

# Informatica Data Warehousing Solution

## Jump-Start Your Data Warehousing Initiatives

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“With Informatica Professional Services and the Velocity methodology, the results have been one successful deployment after another with no rework. Thanks to the expertise of Informatica’s consultants, methodology, and best practices, all of our data integration projects get done right the first time.”

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### BENEFITS:

- Minimize risk by delivering data warehousing projects within scope, on time, and on budget
- Realize ROI on technology investments sooner
- Build a world-class data warehousing infrastructure

### Proven, Comprehensive Solution to Help Your Data Warehousing Projects Succeed

Data warehousing projects can deliver big results, but they can also pose big risks. Many data warehousing projects go over budget or schedule, and some wind up being cancelled altogether.

To minimize these risks, your IT organization may be considering an incremental approach. You could start by delivering smaller departmental data marts that focus on the needs of individual business constituencies. You could then feed these data marts into a data warehouse that serves multiple subject areas.

Your IT organization needs a comprehensive solution to help you deliver data marts and data warehouses quickly and cost-effectively. This solution should free you from the costs, wasted time, and maintenance headaches of hand-coded solutions or ad hoc arrangements of disparate tools.

Your data warehousing solution should be based on modern extract-transform-load (ETL) and data integration techniques that have become industry best practices for building cost-effective, reliable data marts and data warehouses.

Informatica offers a complete data warehousing solution to help your IT organization jump-start its data warehousing initiatives and ensure that they are completed on time, on budget, and within scope. This solution consists of the industry-leading Informatica® data integration platform and Informatica Velocity<sup>SM</sup>, our proven implementation methodology, and is supported by Informatica’s world-class partner ecosystem and a large, active developer network. With the Informatica data warehousing solution, your IT organization can:

- Accelerate the development and deployment of data marts and data warehouses
- Lower the costs of implementing and maintaining your data marts and data warehouses
- Establish a robust, unified foundation for extending your data warehousing practice enterprise-wide
- Put leading best practices in modern ETL and data integration to work so you can readily reuse development work from one project to the next, allowing your team to do more with less

## INFORMATICA VELOCITY'S TOP TEN DATA WAREHOUSING BEST PRACTICES

1. Key Management in Data Warehousing Solutions
2. Building Data Audit/Balancing Processes
3. Effective Data Standardizing Techniques
4. Designing Data Integration Architectures
5. Managing Internal and External Reference Data
6. Error Handling Processes
7. Error Handling Strategies
8. Creating Inventories of Reusable Objects and Mappings
9. Metadata Reporting and Sharing
10. Recommended Performance Tuning Procedures

## Base Data Warehousing Initiatives on an Open, Comprehensive, and Unified Data Integration Platform

The Informatica data integration platform is the ideal foundation for today's data warehousing projects. Our platform consists of:

- **Informatica PowerExchange®** for accessing data and managing connectivity
- **Informatica Data Explorer™** and **Informatica Data Quality™** for managing data quality
- **Informatica PowerCenter®** for integrating and delivering data

The platform delivers all the capabilities your IT organization needs to jump-start your data warehousing projects.

### Broad Connectivity and Flexible Delivery

Your data warehouse must be able to access all your enterprise data. With the universal data access capabilities of PowerExchange, your IT organization can achieve broad connectivity and prebuilt access to:

- Major enterprise and packaged applications, whether on-premise, outsourced, or hosted software as a service
- All major enterprise database systems and data warehousing environments
- Mainframe systems
- Midrange systems
- Message-oriented middleware
- Industry-wide technology standards, such as email, LDAP, and Web services

Whether your team needs real-time, batch, or changed data, PowerExchange provides a unified environment for accessing all data with lower cost and complexity.

### Cross-Functional Collaboration between Business and IT

PowerCenter enables global teams of developers, analysts, and administrators to work faster and better together. Data warehousing projects can be readily administered and managed even when team members have different roles and responsibilities or when they're located in different offices—whether onshore or offshore.

Three key features of PowerCenter increase collaboration across your data warehousing and business intelligence teams:

- **Mapping Architect for Visio.** With this feature, developers can accelerate and standardize design using a data-flow design tool based on Microsoft Visio and mapping templates incorporating Informatica Velocity best practices.
- **Mapping Analyst for Excel.** This feature enables business analysts to create mapping specifications in Microsoft Excel and then generate PowerCenter data integration mappings from those specifications to jump-start development.
- **Self-Service.** With this feature, IT can empower business analysts to find and access the relevant data they need while IT still remains in control. IT helps an organization go beyond business-IT collaboration to empower the analyst, data steward, and project owner to do more on their own.

## Global Metadata Infrastructure

The Informatica Platform's powerful metadata analysis and management capabilities help ensure visibility and auditability for your data warehousing environment. Metadata Manager, one of the key features of PowerCenter Advanced Edition™, aggregates and links metadata from a wide variety of data sources and third-party tools in an integration metadata catalog. Metadata Manager also supplies information about structure, end-to-end impact analysis, and report-to-source data lineage, not readily available in a hand-coded environment.

