

Why Informatica?

Why Now?

navigate the shoals of a challenging marketplace

→ “With all eyes on the economy, smart enterprises will have to make the most of technology to outmaneuver the competition and navigate the shoals of a challenging marketplace. The competition will be fierce, and it's more important than ever for companies to make the most of information and deliver timely insight, to quickly adapt applications and processes to changing conditions, and to maximize financial and operational performance.”

INTELLIGENT ENTERPRISE 2009
10TH ANNUAL EDITORS' CHOICE AWARDS

The world has changed profoundly over the last ten years, and the rate of change shows no sign of slowing. The internet, new technologies, and free trade agreements have opened the world for business, and data has become the new currency. How effectively an organization can find it, use it, and trust it is the key to surviving and thriving in the face of macroeconomic conditions and competitive threats.

Unfortunately, this is a considerable problem for many organizations.

Here's why: data is fragmented throughout the enterprise. It's locked away in various enterprise applications (Financials, Human Resources, Customer or Sales Management systems...) Much of it still resides on the mainframe (between 30% and 35% by many estimates.) And the largest and fastest growing is what's considered unstructured data, or data that's in documents like spreadsheets, PDF's, or Word. To further complicate the situation, critical data now resides outside the corporate firewall with outsourcers, trading partners, or “in the cloud” with Software as a Service applications. When (or if) the data is connected, it is usually done on a case-by-case, project-by-project basis, which results in a tangle of interfaces that are difficult to manage and easy to break.

To make matters worse, the volume is growing at near exponential rates. In fact, IDC research shows that digital information will grow from 281 exabytes in 2007 to nearly 1,800 exabytes in 2011. A compound annual growth rate of almost 60%.¹

So what does this mean?

INFORMATICA®

¹ “The Diverse and Exploding Digital Universe,” An Updated Forecast of Worldwide Information Growth Through 2011, IDC, March 2008

“...a significant majority of the IT budget—63% — is spent on ongoing operations and maintenance, rather than new initiatives.

In particular, a significant portion of the ongoing maintenance costs is dedicated to application integration maintenance. This is in large part due to the “integration hairball” that has developed in most organizations. With the “hairball”, integration is costly to maintain, and the integration points are constantly breaking every time a change occurs.”²

The pressure is on.

If you're in IT, it means that the majority of your budget is consumed by “keep the lights on” maintenance efforts instead of new initiatives to support the business. It means that, unless you find a better way to manage and leverage your data assets, the situation is only going to get worse as the volumes increase.

For the business, it means that projects that could help deliver more strategic value take longer or become at risk for completion. It remains difficult to understand customer behaviors and leverage them to improve sales. Benefits from a merger or acquisition aren't realized because systems can't be modernized or consolidated as expected. Gathering and validating data for ever-increasing compliance regulations becomes more difficult and time consuming. In short, as IT organizations struggle with limited resources to “keep the lights on,” it means any business initiative that relies on data is at risk.

The pressure is on IT to untangle the knot, and deliver the timely, accurate data the business can trust.

But with increasing volumes and increasing complexity, how can IT pull it all together so it makes sense—so it works for the business to drive efficiencies, improvements, certainty and advantage?

How can they do it faster, more effectively and at a lower cost?

Now, more than ever, Informatica is the answer.

Data integration. It's what we do. It's all we do. And we do it better than anyone in the industry.

Informatica provides the market's leading data integration platform. Our job? Give our customers what they need: a data integration solution that can integrate more data, from more systems, in less time than any other.

Tested on nearly 500,000 combinations of platforms and applications, our data integration platform interoperates with the broadest possible range of disparate standards, systems, and applications. This unbiased and universal view makes us unique in today's market. It also makes us the ideal strategic partner for companies looking to solve data integration issues of any size.

Because data integration is our sole focus, we out-perform and out-innovate offerings from other providers—especially in cases where integration is only one of several lines of business.

No Other Agenda

At Informatica, we believe the industry needs a strong, independent player with an unbiased view of what's going to solve customers' problems. We are that player. We have no ax to grind, no proprietary system to push and protect, no set of standards to impose. We don't play favorites. We don't favor one database over another or one application over another. We are on our customers' side. And from there, we can help them reach the optimum solution better than anyone.

It's about flexibility. It's about openness. And it's about providing our customers with the lowest total cost of ownership and highest return on their investment.

open-ended system

“We are working with Unix, Windows, Linux, and a multi-platform, multi-data management environment. We attach a great deal of importance to having an open-ended system.”

BNP PARIBAS ASSURANCE

market leader

“We looked at solutions from other companies, but Informatica is generally considered the market leader in data integration and data quality, and our evaluation vindicated that.”

AVAYA

A new Forrester study found that Informatica customers:

- Realized total cost benefits of **\$5.5 million**—\$4.2 million in IT benefits and \$1.3 million in line of business benefits—over a 5-year period
- Increased developer productivity by **30 to 50 percent** by replacing hand coding and improving operational efficiencies in the data integration environment
- Project an **88-percent ROI** after three years, with a breakeven point only 18 months after deployment ³

performance boost

“Using our past experience as a guide, the LowerMyBills.com data warehouse team did an extensive evaluation of products in the market. We decided to use Informatica moving forward due to fundamental design advantages. Informatica’s unified architecture makes maintenance and change management much easier. Informatica also offers a significant performance boost over other solutions, and delivers the openness and flexibility we require”

LOWERMYPILLS.COM

All data integration technologies are not created equal.

