

# Informatica PowerCenter Standard Edition

## High-Performance Data Integration Platform

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Ace Hardware

“PowerCenter is the hub of our integration infrastructure.

With [PowerCenter], we will be able to upgrade our data integration capabilities and take on even more projects, without sacrificing responsiveness or scalability.”

### BENEFITS

- Increase agility by delivering timely information to the business
- Minimize risk with a secure, mission-critical, enterprise-wide data integration platform
- Achieve faster time to delivery by increasing developer productivity and cross-functional collaboration

Informatica® PowerCenter® Standard Edition is a single, unified enterprise data integration platform that enhances operational efficiency by discovering, accessing, and integrating data from virtually any business system, in any format, and delivering that data throughout the enterprise. This edition offers superlative scalability, security, and reliability.

#### PowerCenter Standard Edition consists of:

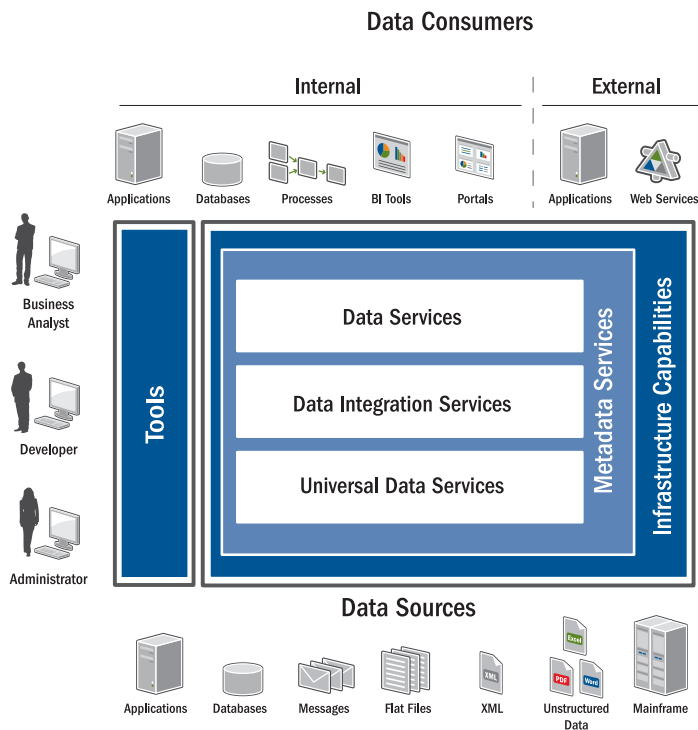
- A high-performance data integration server
- A global metadata infrastructure
- Visual tools for development and centralized administration

PowerCenter Standard Edition also features productivity tools to facilitate collaboration among architects, analysts, and developers. With these readily accessible tools:

- **Business analysts, data analysts, and developers** can leverage Microsoft Excel to build specifications and use PowerCenter to generate data integration mappings in one easy step
- **Business analysts and other subject matter experts** can directly create, edit, and maintain reference data tables for use in mappings
- **Architects and developers** can leverage Microsoft Visio to automatically generate data integration mappings from best practice templates and reverse-engineer existing PowerCenter mappings into reusable templates
- **Developers** can create reusable integration mapping and logic using a codeless visual development environment with a comprehensive library of transformations

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

- Data warehousing
- Data migration and consolidation
- Single view of “x”
- Data replication



With its metadata-driven architecture, PowerCenter is a single, unified platform that serves as the ideal foundation for data integration across the enterprise.

## Key Features

### Universal Data Access

- Implement a single approach to accessing data in a wide variety of systems and formats
- When complemented by Informatica PowerExchange, access to diverse data systems and formats, including:
  - Structured data
  - Unstructured data
  - Semistructured data
  - Relational data
  - Mainframe data
  - File data
  - Standards-based data
  - Message queue data

### Data Integration Services

- Access, transform, and deliver data across the enterprise without generating code or hand coding data integration procedures
- Scale to support large volumes of data over multiple concurrent sessions

### Global Metadata Services

- Easily define, modify, and reuse data integration procedures by storing and managing data models, transformations, workflows, and other artifacts
- Optimally integrate data by combining metadata-driven data integration logic with a high-performance transformation engine

