

**INFORMATICA**<sup>®</sup>  
The Data Integration Company™



# Informatica PowerExchange

The Key That Unlocks Your Enterprise Data



## Access and Deliver All Your Enterprise Data

Your IT team is handling more data, in more formats, from more partners and systems than ever before. This data is housed in dozens of different locations—both inside and outside your corporate firewalls. Finding the skills to access it all is a real challenge. And delivering data—where it’s needed, when it’s needed—is time-consuming and expensive

### Quick, Easy, and Cost-Effective Data Access and Delivery

Informatica® PowerExchange® is a comprehensive family of data access products that enable your IT team to access mission-critical operational data seamlessly and readily deliver it to people and processes across your organization, wherever and whenever it’s needed. No hand coding is necessary, which increases the efficiency of limited IT resources while dramatically reducing the cost of delivering data.

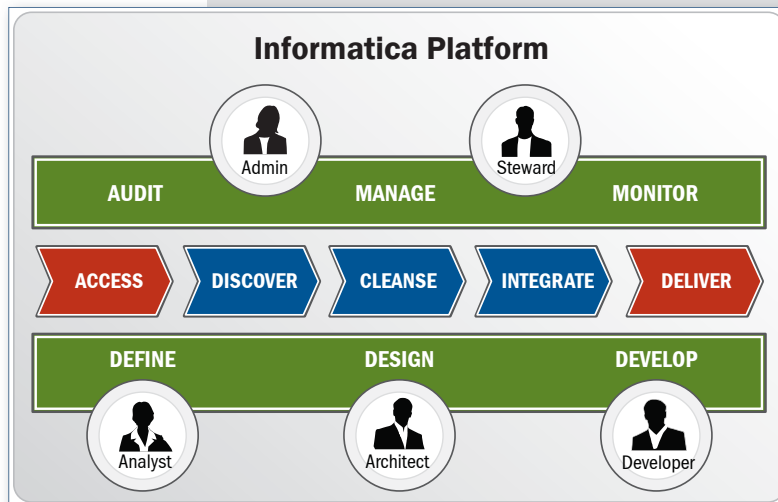
PowerExchange lets you access all major enterprise data formats—from the mainframe to the desktop—without having to develop custom data access programs. You can push data to data marts and warehouses, pull data from real-time message queues, or expose data as a service. You can also write data into third-party systems, such as SAP and Siebel, when migrating and synchronizing data across applications and systems.

### Do More With Less

But data access is the first critical step. By providing secure, codeless access to mission-critical operational data, the PowerExchange family of products helps your IT organization operate more efficiently and reduce costs.

### BENEFITS

- Free up IT resources for strategic projects by eliminating costly and time-consuming hand coding and reducing administrative effort
- Lower the cost of information delivery with universal data access
- Support real-time operations and up-to-the-minute decision making with patented change data capture technology
- Speed operations with scalable, high-performance data extraction and loading capabilities



Data access is the critical starting point of the data integration life cycle. With Informatica PowerExchange, your IT team can access data and deliver it across your organization, wherever and whenever it’s needed. You can then use the Informatica Platform to profile, cleanse, and integrate your data.

## PowerExchange in Action: Thames Water Utilities Ltd.



Thames Water Utilities Ltd. supplies water and wastewater services to 13 million customers in London and Thames Valley and maintains water management and supply contracts across England, Scotland, and Wales. The company needed to upgrade its physical infrastructure, most of which dated back to the Victorian era. But with a limited budget, it needed to carefully select which water mains, sewage pipes, pumps, and treatment plants needed to be replaced and how.

### Data Access is Key to a Comprehensive View

How did Thames Water decide which projects would yield the highest return at the lowest cost? The company needed a comprehensive view of all its infrastructure assets.

“Historically, asset management relied on a mixture of maps, people’s knowledge, and a host of independent legacy systems,” said Business Support Programme Manager Jim Weir. “Some were paper maintenance records going back 40 or more years. Others were in Excel documents. Others were in databases. We needed a system that could pull together all that information and present it in a way to help inform our decision making and ensure we set the right priorities.”