Informatica was founded on innovation. Our data integration platform was architected from the ground up to meet the most challenging data integration requirements. From the start, we approached data integration differently. We separated the logic from the execution environment. To some, that may sound like a deep-dive technical detail, but it is the architectural approach that has made all the difference in how our platform performs, and how rapidly we are able to respond to our customers’ evolving requirements. We have continued to build upon this innovation and are known, and respected, for our consistent track record of delivering solid technology through regular releases.

Designed to work for you.

For a data integration platform to truly deliver value, we believe it needs to be four things.

It needs to be comprehensive, so it can deliver data you can trust—when you need it, where you need it. It needs to be open, so it can work with everything you have now, or may add in the future. It needs to be unified, so it can provide all the data integration capabilities you need through an integrated user experience that facilitates sharing and reuse. And it needs to be economical: it needs to be proven to reduce total cost of ownership, so you can do more with less.

Our high-productivity platform is just that.

With our platform, you can be sure that you are building a data integration infrastructure that supports multiple projects and project types; promotes reuse across projects; works with your existing systems, applications and technology standards; and gives you the flexibility to change as the rest of your IT environment changes in the future. You can use it for a single, specific project to start out then, over time, add additional capabilities or implement additional projects. And it is designed to support each role involved in data integration projects—data stewards, data analysts, architects, administrators, and developers—to increase cross-team productivity and ensure IT results align with business needs.

With our platform, you have the freedom to choose what’s best for your environment—your market, your organization, and your IT infrastructure.

If it’s choice you want, now’s the time to choose Informatica.

Superior performance. It's not an option anymore.

Performance. It's consistently at the top of the list when it comes to evaluating data integration technologies. Improving performance is also consistently at the top of the list for our customers. Which is why it's at the top of ours. Like our customers, we are always working to improve performance. And year-over-year, we have. Today, Informatica provides the most high-performance, scalable, adaptive solution in the industry—with support for any latency, whether batch or real time. With key capabilities like adaptive load balancing, parallel processing, interference handling, memory management, 64-bit processing support, and a variety of methods available to optimize performance for your infrastructure (e.g. Dynamic Partitioning, Workflow on Grid, Session on Grid, Pushdown Optimization) Informatica delivers the superior performance you can count on to support your most demanding data integration needs.

Centralize to optimize.

Integration Competency Centers (ICCs). Five years ago, we wrote the book on them. And it's just as valid today as it was then. Having the right data integration strategy is just as important as adopting the right technology platform. It helps you get the most out of your investment. It helps you get the most out of your people.

It's important to think of data integration not just on a project-by-project basis, but across multiple projects, and ultimately across the entire enterprise. Otherwise, IT will end up “integrating the integration,” which adds to complexity and cost, and really defeats the purpose of data integration in the first place.

Informatica has helped numerous organizations develop successful ICCs, including:

T. Rowe Price. Their ICC delivered more than 50% reuse of development work and \$2.6M in savings.

Duke Energy. Their ICC delivered \$200,000 per year savings by eliminating the need to maintain multiple interfaces, with an overall \$3 Million in savings.

Instead of “reinventing the wheel” with every data integration project, an ICC can help companies optimize resources and build on past successes. This means lower maintenance costs, more stable operations, and faster response to changing business conditions.

unqualified success

“Our ICC has been an unqualified success. It has yielded significant labor savings in new development and application maintenance while continuing to save on software and hardware costs for new integration projects. Ultimately, the cost per new project continues to decrease while we are able to take advantage of application reuse and speed up time-to-market delivery.”

T. ROWE PRICE, WHO USES INFORMATICA FOR THEIR INTEGRATION COMPETENCY CENTER

save time and money

According to a leading analyst firm, an Integration Competency Center (ICC) can save organizations an average of 30 percent in integration application and data interface development time and costs, and 20 percent in maintenance costs, and achieve 25 percent reuse of integration components.

The proof is in our customers.

Informatica has one of the highest ratio of successful deployments in the industry.

On the one hand, you could interpret this as the result of having an excellent product. And you'd be right. But software products don't deploy themselves. So our near-100% success rate also speaks to something else.

We are dedicated to making our customers successful. And they are.

Ask **ACH Food Companies**. Using Informatica, they **saved \$3 million** by shaving 3 months off the data migration for their ERP project.

Or **Avaya**. Their Data Quality Center of Excellence has already returned \$2 million as a result of correcting billing addresses that weren't making their way to the end customer. It's helped identify areas where charges should be applied and weren't. It ensures customers are invoiced for the specific products and services within their contract. And it's helped revitalize pricing and migrate customers from out-of-standard pricing back to standard pricing. With Informatica, Avaya has seen a **2,000 percent return on investment**.

