

Data Warehousing Today: Mission Critical. Operational as well as Analytical. Enterprise Wide.

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“For six years, we have been using Informatica data integration technology; it is at the heart of our Enterprise Data Warehouse. With Informatica, we have been able to consolidate all customer and prospect information into a single database and thus improve the targeting and monitoring of marketing operations.”

BENEFITS:

Competitive advantage

- Reduced delivery time for new business initiatives
- Maximum value for existing enterprise data assets

Regulatory compliance

- Certifiably accurate financial and operational data
- Data auditability and traceability

Alignment between IT and business

- Data provided with relevant business context
- Right-time delivery of information enterprise-wide

Increased productivity

- Global team collaboration and development
- A reusable platform for quicker time to market

Data warehousing was once dedicated to business intelligence and reporting, usually at the departmental or business unit level. But today, the data warehouse is becoming a strategic corporate initiative supporting an entire enterprise across a multitude of business applications. The brisk pace of change, coupled with industry consolidation and regulatory requirements, demands that data warehouses step into a mission-critical, operational role.

You can't manage what you can't measure. And for measurement, you need accurate data.

IT plays a crucial role in delivering the data foundation for key performance indicators such as revenue growth, margin improvement, and asset efficiency at the corporate, business unit, and departmental levels. The most effective approach is an enterprise-wide, integrated hub to track and improve fundamental business measures. It's not only desirable, it's necessary. And it is also feasible. Here are the reasons why:

- The traditional approach of managing information across divisions, geographies, and segments through manual consolidation and reconciliation is error-prone and cannot keep pace with the rapid changes and stricter mandates in the business.
- The data must be trustworthy. Executive officers are responsible for the accuracy of the data used to make management decisions, as well as for financial and regulatory reporting.
- Technologies have matured to the point where industry leaders are reaping the benefits of enterprise-wide data solutions, increasing their understanding of the market, and improving their agility.

Taking the Data Warehouse Enterprise Wide

Enterprise Data Warehousing (EDW) is a strategic, mission-critical function that impacts the core operations of an enterprise. It is distinct from traditional data warehousing, which is usually limited to supporting departmental business intelligence. Informatica has redefined EDW in this new context; we provide the software and services to build an enterprise data warehouse that harnesses data assets for competitive advantage and operational excellence.

DATA - THE FOUNDATION FOR MANAGING AND OPERATING YOUR BUSINESS

Data must be available from a secure, trusted repository, at the right time and in the right format. The method for creating and maintaining such an enterprise data repository is called Enterprise Data Warehousing, or EDW. Key requirements for EDW include:

Business-Relevant Data Across the Enterprise

- Ensure access to all data across the enterprise
- Create an open, SOA-ready data infrastructure to maximize reuse
- Manage metadata end to end to capture the business context

Trusted, Certifiably Accurate Data

- Monitor and enhance data quality
- Improve enterprise data integrity and security
- Document data definitions and relationships

Enterprise-Class Deployment Readiness

- Ensure high availability and performance, with deployment flexibility
- Deliver real-time data to support on-the-ground operations
- Adopt an Integration Competency Center (ICC) approach, to data integration

The Informatica Approach

Drawing on our proven, 13-year track record of innovation and leadership, Informatica has defined the standard for data integration that has delivered competitive advantage and operational excellence to leading Global 1000 companies and government organizations. The Informatica platform enables an organization to automate the life cycle of accessing, discovering, and integrating all its data assets – in any format, historical and operational—across the enterprise. By deploying Informatica as a foundation for Enterprise Data Warehousing (EDW), an organization gains the advantages of minute-by-minute decision making, visibility across business units, synchronization of mission-critical operations, and transparency for regulatory compliance, while reducing costs and implementation risk.

Informatica delivers the only proven data integration platform for EDW with the following key capabilities:

- **Real-time, Operational Decision Support.** Informatica enables real-time information delivery, reporting, and analysis at the point of impact to optimize minute-by-minute operational decisions. Informatica synchronizes business-critical operational processes and systems (e.g., consolidating customer data in real time to support a call center or delivering precise forecasts of inventory to optimize supply chain operations). Informatica also provides data services to support the needs of multiple business applications across the enterprise, leveraging a service-oriented architecture (SOA).
- **Universal Data Access.** Informatica supports universal data access to deliver value from all enterprise data assets, regardless of source or format. It works with a wide array of data sources, including:
 - Relational databases (Oracle, DB2, SQL Server, Sybase, Teradata, Informix, etc.)
 - Mainframe/midrange data (IMS, VSAM, DataCom, etc.)
 - Prepackaged enterprise applications (SAP, Siebel, PeopleSoft, etc.)
 - Messaging systems (IBM MQ Series, TIBCO Rendezvous, webMethods, etc.)
 - Standards (XML, Web Services, JMS, ODBC, JDBC, LDAP, IMAP, POP, etc.)
 - Unstructured data (Word, PDF, Excel, etc.)
 - Semi-structured data (HL7, ACORD, FIXML, SWIFT, EDI, etc.)

