Informatica Data Integration Platform

The Informatica® Data Integration Platform is the industry’s leading software for accessing, integrating, and delivering data—from any source, to any source. The Informatica Platform has been designed specifically to cost effectively leverage data to gain a unified view of the extended enterprise. Using Informatica, organizations can address a wide variety of integration projects through a “build once and deploy everywhere” approach, allowing them to spend their time and resources where they should—on their business, not on the business of integration.

“Using Informatica, we have built a data integration architecture with the flexibility and scalability to grow and meet our needs. The analysis and action-enabling information this system provides has provided us with a competitive advantage that can’t be matched.”

—Patrick Firouzian, eBay

Key Benefits for Business Users:

- Gain a unified view of the organization
- Adapt to market trends, customer demands, and evolving business processes
- Maximize the value and use of enterprise data
- Lower total cost of ownership
- Increase productivity—do more with less

Key Benefits for IT and Developers:

- Increase value of existing IT investments
- Accelerate development and reduce maintenance
- Ensure complete data quality and security
- Respond rapidly to changing business requirements
- Rely on proven reliability and scalability

The drive to business process excellence in the 1990s resulted in a record number of ERP, CRM, SCM, and Web application implementations. The focus on business process led to the proliferation of disparate, proprietary, and incompatible systems, resulting in the need for enterprise-wide integration. The complexity of these heterogeneous environments has burdened IT departments with the maintenance of existing infrastructure, rather than focusing on new business requirements.

Integration of these complex systems has been typically addressed one project at a time. The most common approach has been intensive custom coding. As organizations are increasingly discovering, this approach is not only costly and time consuming, but as the number and complexity of integration requirements grow, it has proved to be unsustainable and provides little leverage or value from one project to the next.

To solve existing and evolving integration requirements, organizations need a reliable and scalable data integration architecture whereby each project builds value on the other. This need is especially true in today’s economic climate as key decision makers pressure IT to deliver more with less—less budget, less time, and fewer resources.
The Informatica Data Integration Platform delivers a complete range of tools and data services needed to address the broadest and most complex data integration projects.

By leveraging all available metadata across business intelligence and data modeling tools, packaged applications, and messaging technologies, Informatica helps drive efficiency and accuracy throughout the enterprise. Informatica’s unique architecture fully utilizes metadata to deliver scalable performance, high reuse, and always up-to-date documentation of the integration process. Using the Platform, organizations can speed development and more effectively manage an increasing number of integration projects across multiple sources and targets.

With Informatica, open, extensible, and current metadata is readily available, positioning organizations to successfully achieve the full end-to-end data integration project lifecycle—now and in the future.

“Using Informatica, we have been able to improve productivity by more than 70 percent over our previous custom coded efforts….This has enabled us to deliver more projects in less time and with less resources.”

— Vic Alonzi, VP IT, Thrifty Car Rental
Promote Reusability and Create a “True View” of Your Organization

Metadata is the DNA of the Informatica Data Integration Platform, capturing important information about the enterprise environment, data, and business logic to accelerate development, drive integration procedures, and improve integration efficiency. The Informatica Platform ensures that information is managed consistently and is accessible by both technical and business users.

Active Metadata™
While alternative solutions often capture incomplete information and treat metadata as a passive output gathered for reporting, Informatica Active Metadata captures all technical, operational, and business metadata—in real time—in a single open repository. This repository ensures that metadata is always up to date, accurate, complete, and available.

Reusable Metadata
Informatica’s patented object-oriented design environment allows designers to create, debug, and test transformation logic once—and make it available for reuse across teams, projects, and different operating environments. This “define once, use everywhere” approach enables repeatable integration processes that drive accuracy and delivers unmatched productivity.

Accessible Metadata
Leveraging Informatica PowerAnalyzer™, Informatica’s Web-based business intelligence platform, full metadata reporting is provided for impact analysis, data lineage analysis, and tracking of everyday operations in the data integration process.

Extensible and Bi-directional Metadata
Informatica interfaces metadata with the broadest range of data modeling tools; source and target systems; business intelligence, OLAP, and portal technologies; including other ETL and EAI tools, and repositories.

Realize Lowest Total Cost of Ownership.

Accelerate Deployment with End-to-End Productivity Tools
The Informatica Data Integration Platform offers a unified set of productivity tools to accelerate development, simplify administration, and lower ongoing maintenance costs.

Object-based, Visual Development Environment
Informatica’s object-based environment enables developers to quickly and easily create data integration mappings that can be executed at runtime on any server, and reused across multiple projects.

Robust, Rich Transformation Objects
The transformation library provides a set of field, set-based, and multistep transformation objects that can be combined and extended to create new, context-independent, reusable objects.

Visual Debugger and Error Handling
Robust debugging speeds iterative development. And flexible error recovery capabilities minimize the building of logic required to identify errors in design and recover from them in runtime environments.

Visual Workflows and Scheduler
Multiple complex processing steps can be visually depicted and managed as workflows, enabling full visibility and control of scheduling and execution for data integration processes. The built-in, time-based, or event-based scheduler enables automated, “lights-out” operation.

Distributed Development and Deployment
For remote development teams or production environments, metadata and processes can be managed from one unified environment—ensuring full reuse and control across multiple data integration projects.

Research has shown that hidden costs are often underestimated by more than 100 percent. To avoid these hidden integration costs, enterprises evaluating data integration solutions should focus on long-term value, product architecture, and lowest total cost of ownership.*

*Source: Why ETL and Data Migration Projects Fail, by Joseph R. Hudecka, Enterprose Warehouse Solutions, Inc.
High Performance Engine Offers Unlimited Scalability, Throughput, and Flexibility

Offering unlimited scalability, throughput, and performance, the Informatica Data Integration Platform is flexible to meet both current and future data integration needs.

