

# Partners in Performance: Informatica and Teradata

## Get More Data Into and More ROI Out of Your Enterprise Data Warehouse

Stan Ferguson

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“Informatica PowerCenter has let us quickly adapt our infrastructure to handle complex file data (such as XML and complex flat files) integration with our enterprise data warehouse with no disruption to our core business processes, and without the time and expense of deploying a new platform. It also allowed us to move to a more real-time model, thus improving service to our service men and women.”

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### BENEFITS

- Improve decision-making abilities
- Enhance visibility across business units
- Synchronize mission-critical operations
- Achieve transparency for regulatory compliance
- Reduce costs and implementation risks

### Informatica + Teradata = Superior Enterprise Data Warehousing

Data Warehousing was once the exclusive domain of business intelligence and reporting functions, usually executed at the departmental or business-unit level.

No longer.

Today's fast-paced business climate demands more from data warehouses. Powerful market forces—globalization, industry consolidation, mergers and acquisitions, new and more stringent regulations—are pushing companies and government organizations to become more agile and competitive. They need access to all their data faster than ever before. And that data needs to be consistent, accurate, and reliable.

Data warehouses now support entire companies across a multitude of business applications. Data warehousing has evolved into a strategic corporate initiative.

IT plays a crucial role in this new environment. Your IT organization needs a data warehousing solution—one that creates an enterprise-wide, integrated hub—to help you respond to these new demands.

Informatica, the leader in enterprise data integration software, and Teradata, the leader in enterprise data warehousing, have partnered to provide a powerful, flexible integration solution for data warehousing. With the **Informatica®-Teradata® Enterprise Data Warehousing Solution**, your IT organization can get more data into your enterprise data warehouse, do more with that data, and as a result, get more value from your investments in your enterprise data warehouse and business analytics environment.

## Jump-Start Your Data Warehousing Initiatives

The Informatica-Teradata joint solution can help you jump-start departmental data warehousing supporting departmental business intelligence. Our solution is also ideal for extending individual data marts and data warehouses to support broader enterprise data warehousing initiatives.

With the Informatica-Teradata joint solution, your IT organization can build an enterprise data warehouse that harnesses your company's critical business data and lets you use this data for competitive advantage and operational excellence. This joint solution empowers your IT organization to help the business:

- Improve decision-making abilities
- Enhance visibility across business units
- Synchronize mission-critical operations
- Achieve transparency for regulatory compliance
- Reduce costs and implementation risks

This joint solution relies on the technical integration of Informatica's and Teradata's respective products and the global coverage of our sales and service activities.

### The Informatica Platform

This joint solution is based on Informatica's industry-leading enterprise data integration platform. The Informatica platform serves as the technology foundation for controlling data movements for your enterprise data warehouse. Informatica also serves as a data integration infrastructure for Teradata Accelerate, a packaged stack of data warehouse, business intelligence, and data integration software.

The Informatica platform consists of:

- **Informatica PowerExchange®** for accessing and managing connectivity to all formats of enterprise data—including mainframe, ERP, XML, real-time, and RDBMS data—and supporting Teradata Parallel Transporter (TPT) and Open Database Connectivity, as well as FastLoad, MultiLoad, TPump, FastExport, Teradata Warehouse Builder, and metadata repository
- **Informatica Data Explorer™** and **Informatica Data Quality™** for managing data quality
- **Informatica PowerCenter®** for integrating and delivering data

### Teradata Technology

Teradata technology provides integrated, optimized, and extensible technology for a single application-neutral repository of your current and historical data, forming the framework of the business intelligence and application integration architecture. The joint solution includes:

- **Teradata enterprise data warehouse and analytics solutions** to gain a single, integrated view of the business through your enterprise data
- **Teradata data warehouse** certified with Informatica PowerCenter and PowerExchange
- **Teradata Relationship Manager®** to deliver customer analytics with trusted, actionable data that the Informatica platform supplies

## Robust Capabilities Meet All Your Requirements

The Informatica-Teradata joint solution delivers all the capabilities your IT organization needs to create a single, consistent, enterprise-wide information hub.