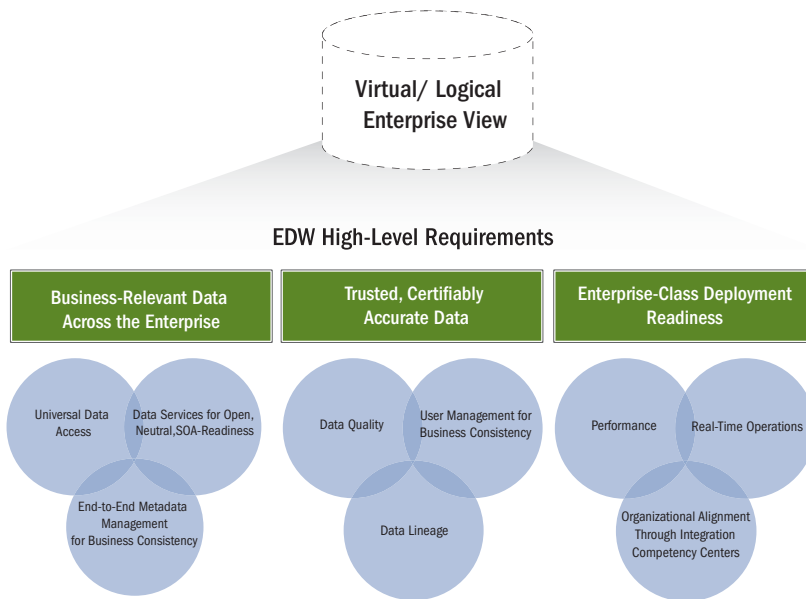


Figure 1: An enterprise data warehouse is a common data foundation that provides any and all data for business needs across applications and divisions. Enterprise Data Warehousing (EDW) is the process of designing, building, and managing an enterprise data warehouse to meet the requirements of consuming applications. A data integration platform that powers the ongoing life cycle of data access, discovery, quality, integration, and delivery is critical to the construction and ongoing integrity of effective EDW.

- **End-to-End Metadata Management.** Informatica enables end-to-end tracking of data flows and relationships and provides the associated business context by managing business, technical, and operational metadata. For example, revenue and discount calculations can be easily certified with a visual display of how the data and associated systems are connected.
- **Scalability and Security.** Informatica has handled multi-terabyte-size data volumes in enterprise environments with linear scalability and without a single point of failure. It supports heterogeneous grid deployments to use existing resources, and it scales intelligently through adaptive, dynamic load balancing. Informatica also supplies a robust, team-based user management and security framework to ensure effective and secure life-cycle management across large, distributed teams.
- **Open, Neutral Platform.** To standardize EDW efforts across a multitude of heterogeneous business processes, databases, and application systems, Informatica provides an open, neutral data integration foundation that interoperates with the rest of the enterprise IT environment.

U.S. Defense Commissary Agency Enterprise Data Warehouse Allows Rapid Accommodation of New Data Sources Without Disruption of Operations

Challenge

- Accommodate XML/XSD data from 264 new point-of-sale systems worldwide
- Simultaneously integrate flat file data from legacy POS systems

Solution

The U.S. Defense Commissary Agency (DeCA) supplies more than 12 million U.S. military customers with groceries, meats, and produce at 264 commissaries around the world. An enterprise data warehouse has been critical to its objective to provide cost-effective customer service.

The agency used an Informatica PowerCenter® platform to source the POS data and channel it to a Teradata warehouse, taking advantage of the seamless interoperability developed by Teradata and Informatica. PowerCenter's ability to reuse source and target data definition objects across multiple systems enabled rapid integration of the new POS data into the warehouse. This reusability, along with PowerCenter drag-and-drop ease of use, dramatically reduced the time necessary to develop, test, and implement mappings. The operational data warehouse was changed smoothly without any disruption in service.

Additional benefits included:

- Improved restocking and forecasting with right-time data integration
- Enhanced data accuracy and trust in decision making
- Integration flexibility from a platform-neutral architecture

For the complete story, order the Informatica Success Story, "U.S. Defense Commissary Agency Rapidly Adapts to New XML Data Sources from Point-of-Sale Systems with Informatica PowerCenter Data Integration Platform."

ABOUT INFORMATICA

Informatica Corporation delivers data integration and data quality software and services to solve problems of data fragmentation and poor data quality across disparate systems, helping organizations gain greater business value from all their information assets. Informatica's open, platform-neutral software reduces costs, speeds time to results, and scales to handle data integration and data quality projects of any size or complexity.

Order the White Paper, Redefining Enterprise Data Warehousing

Join the Community. Log in to the Enterprise Data Management (EDM) Blog
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Get your scorecard for EDW readiness assessment at:
<http://www.informatica.com/info/edwonlineq307/>

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