

Educate

Educate the market about

Trigger/Pain Point	Trianz Response
1. How can data analysts/scientists quickly explore and generate insights (the data lake)?	IDL offers single environment with familiar excel-like interface for analysts and data scientists to perform self-service data preparation with quality and governance, while providing visibility for IT to track, monitor, secure and operate at scale. Trianz's delivers data exploration and discovery methodology to its clients on the IDL platform based on a holistic approach to provide line-of-business solutions that streamline formulation, analysis and delivery of insights, thereby allowing organizations to innovate quickly and maintain competitive edge in the market.
2. How do I access & understand the data that is in my data lake?	IDL enables the business to partner with IT for finding and accessing data and discovering its relationships, while providing centralized access and unified view of data assets. IDL's data catalog service and its built in data governance provisions enables faster access to trusted insights with syntactic and inference-based searches, 360 degree data view, crowd-sourced data asset tagging and relationships associated with data domains, users, business terms, tables.
3. How can I trust my data (in the data lake)?	IDL enables data to be stored in the data lake with contextual metadata and data lineage information. IDL supports data provenance with validation of its data with context gives business users ability to assess before formulating and analyzing the data. Trianz's process frameworks and methodologies in delivering metadata and data quality solutions ensures repeatable, predictable and successful implementations. Trianz's success philosophy is based on rapid transformations in its engagement models and a holistic approach involving people, process and technology to build a truly data-driven organization
4. Our data scientists and analysts are very good at discovering valuable insights from our data lake, how do we make it available widely available while maintaining data security	IDL offers a collaborative environment to publish and share prepared and enriched data with other users in the organization. Also, it provides ability to automatically capture the data preparation actions of the analysts and data scientists, which IT can easily operationalize to deliver insights to business users. IDL supports organizations to assess enterprise wide risk on sensitive data across heterogeneous systems and controls access to data lake through layers of security via access control, encryption and data masking, leveraging Informatica's

Solve

Illustrate how

Trigger/Pain Point	Trianz Response
1. How can we make available ready-to-use data for data scientists and analysts to perform analyses i.e., reduce the heavy lifting that business team has to go through before they can make sense of data?	IDL is a self-service data preparation tool that is natively built on Hadoop technologies with built-in data lineage, enterprise-wide data asset discovery and crowd-sourced data asset tagging to enable business users to rapidly access data and discover relationships with a few clicks. Also, IDL provides dataset recommendations (using machine learning techniques to either enrich existing datasets or select similar datasets. Trianz will assist you to successfully operationalize self-service and data discovery capabilities with a metadata-driven approach and full-scale record linkage to innovate fast and reduce costs.
2. How can I improve Data Scientists / analyst productivity?	IDL provides an excel-like, simple and easy-to-use interface to quickly enable your data scientists and analysts to search, discover, prepare, enrich and operationalize your data across your organization. IDL offers a consolidated platform that provides you the ability to connect to disparate datasets across your enterprise. Once data is enriched and prepared, you can continue using tools (in your organization) that you are familiar with: to deliver insights, to visualize and to apply statistical and machine-learning algorithms.
3. We have several (project-based) initiatives that are storing data in the data lake. How can we avoid losing track of our data and result in data silos?	Trianz will partner with you to accelerate your transformation into a data-driven business by turning data swamps into meaningful data relationships and giving back to the business users the ability to better harness the power of data with our unmatched expertise in enterprise information management, leveraging Informatica's IDL
4. The Hadoop ecosystem is nascent with ever-changing tools, how can we future-proof our investment?	IDL safeguards organizations from future requirements and emerging technologies by providing: support for several leading environments and tools in the Hadoop ecosystem and an integrated platform that abstracts and future-proofs the technologies underneath it. Trianz will partner with your organization in your data journey to protect your investments and insulate from changing landscape by assisting to define your big data architecture and to design/implement your line-of-business solutions that meets

Compare

Demonstrate how

Trigger/Pain Point	Trianz Response
1. How can the Trianz / Informatica solution help us deliver higher business value (from our data lake)	With more than 10 years of business consulting experience and strong IT delivery capability, along with Informatica's market leading IDL solutions, Trianz is ideally positioned to align with you across the value chain and move data discovery and self service analytics capabilities from IT towards lines of business, thus enabling business consumable insights at speed and scale.
2. How can Trianz / Informatica help you execute a data lake strategy?	Trianz with Informatica offers an end-to-end solution / approach and effectively collaborates to maximize key data-centric capabilities aligned with your business imperatives at every level that optimizes business value from your data lake, executes hybrid data solutions in the cloud and on-premise, integrates with traditional data solutions, makes data widely accessible and reduces total cost of ownership.
3. Why should we chose your solutions over others?	Combine answers to fill here (Cloud platform)

Purchase

Show buyers why purchasing from Trianz

Trigger/Pain Point	Trianz Response
1. I am a existing Trianz or Informatica customer, how do I expand our footprint?	Let us provide a proposal that has been fully vetted by our Informatica and Data Lake experts. Let us share our case studies and references with you
2. How can we justify this for our organization	Let our team of business consulting experts assist with a custom business case to support multiple entry points crafted from real-world TCO & ROI evaluation