



## **Application Information Lifecycle Management**

**Control Both the Size of Your Data and  
the Cost of Managing It**



Data volume isn't just growing—it's exploding. The amount of data housed in large data warehouses and applications, such as ERP and CRM systems, is growing by more than 65 percent each year. Keeping the ever-increasing level of data from adversely impacting system performance often means continually buying additional storage to accommodate this ongoing growth. As data storage grows, so does the cost of maintaining database license fees and conducting exhaustive proactive system maintenance.

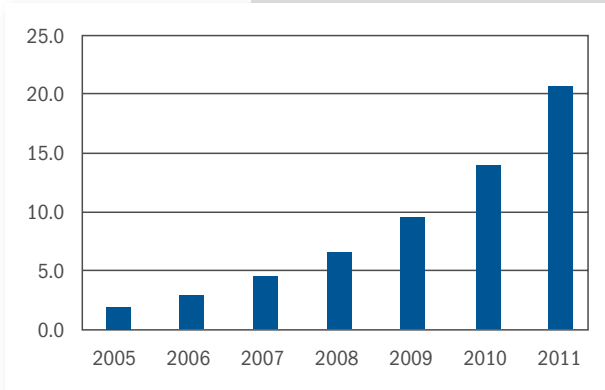


Figure 1. Data repositories for large, critical business applications, such as ERP and CRM, are growing by not more than 65 percent annually.

How do you keep this tidal wave of data from sinking your IT organization and its budget? How do you align the business value of your data at every stage of its lifecycle with the most appropriate and cost-effective infrastructure to manage it?

### Robust, Cost-Effective Application Information Lifecycle Management

The Informatica® application information lifecycle management (ILM) product family is designed to help your IT organization manage every phase of the data lifecycle, from development and testing to archiving and retirement.

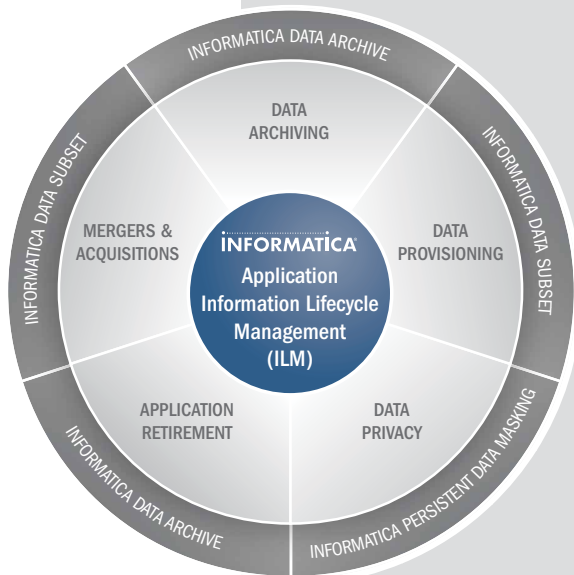


Figure 2. The Informatica application ILM product family effectively manages data growth throughout its lifecycle, from development and testing to archiving and retirement.

Designed to work with any application or data warehouse hosted on an array of operating system platforms (e.g., UNIX, Linux, Windows, mainframe) and using various databases, Informatica's application ILM product family manages data throughout its lifecycle and reduces total cost of ownership while increasing return on investment for enterprise business applications, including ERP, CRM, HR, and SCM.

As your IT organization faces the challenges of exploding data volumes, it must address these urgent needs:

- Improving application performance
- Reducing the total cost of storage ownership
- Supporting regulatory compliance and data governance programs
- Optimizing development, testing, and training environments
- Reducing the risk of data breaches and improving test data quality
- Supporting corporate divestitures or reorganizations
- Retiring legacy applications safely

The Informatica application ILM family of products provides a complete solution that addresses the entire lifecycle of data to:

