

# Informatica PowerCenter Real Time Edition

## Maximize Business Value Through Right-Time Information

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Chief Technology Officer

LinkShare

“LinkShare plans to increase its competitive advantage as the largest online pay-per-action marketing network. Part of our strategy is to deliver timely data feeds and data services to our customers and partners. By leveraging the flexible and scalable data services and orchestration capabilities of the Informatica PowerCenter Real Time Edition, LinkShare will be able to consistently roll out new products faster than before, meet customer demands for reporting and analysis, and grow our business by supplying its customers and partners with the real-time delivery of holistic, accurate, and secure data.”

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### BENEFITS

- Increase business agility with right-time data integration and reuse
- Improve business performance with continuous capture of data changes that yield timelier decisions
- Ensure the reliability of real-time data even in failure conditions, reducing risk
- Enhance IT's ability to cost-effectively scale at lower costs with a single, flexible and optimized environment

Informatica® PowerCenter® Real Time Edition is a highly available and scalable enterprise data integration platform for discovering, accessing, and integrating data from virtually any business system, in any format, and delivering that data throughout the enterprise at any speed. Combining powerful batch data processing with real-time data integration capabilities on its scalable and reliable zero-latency engine, this edition of PowerCenter is designed to meet current and future data integration needs.

Packaged for simplicity and flexibility, PowerCenter Real Time Edition delivers a single, comprehensive data integration platform that is ideal for developing and delivering complex data services to support all business needs. This edition extends PowerCenter Standard Edition with additional capabilities for integrating and provisioning of operational data in real time that are ideally suited for service-oriented architectures (SOA).

Key features of PowerCenter Real Time Edition include:

- Change data capture for relational data sources
- Integration with messaging systems
- Dynamic partitioning with data smart parallelism
- Built-in support for creating scalable data services
- Process orchestration and human workflow capabilities

PowerCenter Real Time Edition is broadly used across a wide spectrum of data integration initiatives, such as:

- Data synchronization and replication
- Data warehousing and operational data stores
- Master data management
- Data migration and consolidation
- Cross-enterprise data integration

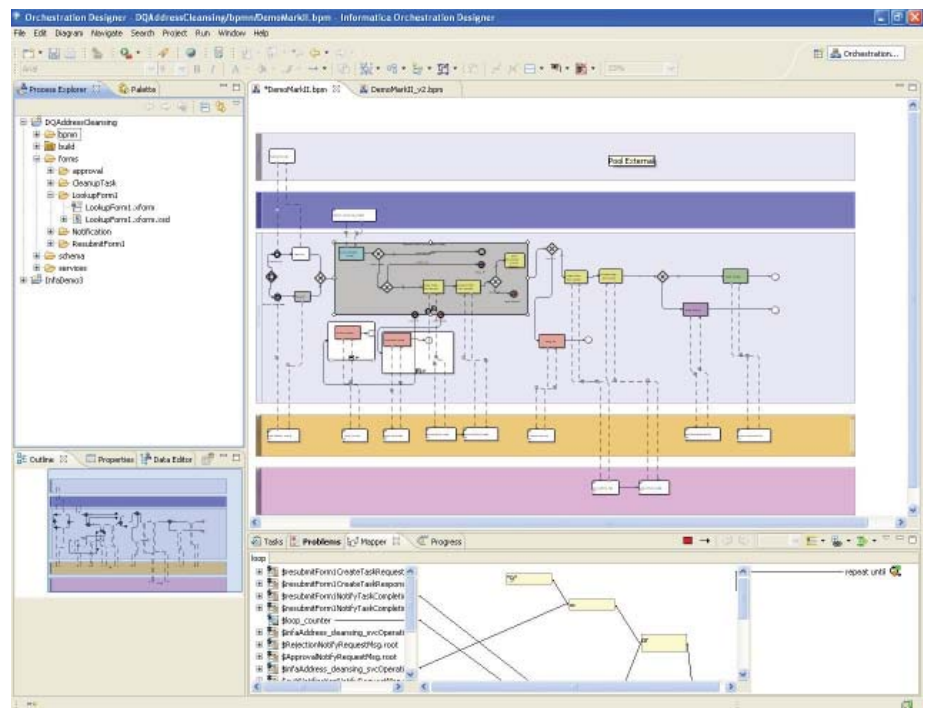
## Key Features

### Zero Latency Processing and Real-Time Change Data Capture

- Support batch, trickle-feed, and real-time data integration latencies in one integrated product
- Enable continuous data processing with a zero latency engine
- Capture changes in data sources as they happen for processing and routing to multiple target applications
- Reliably support reading from and writing to various messaging systems such as JMS, MSMQ, TIBCO, webMethods Broker, and IBM WebSphere MQ

### Process Orchestration and Human Workflow Capabilities

- Allow process-oriented data integration to support advanced data integration requirements
- Orchestrate data services with support for long-running processes and human interaction to design composite data services
- Design collaborative workflows involving human activities for common data integration and data quality tasks, such as management of bad records and exception processing
- Enable zero-code business process modeling and easily validate and generate Web services and orchestrations with support for such leading Web services and business process orchestration standards as WS\*, BPEL, and BPEL4People



