Business Intelligence Tools (Informatica Power Center and Business Objects Data Services) : With the increasing volumes of Big Data there is a need to convert it into Business Intelligence. At the back-end the data has to be worked on in order to make it favorable to convert it into business insights and this is accomplished by an ETL tool. Informatica and SAP Business Objects are two important ETL tools available in the market today. An ETL tool helps to combine the three distinct database functions of Extract, Transform and Load into a single tool in order to pull data from one database and place it into another. We will compare these two ETL tools in this blog.

This is the age of information… and information is real power! But we are now often buried under too much of information. It's difficult to make sense of it without any special tools. Business intelligence allows all scale of businesses whether it is small, medium or large to make better decisions by accessing and properly analyzing Big Data.

The two leading business intelligent tools in the market are-**Informatica Power Center and Business Objects Data Services.**

Informatica enterprises data integration is a platform in order to help organizations access, transform, and integrate data from a variety of systems for its own need.

SAP BO Data Services delivers a single enterprise-class solution for integration of data, data quality, data profiling, and processes text data that allows one to easily integrate, transform, improve, and deliver trusted data to business groups for various processes

Advantages of Informatica:-

- It has most substantial size and resources on data integration tools vendor market.
- It has consistent track record, solid technology, learning curve is straightforward,
- Its ability of addressing real time data integration is one of its key advantages.
- High specialization in ETL and Data Integration and remain focused on these topics, and not on BI as a whole.
- B2B data exchange is a key focus.

Advantages of SAP BODS (Business Objects Data Services):

- Data modeling is good and good data-management support.
- SAP Business Objects provides tools for data mining and quality.
- Better profiling because of too many acquisitions of other companies.
- Learning curve is quick and it is easy to use.

We can compare these two tools based on following features

Impact and Lineage Analysis.	Highly advanced	advanced
Auto documentation	Intermediate	advanced
Quality of data.	Good	Advanced (automatically generates data formats).
GUI interface	Intermediate	Built in scheduler with more features.
Data Streams splitting	Advanced	Highly advanced
Complex Transformations	Very good	Intermediate
Job Distribution	Excellent	Good

Performance at larger volume	Very good	Good
Data Recovery	Very good	Intermediate
Debugging	Intermediate	Intermediate

So based upon the business needs and keeping in mind the advantages and limitations of the Informatica and SAP Business Objects Data Services, one can choose one of the two leading BI tools to boost the productivity and getting insights of consumer's behavior in order to make successful strategic plans for the organization.

- ## Cognos :

IBM Cognos Business Intelligence is a web-based integrated business intelligence suite by IBM. It provides a toolset for reporting, analytics, scorecarding, and monitoring of events and metrics. The software consists of several components designed to meet the different information requirements in a company. IBM Cognos has components such as IBM Cognos Framework Manager, IBM Cognos Cube Designer, and IBM Cognos Transformer.

Basic Components:

Activity	Component
Publishing, managing, and viewing content	IBM Cognos Connection
Interactive workspaces	IBM Cognos Business Insight
Simple reporting and data exploration	IBM Cognos Business Insight Advanced
Ad hoc querying	IBM Cognos Query Studio
Managed reporting	IBM Cognos Report Studio
Event management and alerting	IBM Cognos Event Studio

- ## QlikView:

QlikView is a Business Intelligence (BI) data discovery product for creating guided analytics applications and dashboards tailor-made for business challenges.

The software enables user to uncover data insights and relationships across various sources with QlikView's Associative Data Indexing Engine. This tool exposes data that is not found with query-based tools. QlikView also offers guided exploration, discovery and collaborative analytics for sharing insights. Additionally, the program allows users to build and deploy analytic apps without requiring professional development skills, helping drive faster response to changing business requirements, shorter time to value, and more insight across an organization.

QlikView has a patented in-memory technology that decreases the need for IT workers as the software has an inference engine to cultivate associations in data automatically. The tool consolidates data from multiple sources to provide centralized data for high level reporting. The intuitive click through dashboards makes it easy for non-IT professionals to understand hidden trends. The applications administer user access and control through the web-based management console.