- **Manage data growth.** The application ILM product family helps your IT team archive inactive data simply and safely, reducing the burden on your critical business systems and ensuring your IT organization's ability to meet service level agreements. At the same time, it reduces your company's overall storage footprint. As a result, your company can more readily contain the costs of hardware, databases, and packaged applications, as well as administration and maintenance.
- **Optimize test data management.** Developing, deploying, updating, and managing enterprise business applications means testing them repeatedly using multiple, representative, real-world test data sets—typically as a complete copy of the production database. Making multiple full copies of large production databases consumes valuable database and storage capacity. With the application ILM product family, your IT organization can optimize the test data management environment to control runaway data management costs by creating fully functional “lean” copies that are as much as 75 percent smaller than the full production database.
- **Support regulatory compliance.** Depending on your company's location, industry, and type of data, you may be required by law to retain business-critical data for a decade or more. The application ILM product family allows you to retain data for a longer period in more cost-effective storage. At the same time, the software ensures that your IT organization can access that archived data on demand, so that your business can respond promptly and easily to audit requests.
- **Protect sensitive data.** An estimated 60 percent of companies copy production data into nonproduction systems for development, testing, and other needs, compromising data confidentiality. The application ILM product family masks nonproduction data, while maintaining its referential integrity and keeping the data characteristics intact. Developers, QA personnel, trainers, and others can effectively use the realistic yet masked data while staying in compliance with internal, industry, and governmental data privacy mandates and regulations.
- **Support corporate divestitures and reorganizations.** To shed less-profitable parts of your business or realign business units to better fit your overall business strategy, your company needs to remove the divested or realigned business unit's data. The application ILM product family helps your IT team to efficiently separate functionally related data from complex transactional systems, allowing the new organization to become operational faster and to realize quicker time to value.
- **Safely retire legacy systems and applications.** As your business grows or as you acquire additional companies, legacy applications may start to proliferate in your IT environment. These legacy applications are rarely used and most have little ongoing business value. However, they continue to be maintained for compliance reasons, incurring significantly high software license, hardware, power, and maintenance costs. The application ILM product family can help you to reduce costs by allowing the application and the supporting hardware and software stack to be shut down, thereby saving on license, maintenance, and administration costs.



## The Informatica Application ILM Product Family

The Informatica application ILM family includes three products that manage various aspects of the application data lifecycle, from testing and development to archiving and retirement.

### Informatica Data Archive

Informatica Data Archive™ software helps IT organizations manage increasing data volumes in production environments by safely archiving application data, providing seamless access to archived data, and delivering the archived data to the business as needed.

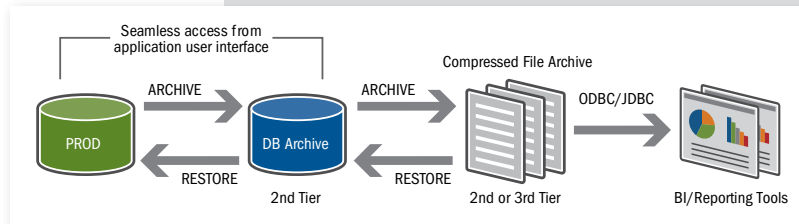


Figure 3. Informatica Data Archive offers multiple archiving formats and accessibility options to enable multiple, cost-effective storage tiers.

Informatica Data Archive allows your IT team to:

- Identify and move inactive data to another database or to a secure, immutable, highly compressed file
- Use application-specific business rules to identify data that is ready to archive, and relocate complete business entities, consisting of related records, to maintain the integrity of archived data
- Easily and seamlessly access archived and active data from the same application user interface
- Access archived data without the use of the original application by providing a data discovery portal for searching and browsing data in the file archive and SQL/ODBC/JDBC interface for reporting
- Restore an entire archive, selected business entities, or an archive snapshot to accommodate more frequent access or modification to the data

## Informatica Data Subset

Informatica Data Subset™ software automates the task of creating smaller, targeted databases from large, complex databases. With referentially intact, smaller targeted copies of production data, IT organizations can dramatically reduce the amount of time, effort, and disk space necessary to support nonproduction environments.

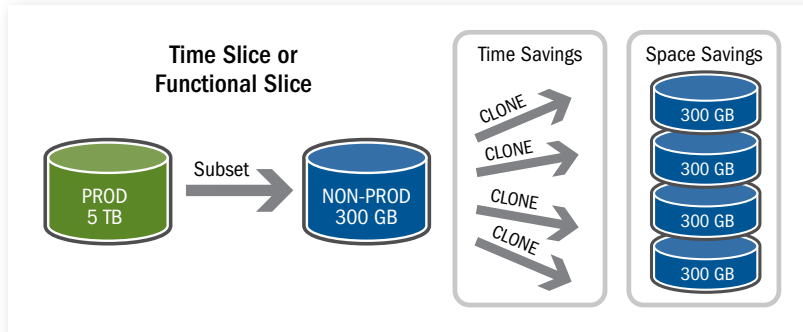


Figure 4. Creating smaller, targeted copies of production data sets, using Informatica Data Subset, improves test efficiency and yields considerable storage cost savings.

