

Informatica B2B Data Transformation

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“In order to support billions of dollars of payment transactions for our commercial and large corporate customers, we [Wells Fargo Wholesale] needed to transform any type of customer data, whether it was in NACHA, SWIFT, EDI, or some custom format. We also need that transformation to be reused across our EAI, ESB, or MFT infrastructure. Informatica is providing this critical transformation capability that our existing solutions lacked and enabled our business analysts and others to integrate our customers’ data in a matter of days instead weeks.”

UNIVERSAL DEPLOYMENT

- Improve decision making with a complete view of all your data, including unstructured and semi-structured data
- Avoid regulatory penalties and loss of data by maintaining compliance with the latest industry standard versions
- Adapt quickly to new compliance requirements, new industry standards, and new technologies as they emerge
- Increase supply chain and business process efficiency
- Eliminate risk of schedule and budget overruns incurred with multiple hand-coded point-to-point interfaces
- Gain a single view of your enterprise by integrating disparate systems and automating multi-enterprise data exchange

Universal Data Transformation for the Real-Time Enterprise®

Informatica B2B Data Transformation reduces the time and cost of integration projects by 70 percent by automating access to the most difficult data to integrate, complex data such as unstructured and semi-structured data. It transforms complex data into usable formats across disparate systems and in high-performance, transaction-intensive environments.

Using Informatica B2B Data Transformation, organizations can:

- Define complex data transformations without the need to write code
- Immediately deploy and reuse transformations across the enterprise software infrastructure, preserving investment and promoting multi-enterprise integration

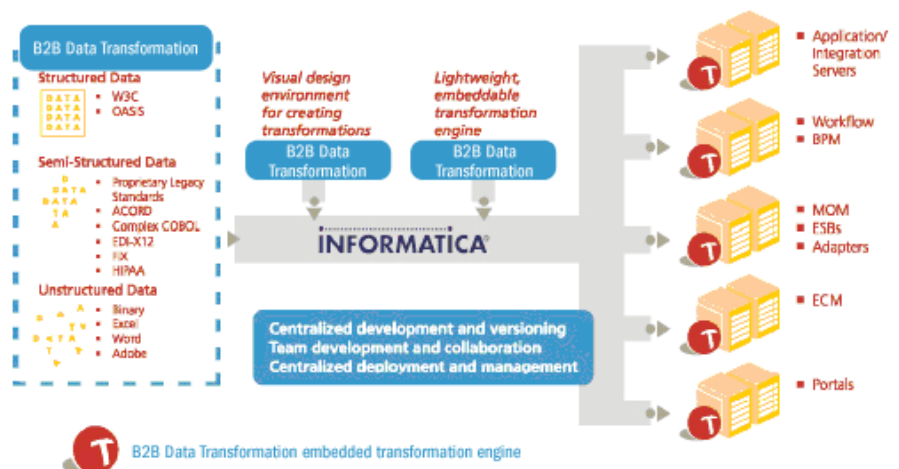


Figure 1. Informatica B2B Data Transformation fits into any architecture

The Informatica B2B Data Transformation

Improve decision making with a complete view of all your data

The ability to access and process any data format creates a powerful tool for delivering holistic data to the business. Metrics and other aggregated data related to supply chain entities (products, suppliers, distributors) tend to tell one story based on structured data only, another based on complex data. And yet both are required for an accurate view. Achieving a complete and accurate view of corporate performance is the most compelling reason for expanding data warehouse sources to address the full range of structured, unstructured, semi-structured, and complex-structured data.

B2B Data Transformation offers two methods of driving transformations, example-driven and specification-driven.

Reduce error-prone maintenance costs by 70% or more

Vertical industries use a variety of industry-specific standards in their data interchange. These standards are typically defined by industry groups or government organizations that maintain and evolve the standards. To avoid regulatory penalties, remain competitive, or just stay in play, companies have no choice but to invest in efforts to stay current, but this can require constant hand-coding and maintenance that is expensive and error-prone.

B2B Data Transformation provides a comprehensive list of prepackaged transformations automating banking, insurance, healthcare, and manufacturing standards. Each pre-packaged industry standard library provides automatically generated transformations, validation rules, and acknowledgement generation. Customers can further customize these libraries to address their specific needs. Together Informatica B2B Data Transformation and the industry standard libraries enable compliance with government and industry regulations and reduce development and maintenance costs by 70% or more.