Duke Energy saved **\$3 million in operations and maintenance cost over 2 years**. They reduced M&A consolidation time and cost by 35%, and achieved economies of scale with 17 projects rolled out in the first 15 months of their Integration Competency Center.

Ellie Mae achieved **40% lower TCO** and **7x faster project delivery** migrating from legacy CRM to salesforce.com.

KPN now has access to accurate real-time data in their call center. The result? Customer service representatives now spend 10 percent less time on each call, had a 5 percent increase in productivity, a **5 percent increase in average revenue per user**, and have cut customer churn by 10 percent annually.

Rabobank lowered the cost of maintenance by 40%, leading to **over €1M in annual savings**.

For us, our customers' success is inseparable from our own. Because how well we're doing is only measured by how well they're doing. Great service and support—combined with a great product—all focused on guaranteeing our customers success.

Near
100%

→ "Go Live" success rate

95%

→ Rate of renewal, significantly higher than the industry average of 86%*

Our customer's agenda is our agenda.

Informatica customers play an influential role in future product developments. While our Customer Advisory Board helps define and validate product direction, our Regional User Groups and Product Enhancement Process allow all our users to engage in a collective process to prioritize future product enhancements including new features and functions—nominating, voting, and communicating their product suggestions directly to the Informatica product development team.

We've got you covered.

Industry-leading Support.

In the same way we have invested in research and development to design superior products, we have invested in developing a Support organization that provides superior service. In fact, for the second year in a row, our Support organization has been rated #1 in the data integration industry. Why? There are a few reasons.

First, our Support team has developed and clearly defined a set of processes and procedures that ensure a consistent and efficient approach to problem isolation and resolution, including a sophisticated, centralized call logging and tracking system that provides automatic escalations based on severity and priority of issue. Multiple channels are available to invoke support—telephone, email, and a feature-rich on-line portal—which means that our customers are always able to find the information, or the individual, that can help them solve their problem. We've got a true, "follow the sun" model, allowing access to support engineers 24 hours per day, 7 days per week. We also continue to invest in, and optimize, on-line content to provide in-depth "self-service" content, so customers can resolve their own issues. In fact, according to a recent TNS survey, 80-100% of customers are able to resolve their own issues using our on-line Knowledgebase. When it comes to customer support, we measure ourselves on two things: that service level continues to rise, and time to resolve issues continues to decrease.

Experience. Methodology. Track record.

Informatica Professional Services (IPS) has delivered thousands of successful data integration projects. What does that mean? It means they have developed a tried and true methodology—Velocity—that both they, and customers, use to ensure rapid, successful project implementation. It means they have acquired on-the-job, industry-specific knowledge. It means they avoid the mistakes that less experienced consultants make. It means that they ensure the Informatica Platform is deployed to your greatest advantage.

The more you know, the better the results.

Training from Informatica Global Education Services provides a rich, intensive, and highly applicable learning experience. Courses are developed by industry-recognized experts who have both a practical and theoretical command of the subject matter they teach. Role-based curriculum emphasizes real-world applications, combining lectures and demonstrations with hands-on labs, discussions, and question-and-answer sessions for maximum understanding and retention. More than 20 courses, spanning Informatica's entire product line, are available on site, over the Internet and in state-of-the-art training centers located around the world.

#1 in customer loyalty in the data integration space

In a 2008 third party survey, Informatica Support was rated #1 in the data integration space, for the second year in a row.

award winning

Informatica Global Customer Support was a Stevie® Award winner in the Sales & Customer Service category

triple productivity

"We sent a key developer to an Informatica PowerCenter Level I training to help us get our project back on track so we wouldn't have to ask for an extension. We believe that Informatica training led us to triple productivity, helping us to complete the project on its original one year schedule."

PFIZER

We ensure your long-term success.

At Informatica we understand how important it is to deliver and support integrated end-to-end solutions for our customers. We also understand how important it is for them to continue to grow those solutions. And how important it is to have a large pool of skilled resources that can help ensure that ongoing success.

More developers. More places. More options.

Rumor has it, Informatica developers are easier to find, and less expensive, than those specializing in other technologies—which means that you have more resources at hand to help you deliver your projects. Our Technology Network supports these developers with a collaborative online community that offers online discussion forums for interactive information exchanges, resource sharing and open feedback between members and Informatica. It's an active network, with more than 46,000 members, across hundreds of countries.

1000+ vs. 330

A US resume search conducted Dec 2008 on Dice.com yielded 1,000+ Informatica developers vs. 330 for IBM and 60 for Business Objects

More partners. More resources.

We recognize the valuable role partners play in helping ensure that our customers can seamlessly deploy and operate best-of-breed data integration solutions. That's why Informatica has established long-term, successful partnerships with more than 225 industry-leading organizations.

Contact us today

From consulting partners to technology partners, the list is long—Accenture, Bearing Point, Cap Gemini, Deloitte, EDS, IBM, Oracle, SAP, Siebel, Teradata, to name a few—and continues to grow.

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Now, more than ever, Informatica is the answer.

INFORMATICA

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