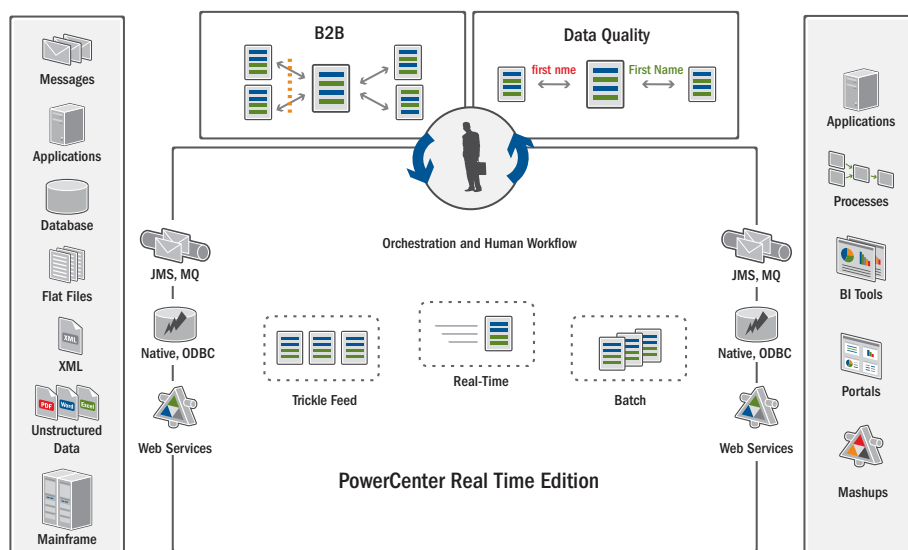
PowerCenter Real Time Edition enables process-oriented data integration and human workflows to support advanced data integration requirements.

## Built-In Data Services Support

- Access data, metadata, and PowerCenter workflows within your SOA through Web services protocols, including XML, WSDL, and SOAP
- Deliver data to consuming applications in the correct form, with the appropriate semantics, through the PowerCenter Web service hub
- Use a built-in WSDL editor and Web services testing tool to reduce delivery time
- Reduce administrative overhead with centralized monitoring and reporting capabilities
- Dynamically Scalable Data Services
- Ensure that Web services deployments can automatically scale to support a large number of concurrent workloads typical of a shared services Integration Competency Center (ICC) environment
- Deploy multiple Web service hubs for additional scalability
- Easily expose and reuse existing batch and real-time data transformation logic as data services
- Dynamically scale concurrent, re-entrant data integration workflows across multiple hubs for enterprise-grade deployments

## Reliable, Scalable Data Processing and Delivery

- Handle massive real-time data volumes by enabling horizontal scalability of message processing and delivery
- Prevent data loss and data duplication by ensuring real-time data integrity even in system failure scenarios
- Ensure referential data integrity for real-time change data streams with support for message ordering, exactly-once semantics, and transactional consistency
- Dynamic Partitioning with Data Smart Parallelism
- Divide data processing into subsets, which run in parallel and are spread among available CPUs in a multiprocessor system, for high performance and unlimited linear scalability
- Use visual controls for a wide range of partition schemes



PowerCenter Real Time Edition is a single, comprehensive data integration platform that combines powerful batch data processing with real-time data integration capabilities on its scalable and reliable zero-latency engine.

## Benefits

### Increase Business Agility

With PowerCenter Real Time Edition, your IT organization can make any data available whenever it is desired, in whatever form necessary, regardless of where it resides. You can synchronize all operational and transactional systems with consistent and accurate information and supply the business with the data it needs to make better, timelier business decisions.

### Improve Business Performance

With PowerCenter Real Time Edition, you can ensure that data changes are captured and processed in true real time. Your IT organization can help the business take advantage of the timeliest information to accelerate businesses processes, resolve issues, support approvals, and make better decisions more quickly. By processing and delivering data at the right time, PowerCenter Real Time Edition helps you improve business performance.

### Ensure Reliability and Reduce Risk

PowerCenter Real Time Edition ensures the integrity of real-time data even in failure conditions. You can avoid duplicate records when resolving partially completed processing. You can guarantee that messages are read, processed, and delivered only once, and in order, even in system failure scenarios. PowerCenter Real Time Edition reduces the risk of inaccurate, inconsistent, or out-of-date data populating business systems and applications and helps your IT organization maintain real-time, 24x7, mission-critical operations.

### Enhance IT's Ability to Cost-Effectively Scale

PowerCenter Real Time Edition enables your IT organization to intelligently scale operational scenarios to meet not only increasing data volumes but also growing numbers of concurrent requests. You can support the large number of concurrent users typical in an ICC environment. You can quickly and easily deploy real-time data integration solutions and develop reusable data services to provision data in a service-oriented architecture. Providing a single environment for both operational and analytical data integration, PowerCenter Real Time Edition enables your team to accelerate development cycles and reduce IT costs.

## LEARN MORE

Learn more about Informatica PowerCenter Real Time Edition and the entire Informatica product platform.

Visit us at [www.informatica.com](http://www.informatica.com) or call (800) 653-3871.

## 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.



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