Adopt changing industry standards rapidly and painlessly

Informatica provides regular updates of new and existing industry standards soon after they are released by the various industry and government standards organizations. With these updates, companies can be compliant with new standards the day they take effect and, at the same time, eliminate redundant code so often generated in the rush to adhere to new versions of industry standards.

Deploy across topologies, architectures, and IT environments

B2B Data Transformation provides universal deployment across different environments and seamless integration within a wide variety of software infrastructures across all topologies. It plugs directly into any SOA, EAI, B2B, or data integration platform with flexibility, choice, and ease-of-integration with any software architecture. The B2B Data Transformation Engine is accessible from any software component on virtually all major distributed hardware/OS platforms.

Unique example-driven transformation capability increases productivity

Example-driven transformation increases productivity dramatically as compared with traditional data mapping approaches—whether the source is a PDF file, Excel spreadsheet, a COBOL copybook record, a SWIFT, NACHA or ACORD message, an EDI document, or any of the vast number of Office, legacy, EDI, and XML formats supported by Informatica B2B Data Transformation.

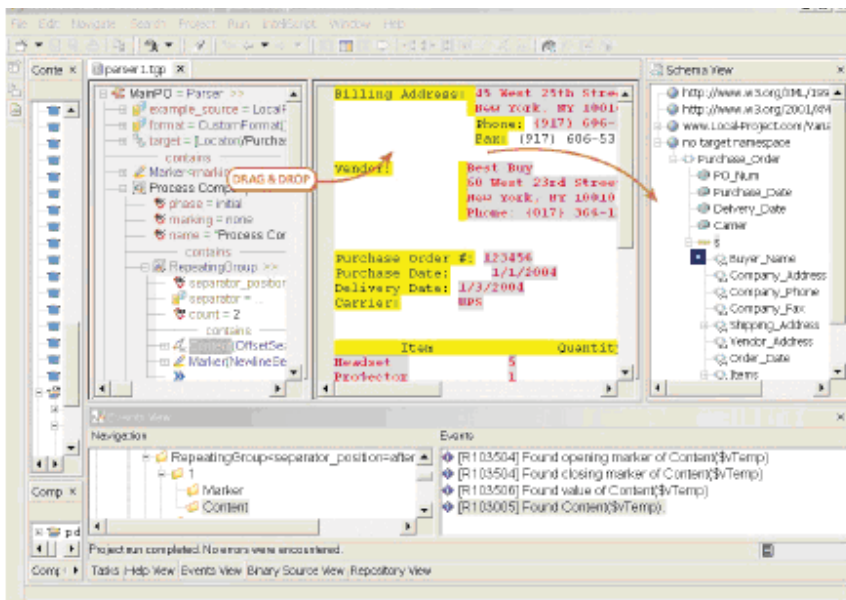


Figure 2. Example-driven Transformation from Informatica B2B Data Transformation Studio

Transform all unstructured and semi-structured formats

Enterprise organizations need to process data from multiple sources with common formats (e.g. XML-based formats, MS Offices documents, PDFs) and proprietary formats.

B2B Data Transformation provides a visual development environment to transform these structured and semi-structured formats rapidly into usable formats. B2B Data Transformation enables both Informatica PowerCenter and users to create bi-directional transformations across and between any complex data format, including unstructured data formats as well as industry standard, legacy, and proprietary data specifications.

A comprehensive, industry-specific set of transformations reduces errors and development effort.

Use Cases Involving Complex Data

Business-to-Business (B2B) gateways enable B2B communications with trading partners. Even when partners are using the same open standard, they will use different versions and create slight variations to accommodate unique data requirements. As a result, bi-directional transformation of the standard to various versions is needed to support communication among the partners.

Integration Hubs support internal and cross enterprise analytic and operational needs. With these hubs, companies can comply with industry and internal standards (like HIPAA or internal data governance policies) and reduce risk, by monitoring transactions or sensitive activities. The challenge for the hub provider is building a data integration infrastructure that supports healthcare standards (like HL7), plus non-standard data models arriving in COBOL results sets, Word and PDF files, custom formats, and so on. In turn, the hub provider usually interfaces with healthcare insurance organizations, and each of these will have its own data exchange and processing requirements.

To transform and integrate complex data, the data integration infrastructure must interoperate seamlessly with all internal and external, structured, unstructured, and semi-structured data. As a result, transformation from any data source to any hub, and back again, is required.

Legacy Modernization is a top priority for many companies. Many organizations have legacy applications, often running on legacy platforms such as mainframes. These provide powerful processing of transactions, claims, payments, and other business entities that have data in legacy, proprietary, and other complex data formats. Many of these legacy applications predate modern data exchange standards or interfaces for integration and messaging. Transformation of these legacy data formats to new messaging standards (e.g. RosettaNet, SWIFT, ACORD) is critical to the competitiveness of these companies.

