

# Reduce the Risk to Your Application Success with a Comprehensive Data Migration Solution

**Marco Koole**

Project Leader  
KLM Cargo

“Informatica met all our requirements for the migration project. They provided us with a solid foundation for combining our respective systems; consequently, we are now able to present ourselves to the outside world as one company in all our customer relations.”

## BUSINESS CHALLENGES

- Mergers & acquisitions
- New application implementation
- Legacy system modernization
- Master data management implementation
- Outsourcing

## Technology Challenge

- Convert or consolidate data from existing systems into the formats and structures of the new system or application

## Benefits

- Faster time to value of business initiatives
- Accelerated application implementation
- Dramatically reduced project risk
- Lowered total cost
- Support for regulatory compliance

## The Data Migration Imperative

When you make an acquisition, consolidate multiple application instances, or upgrade to a new ERP or CRM application, you want to reap the advantages of this strategic business investment quickly. To do this, it's critical to integrate your data and assure its quality so that it meets the needs of the business. That's the purpose of data migration.

Informatica reduces the risk and minimizes the errors inherent in data migration projects, and at the same time lowers cost by automating up to 90% of the process with a three-part solution:

- Technology – software and tools to speed the process and minimize errors
- Methodology – a combination of best practices and techniques developed from practical experience
- End-to-End Migration Services – veteran Informatica consultants as well as a global ecosystem of partners with expertise in data migration

The results are a smooth and rapid migration of all your data.

**BLOOR RESEARCH PREDICTS THE TOTAL BUDGET FOR DATA MIGRATION PROJECTS WILL RISE 10% ANNUALLY FROM \$5 BILLION IN 2007 TO OVER \$8 BILLION BY 2012**

Source “Data Migration in the Global 2000”, Bloor Research, September 2007

## DATA MIGRATION PROJECTS ARE RISKY.

84% of data migration projects fail to meet expectations

- 37% experience overruns exceeding the original budget by an average of 30%
- 67% are not delivered on time averaging a 41% overrun

## WHY DO DATA MIGRATION PROJECTS FAIL?

- Lack of methodology
- Unrealistic scope
- Improper understanding and usage of tools
- Inattention to data quality
- Lack of experience

## The Informatica Data Migration Solution

### A Full Complement of Technology and Services Scalable to your Needs

Informatica is the only company to offer a comprehensive data migration solution and an end-to-end data migration services practice. This allows us to tailor our offering to your specific needs. For long-term repeatable data migration environments, choose our reusable platform. For a limited-time project, choose our term-based solution. For education and services, choose consultants at any stage of your project or let Informatica manage the entire project end-to-end.

### Worldwide Support and Technology Neutrality

Data migration involves working with data in many formats from many different sources. Unlike many other data integration software companies, Informatica favors no technology; in fact, we offer technology that can access, transform, and deliver data in any format. In addition, Informatica works with a world-wide eco-system of consultants and partners, including Informatica Professional Services, all seasoned experts in data migration and broader data integration challenges.

## The Informatica Data Migration Suite

Informatica is the leading provider of data integration solutions. Our data migration expertise was developed over hundreds of successful customer projects, and we have applied that expertise to create a software suite that supports every step of the data migration process. Our Data Migration Suite is specifically designed for data migrations, increasing productivity and eliminating errors. The ultimate result is a dramatic reduction of the costs and risks inherent in data migration projects.

### A Full Suite of Capabilities

- Informatica PowerExchange® gives you native access to nearly all data types in any system, reducing the time spent on data extracts and loads.
- Informatica Data Explorer® helps you analyze and understand the content and structure of source data, and identify and tag data that has quality issues for further remediation.
- Informatica Data Quality™ helps you measure, remediate and monitor the reliability and quality of data, including cleansing, standardization, and de-duplication.
- Informatica PowerCenter® Advanced Edition provides a platform for data conversion, transforming and reconciling all data types and then delivering that data to the right place, at the right time, and in the right format.
- Reference Table Manager, a feature of PowerCenter, empowers business subject matter experts to directly manage reference data to accelerate data migration projects

### Data Migration Suite Licensing Options

Recognizing the varied needs of different migration projects, Informatica provides a flexible licensing model for the Data Migration Suite:

- Perpetual license for those who choose to invest in a reusable data migration capability.
- Term-based license limited to a specified period. Available for 6, 12, or 18 months.

