

Informatica PowerCenter Unstructured Data Option

Dramatically Expanding Data Access

Avram Kornberg

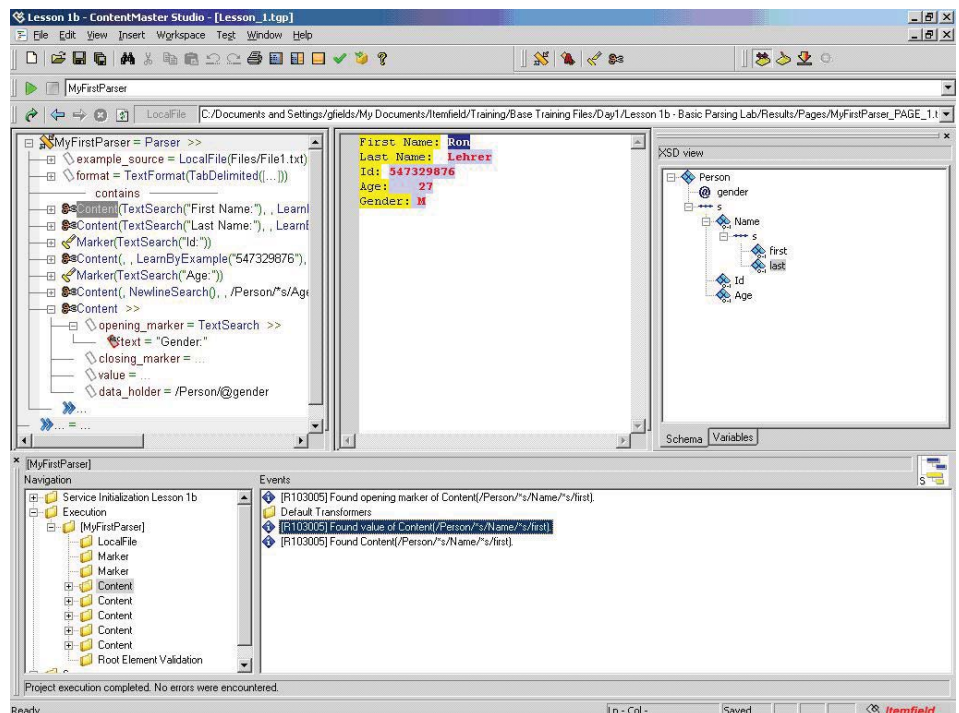
Senior Vice President and CIO
Natixis Banques Populaires USA

“Natixis has been an enthusiastic proponent of combining support for both unstructured and structured data in a single data integration product. With this functionality, PowerCenter helps us achieve greater productivity, drive down costs, minimize operational risks, and accelerate the time to market for new data integration-intensive enterprise applications.”

BENEFITS

- Expand visibility into all enterprise data, increasing its business value and reducing risk
- Increase IT productivity and save costs by eliminating the need for hand coding
- Improve business responsiveness and agility in competitive markets

The PowerCenter® Unstructured Data Option extends PowerCenter’s enterprise data integration capabilities to provide access to unstructured data formats. With this option, IT organizations can seamlessly access, discover, and integrate data from virtually any business system, in any format, including data locked in documents and industry-specific data formats. The ability to access and process any data format creates a powerful tool for delivering a comprehensive view of enterprise data to the business.



Expanding PowerCenter’s data access capabilities to include unstructured data formats, the Unstructured Data Option supplies organizations with virtually unlimited access to all enterprise data formats.

Unstructured Data Option Key Features

Unstructured Data Access

- Provides access to Microsoft Word, Excel, PowerPoint, PDF, WordPerfect, Star Office, ASCII reports, HTML, undocumented binaries, RPG, and ANSI
- Provides access to AFP and PostScript

Integrated, Codeless Environment

- Extends the range of data formats supported by PowerCenter
- Provides virtually unlimited access to all data formats—unstructured or proprietary
- Automates batch or real-time transformation of unstructured data without costly and rigid custom programming
- Leverages PowerCenter's service-oriented architecture (SOA), which offers high-performance data access at any latency—accelerating development, increasing productivity, simplifying administration, and reducing maintenance costs

Custom and Automatic Data Parsing

- Automatically processes data elements in unstructured documents
- Eliminates the need for time-consuming hand coding, increasing IT organizations' productivity

Unstructured Data Option Benefits

Expand Visibility into All Enterprise Data, Increasing Its Business Value and Reducing Risk

It's estimated that unstructured data—email, Word documents, Excel spreadsheets, presentations, and PDF documents—accounts for as much as 80 percent of the information that today's businesses store. PowerCenter's unique architecture makes it the only offering on the market that can integrate all enterprise data—structured and unstructured—in the same data integration mapping. With this option, IT organizations can leverage unstructured sources of data to enrich data pipelined from traditional structured data sources. This option helps IT organizations arm the business with a comprehensive view of the information needed to make key business decisions that directly influence the bottom line.

Increase IT Productivity and Save Costs by Eliminating the Need for Hand Coding

By using this option, IT organizations can tap into the wealth of data previously accessible only through time-consuming and expensive custom programming. The Unstructured Data Option increases IT organizations' productivity with features that automatically process data elements in unstructured documents. Because this option is fully integrated into the PowerCenter platform, IT organizations can leverage built-in parallel execution, batch and real-time data processing, and metadata lineage and reporting to access and integrate unstructured data.

Improve Business Responsiveness and Agility in Competitive Markets

Many companies are expanding their sales channels to regions where their partners can only send orders through in Word or PDF format via email. For these companies to automatically process orders, they need to translate the order from Word or PDF format into their internal formats. After processing the orders in their internal systems, they then have to then translate the order from their internal formats back into Word or PDF so their suppliers can receive the confirmed orders. With this option, orders that once would have been manually processed (and possibly delayed) can be automatically processed in a fraction of the time. This option helps businesses reduce order processing costs and errors resulting from manual data entry. In turn, it helps them increase their speed and agility in responding to higher order volumes.

Learn More

Let Informatica help you determine how the PowerCenter Unstructured Data Option can maximize the business value of your data.

Visit us at www.informatica.com/powercenter or call 1.800.653.3871.

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.

INFORMATICA
The Data Integration Company™

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

Informatica Offices Around The Globe: Australia · Belgium · Canada · China · France · Germany · Ireland · Japan · Korea · the Netherlands · Singapore · Switzerland · United Kingdom · USA

© 2008 Informatica Corporation. All rights reserved. Printed in the U.S.A. Informatica, the Informatica logo, and The Data Integration Company are trademarks or registered trademarks of Informatica Corporation in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks of their respective owners.

6668 (08/11/2008)