### Integration Workflows

- Manage and track the complex flow of data across transactional systems, databases, and other data sources through visual tools
- Schedule and execute data integration unobtrusively for business operations using a built-in, time- or event-based scheduler that enables automated, “lights-out” operation

### Robust Development Tools

- A Web-based, global administration console designed for distributed environments centralizes all administrative, operational, and service-monitoring tasks
- Reusable mapping templates help you design business/transformation logic in a modeling tool, such as Visio, and automatically generate PowerCenter mappings to reduce repetitive tasks
- A codeless, object-based, visual development environment provides built-in parallel processing transformations, a robust expression language, and extensible interfaces
- A comprehensive library of transformation objects lets you create and extend context-independent, reusable integration objects
- An extensive expression library allows you to easily expand the existing set of predefined expressions and create user-defined functions
- A robust visual debugger speeds iterative development and minimizes error recovery logic for design and run-time environments



The new Reference Table Manager feature provides an easy-to-use interface for business analysts and other subject matter experts to create, edit, and maintain reference data tables.

## New and Enhanced Features

### New Reference Table Manager

- Manually edit reference data, such as valid values and cross-references, individually or en masse
- Create an audit trail documenting the changes to the reference tables
- Designate default values and import and export reference tables as .csv or .xls

### Enhanced Mapping Architect for Visio

- Generate PowerCenter mappings automatically from best-practice templates and reverse-engineer existing mappings into reusable templates
- Automate design using a data-flow design tool based on Microsoft Visio and mapping templates based on Informatica Velocity
- Increase developer productivity by reducing repetitive tasks and simplifying the data integration life cycle

### New Mapping Architect fo Excel

- Use Microsoft Excel to build specifications and automatically generate mappings
- Keep mapping specifications up to date by automatically synchronizing modifications made in PowerCenter with mapping specifications in Excel
- Reuse existing specifications captured in spreadsheets, speeding deployment and eliminating need for retraining and specification rewrites

### Improved Unified Administration

- Simplify administration of users, groups, privileges, and roles across PowerCenter repositories
- Reduce IT costs by simplifying user and security management

### Enhanced LDAP Integration

- Support secure authentication of users and groups through an enterprise directory system
- Select either PowerCenter or LDAP for authentication

### Enhanced Enterprise-Grade Security

- Ensure security, across large, globally distributed teams, with granular privileges and flexible permissions management
- Limit users' access to only the minimal functionality and data they need, reducing the risk of potential security breaches
- Simplify the administration of privileges through customizable role-based security

### Operating System Profiles

- Ensure secure access to file system resources by PowerCenter workflows executed by different departments and users
- Track and monitor usage by groups within a shared environment, such as an ICC
- Facilitate departmental charge backs

### Extended Variables and Parameterization

- Get flexible access to design and run-time metadata within the data mapping, session, and workflow logic
- Improve reusability and developer productivity

## Benefits

### Increase Business Agility with Timely Access to and Delivery of All Data

With PowerCenter Standard Edition, your IT organization can implement a single approach to accessing data in a wide variety of systems and formats. You help the business meet its data integration needs for high-quality, timely data delivered throughout the enterprise. Using this data, your business can make timelier decisions and speed operations.

### Minimize Risk with a Secure, Enterprise-Wide Data Integration Platform

PowerCenter Standard Edition meets enterprise demands for security and performance. Your IT organization can cost-effectively scale data integration initiatives throughout the enterprise to meet increased data demands. You save hardware costs by making better use of all existing computing resources. You reduce the risks and costs associated with data downtime. You minimize development complexity, increase productivity, and accelerate time to delivery. And you build a secure technology infrastructure to support data governance and regulatory compliance initiatives.

### Achieve Faster Time to Delivery by Increasing Developer Productivity and Cross-Functional Collaboration

PowerCenter Standard Edition helps developers, as well as cross-functional teams of IT and business analysts, to work together more efficiently, effectively, and securely. You increase developer productivity rates by reducing repetitive coding and mapping, streamlining administration, and easing configuration change and management tasks. You reduce IT project development and deployment costs. By enabling teams to readily share and reuse work and results, PowerCenter Standard Edition strengthens alignment across the organization and improves business agility.

## LEARN MORE

Learn more about Informatica PowerCenter Standard 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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