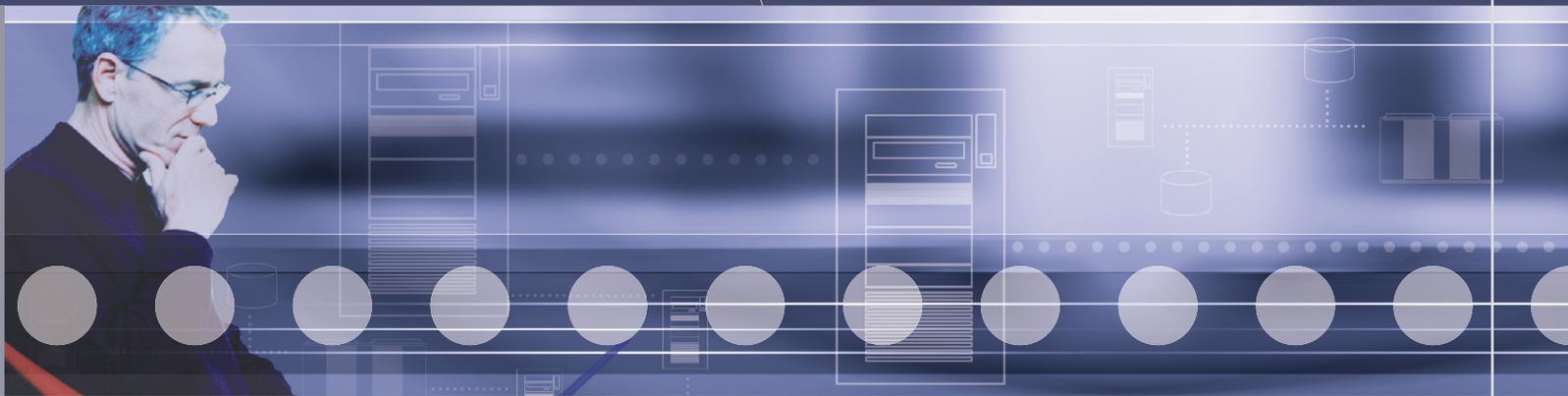


Enterprise Data Integration

The Foundation for Business Insight



Data Hubs

Data Migration

Data Warehousing

Data Synchronization

Business Activity Monitoring

INFORMATICA®

Enterprise Visibility

A Business Imperative, an IT Issue

Over the past two decades IT spend grew significantly with the proliferation of disparate, proprietary ERP, CRM, SCM, and Web-based systems for managing everything from supply to demand chains. These systems were introduced to address specific departmental or line-of-business challenges, such as customer relationship management, financial reporting, and inventory planning.

Although these transactional systems have provided an effective means for managing specific day-to-day operations, they have also contributed to an enterprise-wide epidemic—poor visibility across the enterprise because of little or no data integration. As a result, inefficiencies from duplication of data and systems and an inability to respond to new demands plague most enterprises today. The need for increased insight into business operations has brought to the forefront the requirement for enterprise data integration.

Despite a resounding need for an enterprise-wide approach, organizations often take on the integration of these complex systems one project at a time, using resource-intensive custom coding. However, organizations are increasingly discovering that this approach is not only costly and time consuming, but it yields little in achieving the benefits of a true enterprise-wide data integration strategy.

With reduced IT budgets and growing integration requirements, organizations are looking to do more with less. Their systems must also adapt to changing environments and requirements, automatically detecting the condition of data and determining the best way to execute against new standards and technologies. As a result, many organizations are looking for a single, adaptive enterprise data integration solution that can rapidly meet immediate needs, while providing the flexibility, scalability, and extensibility required for future integration initiatives.

Informatica PowerCenter

Adaptive Data Integration for the Agile Enterprise

Informatica PowerCenter®—the industry standard for enterprise data integration—is the only adaptive software that provides improved data integrity and greater visibility of enterprise data and processes. The PowerCenter platform has delivered value for thousands of implementations across a wide variety of integration projects. With its unique “build once, deploy anywhere” approach, PowerCenter enables organizations to realize significant time and cost savings with each successive project.

By providing a complete set of data integration services within a single, unified architecture, PowerCenter is ideally suited to address a wide variety of data integration challenges. With an adaptive architecture, PowerCenter provides unmatched scalability and performance in any operating environment, and a high degree of reuse for optimizing productivity throughout the integration process. Using PowerCenter, organizations can reduce the time, cost, and risk associated with complex integration initiatives.

Adaptive Integration: The Next Wave

Considered the next wave of innovation in enterprise software, “adaptive” software products intelligently adapt to changes in the IT environment and optimize performance by efficiently leveraging IT resources—all without manual coding or modification of existing projects.

