

Informatica OEM Program: A Reusable Infrastructure to Assure Your Customers Are Relying on Good Data



The success of any organization depends more and more on the effectiveness of its many software applications. Decision makers and business users judge software applications by their ability to deliver business value. This all depends on the reliability, accessibility, and usability of their data. For example,

- Employees in a regional call center can be embarrassed by what they do not know about the customer at the other end of the line. But with a single view of the customer, the staff is not only better able to assist the caller; they are also in an excellent position to cross-sell and up-sell products.
- No merger is complete until the data is consolidated. Duplicates, inconsistencies, and inaccuracies can diminish the strategic advantage that motivated the merger in the first place. A sound data integration and data quality technology platform can remove these obstacles.

“SmartStream’s Transaction Lifecycle Management (TLM) solutions are used by more than 1000 clients to process a wide range of instruments across every sector of the financial services industry. As the complexity of instruments and their associated data increases, it’s vital to our clients’ that we evolve to meet their requirements. Embedding capabilities to transform complex back office data to an XML format which our TLM solutions can process allows us to deliver against this requirement. We chose Informatica to power TLM Business Integration following an evaluation where they scored highest against our key criteria of Usability, Reusability, & Performance. It is important for SmartStream’s customers that TLM Business Integration has the backing, focus, and support of a recognized best of breed vendor.”

– Neil Vernon

Senior Product Manager, SmartStream Technologies

In implementing new software, the integration and migration of data used by the application is often not considered in advance. And yet, the value of the application depends on easy access to reliable data. The project is not complete and the customer is not happy until the data is easily accessible and delivered in a usable format. Informatica handles that critical step for many software vendors and thus reduces the risk that unreliable or inaccessible data will hinder the success of the project. Software vendors who enter an OEM agreement with Informatica gain a competitive advantage with a data integration and data quality product that they build once and deploy anywhere.

Informatica Highlights

- The leader in data integration - We supply a comprehensive data integration solution including data integration, data quality, and complex data transformation (e.g., email, spreadsheets).
- Neutral – Unlike our competitors, we have no platform bias.
- Codeless Software Development Kit - We make it easy and non-hazardous to integrate our software with other products and services.
- Reusable - Build it once and deploy it anywhere.
- High performance architecture – Our platform is built to address mission-critical deployments.
- The Informatica OEM Partner Program completes your integration and go-to-market strategy.

Advantages of an OEM Agreement with Informatica

- Enhance, extend, and ensure your solutions increase data delivery and value to your customers.
- Build once, deploy anywhere with a metadata-based solution that enables reusability, allowing you to prepackage mappings and transformations unique to your solution.
- Reduce dramatically the risk that your applications will not deliver the anticipated ROI to your customers due to inaccessible or poor quality data.
- Reduce time-to-install and increase ROI of your sales by removing the risk of time-consuming and error-prone hand-coded data migration.
- Build a technology platform for future releases of your software with a reusable platform.
- Give your technology a complete and neutral integration infrastructure with
 - Universal access, transformation, and delivery including complex data exchange
 - Integrated data quality
 - Change data capture capabilities to update the data the instant a change happens
 - An intuitive, business-friendly, cross-functional interface
 - A code-free software development kit

“Our agreement with Informatica provides our customers access to the best available data connectivity and data integration technology that complements our own Search, Content Refinement, and linguistic tools. We chose Informatica software for two reasons, they offered the best technology to access structured data sources and they stood out as a partner-friendly company who understood the synergy between our offerings.”

—Davor Sutija
Senior Vice President, Enterprise Products, FAST

Products Available for OEM Arrangements

The following Informatica software can be embedded into the packaged applications and service offerings you develop, distribute, or host:

- Data Integration – PowerCenter, PowerExchange
- Data Quality – Informatica Data Quality, Informatica Data Explorer (with PowerCenter)
- Unstructured Data Exchange and Transformation – Informatica Complex Data Exchange (with PowerCenter)

USE CASE: THE BENEFITS OF CLEAN CRM DATA

A leading information provider in the financial services industry uses Siebel CRM globally. They used Informatica Data Quality® to cleanse name, address, email, and phone data and to implement ongoing processes to maintain the quality of the data.

RESULTS

- Met targets for customer retention, sales force productivity
- Improved cross-sell and up-sell
- Improved customer data quality by 90%

USE CASE: ALL MASTER DATA MUST BE CLEAN DATA

A major international confectionery and beverages company undertook an initiative to improve trade promotion, supply chain efficiency, and business reporting. Their strategy was to drive information consistency on a global scale. They built an Informatica and data quality infrastructure that ran in near real time in their SOA.

RESULTS

- Multimillion dollar ROI through better oversight and more efficient use of trade marketing funds
- Reduced cost and risk for new systems implementations and for integrating new acquisitions with a reusable data integration and data quality platform
- Near real-time data cleansing and integration in an SOA
- Cost-effective extensibility across a diverse global data infrastructure
- Data-driven alignment between IT and business in meeting strategic objectives



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