### PowerExchange Unlocks Data

Thames Water relied on Informatica PowerExchange to access data from a variety of operational databases and flat files to create a data warehouse to house information about all its operational assets. The data warehouse enables the company to have a holistic view of information, which it uses to make more strategic decisions about which assets need to be refurbished or replaced.

The data warehouse was so successful that Thames Water expanded its use to include not just operational asset data, but customer data, government statistics, local development plans, local performance and usage, and supplier and partner information. With PowerExchange, the company can access all these data sources and deliver them to the data warehouse.

“Around 70 per cent of the cost of any ETL-based data integration comes from the extraction phase—coding the data, writing the migration routines, and checking the results before loading it into the data mart. Informatica PowerCenter and Informatica PowerExchange allow us to cut down that part of the cost by more than half, and by sharing the resource across the group the return on investment calculation will keep on improving with every extraction we conduct!”

— Jim Weir,  
Business Support  
Programme Manager,  
Thames Water Utilities Ltd.



## POWEREXCHANGE SOURCES AND TARGETS

**PowerExchange for Enterprise Applications** provides access to all major enterprise and packaged applications, whether they are on-premise, outsourced, or hosted software as a service applications.

**PowerExchange for Databases and Data Warehouses** provides access to all major enterprise database systems and data warehousing environments.

**PowerExchange for Mainframes** provides access to enterprise data housed on z/OS and z/Linux in popular relational and pre-relational systems.

**PowerExchange for Midrange Systems** provides access to enterprise data stored on i, i5/OS, and OS/400 systems.

**PowerExchange for Messaging Systems** provides access to the message-oriented middleware used in many high-performance, event-driven, and enterprise application integration architectures.

**PowerExchange for Technology Standards** provides access to data via industry-wide technology standards, such as email, LDAP, and Web services.

## Key Features of Informatica PowerExchange

### Universal Data Access to Reduce Costs

Most IT organizations need to access data scattered across databases, enterprise applications, and Web services. This data is stored on systems as diverse as mainframes, midrange machines, commodity servers, and desktop environments. With PowerExchange, you can access a broad range of complex formats without having to rely on scarce and costly programming skills. You get secure, codeless data access to:

- Major enterprise applications, whether on-premise, outsourced, or software as a service
- All major enterprise database systems and data warehousing environments
- Mainframe systems
- Midrange systems
- Message-oriented middleware
- Industry-wide technology standards such as email, LDAP, and Web services

Accessing data is as simple as pointing to it on a menu. No hand coding or scripting is required, which dramatically decreases the cost of accessing and delivering data.

### Flexible Data Access to Manage Change

Is your IT organization creating Web services in a service-oriented architecture (SOA), or implementing event-driven integration? Do you need to synchronize multiple data sources or deliver data in real time?

PowerExchange supports your current and future data integration requirements. Point-and-click productivity means your IT organization can adapt to new technologies without extensive training. The same skills apply across all products in the PowerExchange family. And PowerExchange scales from batch access to real-time data integration on multiple platforms, so your IT organization can choose the technology it prefers and evolve gradually on your own timetable. Because each PowerExchange product automatically captures relevant metadata and shares it with the rest of the Informatica Platform, proposed changes can be assessed and developed rapidly and implemented with confidence. This helps your IT organization satisfy even the most stringent data governance policies.

### Right-Time Data Access to Enhance Agility

Are your batch windows growing smaller? Do you need access to fresher data? As your business needs evolve, PowerExchange's patented change data capture (CDC) technology can help your IT team provide more accurate information to the business more quickly, so it can rapidly respond to changing business needs.

The PowerExchange Change Data Capture Option™ captures database updates as they occur and delivers them to multiple targets, on any schedule you choose, without intermediate queues or staging tables.

By allowing only authorized change data capture on source systems, the PowerExchange CDC Option helps your IT organization run operations smoothly and continuously at peak capacity all day, without stressing the underlying data stores. This functionality is critical for operational data integration, master data management, or anywhere up-to-the-minute data is needed. Using the Informatica Platform, you can continuously cleanse and transform the updates captured by the PowerExchange CDC Option to fuel business processes that demand real-time data.