## Data Quality Management

If your data warehouse is going to be successful, it needs to be populated and maintained with complete, consistent, high-quality data. With Informatica Data Explorer and Informatica Data Quality, your IT organization can approach data quality as an ongoing, enterprise-wide process.

Informatica Data Explorer delivers a complete and completely accurate picture of the content, quality, and structure of enterprise data. Combining robust data profiling and mapping capabilities, Informatica Data Explorer helps your team investigate, document, and resolve data quality issues.

Once those issues have been identified, your team can use Informatica Data Quality, with its powerful data analysis, cleansing, matching, reporting, and monitoring capabilities, to remediate and enhance the accuracy and value of your data assets. You can implement, manage, and monitor enterprise-wide data quality using executive dashboards and real-time notifications, which are becoming standard best practices.

## Team-Based, Visual Development Environment

The Informatica Platform provides your IT team with an easy-to-use visual development environment and centralized administration to increase your productivity and ensure that your data warehouse is brought on line quickly. Defining transformations is a simple drag-and-drop process. With the Administration Console, you can centralize all configuration and monitoring tasks to ensure that development work can be shared and reused across platforms and projects without having to recode. This helps your IT organization respond more quickly to changing business needs while holding down development costs.

## Superior Performance and Scalability

Data warehousing initiatives increasingly require high levels of performance and scalability to meet the demands of large data volumes, complex processing, and reduced latency requirements. PowerCenter delivers superior throughput and 64-bit processing. Performance and scalability are enhanced through capabilities in:

- **High availability and seamless failover and recovery.** By ensuring seamless failover and recovery of all PowerCenter components, the PowerCenter High Availability Option™ minimizes service interruption in the event of a hardware or software outage. Your IT organization can cost-effectively scale to meet increased data demand, save hardware costs, and reduce the expense and risks associated with data downtime.
- **Grid computing.** The PowerCenter Enterprise Grid Option™ provides scalability within a grid computing environment, while reducing the administrative overhead of supporting a grid. Your IT organization can automatically balance loads in response to run-time changes in data volumes or utilization rates.
- **Pushdown optimization.** The PowerCenter Pushdown Optimization Option™ lets you choose to push data transformation processing to the resource offering the greatest performance advantage. Your IT organization saves hardware costs, enhances productivity, and increases systems performance.

## Speed Time to Value with Informatica Velocity

To keep your data warehousing projects within scope, on schedule, and on budget, you need field-tested implementation techniques and comprehensive tracking capabilities. Based on thousands of successful, real-world deployments, Informatica has developed an implementation methodology called **Informatica Velocity**.

Informatica Velocity is based on more than 15 years of experience implementing the Informatica Platform for data warehousing initiatives. Much more than just another project methodology, Velocity provides your IT organization with intuitive, practical task breakdowns, project structures, and data warehousing best practices. The field-proven best practices are continuously updated and refined to help you deliver your data warehousing projects while mitigating risks and overruns. Leveraged in conjunction with formal product training, Velocity helps your team increase its productivity immediately.

## Extend Your Reach with Expert Resources

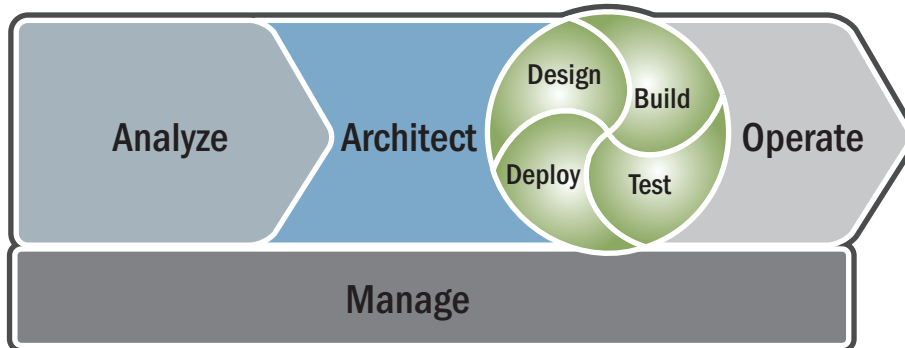
When starting or revamping your data warehousing practice, you need the sure hands of experienced and savvy resources to minimize costs and implementation risk. Informatica has forged robust partnerships with many of the foremost global system integrators and technology and services providers to deliver innovative data warehousing solutions. In addition, the Informatica Developer Network has 43,000+ worldwide members who are dedicated to providing developers with data integration best practices and proven techniques.

## LEARN MORE

Learn more about how Informatica can help you jump-start your data warehousing initiatives. Find out more at [www.informatica.com/solutions/enterprise\\_data\\_warehouse/](http://www.informatica.com/solutions/enterprise_data_warehouse/) 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 turn to Informatica to gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. Worldwide, 4,350 enterprises rely on Informatica for data integration and data quality solution to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



Velocity provides detailed, project-specific guidance through each phase for complete project lifecycle support.

**INFORMATICA**  
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