



Informatica Delivers a Real-Time Solution for Everbright Securities to Establish an Efficient Data Collection Platform

By integrating data across platforms, the Informatica Platform enables a Chinese banking services company to reduce the time for data collection and migration by two-thirds.

“Using the Informatica Platform, Everbright Securities has established an open data integration system. This enables the securities dealer to have quicker access to key data, tighten control over transaction status, reduce risks, shorten product and service time to market, and increase competitiveness.”

— Li Xianzhi, IT Manager of Everbright Securities Co., Ltd.

FAST FACTS

BUSINESS INITIATIVES

- Surge in information islands made it increasingly difficult to integrate data across varied systems for analysis
- Manual coding complicated and reduced the reliability of data collection and processing
- Traditional methods of data collection were unable to handle real-time data, thus failing to support real-time applications

TECHNOLOGY STRATEGY

Implemented open, unified, real-time data integration solution based on Informatica PowerCenter® Real Time Edition™ and Informatica PowerExchange® to help securities dealers access task-critical data anytime, anywhere as needed, and then transfer the data throughout the company.

A Broad-Based Securities Business Portfolio

Founded in 1996 and with operations across China, Everbright Securities Co., Ltd. is a wholly owned subsidiary of China Everbright (Group) Company. The firm has a nationwide service network of 79 sales outlets and 15 service centers in China's medium-size and large cities. Everbright Securities' business portfolio spans a broad range of areas, including domestically listed foreign shares securities brokering, custody services, securities trading, and underwriting services.

Data is inevitably a vital aspect of Everbright Securities' business development and operation. During daily operation and management, the company is compelled to obtain a vast amount of business data—all of which needs to be cross-checked to identify potential sources of business risk. This process ensures that the data can be used for suitable decision making and that the company is positioned to adopt appropriate risk control measures.

Everbright Securities' IT infrastructure consists of a wide range of application systems that span areas such as securities trading, operating, finance, and customer service. Because these systems are independent of each other and vary in datatype, information islands were emerging, and they complicated data integration from various systems for analysis. It was apparent that the company needed a cross-system platform to collect, reorganize, and redistribute the data across systems and in different formats, thereby setting the stage for later data analysis.

Previously, Everbright Securities relied on its original data center and a third-party tool to collect data. This approach, however, failed to obtain the desired information in the time required. The company used manual coding techniques from a third-party vendor to respond to every new data collection requirement, which made data collection and processing both time consuming and error prone. This method made it difficult for the company to respond readily to emerging requirements and unusual situations.

Comprehensive, Real-Time Solution

In response to the challenges arising from its IT applications, Everbright Securities selected an open, unified, and secure data collection solution from Informatica. By physically and logically centralizing data from different sources, in varied formats, the Informatica® Platform empowers Everbright Securities to share data between departments. For example, the Informatica Platform enables each securities dealer to access task-critical data anytime, anywhere as needed, and then transfer the data throughout the company.

Currently, the Informatica Platform enables the company to collect and integrate a wide array of information, such as clients' trading serial numbers, profiles, fund and shares information, as well as real-time data, such as teller operation records trading information from stock exchanges, and trade confirmations within a time frame of only 10 seconds. This data is then transferred to the risk monitoring system, which in turn will monitor clients' unusual transactions and tellers' special operations. The data can also be used for the client service system to analyze trade confirmations and strategic trading, which has accelerated Everbright Securities' business responsiveness significantly.

By standardizing more than 1,000 employees on the Informatica Platform, Everbright Securities expects to consolidate core data from multiple business systems throughout the organization as part of its strategy to control risk. Based on the reliable platform and the consolidated data, the securities dealer seeks to provide data support for its business systems and ultimately create a unified application-oriented data bus.

Informatica provides a log-based, real-time collection method, which enables Everbright Securities to collect incremental data from any DML operation without locking the original datasheet. The system also supports a broad range of business databases used by the company, such as DB2, Oracle, and SQL Server. The solution collects data logs by calling API functions that come with these databases, thus avoiding interference with other business operations and minimizing the impact on performance of other business applications.

Enhancing the Manageability of Real-Time Data Collection

By separating access rights of the server and the client, the Informatica Platform enables database administrators to control the number of data collection processes, the amount of system resources, and the maximum speed of network transmission at the server. Additionally, the client can record the current location of data collection through the Restart Token feature. This method makes it possible to resume data collection from the historical collection point using the system's dispatching records and set the start point for the next collection task by modifying the token files manually. This approach also helps improve the restorability of real-time data collection.

Serving as a data platform in the solution, Informatica provides the ability to collect various types of critical data, convert such data according to complex rules, and export it to different platforms and systems for analysis to realize the full potential of the real-time data.

Establishing a Holistic Company-Wide Data Ecosystem

Benefiting from the Informatica real-time data collection solution, Everbright Securities has remarkably improved its data integration capability and data collection efficiency. The solution enables the securities dealer to consolidate business data across systems and establish a holistic company-wide data ecosystem, thus helping increase the dealer's efficiency in terms of business operation, management, and decision making.

By collecting data across platforms and systems, the Informatica solution has also helped Everbright Securities reduce data access complexity, enhance data management and maintenance, accelerate business response and deployment, and improve data quality. These benefits combine to robustly support the securities dealer's analysis system.

Sun Siwei, manager of the project team responsible for Everbright Securities' software development, says, "Data collected through manual coding approaches is a real problem, potentially causing down-stream data applications to fail. With the Informatica Platform, we are eliminating problems like these."

The Informatica Platform has performed even better for Everbright Securities in terms of real-time data collection. Previously, data collection and migration took too much time and effort. By contract, the Informatica real-time data collection solution has shortened the time for collection by a substantial two-thirds.

Thanks to rapid and accurate data analysis, Everbright Securities has hastened the pace of product and service launches, mitigated risk exposure, and improved its management expertise and competitive edge. Last but not least, Informatica has also created a fast return on investment for the company.

LEARN MORE

Learn more about PowerCenter and the entire Informatica Platform.
Visit us at www.informatica.com or call 800.653.3871.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,700 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.

BENEFITS

- Integrated data across platforms and systems, improved data quality, and enhanced data manageability and maintainability
- Reduced the time for data collection and migration by a substantial two-thirds
- Provided access to securities transaction data within 10 seconds
- Accelerated the launch of products and services
- Decreased enterprise risks
- Elevated the company's management level and competitiveness

NUTS AND BOLTS

- Solution: Data warehousing
- Products: Informatica PowerCenter Real Time Edition and Informatica PowerExchange
- Source: Previously separate data silos, including DB2, Oracle, and SQL Server



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