.

Automated and Assisted Data Corrections

Need to standardize, validate, classify, and recategorize data? REV quickly identifies and resolves partial duplicates in seconds, eliminating the need to manually search for them. REV validates email and snail-mail addresses in minutes with Informatica's data-as-a-service (DAAS) solution. You can aggregate and reshape your data by creating computed columns within REV and record all your cleansing steps as recipes, which can be quickly applied every time you refresh your data set.

REV - AT A GLANCE



“With Rev, I can combine competitor pricing data with our internal pricing quickly and easily, and then gain market specific insights we are able to convert to revenue. All this adds up to new revenue for the company I couldn’t generate before. With Rev, I’ve really moved the needle for our marketing organization. I love Rev! ”

– Hayley Horn - Marketing Analyst – ISB

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

REV Visuals

The REV interface displays several key features:

- Task Management:** A task titled "Clean up my mailing list" with a progress indicator and a "Next" button.
- Spot Errors:** A dialog box titled "Spot Errors" with a "Next" button.
- Notice the overview information:** A dialog box providing summary information for a selected column, such as "95% of email addresses are unique".
- MarketingListCleanUp4:** A main window with a "SPOT ERRORS" panel and a "SHEET OVERVIEW" for "Email Address" showing a "Datatypes Overview" chart.
- Column Overview:** A "COLUMN OVERVIEW: ZIP Code" panel showing a "Map" of the United States with highlighted regions.



Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
 Toll-free in the US: 1.800.653.3871 informatica.com linkedin.com/company/informatica twitter.com/Informatica

© 2015 Informatica LLC. All rights reserved. Informatica® and Put potential to work™ are trademarks or registered trademarks of Informatica in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks.