

## Data Synchronization Implementation

### *Informatica Professional Services*

**Duration:** Dependent upon project scope

**IPS Staff Level:** Technical Engagement Manager, Senior Consultant

#### **Problem:**

Ensuring data is consistent across a large number of applications is always a challenge whether it is streamlining customer contact points, complying with industry regulations, enabling global sourcing, or working to provide a global customer or product master. The challenge is that data required for use across multiple applications is usually only captured in one system. As a result, IT is tasked with synchronizing that data into all the other systems that need it.

Data synchronization is commonly tackled as part of a larger application or business process initiative. This approach tends to create a siloed environment that is often underestimated in complexity, hard to maintain, does not scale, and results in inconsistencies across a large enterprise.

Data synchronization is often expensive and risky because:

- Diverse demands for delivery of data at different frequencies creates the need for batch and transactional data integration at different times and for different needs
- Integration across a WAN and firewall for synchronization with partners or outsource providers raises security unease and can cause performance concerns
- Increasing complexity of applications requiring specific data formats and transformations results in an explosion of definitions that lead to inaccuracies
- Mission-critical applications requiring synchronized data makes the need for reliability and performance paramount

#### **Solution:**

Informatica has helped leading organizations successfully complete their data synchronization projects under budget and with greater consistency using our technology and services. Using Informatica's leading enterprise data integration platform, organizations benefit from a secure, scalable, and flexible foundation with all the capabilities required for creating and managing data synchronization efforts inside and outside the enterprise. Leveraging Informatica's asset-led services and deep expertise in data synchronization, our customers implement synchronization solutions in less time with less effort, delivering greater business value.

Our strategy incorporates:

- **Methodology**—A combination of best practices and techniques developed from practical experience
- **Expertise**—Veteran consultants, seasoned in data integration and specialists in data synchronization
- **Tools**—Proprietary software and templates to speed the development and deployment process and minimize errors

For more information, contact Informatica Professional Services at [ips@informatica.com](mailto:ips@informatica.com)



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