

# Data Warehousing Today: Mission Critical. Operational and Analytical. Enterprise Wide.

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“For six years, we have been using Informatica data integration technology; it is at the heart of our Enterprise Data Warehouse. With Informatica, we have been able to consolidate all customer and prospect information into a single database and thus improve the targeting and monitoring of marketing operations.”

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## BENEFITS:

### Competitive advantage

- Reduced delivery time for new business initiatives
- Maximum value for existing enterprise data assets

### Regulatory compliance

- Certifiably accurate data with a 360-degree view
- Data auditability and traceability

### Alignment between IT and business

- Empower all users with relevant data
- Right-time delivery of information enterprise wide

### Increased productivity

- Global team collaboration and development with self-service
- A reusable hybrid platform for quicker time to market

Data warehousing was once dedicated to business intelligence and reporting, usually at the departmental or business unit level. But today, the data warehouse is becoming a strategic corporate initiative supporting an entire enterprise across a multitude of business applications. The brisk pace of change, coupled with industry consolidation and regulatory requirements, demands that data warehouses step into a mission-critical, operational role.

You can't manage what you can't measure. And for measurement, you need accurate data.

IT plays a crucial role in delivering the data foundation for key performance indicators such as revenue growth, margin improvement, and asset efficiency at the corporate, business unit, and departmental levels. The most effective approach is an enterprise-wide, integrated hub to track and improve fundamental business measures. It's not only desirable, it's necessary. And it is also feasible. Here are the reasons why:

- The traditional approach of managing information across divisions, geographies, and segments through manual consolidation and reconciliation is error prone and cannot keep pace with the rapid changes and stricter mandates in the business.
- The data must be trustworthy. Executive officers are responsible for the accuracy of the data used to make management decisions, as well as for financial and regulatory reporting.
- Technologies have matured to the point where industry leaders are reaping the benefits of enterprise-wide data solutions through increased understanding of the market and improved agility.

## Taking the Data Warehouse Enterprise Wide

Enterprise data warehousing (EDW) is a strategic, mission-critical function that impacts the core operations of an enterprise. It is distinct from yet can be evolved from traditional data warehousing, which is usually limited to supporting departmental business intelligence. Informatica has redefined EDW in this new context; we provide the software and services to build an enterprise data warehouse that harnesses data assets for competitive advantage and operational excellence.

## The Informatica Approach

Drawing on our proven, 16-year track record of innovation and leadership, Informatica has defined the standard for data integration that has delivered competitive advantage and operational excellence to leading Global 2000 companies and government organizations. The Informatica® Platform enables an organization to automate the lifecycle of accessing, discovering, and integrating all its data assets—in any format, historical and operational—across the enterprise. By deploying Informatica technology as a foundation for EDW, an organization gains the advantages of minute-by-minute decision making, visibility across business units, synchronization of mission-critical operations, and transparency for regulatory compliance, while reducing costs and implementation risk.

Informatica delivers the only proven data integration platform for EDW with the following key capabilities:

- **Real-time, Operational Decision Support.** Informatica enables real-time information delivery, reporting, and analysis at the point of impact to optimize minute-by-minute operational decisions. Informatica synchronizes business-critical operational processes and systems (e.g., consolidating customer data in real time to support a call center or delivering precise forecasts of inventory to optimize supply chain operations). Informatica also provides data services to act as a data virtualization layer and support the needs of multiple business applications across the enterprise, leveraging a service-oriented architecture (SOA).
- **Universal Data Access.** Informatica supports universal data access to deliver value from all enterprise data assets, regardless of source or format. It works with a wide array of data sources, including:
  - Relational databases (Oracle, DB2, SQL Server, Sybase, Teradata, Informix, etc.)
  - Mainframe/midrange data (IMS, VSAM, DataCom, etc.)
  - Prepackaged enterprise applications (SAP, Siebel, PeopleSoft, etc.)
  - Messaging systems (IBM MQ Series, TIBCO Rendezvous, webMethods, etc.)
  - Standards (XML, Web Services, JMS, ODBC, JDBC, LDAP, IMAP, POP, etc.)
  - Unstructured data (Word, PDF, Excel, call detail records (CDR), machine generated data, etc.)
  - Semistructured data (HL7, ACORD, FIXML, SWIFT, EDI, etc.)
- **Self-Service.** Informatica empowers business to find and access the relevant data it needs while IT remains in control. We help business go beyond business-IT collaboration to empower all users including the analyst, data steward, and project owner to do more on their own while IT remains in control.

- **Authoritative and Trustworthy Data.** Informatica increasing business insight and consistency by delivering trusted data for all purposes. It provides a complete view of business activities based on information with integrated master data management (MDM), data integration and data quality. An organization can use one product for all MDM architectural styles and data domains. Informatica helps empowers data quality assurance by proactively monitoring data quality issues, automatically correcting data quality exceptions, and validating whether business rules are correctly applied.
- **Scalability and Security.** Informatica has handled multi-terabyte-size data volumes in enterprise environments with linear scalability and without a single point of failure. It supports heterogeneous grid deployments to use existing resources, and it scales intelligently through adaptive, dynamic load balancing. Informatica also supplies test data management to dramatically shrink the footprint of non-production systems in your data warehouse and curb costs.
- **Open, Neutral Platform.** To standardize EDW efforts across a multitude of heterogeneous business processes, databases, and application systems, Informatica provides an open, neutral data integration foundation that interoperates with the rest of the enterprise IT environment in a hybrid approach, on-premise and in the cloud