Adaptive data integration can help businesses lower IT costs and accelerate return on investment from their integration projects. And, in an era of compliance and governance, it can ensure confidence in real-time information.

Any Data. Any System.

Data Integration Initiatives

Data Migration

- ERP Consolidation
- Legacy Conversion
- New Application Implementation
- System Consolidation

Data Synchronization

- Application Integration
- Business to Business Data Transfer

Data Warehousing

- Business Intelligence
- Data Marts
- Data Mart Consolidation
- Operational Data Stores

Data Hubs

- Master Data Management
- Reference Data Hubs
- Single View of Customer, Product, Supplier, Employee, Etc.

Business Activity Monitoring

- Business Process Improvement
- Real-time Reporting

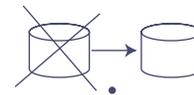
Capture and Move Data

From Any System to Any System

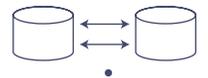
Given the myriad software systems existing today—including new and existing data formats and standards, as well as legacy applications and other systems—accessing, integrating, and delivering data from system to system is a complex undertaking. The benefits, however, are too significant to ignore.

With Informatica PowerCenter, organizations can easily access their enterprise data stored in a wide variety of transactional applications and systems, data warehouses, operational data stores, flat files, and legacy systems. PowerCenter's broad connectivity provides uniform access to an array of systems, enabling organizations to more easily meet the integration challenges presented by an ever-changing infrastructure, while simplifying the management and maintenance of integration.

Data Integration Initiatives



Data Migration



Data Synchronization

“Informatica provides a unified solution for end-to-end data integration and business intelligence, all in one well-architected software solution that helps turn integration into insight. PowerCenter includes what IDC sees as the required components of a data integration platform in the framework of a service-oriented architecture.”

—Steve McClure
Vice President,
Software Research Group,
IDC

Anytime You Need It

Many data integration initiatives, such as data warehousing, require the ability to process large amounts of data in bulk to populate data stores. However, for ongoing operations, the capture and propagation of smaller subsets of changed data provides a faster, more efficient method for updating systems with the latest changes. And for the most time-critical applications, new or changed data needs to be detected and moved as it happens—in real time.

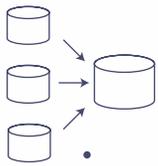
Informatica PowerCenter provides data on demand with batch, real-time, bulk, and incremental data integration for efficiently moving operational and transactional data from any system to any system. Working at the speed of business, PowerCenter enables organizations to access their most critical information when and where they need it so they can effectively monitor, manage, and optimize their business performance.

Any Project. Anytime.

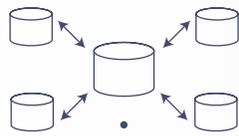
Transform Your Data

More often than not, to effectively move information from one system to another requires the reformatting or restructuring of data. Data from more than one source often needs to be combined, filtered by some criterion, or augmented with data from a different location. All of these processes are part of data transformation—the process by which data is resolved into a format required by the receiving system. For example, transactional data requires transformation into a format that business intelligence tools can efficiently query, and master customer data requires transformation into the format required by a system of record.

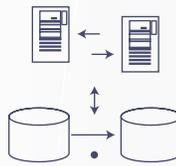
PowerCenter provides a visual design tool with a rich transformation library that makes transformation of data a simple “drag and drop” process. With PowerCenter, groups of transformations can be combined into mapping objects, independent of their data source or target, to provide the greatest flexibility and highest degree of reuse for leveraging work across projects.



Data Warehousing



Data Hubs



Business Activity Monitoring

Readily Embrace Change

Change is constant, and an enterprise’s ability to respond to change is significantly impacted as the complexity of its infrastructure, systems, and data increase.

PowerCenter is built on a services-oriented architecture that easily adapts to system and data changes. Changes in underlying operating systems or databases are easily accommodated, and infrastructure additions can easily be adopted within the PowerCenter data integration services architecture without requiring changes to the business logic. When an enterprise introduces Web services into its infrastructure, for example, PowerCenter can “plug and play” into that environment as a consumer or a provider of Web services. And PowerCenter minimizes the costs associated with infrastructure changes by providing self-documenting, easily modifiable, reusable objects that can be deployed in any environment and provides sophisticated team-based development for maximum productivity.

PowerCenter Connectivity

Packaged Applications

- SAP
- PeopleSoft
- Oracle Applications
- Siebel
- SAS

Relation and Flat Files

- Oracle
- DB2
- SQL Server
- Teradata
- Sybase
- Informix
- Flat Files
- Web Logs

Standards and Messaging

- IBM MQSeries
- TIBCO Rendezvous
- webMethods
- Web Services
- ODBC
- JMS
- XML

Hierarchical and Multi-dimensional

- VSAM Mainframe
- IMS Mainframe
- IDMS Mainframe
- Hyperion Essbase
- Complex Flat Files
- DataCom
- C-ISAM
- TurboImage
- ADABAS

Ingredients for Success

Flexible Development and Deployment

Today's large-scale integration projects often span time zones and geographies. To effectively manage local and global development teams, organizations need integration software that supports collaborative development and deployment.