### Performance

Performance is a critical success factor for an enterprise data warehouse. Informatica offers the performance and scalability for handling large data volumes within tight windows. Optimized for 64-bit processing, both Informatica's and Teradata's technology employ parallel processing to deliver optimum performance. Informatica supports Teradata's tools and utilities to enhance data warehouse performance.

### Connectivity

The Informatica platform features native connectivity to all the leading enterprise systems—packaged applications, mainframes, and databases—and integration with business intelligence and data modeling tools. By accessing and integrating a virtually limitless variety of data sources and formats—including structured, unstructured, and semistructured data formats, such as Excel spreadsheets, Word documents, and PDF files—the Informatica platform provides unsurpassed reach across the enterprise.

### Flexibility

Your IT organization needs flexibility when deploying data warehouse projects. The Informatica platform offers that flexibility through hybrid extract-transform-load-transform (ETLT) capabilities. You can choose to “push down” data transformation processing to the resource offering the greatest performance advantage. The platform intelligently optimizes the computing resources and offers more variety in ways to access or deliver this data—including real-time, change-only, and batch mode—on one platform than any other product.

### Auditability

The Informatica platform is based on a proven metadata-driven architecture. Powerful metadata analysis and management capabilities help ensure visibility and auditability for your data warehousing environment. The platform incorporates metadata and operating parameters—such as processors or memory used, individual process run times, and exception reports—and enables developers to accommodate environment changes. The Informatica platform provides end-to-end data lineage and search capabilities that set the productivity standard for analysts, modelers, developers, and architects. Your IT organization can standardize and reuse business terms and definitions across the enterprise.

## The Informatica-Teradata Joint Solution in Action

The **Defense Commissary Agency (DeCA)** supplies more than 12 million U.S. military customers with groceries, meat, and produce at 263 commissaries located worldwide. Based in Fort Lee, Virginia, with more than 18,000 employees, DeCA sold \$5.41 billion in goods in 2006 at a 5 percent surcharge over cost, saving customers more than 30 percent over commercial prices.

An enterprise data warehouse is central to DeCA's strategic objective of cost-effective customer service. Since 2000, DeCA has expanded the warehouse that it uses to collect and track data generated by point-of-sale (POS) systems from commissaries in the United States and around the world.

The Informatica platform sources the POS data and channels it to a Teradata data warehouse that takes advantage of the seamless interoperability jointly built in by Informatica and Teradata.

By updating POS data every 10 to 60 minutes rather than once a night, the Informatica platform accelerates ordering and restocks. This process is particularly important for perishable items.

A warehouse and a homegrown front-end business intelligence tool, the Commissary Operating Management System, gives DeCA managers powerful query and reporting capabilities to analyze customer satisfaction, product performance and promotions, seasonal sales fluctuation, and other characteristics.

The Informatica-Teradata joint solution enhanced the business value that DeCA realizes from its data warehouse. This solution enabled forecasting for right-time restocking at 263 sites worldwide and provided greater data accuracy for making strategic decisions quickly.



## LEARN MORE

Learn more about how the partnership between Informatica and Teradata can benefit your business. Visit [www.informatica.com/solutions/enterprise\\_data\\_warehouse](http://www.informatica.com/solutions/enterprise_data_warehouse) and [www.teradata.com/business-solutions](http://www.teradata.com/business-solutions) or contact:

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## 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 from 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.

## ABOUT TERADATA

Teradata Corporation is the global leader in data warehousing and analytic technologies that make smart companies smarter. Teradata provides the most knowledgeable and experienced consulting professionals, highest performing technology, industry-leading innovation, and a world-class network of customers and partners to make faster, smarter decisions that give our customers a decided competitive advantage.

**INFORMATICA**<sup>®</sup>  
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6902 (09/23/2008)