



Kapow Katalyst™ Brings Big Web Data to Informatica

Turning the gold mine of big interaction data into profits.

Overview

In today's hyper-competitive business climate companies are quickly recognizing the value of the information in their wider ecosystem. This wider landscape includes data from the social web, enterprise collaboration apps and the broader web such as competitor and partner portals. Companies that put that data to work have a decisive advantage. The challenge is that this valuable information is often locked in data sources that are difficult or impossible to access. Kapow Katalyst overcomes this challenge by allowing for rapid access to any big interaction data source enabling companies to engage their customers better, respond to market changes more effectively, and introduce new products and services faster.

Unlock the Value of Big Data

The digital treasure trove called big interaction data represents customers, partners, competitors and other external stakeholders that interact with the organization and with each other. This includes data from a variety of web applications including portals, communities, websites, collaborative apps and, of course, the social web.

Big interaction data can turn companies into winners in their industries. Not only does it provide new data that is not available in traditional data sources and internal systems, but it also creates a competitive advantage for those companies that derive valuable insight from the data, ahead of the competition. Companies that embrace it will benefit from a 360 degree view of their customers, predictive insight into market trends and better performance out of their business. They will be able to engage their customers better, respond to market changes more effectively, and introduce new products and services faster.

Yet, most organizations do not leverage the full potential of external unstructured web-based data, and risk missing out on countless game-changing business opportunities.

The challenge is that this precious information is often locked in data sources that are difficult to integrate. Up until now it has been very time consuming and costly, if not impossible, to access the long-tail of disparate sources and extract meaningful intelligence, due to the lack of traditional integration paths.

Enter Kapow Katalyst

Kapow Katalyst overcomes this challenge by allowing for rapid access to any big interaction data source, opening up endless possibilities for innovation, agility and growth.

It provides the most robust and comprehensive big data collection solution that expands far beyond social media. A whole array of previously unavailable sources of data becomes readily accessible, from blogs, forums, and community sites to partner portals and competitor websites.

Solution Data Sheet

Kapow Katalyst Brings Big Web Data to Informatica

Customers Putting Big Data to Use

Unlock Valuable Data Trapped in Enterprise Collaboration Apps

A leading expense management solution provider is able to rapidly bring new customers on-line by using Katalyst to extract billing information from hundreds of service providers' portals. With Katalyst, accessing this critical data is simple and automatic, streamlining costs by eliminating manual processes, and improving margins.

Unlock Valuable Data Trapped in Social Web

A leading consumer goods corporation uses Katalyst to manage their brands and products by collecting real-time customer conversations and sentiment in various social media sites, blogs, forums and review sites. With Katalyst they can build a collection from the ever growing list of new social outlets in minutes staying current on the latest trends and ahead of the competition.

Unlock Valuable Data Trapped in Web Applications

A leading financial services company uses Katalyst to collect terabytes of custom research from various websites and web applications in real-time every day. Thousands of analysts use this data for competitive advantage and profitable investment decisions.



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Kapow Katalyst and Informatica

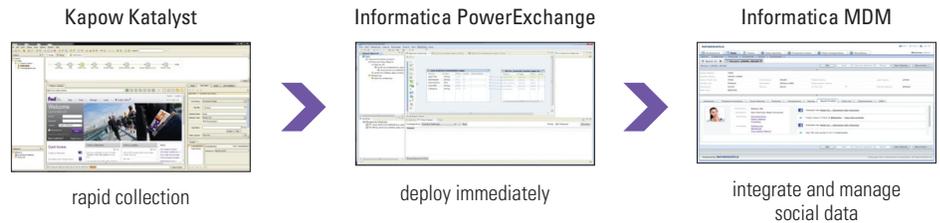


Figure 1. Integration between Kapow Katalyst and Informatica for 360 degree view of the customer.

Informatica PowerExchange for Kapow Katalyst

With Informatica PowerExchange for Kapow Katalyst, IT can quickly integrate social and web data into the big data mix, enabling companies to benefit from detailed insight about their business, product, customers, competitors, market trends, and financial predictors.

Key Capabilities

Enterprise connectivity to big interaction data

Kapow Katalyst enables organizations to access and extract data from any web-based source including web front-ends, web service APIs, databases, files, XML, and other data formats across the web, and to do so in a matter of hours.

Integrated development environment

Data gathered by Kapow Katalyst can be delivered to a variety of targets supported by Informatica PowerExchange including databases, external storage devices, and Hadoop clusters, as well as other Informatica products including Informatica Master Data Management (MDM), Informatica Data Quality, and Informatica Data Explorer.

Key Benefits

- Maximize the return on big data with the ability to integrate valuable information from data sources that do not have APIs
- Extend the reach of Informatica PowerExchange and other Informatica products to a variety of data sets that can provide a unique competitive advantage
- Access and extract data from websites, portals and web applications to combine it with internal data—enabling marketing, customer support reps or sales professionals to have a better more informed customer interaction

About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: www.kapowsoftware.com.

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