PowerCenter offers a high degree of reuse with an integrated set of productivity tools to accelerate development, simplify administration, and lower ongoing maintenance costs. With PowerCenter, developers in different locations can quickly and easily respond to integration requests leveraging robust, team-based development and debugging tools. Teams of developers can work simultaneously on the same project using PowerCenter's check-in and -out object management and version control features, providing unmatched time to deployment.

“PowerCenter demonstrates Informatica's ability to both listen to customer requirements and raise the bar on technology standards. The platform's team-based development features ultimately bring down total cost of ownership and enable companies to use a single software platform for compliance with industry best practices.”

— Tom Kato
Business Systems Analyst and
Data Warehouse Architect,
Motorola

Secure Enterprise Data

Security—in all its aspects—has become a primary concern for IT organizations. With authentication support through LDAP and other directory servers, role-based permissions for securing granular access, encrypted data transmission, and detailed audit trail, PowerCenter offers a secure environment throughout the data integration process. PowerCenter offers the broadest range of security capabilities offered today for enterprise data integration, providing secure movement of your data across your extended enterprise.

Unmatched Performance

Offering unlimited scalability and throughput, PowerCenter provides unmatched performance, regardless of environment, to meet both current and future data integration initiatives. With a fully adaptive data integration architecture, PowerCenter's performance engine provides:

- Pipeline, partition, and data smart parallelism that intelligently breaks apart integration processes to provide ultimate throughput
- Grid computing across heterogeneous environments for maximizing the use of existing infrastructure
- Batch, changed, and real-time data movement for the greatest flexibility

Future-Proof Your Data Integration Investment

Data Stewardship— Ensuring Enterprise Integrity

For organizations seeking to strengthen and standardize their data access, quality, and security policies, data stewardship initiatives are increasingly viewed as critical to the business.

Leveraging PowerCenter's user interface and broad range of data integration services, organizations are provided with seamless data profiling and cleansing capabilities. Data profiling automates the discovery of source data patterns and formats, offering a complete understanding of data, including content, quality, and structure. Combined with data cleansing and transformation, data profiling shortens time to deployment of integration projects by providing insight into the condition of the data before extraction.

PowerCenter's comprehensive set of data quality features maximize the integrity and value of important information. Quality functions cleanse and standardize organizational data by leveraging a rich set of capabilities for parsing, address standardization, and matching to ensure that data is accurate when it reaches its final destination.

Metadata: PowerCenter DNA

Metadata is the DNA of PowerCenter. By capturing important information about the enterprise environment, data, and business logic, metadata helps accelerate development, drive integration procedures, and improve integration efficiency.

PowerCenter's unique architecture fully utilizes metadata to deliver scalable performance, high reuse, and always up-to-date documentation of the integration process.

With PowerCenter's Metadata Reporter, IT organizations can easily discover current processes, perform impact and "where used" analysis, and monitor data integration processes. Open, extensible, and current metadata is readily available with PowerCenter, positioning organizations to successfully achieve full, end-to-end data integration—now and in the future.

A Comprehensive Ecosystem

With Informatica, customers have access to a comprehensive ecosystem—including technology, professional services, and an extensive partner network—that has helped thousands of organizations successfully deploy PowerCenter.

The Informatica Developer Network™ and Informatica partners deliver a wide variety of services and expertise to match customers' technology and business requirements. The largest in the industry, the Informatica Developer Network represents more than 11,000 active developer members in 60 countries, offering technical seminars, documentation, discussion forums, and 30 third-party solutions. And Informatica Alliances comprises more than 150 global, Informatica-certified, regional and off-shore system integrators that offer a broad range of consulting services.

Informatica Products

End-to-End Solutions for Delivering World-Class
Integration and Visibility Across the Enterprise

Informatica PowerCenter®

The industry's #1 enterprise data integration platform offering a metadata-centric architecture for accessing, integrating, and delivering data across your organization. The platform delivers unmatched productivity, high performance, and broad connectivity.

Informatica PowerAnalyzer™

The only business intelligence offering based on a 100-percent Internet-centric architecture—designed for usability, scalability, and extensibility—to ensure the lowest cost of ownership and quickest return on investment for analytic solutions.

Informatica SuperGlue™

The first enterprise metadata management solution that integrates metadata from disparate systems and offers visualization and analysis capabilities for enhanced understanding of an organization's IT environment.

INFORMATICA®
Turning integration into insight.™

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