## Methodology

As part of our commitment to best practice implementations, Informatica has developed the proven Informatica Velocity Migration Methodology. Applying this methodology to data migration, we have identified techniques that can deliver dramatic productivity gains while lowering project risk.

The Informatica philosophy is to convert early, often, and with real production data.

**Early.** Data is introduced into the process as soon as possible. There are three advantages to this approach: 1) Early data conversion reveals up front the issues to be addressed, 2) It also serves as a benchmark to estimate the length and scope of the project, and 3) business users see the value at the outset.

**Often.** The approach is iterative. Traditionally, migration projects have been delivered as a “big bang” data conversion. This often results in business and technical issues arising at the last minute, with a consequent delay in the overall project. The iterative approach allows for continuous tuning of the migration project until all issues are thoroughly addressed. In addition, users gain increased value with each iteration because they are using production data.

**With Real Production Data.** Informatica Professional Services has developed a method for using production data without affecting the performance or results of production systems. As a result, there is an immediate benefit from each iteration, and the results of the tests are more reliable than if the process were undertaken with test or “dummy” data.

Finally, the Informatica Velocity Migration Methodology (VMM) incorporates best practices. The overall result of this innovative approach is to accelerate development, minimize staffing requirements, and dramatically lower total cost and risk. And Informatica automatically documents the entire data migration process for future use with a comprehensive audit trail.

## End-to-End Migration Services

Informatica has a broad ecosystem of experts in data migration, including a global network of partners who work collaboratively with Informatica services and software. Informatica’s own services organization can also provide world-class expertise and services offerings to ensure a smooth and successful data migration.

### Informatica Professional Services

Informatica Professional Services consultants are seasoned experts in migration, providing expertise to plan the migration project thoroughly and keep it moving smoothly. They design strategies to optimize developer productivity and accelerate the development of Informatica software components.

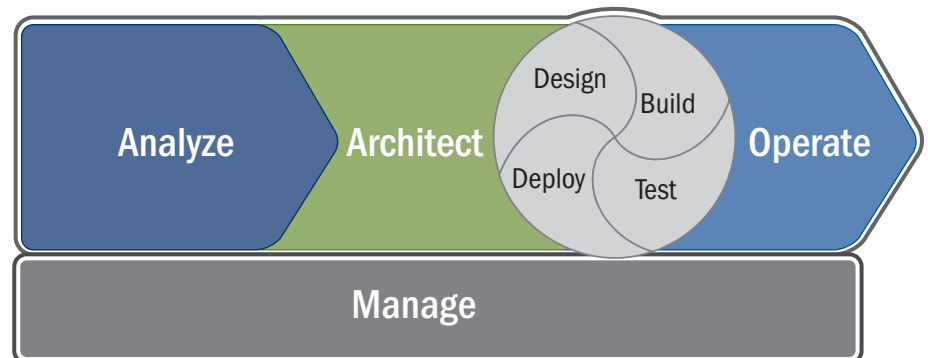
In addition to their expertise, Informatica Professional Services bring to the project migration-specific templates and tools to reduce cost and time on projects by more than 50%.

## Packaged Data Migration Services

1. Migration Jump Start. A first iteration of a migration, supported by 10-15 days of consulting, establishes a data migration strategy, builds templates, and provides immediate value. This brief engagement sets the framework for future migration iterations.
2. On-the-Ground Advisors. After the Jump Start, Informatica consultants can continue to work with your team through the design phase. Based on your requirements, the consultants may continue through the test and deployment phases to share expertise and ensure project success.
3. Full Lifecycle. A team of Informatica consultants deploy our complete framework of resources and work with your staff from analysis through deployment. The resulting knowledge transfer enables your team to leverage new expertise on future projects.

