Saama Google Analytics Connector
for Informatica PowerCenter

The Saama Google® Analytics Connector for Informatica® PowerCenter is designed to integrate Google Analytics sources within Informatica PowerCenter installations. With the capabilities provided by the connector, the user can extract data from Google Analytics through the Informatica PowerCenter platform. It also enables the processing of data stored in Google Analytics using different Informatica transformations.

The figure below shows the architecture of the Saama Google Analytics Connector for Informatica PowerCenter. The connector resides under Informatica as a source definition in the Informatica client. The source definition contains the fields (dimensions or metrics) of data to be fetched from Google Analytics data storage.

The server component is responsible for the actual data transfer from Google Analytics data storage. The data is fetched from the Google Analytics storage for the dimensions and metrics the user has specified. The data is then converted to an Informatica-understandable format and flushed to the next stage in the Informatica pipeline.

Key Benefits

- Integrated, enriched view of information--360 degree view

- Improved customer satisfaction

- Enhanced up-sell, cross-sell opportunities

- Higher return from ETL investments and expertise

- Enables Google Analytics Store to leverage Informatica's transformation processing capabilities

- Easily monitor day-to-day site activity

- Automating the process of fetching the data from Google Analytics

Saama Google Analytics Connector for Informatica PowerCenter Architecture
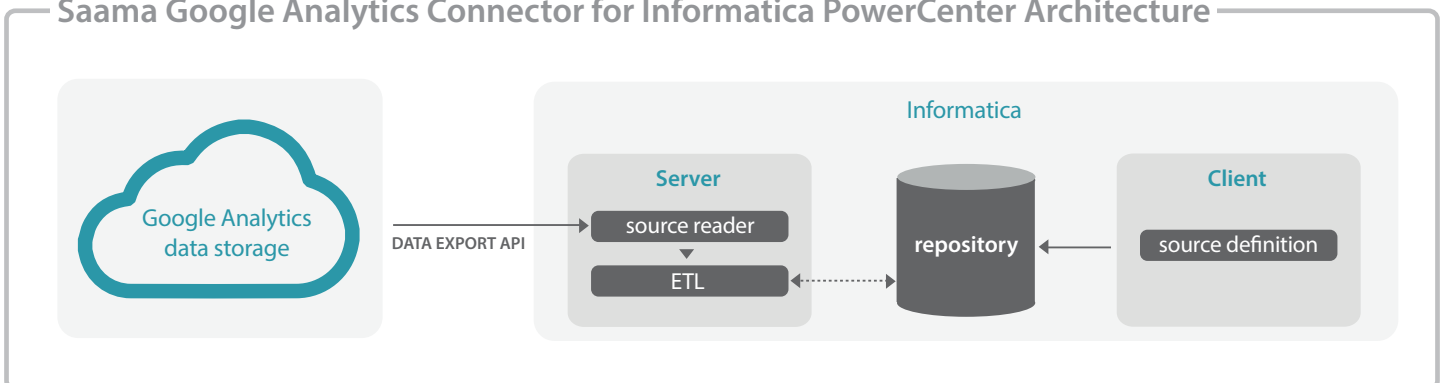
Other Data Connectors for Informatica PowerCenter

Access to back-end data sources is critical to ensure the success of the data preparation step. As an Elite Business Partner, Saama has developed a series of Informatica PowerCenter data connectors to facilitate the access of data from third party applications. These connectors enable application vendors to accelerate their connections with Informatica through the automation of data access from systems not currently supported by the Informatica platform. In addition to our Google Analytics Connector, Saama also offers data connectors for IBM Cognos® TM1®.

Each data connector includes the following components:

- A metadata plug-in that integrates with the Informatica Repository
- An Informatica client component that integrates with PowerCenter
- An Informatica server component that integrates with the Informatica server

A data science approach gives companies the ability to make better business decisions with finely tuned, combined data.
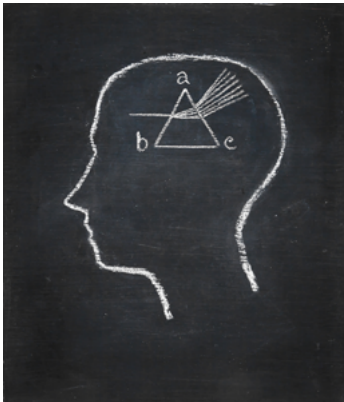
We are currently living in a digital universe, which is creating a new normal with each passing second. By 2015, the digital universe is expected to cross 8 zettabytes of digital information. Unless companies build a data driven decision-making culture in each initiative, their strategic objectives face a risk of not meeting their stated goals. Listening to and interpreting data is not going to be easy. Much of it will be noise and the signals will be few and far apart.

The structured data from the book of business and syndicated external data needs to be mapped, analyzed, and synthesized constantly. Demographic trends, social data, product expansion, catastrophic events, location-based services, and member relationship management are all changing dynamics served.

Data science incorporates varying elements and builds math, statistics, data engineering, pattern recognition, advanced computing, visualization, uncertainty modeling, data warehousing, and high performance computing. The goal is to extract meaning from data that is actionable. A practitioner of data science is a data scientist. In some industries, traditional practitioners such as actuaries focus on mathematical models for financial outcomes. Data scientists have a more comprehensive role to play in correlating data from diverse systems and building actionable intelligence that is integrated into business processes.

Why Saama?

Saama has a long history of turning raw data into actionable insights that enable enterprise leaders to make timely and reliable decisions for critical business discovery. Long before "Big Data" became a buzzword, Saama was implementing strategic services and solutions for established companies with large volumes of data. Saama is a boutique company offering a unique mix of data scientists, and experts who understand a variety of systems and processes. This is a perfect time to leverage our data scientists to get the maximum impact of your multi-million dollar investments to gain a competitive advantage, attain cost benefits, and create a time to market advantage.