

# Talend Cloud

Cloud-ready, comprehensive, unified platform for data integration, data quality, master data management and enterprise service bus, from the Open Source Integration Company

## The Challenges of Cloud Integration

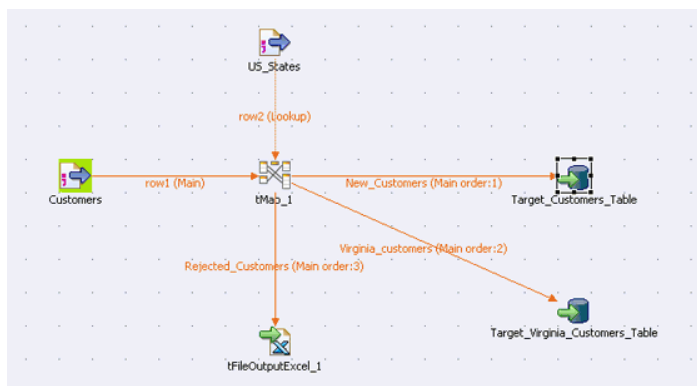
Cloud computing is the inevitable future of the enterprise. Cloud deployment of applications provides invaluable flexibility: fast provisioning, elasticity, and low overhead. But with these benefits come new challenges:

- Private and public cloud databases, data services and SaaS-based applications (CRM, HR, ERP, etc.) are springing up alongside on-premise applications and databases that have been the mainstay of corporate IT.
- The resulting hybrid IT environments have more sources, of more diverse types, which require more modes of integration, and more effort on data quality and consistency across sources.
- Application and data integration are at least as critical as they are for strictly on-premise systems, and even harder to get right. Concerns like latency, bandwidth, permissions and security complicate the integration problem further in hybrid environments.
- “Pure” public or private cloud deployments are still rare, but they present much the same integration challenges as hybrid environments.

## Talend Unified Platform: Cloud Ready

All products that constitute the Talend Unified Platform are Cloud ready:

- Data Integration: Talend Open Studio and Talend Integration Suite
- Data Quality: Talend Open Profiler and Talend Data Quality
- Master Data Management: Talend MDM
- Enterprise Service Bus: Talend ESB

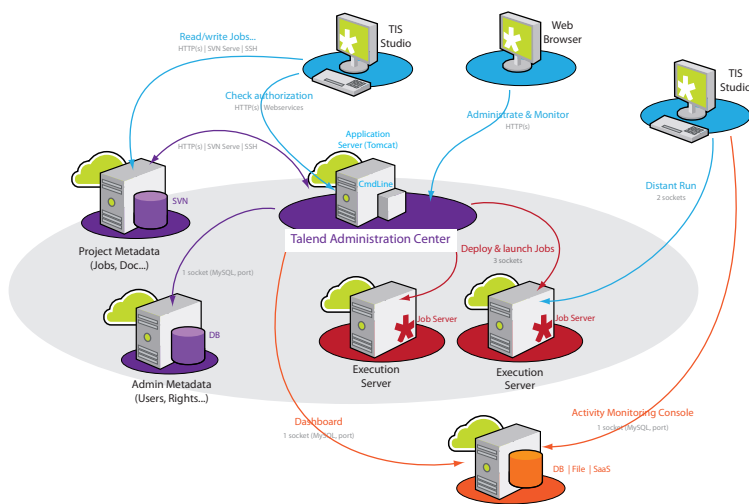


These cloud enabled products rely on the foundation of the Unified Platform, with:

- A single development environment
- A shared metadata repository
- A single deployment and runtime environment
- An integrated monitoring solution

They offer the benefits that are the hallmark of Talend's solutions:

- Widely used and familiar to developers and administrators
- Consistent across products, and across on-premise and cloud-based deployment modes
- Validated and field-tested through hundreds of thousands of deployments worldwide



Together, they provide a high-value, comprehensive and unified data management platform for the cloud, that seamlessly integrates hybrid deployments of on-premise, public and private cloud, and SaaS applications.

And Talend's transparent approach to licensing and pricing insulates users from surprises that may go with cloud solutions from other vendors who license their legacy technologies based on metrics like data volumes or CPUs.

### Connectivity to Cloud technologies and SaaS

In addition to an extensive portfolio of 450+ connectors, Talend Cloud provides a series of connectors specific to Cloud and SaaS applications and technologies.

Out of the box, these include:

- Salesforce.com
- Amazon S3
- NetSuite
- Database.com
- SugarCRM
- Google Applications
- BIRT OnDemand
- Google Analytics
- Marketo
- Twitter
- Amazon RDS
- Hadoop

These provide native connectivity, encapsulating any complex, vendor-specific APIs. And there is no per-connector cost — as with other Talend connectors, everything is included.

This list is constantly growing, as new and enhanced connectors are added on a regular basis by open source community members and by Talend's R&D organization. The Talend Exchange provides the latest connectors, which can be downloaded and installed directly within the Talend Studio.

### Cloud and Hybrid Deployment Options

As IT organizations integrate Cloud-based systems, issues such as latency & bandwidth, permissions & security, may arise, making it critical to run integration “close” to the sources and targets. Integration processes may therefore need to run anywhere across this hybrid environment: on premise, or in private or public Clouds.

Talend Cloud provides complete deployment flexibility.

- Any combination of components - data integration, data quality, MDM and ESB - can be installed fully in the cloud, fully on premise, or in any needed hybrid combination.
- Components can be deployed and run inside mainstream virtualization solutions.
- Components deployed in the cloud fully benefit from the flexibility and elasticity of the cloud.

- Components communicate using various cloud-friendly protocols to ensure the overall orchestration and integrity of the integration processes in a secure environment.

All this is delivered in consistent, unified tools, unlike cloud-specific point solutions that conflict with existing data integration and data management approaches.

Talend's solutions deliver the following benefits when used in Cloud and hybrid deployments:

- Elasticity: Talend Cloud is lightweight and easily embedded into applications, and supports the ability to expand and contract deployments as required.
- Performance: Talend's data-oriented integration services, when situated in the cloud, can be located near cloud-based sources or targets as needed to reduce latency and maximize performance.
- Ubiquity: Talend's support for standard Web services and REST integration approaches makes resources easily accessible by myriad platforms and devices.
- Extensibility: Talend's modular architecture and open source model allows organizations to add, modify or remove functionality as requirements change over time.
- Security & reliability: Talend's products can maintain security and reliability of applications down to the individual message level, allowing organizations to meet customer SLAs.

### Cloud Monitoring Options

The same monitoring capabilities offered by the Talend Unified Platform apply in cloud and hybrid deployments as well. Additionally, Talend Cloud provides monitoring portlets that can be used with JBoss GateIn, iGoogle and mobile platforms such as iPhone and iPad.



More Information: [www.talend.com](http://www.talend.com) | [info@talend.com](mailto:info@talend.com)