## DATA: THE FOUNDATION FOR MANAGING AND OPERATING YOUR BUSINESS

Data must be available from a secure, trusted repository, at the right time, and in the right format. The method for creating and maintaining such an enterprise data repository is called enterprise data warehousing, or EDW. Key requirements for EDW include:

### Business-relevant data across the enterprise

- Ensure access to all data across the enterprise
- Create an open data virtualization layer to provide data as a service
- Empower business to access relevant data while IT retains control

### Trusted, certifiably accurate data

- Monitor and enhance data quality
- Deliver authoritative data with proper hierarchies and dimensions
- Document data definitions and relationships

### Enterprise-class deployment readiness

- Ensure high availability and performance, with deployment flexibility
- Deliver real-time data to support on-the-ground operations
- Create database subsets to better manage nonproduction systems

Management Framework - Lean Integration and Integration Competency Center (ICC)

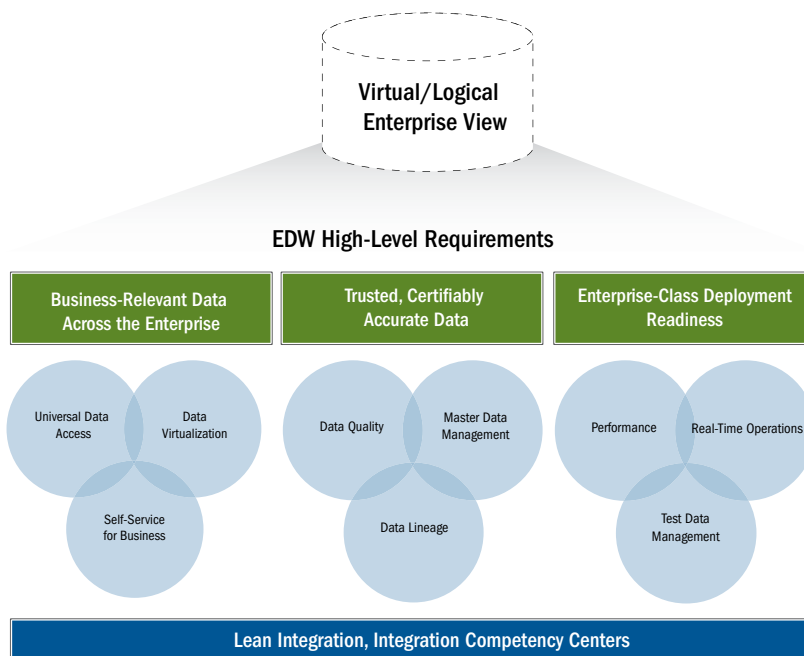


Figure 1: An enterprise data warehouse is a common data foundation that provides any and all data for business needs across applications and divisions. Enterprise data warehousing (EDW) involves designing, building, and managing an enterprise data warehouse to meet the requirements of consuming applications. A data integration platform that powers the ongoing lifecycle of data access, discovery, quality, integration, and delivery is critical to the construction and ongoing integrity of effective EDW.

## Oi Increases Revenue, Market Share, and Customer Loyalty with Informatica

### Business Goals

Oi is the largest telecommunications company in Brazil with annual revenues of US\$14.5 billion, more than 31 million customers, and 10,000 employees. Being the largest, however, is not sufficient for Oi. Its objective is to be the best service provider in Brazil. To do so meant meeting these requirements:

- Marketing and sales needed a single view of customers to drive and manage up-sell, cross-sell, and other marketing campaigns
- Customer service required a single view of customers to respond quickly to customer requests
- Product management needed the integration of various systems to bring products and services to market quickly and to support them effectively
- Management needed an up-to-date and comprehensive data warehouse as the foundation for business intelligence to respond readily to changes in market conditions and opportunities
- Management also needed high-performance transmission of data to minimize fraud and comply with mandated service-level agreements
- All areas needed to ensure support for company growth with a consequent continuous increase in data and the need to integrate it

Oi had acquired 16 different wireline companies and added a wireless company. Oi had to understand the portfolio of customers from all these companies.

### Solutions

Oi's IT group took on the challenge, responding quickly and comprehensively. They built a right-time enterprise data warehouse to provide the business intelligence required to compete aggressively. Informatica underpinned the 20-terabyte Teradata-based EDW and integrated data across multiple systems to support new product initiatives. The IT group also provided a "single view of household" beyond the required "single view of a customer".

### Benefits

- Latency for propagation of data to the enterprise data warehouse was reduced by more than 50 percent, improving the speed and quality of the decision making
- Duplicate data was eliminated.
- The volume of historical data made available to the users was increased by 20 percent; this expanded data has helped Oi plot and identify market trends and potential opportunities, such as cross-selling and up-selling

*For the complete story, review the Informatica success story, "Oi Increases Revenue, Market Share, and Customer Loyalty by Using Informatica to 'Keep It Simple'."*

"Our competitive advantage is the ability to mix bundles, combining wireline, wireless, broadband, and television. This increases customer loyalty and reduces churn. But we needed a single view of the customer and faster updates to our enterprise data warehouse to support these programs. Informatica gave us the single platform we needed. It has also given us agility so we can continue to lead in our market."

Vera Duarte, Enterprise IT Manager, Oi

### 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 4,350 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.

**INFORMATICA**  
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