

Informatica B2B Data Exchange

BUSINESS INITIATIVES

- Multi-enterprise collaboration with business partners and customers
- Regulatory compliance
- Audit, security, and accuracy requirements within and beyond the firewall
- Operational efficiency and cost reduction

TECHNOLOGY CHALLENGE

- Broad complexity and diversity of data formats, protocols, and standards
- Maintenance of high data quality
- High transaction volume
- Large transaction size

TECHNOLOGY STRATEGY

- A centralized hub to provide the highest visibility, integration, and orchestration of all data within the walls of the enterprise as well as beyond to customers, suppliers, and business partners
- Pre-emptive data quality
- Codeless transformation of all data, including structured and unstructured

Collaboration across the enterprise with business partners and customers is critical to the growth of a business. The diverse requirements of partners and customers, however, can be a challenge. And the complexity and diversity of their requirements are growing.

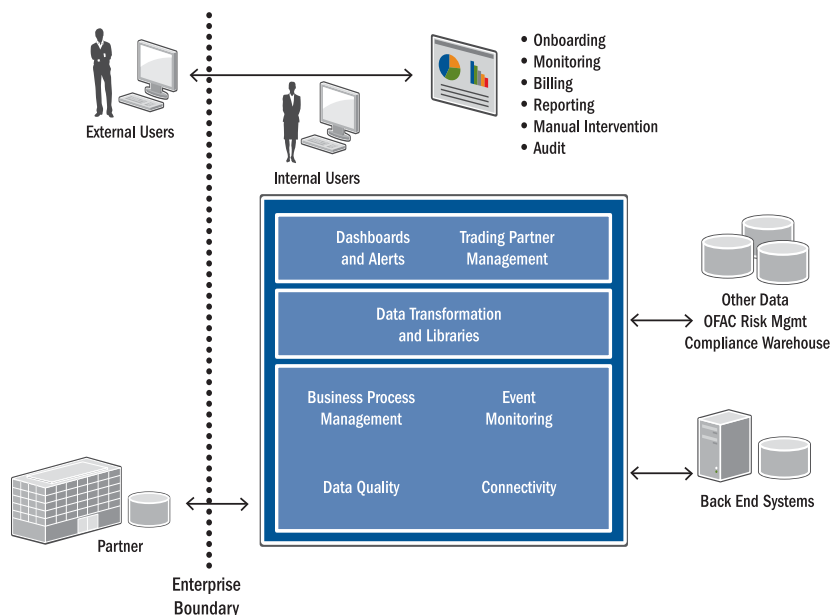
Complex data formats. Variety of formats, protocols, and industry standards. Large transactions as well as high transaction volume. Informatica B2B Data Exchange manages these complexities for you.

Informatica B2B Data Exchange allows you to support the expanding diversity of customers and partners and their data with capabilities that surpass the usual B2B solutions:

- Comprehensive data transformation, including unstructured as well as structured data
- Pre-emptive data quality to prevent poor data from entering the system
- A robust, scalable infrastructure that ensures multi-enterprise visibility.

As a result, you increase and protect revenue streams with easy on-boarding of new customers and flexible adjustment to their expanding requirements, while protecting and enhancing the integrity of all your data for operational excellence and decision-making.

In the end, your business partners and regulatory agencies will have greater confidence in you and you will be the preferred partner because you are the one ready to accommodate their varying requirements.



Informatica B2B Data Exchange extends multi-enterprise integration with any-to-any transformation, easy on-boarding and management of customers and trading partners, and a comprehensive technology infrastructure.

FIGURE 1. INFORMATICA B2B DATA TRANSFORMATION

Informatica B2B Data Transformation supports transformation of structured, unstructured, and semi-structured data types while complying with the multiple standards which govern the data formats.