## Access Dozens of Data Sources and Targets

With Informatica PowerExchange, you can access dozens of different data sources and targets through a set of easy-to-use tools. PowerExchange automatically optimizes data access for each source and target, ensuring top performance of these sources and targets without in-depth technical expertise. PowerExchange data access skills readily transfer as business needs change, helping your IT organization operate more efficiently, better manage costs, and respond quickly to business needs.

Sources and Targets Supported by PowerExchange		
<b>Enterprise Applications, Software as a Service (SaaS)</b>	<ul style="list-style-type: none"> <li>JD Edwards EnterpriseOne</li> <li>JD Edwards World</li> <li>Lotus Notes</li> <li>Oracle E-Business Suite</li> <li>PeopleSoft Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Salesforce (salesforce.com) •</li> <li>SAP NetWeaver •</li> <li>SAP NetWeaver BI •</li> <li>SAS</li> <li>Siebel</li> </ul>
<b>Databases and Data Warehouses</b>	<ul style="list-style-type: none"> <li>Adabas for UNIX, Windows</li> <li>C-ISAM</li> <li>DB2 for Linux, UNIX, Window •</li> <li>Essbase</li> <li>Informix Dynamic Server</li> <li>JDBC</li> <li>Neoview</li> </ul>	<ul style="list-style-type: none"> <li>Netezza Performance Server</li> <li>ODBC</li> <li>Oracle •</li> <li>SQL Server •</li> <li>Sybase ASE</li> <li>Sybase IQ</li> <li>Teradata</li> </ul>
<b>Messaging Systems</b>	<ul style="list-style-type: none"> <li>JMS •</li> <li>MSMQ •</li> <li>TIBCO •</li> </ul>	<ul style="list-style-type: none"> <li>webMethods Broker •</li> <li>WebSphere MQ •</li> </ul>
<b>Technology Standards</b>	<ul style="list-style-type: none"> <li>Email (POP, IMAP)</li> <li>HTTP(S) •</li> <li>LDAP •</li> </ul>	<ul style="list-style-type: none"> <li>Web services •</li> <li>XML</li> </ul>
<b>Mainframes (z/OS and z/Linux)</b>	<ul style="list-style-type: none"> <li>Adabas for z/OS •</li> <li>Binary flat files</li> <li>C-ISAM</li> <li>Datacom •</li> <li>DB2 for z/Linux •</li> <li>DB2 for z/OS •</li> </ul>	<ul style="list-style-type: none"> <li>IDMS •</li> <li>IMS •</li> <li>IMS DB •</li> <li>Oracle for z/Linux •</li> <li>Teradata</li> <li>VSAM •</li> <li>WebSphere MQ for z/Linux •</li> </ul>
<b>Midrange (i5/OS)</b>	<ul style="list-style-type: none"> <li>Binary flat files</li> </ul>	<ul style="list-style-type: none"> <li>DB2 for i5/OS •</li> </ul>