Data transformation frameworks for industry-standard specifications reduce errors and increase flexibility.

B2B Data Transformation uses specification-driven data transformation (SDT) technology to create flexible and efficient data transformation frameworks for large message and/or transaction sets that are defined by industry and private standard specifications. SDT is applicable whenever a large set of related standards-based parsers, serializers, and/or schemas must be deployed or updated.

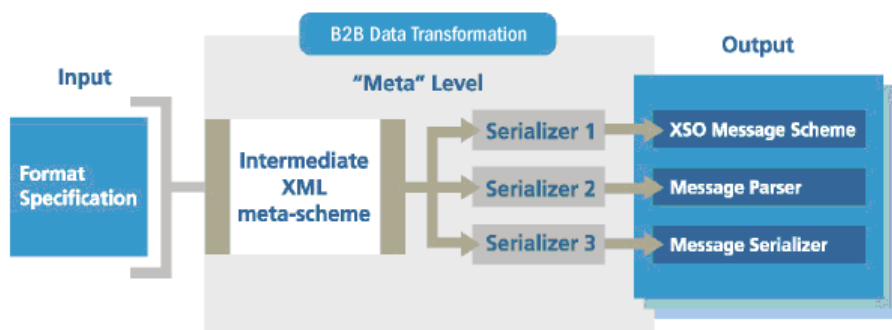


Figure 3. Specification-driven Transformation

Codeless Data Transformation Design for all Types of Data

Informatica B2B Data Transformation automates the creation of complex data transformations, reducing the time and effort required to develop transformations by as much as 70+ percent over market alternatives. With the intuitive GUI, users design and manage complex transformations of structured, semi-structured, and unstructured data. Wizard-driven and Eclipse-Ready, Data Transformation Studio is integrated with the Eclipse development framework and most source control systems.

Features

- Example-driven transformation allows users to define, test, and debug a transformation using a visual mark-and-map process directly on a sample of the data source.
- Specification-driven transformation uses specification input and automatically generates a flexible transformation framework that includes intermediate XML XSDs, message parsers, and serializers.
- A simple mouse click deploys data transformations to any of the supported environments, yielding an unprecedented level of reuse for the high-value business rules that govern data transformation for business-critical enterprise data.
- Extensibility encapsulates existing XSLT, custom, or legacy code
- Powerful, GUI enables rapid transformation definition, testing, and debugging driven by point-and-click map-and-mark
- Plug-in capability is compatible with Eclipse using wizard-driven, drag-and-drop interfaces

Real-Time Execution of Transformations with Logging and Reporting

Informatica Data Transformation Engine executes the transformations defined in the Data Transformation Studio in real-time on any of its supported environments backed by comprehensive and flexible event logging and reporting. The result is rapid development and deployment of complex data transformation logic and significantly lower cost of ownership over the lifecycle of the data transformation.

Features

- Service-oriented architecture allows transformations to be published as reliable Web services and invoked via SOAP over HTTP, JMS, WebSphere MQ, or TIBCO EMS.
- Faster execution is assured as transformations are managed at design time, thus eliminating run-time latency of SOA deployments introduced by forced run-time conversion from type trees to XML.
- Enterprise quality of service includes rich event logging and reporting, flexible exception handling, content-based routing, chained transformations, pipeline processing, onepass validation and lookups, and optional parsing. Solutions built on Informatica B2B Data Transformation are highly adaptable to enterprise management and operations such as contact center help desks.

Technical Specs

Operating System Support

Microsoft Windows, Sun Solaris, IBM AIX, HP UX, RedHat Linux, SUSE Linux

Available Localizations

German, French, Japanese

Supported Hardware and Operating Systems

Windows 2000 (SP 4)

Windows XP (SP 2)

Windows 2003 (SP 1)

AIX 5.2

AIX 5.3

HP 11.11 PA-RISC

HP 11.23 PA-RISC

HP 11.23 Itanium

Solaris Sparc 8

Solaris Sparc 9

Solaris Sparc 10

Linux RH EL 4

Linux SUSE 9

Pre-built Platform Integrations

SAP NetWeaver 04, 04s

Informatica PowerCenter 7, 8

WebMethods Fabric 6.5, Integration Server 6.1

Microsoft BizTalk 2006, 2004

IBM WebSphere Message Broker 5, 6

Open Source SOA Platforms

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