Unstructured

- Comprises 80% of enterprise data
- No metadata to describe it
- Transformations traditionally custom coded
- Examples: PDF files, spreadsheets, Word documents, legacy formats, and print streams

Semi-structured

- Partial metadata to describe it
- Examples: EDI (often customer-specific), legacy COBOL-derived data

Structured

- Well defined by metadata
- Deeply hierarchical and recursive
- Examples: XML standards such as ISO 20022, HL7 v3, ACORD, RosettaNet, XBRL

Optimize and Automate Business Partner & Customer Relationships

Informatica B2B Data Exchange is a family of software products that enables global trading enterprises to optimize and automate their trading relationships with all their partners.

Comprehensive data transformation

Customers and trading partners mandate a wide range of business processes, data formats, and communication protocols. Informatica B2B Data Exchange helps enterprises support this diversity in a scalable and cost effective manner with comprehensive data format transformation.

Informatica makes it easy to transform any data format into any other in a codeless, reusable environment. With an exhaustive library of transformations, enterprises can easily address even the most complex but vital formats, such as PDFs, Word and Excel Documents, and industry standards such as SWIFT or EDI. (For a complete list of the transformation library, please refer to Figure 2)

Benefits

- Reduces IT operational costs and accelerates time-to-deployment by automating integration and update of all data formats and industry standards with no custom coding
- Promotes an image of “easy to do business with” by streamlining multi-enterprise collaboration

- Protects and increases revenue streams by broadening channels
- Reduction of implementation times by 50-80%

Dynamic business partner & customer management

In environments where multi-enterprise collaboration is essential, it is a significant competitive advantage to on-board new partners and customers rapidly with low provisioning costs. Partners expect accommodation of their diverse and dynamic requirements, and those partners with whom it is easy to do business will have the advantage. Informatica B2B Data Exchange gives organizations this edge.

Key Capabilities

- Enables both the enterprise and its partners to create, edit, and manage partner profiles
- Allows both parties to establish transaction rules according to partner preferences.
- Accommodates multiple divisions under one account
- Permits dynamic designation of custom properties per partner
- Allows dynamic configuration of varying levels of a standard, e.g., EDI, EDI X12

Benefits

- On-board partners rapidly
- Accommodate diverse and dynamic partner requirements

Visibility and event management

Visibility into business processes ensures early detection of potential problems and establishes control over all business transactions. Informatica B2B Data Exchange provides the ability to view and monitor events, receive notification of exceptions, and provide the tools to diagnose and reconcile them.

Capabilities

- Display events, search and drill down on event type, status, history, and errors
- View related hierarchies and associated events
- Update or modify event status.
- Maintain an historical audit trail for diagnostic or analysis needs
- Manage transactions, reconcile issues, and define the filters and triggers used to send alerts
- Handle errors for both transaction and routing errors
- Diagnosis and analyses through a Web-based dashboard

Benefits

- Increases customer and partner loyalty through greater adherence with SLAs
- Decreases cost by empowering business users and analysts to resolve transaction issues and problems at their level
- Improves regulatory compliance with the highest possible control of business processes

Integration with a robust, scalable platform

Seamless integration with the entire Informatica data integration and data quality platform consolidates all data from your diverse customer and partner network with your internal and external data and processes.

Capabilities

- Pre-emptive data quality
- Integration of data external to the enterprise with data within the firewall

Benefits

- Increases operational efficiency with automatic protection of data integrity
- Supports decision-making with complete and accurate data

Informatica B2B Data Exchange Product Family

Informatica B2B Data Transformation

Informatica B2B Data Transformation reduces the time and cost of integration projects by an average of seventy percent by automating translation of the most difficult data to integrate, complex data such as unstructured and semi-structured data. It transforms complex data into usable formats across disparate systems and in high-performance, transaction-intensive environments.

With Informatica B2B Data Transformation, organizations can

- Define complex data transformations without the need to write code, eliminating errors and the associated risks to partner collaboration and enterprise processes
- Immediately deploy and reuse transformations across the enterprise software infrastructure, preserving investment and promoting multi-enterprise integration

Informatica B2B Data Exchange

Informatica B2B Data Exchange enables global trading enterprises to optimize and manage their relationships with all their partners by automating the entire value chain, on boarding customers faster, and enabling companies to identify and fix problems in their trading partner network quickly.