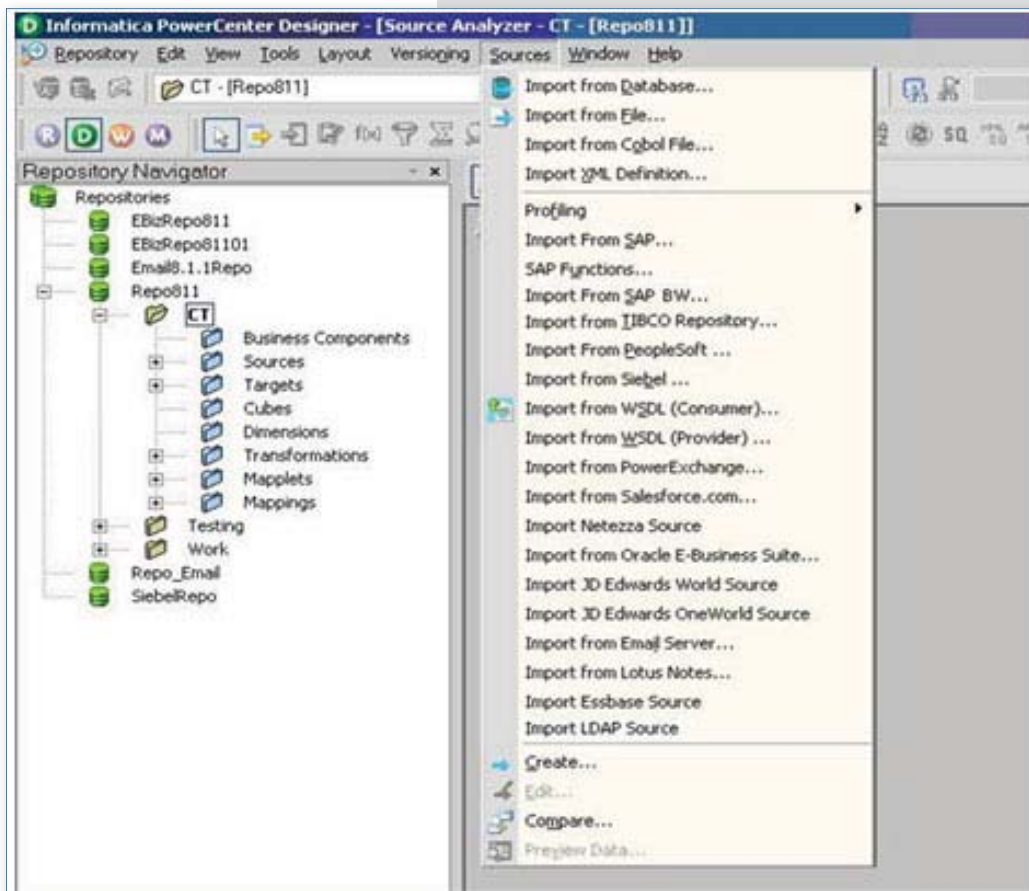
- Supported by the PowerExchange Change Data Capture Option
- Accessible when using PowerCenter Real Time Edition



## How to Access and Deliver Your Data: Two Quick and Easy Steps

### Step One: Select Your Data Source or Target

With PowerExchange accessing the data you need—wherever it's located—is simple. PowerExchange data sources are listed on a pull-down menu that automatically refreshes as new data sources become available.



This point-and-click interface prevents common errors and increases your productivity. You can reduce training costs because the same interface is used to access data stored on mainframes, managed by enterprise applications, passed on message queues, exposed as Web services, or even captured in real time with the PowerExchange CDC Option.

“At SEI we are under constant pressure to deliver higher quality information to our business users. Our data integration requirements have moved well beyond traditional data warehousing to include real-time operational data integration. PowerExchange lets us access updates the instant they happen, and the Informatica infrastructure scales effectively to support everything from high-volume batch to low-latency, real-time processing of complex data. By integrating our analytic and operational data stores in real time, PowerExchange gives us a dramatic strategic advantage.”