Metadata-driven Engine

The platform’s high-performance engine combines metadata knowledge of the data integration logic with the operating system resources to drive optimal execution.

Data Smart Parallelism

Informatica optimizes data parallelism based on data distribution and storage, and provides visual controls for a wide range of partition schemes—thereby eliminating the need for coding, avoiding potential bottlenecks, and ensuring that data is always correct. With true pipelining, partitioning, and parallelism, Informatica offers high performance with unlimited linear scalability.

Deliver Any Amount of Information—Anytime, Anyplace.

“In leveragin the Informatica parallel processing capability and breaking large jobs down to size with partitioned and threaded sessions, we have been able to improve performance and throughput by more than 50 percent.”

—Mark Cothron, Data Warehouse Architect, Ace Hardware

Built-in Data Quality and Security Ensures Information Integrity

The Informatica Data Integration Platform provides built-in data profiling, quality, and data security services throughout the integration process to ensure that enterprise information is both accurate and secure.

Built-in Data Profiling and Quality

Informatica addresses fundamental data profiling and resolves quality issues, such as parsing, address standardization, and matching. By eliminating code and promoting reuse, the Informatica Data Integration Platform ensures that no quality problems are introduced as part of the data integration process.

Highest Levels of Data Security

Informatica provides role- and permission-based security and data transfer security through RSA encryption. Built-in functionality simplifies security administration, providing increased reliability and protection. With Informatica, companies can leverage a single, unified environment to prevent unauthorized access, simplify backup and disaster recovery, secure remote data transports, adhere to corporate governance, and respond rapidly to legislative change.

In-memory Cache

Informatica fully leverages in-memory caching to avoid unnecessary, temporary staging that can introduce added costs and inefficiency into the data integration process.

Real Time with Zero Latency

Optimized to process real-time data with zero latency, the Informatica ZL Engine™ is bidirectional, transaction aware, and always on and “listening” for data events.

Flexibility

Because Informatica separates business logic from operations execution, organizations can run Informatica on any platform, anytime, and anyplace to achieve their desired level of performance—without requiring modification to the business logic.

Open Architecture Lowers Project Risk and Provides Sustainability

Based on industry standards, the Informatica Platform supports a variety of NT, UNIX, or Linux operating systems and current relational database systems. Open interfaces, APIs, and SDKs ensure that organizations can easily adopt Informatica as their data integration enterprise standard, while leveraging their existing infrastructure investments.

Robust SDK for Adaptability

A full range of SDK capabilities—such as batch and real-time connectivity, metadata exchange, and custom transformations—enable customers and third parties to easily extend the Platform without compromising future upgrades.

Open APIs for Operations Execution

With APIs to a wide variety of systems, organizations can leverage existing system schedulers and monitors to ease operations.

Support for Industry Standards

Informatica supports the widest variety of industry standards, including CWM, JMS, J2EE, SOAP, Digital Encryption, LDAP, SNMP, and XML, among others.
Informatica is the market leader in enterprise data integration software. Informatica delivers technology and expertise to handle multiple integration products, reliability for mission-critical environments, and high performance, flexibility, and scalability to meet both batch and real-time integration needs. Informatica’s data integration family of products include:

- **Informatica PowerCenter®**: Enterprise-wide operational data integration and data warehousing
- **Informatica PowerCenterRT™**: Real-time enterprise operational data integration and data warehouses
- **Informatica PowerMart®**: Departmental data integration and data marts
- **Informatica PowerConnect™**: Connectivity software for enterprise systems, such as ERP, CRM, EAI, messaging, mainframe, and IBM iSeries (AS/400)
- **Informatica PowerChannel™**: Transportation software for distributed data, including secure, reliable push/pull or broadcast of data across remote platforms, the WAN, and Internet
- **Informatica Quality™**: Data quality software to parse, cleanse, enhance, standardize, and consolidate customer and business data

**One Platform. Multiple Uses.**

With reduced IT budgets and growing integration requirements, organizations are looking to do more with less. As a result, many organizations are looking to select a single data integration platform that can rapidly meet immediate needs, while providing the flexibility, scalability, and extensibility required for future enterprise integration initiatives.

By providing a complete set of data services within a single, unified architecture, the Informatica Data Integration Platform is ideally suited to solve the widest variety of integration needs.
Ensure Your Success: Leverage the Informatica Ecosystem

Informatica Professional Services has helped over 4,000 customers deploy Informatica solutions leveraging the company’s best practices. With Informatica, customers have access to a comprehensive ecosystem.

- Informatica Consulting delivers a wide variety of services and expertise to match your technology and business requirements. Informatica consultants can help you build a strategy to meet your objectives and provide the resources needed for implementation.
- Informatica Support call centers are staffed by highly skilled technical support engineers equipped with the expertise you need to succeed. Multi-level support offerings provide your organization with knowledgeable professionals to meet your immediate needs.
- Informatica Education provides high-quality, real-world training to help you realize the full potential of your Informatica investment. And the Informatica Professional Certification program provides a qualification standard for the necessary knowledge and skills needed to solve today’s complex integration challenges.
- Informatica Developer Network™ and Informatica partners represent over 8,000 active developer members in 55 countries offering 25 third-party product offerings, technical seminars, documentation, and discussion forums. Informatica’s developer network and its partners provide a range of options when choosing Informatica.
- Informatica Alliances comprises more than 150 global, Informatica certified regional and off-shore system integrators that offer a full range of consulting services with resources readily available to ensure your success.