With Informatica B2B Data Exchange, organizations can

- Dynamically manage their trading partners, broadening business channels to protect and increase revenue streams

- Maintain the highest possible control and visibility around transactions and processes, ensuring compliance with all regulations as well as with service level agreements
- Ensure data quality, supporting compliance, regulation, and decision-making
- Integrate external data with data within the firewall for a complete view across all your data for improved decision-making and greater operational efficiency

FIGURE 2. PRE-BUILT TRANSFORMATIONS

Type	Standard
Document	Word Excel PDF Star Office
Cross Industry	UN/EDIFACT ANSI X12 EDI X12 RosettaNet
Healthcare	HL7 HIPAA
Financial Services	BAI SWIFT (MT and MX) NACHA
Legacy Formats	COBOL Legacy reports (positional, non-positional, variant files, undocumented binaries)

For a current list of the standards supported, visit the website. www.informatica.com

Three Case Studies

Maximizing the Advantages of Outsourcing to Emerging Markets

A major consumer electronics manufacturer, standardized on RosettaNet, wanted to enable B2B communications with their second-tier suppliers (SMBs) in certain low-cost regions. SMBs, with their lower-scale IT infrastructure, do not usually support RosettaNet PIPs and XML; they are likely reliant on non-standard formats such as PDF, Excel, and Word for forecast, PO, and invoice documents. Outsourcing to emerging markets often causes multi-nationals to confront this issue. Using Informatica B2B Data Exchange, with its universal data transformation capability, this manufacturer was able to automate conversion of their non-standard trading partner documents into the RosettaNet standard and create a single operational B2B infrastructure for all their trading partners. They eliminated custom-coded partner maps, reduced their development and testing costs, and maintained smooth working relationships with essential, low-cost trading partners.

Reducing Time-to-Market by Improving Global Payments

Over its long history, the data of a major financial institution had become fragmented into silos, leaving gaps between legacy and current data formats. The cost was high to hand code data translations across these multiple systems. More importantly, IT became a bottleneck for initiatives; time-to-market for new products became increasingly difficult and longer. Business agility suffered. They attacked the most critical and pervasive business requirement first, global payment transactions. With Informatica B2B Data Exchange, they are now able to receive customer payment data in any format. As a result, they decreased time-to-market with a consequent increase in revenue opportunity. As an additional bonus, they reduced the operational costs both of maintaining existing systems as well as of adding new ones.

Improving Vendor Relations and Service with VMI

A global media manufacturer exploited a competitive advantage in the way they manage their DVD retail outlets. With Informatica B2B Data Exchange, they created an EDI gateway to exchange information with all their retailers. This enabled a Vendor Managed Inventory through automated interaction between external SAP applications and their own Informatica PowerCenter platform. As a result they now respond faster to shifts in customer buying preferences, maintain improved inventory controls, and provide more timely and accurate information to each retail partner. The retailers prize them as a vendor with which it is easy to do business.

About Informatica

Informatica Corporation is a leading provider of enterprise data integration software. Using Informatica products, companies can access, discover, integrate, and deliver enterprise data across systems, processes, and people to reduce complexity, ensure consistency, and empower the business.

INFORMATICA[®]
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STRATEGIC BUSINESS VALUE

- Streamlining of multi-enterprise collaboration to broaden business channels, thus protecting and increasing revenue streams
- Pre-emptive data quality and seamless integration of external data with internal data for the highest possible visibility to complete, accurate data
- Dynamic trading partner management to accommodate diverse and dynamic multi-enterprise collaboration
- The highest possible control over all business transactions with visibility into business processes, helping ensure adherence to regulatory compliance as well as service level agreements
- Optimization and automation of business partner collaboration so business partners and regulatory agencies trust and find it easy to do business with companies that use Informatica B2B Data Exchange