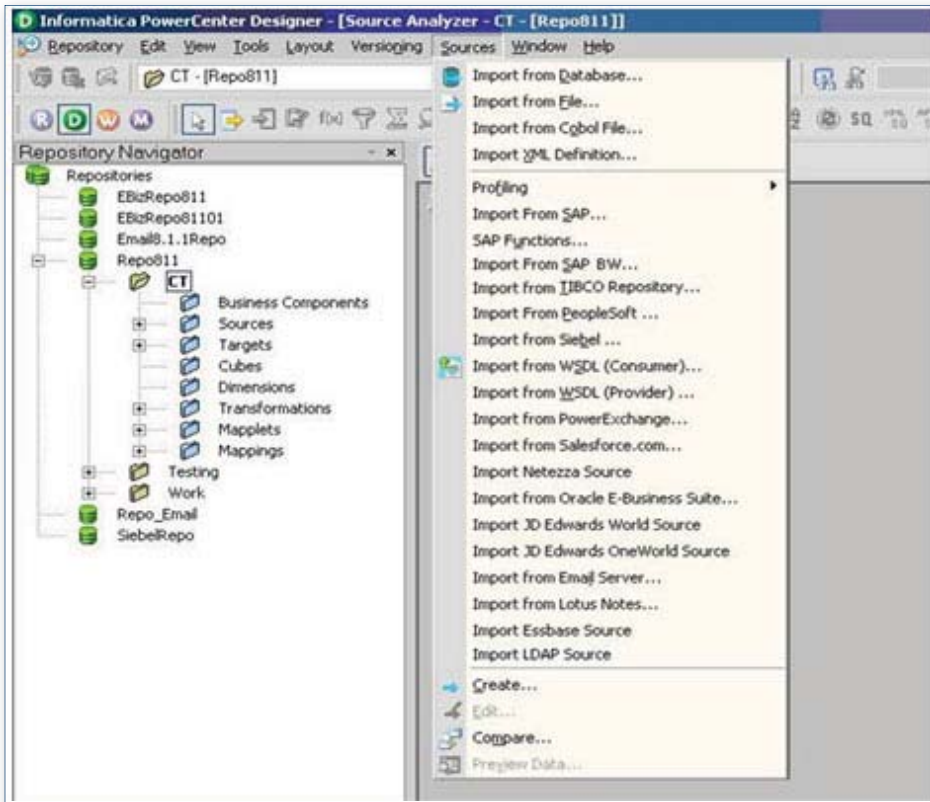
— Jim McBride

Development Manager for the Global Wealth Platform

SEI

## Step Two: Select the Data You Need

PowerExchange is optimized for each source and target in several ways that are designed to speed development and reduce errors. By preserving the semantic dependencies in the underlying system, PowerExchange displays metadata in ways that are easily understood by a business user. For example, built-in, flexible object filtering helps you find the particular piece of data you need faster—even though you might not be certain of its name.



“Native access to our mainframe Adabas data sources has enabled us to roll out eight data marts in just four years to our analysts, and cut the time our developers used to spend on custom coding by as much as one-half.”

— Chris Kemp  
Manager  
Data Management Services  
Washington State Department of  
Transportation

PowerExchange does what hand-coded data extraction programs cannot possibly do. PowerExchange automatically captures all appropriate metadata to guide its source-specific data conversion and access and shares the metadata with other Informatica products to support change analysis and data governance.



# Informatica PowerExchange Benefits

## Reduce Business Risk

With PowerExchange, you can prevent unauthorized access to sensitive data by accessing data directly, instead of extracting files and transferring them to less-secure environments. You preserve the value of data assets by preventing common programming errors. PowerExchange's robust metadata-driven data lineage capabilities enable you to support your company's governance, risk management, and compliance efforts.

## Enhance Business and IT Agility

By easily expanding the range of data sources accessed, PowerExchange enables your business to accommodate new regulations and compliance requirements. The software provides metadata lineage strong enough to satisfy the most stringent data governance policies. With patented change data capture capabilities and seamless integration with the entire Informatica Platform, PowerExchange supports real-time operations and up-to-the-minute decision making based on timely, trusted data.

Leveraging PowerExchange's scalable, high-performance extraction and loading capabilities, your IT organization can speed operations and respond more effectively to the needs of the business. Because PowerExchange scales to support service-oriented and event-driven architectures on multiple platforms, your IT organization can choose the technology it prefers and evolve gradually as conditions change. You can maximize your return on investment by supporting rapid access to standards-based sources and targets. You can also maximize IT staff flexibility because common PowerExchange skills transfer across all sources and targets with little or no training.

## Lower Development Costs

With PowerExchange, data can be pushed to data marts and warehouses, pulled from real-time message queues, or exposed as data services, and delivered wherever it's needed. With an easy-to-use graphical interface, you can speed development and deployment and lower the cost of information delivery. Point-and-click development methods reduce errors. Eliminating costly and time-consuming hand coding and reducing administrative efforts, PowerExchange frees up scarce IT resources for strategic projects. You can support rapid impact assessment and deployment as changes arise, powered by automated metadata capture.

## Learn More

Learn more about Informatica PowerExchange and the entire Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com) or call (800) 653-3871.

## About Informatica

Informatica is a leading provider of enterprise data integration software and services. With Informatica, organizations can gain greater business value by integrating all their information assets across the enterprise. Thousands of companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.



**INFORMATICA**  
The Data Integration Company™

Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA  
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 [www.informatica.com](http://www.informatica.com)

Informatica Offices Around The Globe: Australia · Belgium · Canada · China · France · Germany · Ireland · Japan · Korea · the Netherlands · Singapore · Switzerland · United Kingdom · USA

© 2009 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, and PowerExchange are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners.

1435 (03/13/2009)