### Informatica Education Services

Informatica Global Education Services offers migration-specific eLearning and classroom-based training to help you leverage Informatica technology and methodology to your fullest advantage.



In typical migration projects more than 60 percent of resources are consumed in the build phase (design and construction.) Adopting the Informatica Velocity Migration Methodology, you can reduce this figure to 20 percent\* and substantially reduce the overall project effort.

\*based on experience in real-world engagements

## Customer Success with Informatica

### Aircelle

In 2005, the French company Aircelle began a multi-phase implementation of an SAP ERP solution to replace its legacy enterprise applications.

Critical to the project: the successful migration of data scattered across disparate applications, databases, and mainframe systems, spanning seven functional domains - purchasing, inventory, production, sales, quality, finance, management control, engineering. The mission-critical nature of the information meant that a seamless migration was a business imperative.

In the initial phase, Aircelle used hand-coding in conjunction with Microsoft Excel and Access to migrate the data. That approach proved costly, time-consuming, and inflexible.

“The difficulties encountered during the first phase of the project showed how critical data transformation and data migration were to the success of the project.” - Cindy Blondeel, Aircelle SAP Project Manager

A year later, for the second phase, Aircelle used Informatica's automated approach. The results were a 30% reduction in development time and a 40% reduction in costs. The project was completed on time, at a lower cost.

“If we had developed everything by hand we would never have been able to meet the deadline.” - Cindy Blondeel, Aircelle SAP Project Manager

And the most important benefit - Aircelle reduced the risk to its operations with a seamless migration of the mission-critical data.

### Air France and KLM

Hand-coding is still the most common means of migrating data. But it's slow, monotonous, and error-prone. The leaders have turned to Informatica.

Consider Air France and KLM. After their merger in 2004, they leveraged the Informatica PowerCenter data integration platform to migrate the customer, contract, and pricing data of Air France Cargo-KLM Cargo into a new shared application environment that enabled the combined enterprise to present a single face to customers.

But they went a step further. Air France Cargo-KLM Cargo used Informatica Data Explorer software in conjunction with PowerCenter to gain insight into the content, quality, and structure of the data prior to integrating it into the new system. In this way, they spotted quality issues, gaps, inconsistencies, and incompatibilities. In the end, this extra step streamlined and accelerated the project. Within five months, they were using not only combined data, but higher quality data.

“Thanks to Informatica, we are now able to present ourselves to the outside world as one company in all our customer relations. Informatica met all our requirements for the migration project including data quality, which is essential for enabling orders to be placed, authorized, and invoiced correctly. With Informatica, data quality is now an integrated and continuous component of the data integration cycle.” - Marco Koole, Project Leader, KLM Cargo

### CEMEX

Traditionally, data migration is viewed as a one-off project. That attitude offers no way to capture, leverage, or re-use the best practices developed during a migration. So when a new merger happens or an upgrade to a new ERP or CRM application is required, the whole data migration process must be re-coded from scratch.

With Informatica, companies preserve and reuse the data migration assets from previous projects. Global cement manufacturer CEMEX wanted to migrate its J.D. Edwards applications in the Americas and Asia to its SAP-based back office in Europe. They found that the vast majority of the work created for the first country could be reused in the data migration of each additional country. This reuse of assets increased CEMEX's productivity by nearly 80% ... and gave them a single view into their supply chain and demand chain.

“Informatica was the only solution that offered us the unique combination of universal data access, high performance, and data movement flexibility that we needed to implement a global data synchronization system across a heterogeneous infrastructure.” - Nelson Enriquez, Chief IT Architect, CEMEX



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