

Informatica PowerCenter Standard Edition

Access, Integrate, and Deliver Data Throughout the Enterprise

Mark Cothron

Software Engineering Manager

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.”

High-Performance Data Integration

Informatica® PowerCenter® Standard Edition™ is enterprise data integration software for accessing and integrating data from virtually any business system, in any format, and delivering that data throughout the enterprise to improve operational efficiency. This edition offers superlative scalability, security, and reliability.

Key features of PowerCenter Standard Edition include:

- A high-performance data integration server
- A global metadata infrastructure
- Visual tools for development and centralized administration
- Productivity tools to facilitate collaboration among architects, analysts, and developers

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

- Data warehousing
- Data migration
- B2B data exchange

BENEFITS

- Provide timely, trusted data to the business
- Execute mission-critical, enterprise-wide data integration initiatives
- Drive global, cross-team productivity and cross-functional collaboration



A key feature of PowerCenter Standard Edition, Reference Table Manager provides an easy-to-use interface for business analysts and other subject-matter experts to create, edit, and maintain reference data tables.

Key Features

Universal Data Access

With PowerCenter Standard Edition, you can implement a single approach to accessing data in a wide variety of systems and formats. When complemented by Informatica PowerExchange®, this edition of PowerCenter provides access to a wide variety of 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

PowerCenter Standard Edition enables IT organizations to access, transform, and deliver data across the enterprise without generating code or having to hand-code data integration procedures. It scales to support large volumes of data over multiple concurrent sessions.

Global Metadata Services

With PowerCenter Standard Edition, you can easily define, modify, and reuse data integration procedures by storing and managing data models, transformations, workflows, and other artifacts. This edition optimally integrates data by combining metadata-driven data integration logic with a high-performance transformation engine.

Integration Workflows

PowerCenter Standard Edition manages and tracks the complex flow of data across transactional systems, databases, and other data sources through visual tools. IT teams can 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 that centralizes all administrative, security, operational, and service-monitoring tasks
- **Reusable mapping templates** to help you design business/transformation logic in a modeling tool, such as Visio, and automatically generate PowerCenter mappings
- **A codeless, object-based, visual development environment** that supplies built-in parallel processing transformations, a robust expression language, and extensible interfaces
- **A comprehensive library of transformation objects** that lets you create and extend context-independent, reusable integration objects
- **An extensive expression library** that allows you to easily expand the existing set of predefined expressions and create user-defined functions
- **A robust visual debugger** that speeds iterative development and minimizes error recovery logic for design and run-time environments

Key Features (continued)

Reference Table Manager

PowerCenter Standard Edition includes an easy-to-use interface for business analysts and other subject matter experts to create, edit, and delete reference tables. Reference Table Manager lets you manually edit reference data, such as valid values and cross-references, individually or en masse. You can create an audit trail documenting the changes to the reference tables. Also, you can designate default values and import and export reference tables as .csv.

Mapping Architect for Visio

This feature automatically generates PowerCenter data integration mappings from best-practice templates and reverse-engineers existing mappings into reusable templates. IT teams can accelerate and automate design using a data-flow design tool based on Microsoft Visio and mapping templates based on Informatica's implementation methodology, Informatica VelocitySM.

Mapping Analyst for Excel

This feature automatically generates PowerCenter data integration mappings from source and target metadata imported directly from the PowerCenter repository. IT teams can leverage Microsoft Excel and a rich client interface to build specifications and generate mappings in one easy step. You can preserve business requirements in a single technical specification by using annotations to ensure that no requirements are overlooked. And you can save and reuse spreadsheet specifications to generate future mappings.

Support for Mixed Versions of Application Services

This edition supports mixed versions of the repository service, integration service, and Web services hub in a single PowerCenter domain. You can upgrade application services to newer versions incrementally, simplifying the upgrade process and minimizing downtime. You can administer mixed versions of multiple application services from a single console.

LDAP Integration

PowerCenter Standard Edition supports secure authentication of users and groups through an enterprise directory system. You can select either PowerCenter or LDAP for authentication.

Enterprise-Grade Security

With granular privileges and flexible permissions management, PowerCenter Standard Edition ensures security, particularly across large, globally distributed teams. Users' access can be limited to only the minimal functionality and data they need, reducing the risk of potential security breaches. Customizable role-based security simplifies the administration of privileges.

Operating System Profiles

This edition of PowerCenter ensures secure access to file system resources through PowerCenter workflows executed by different departments and users. Usage by specific groups within a shared environment, such as an Integration Competency Center, can be easily tracked and monitored to facilitate departmental charge backs.

Extended Variables and Parameterization

PowerCenter Standard Edition furnishes flexible access to design and run-time metadata within the data mapping, session, and workflow logic; this access enhances reusability.

Benefits

Provide Timely, Trusted Data to the Business

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 analytical and operational needs for high-quality, timely data delivered throughout the enterprise. Your business can use this trusted data to make timelier decisions and speed operations.

Execute Mission-Critical, Enterprise-Wide Data Integration Initiatives

PowerCenter Standard Edition meets enterprise demands for security and performance. Your IT organization can cost-effectively scale enterprise-wide data integration initiatives 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.

Drive Global, Cross-Team Productivity and Cross-Functional Collaboration

PowerCenter Standard Edition helps global development teams, as well as cross-functional teams of IT and business analysts, to work together more efficiently, effectively, and securely. It increases developer productivity rates by reducing repetitive coding and mapping tasks, streamlining administration tasks, and easing configuration change and management tasks. For example, this edition includes a robust set of productivity tools enabling:

- **Business analysts and other subject-matter experts** to directly create, edit, and maintain reference data tables
- **Architects and developers** to leverage Microsoft Visio to automatically generate data integration mappings from best-practice templates and reverse-engineer existing PowerCenter mappings into reusable templates
- **Business analysts, data analysts, and developers** to leverage Microsoft Excel to build specifications and use PowerCenter to generate data integration mappings in one easy step

PowerCenter Standard Edition reduces 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 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 provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the cloud.



Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA
phone: 650.385.5000 fax: 650.385.5500 toll-free in the US: 1.800.653.3871 www.informatica.com

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