Informatica Data Subset allows your IT team to:

- Quickly create and refresh nonproduction systems with a smaller subset of production data based on time, geography, or business unit instead of having to create a full system or database copy
- Increase quality and reduce cycle time for development and quality assurance by updating nonproduction systems with only relevant, realistic, and high-quality application data
- Untangle complex transactional systems, separating only functionally related data to create a functionally intact subset of production data
- Select small subsets of data to test specific production issues or test-case boundary conditions

“Thanks to Informatica, KaMin has become its ‘own master’ faster—being in a position to target, acquire, and support kaolin customers up to six months more quickly than if we had used an alternative divestiture strategy.”

— Senad Hadzic, CIO  
KaMin LLC





## Informatica Persistent Data Masking

Informatica Persistent Data Masking™ software helps IT organizations prevent the unintended exposure of sensitive or confidential application data, such as credit card information, national identification numbers, names, addresses, and phone numbers.

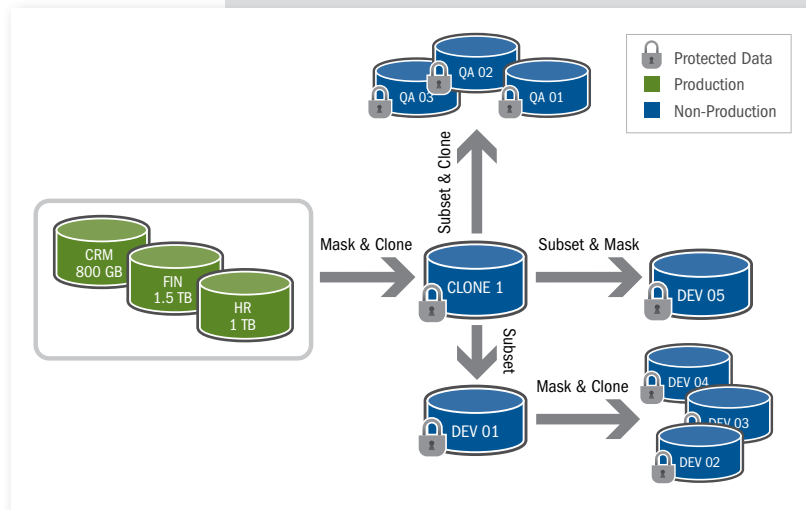


Figure 5. Informatica Persistent Data Masking masks sensitive data in nonproduction environments to produce realistic de-identified data that can be used effectively for testing. At the same time, it protects confidential data from access by unauthorized users.

Informatica Persistent Data Masking allows your IT team to:

- Mask data in nonproduction systems created from production data copies or subsets, keeping the data realistic and referentially intact yet unidentifiable
- Use sophisticated, flexible masking rules to apply different kinds of masking techniques to different kinds of data while preserving the original characteristics of the data and the overall application functionality
- Comply with international data privacy regulations by masking sensitive and confidential data
- Avoid the risks of expensive data breaches

## Broadest Support for Packaged and Custom Applications

With the broadest, richest application-aware metadata for packaged applications on the market, the application ILM product family provides out-of-the-box support for more than 100 modules within Oracle, PeopleSoft, Siebel, and SAP applications, including ERP, HR, CRM, SRM, and SCM. Metadata can be easily modified using a simple graphical user interface to accommodate application customizations and extensions. New metadata can also be quickly built to handle complete custom applications.

## Informatica Application ILM Benefits

### Reduce Total Cost of Ownership

- Cost-effectively manage the proliferation of data across a range of enterprise business applications with automated data archiving and subsetting policies and procedures
- Move inactive and infrequently used production data to a less expensive archive infrastructure
- Reduce the total amount of physical storage needed across the enterprise, saving on hardware, licensing, and maintenance costs

### Improve Application Performance in Production Systems

- Enhance production database performance by automatically moving inactive data, based on business rules, to another database or to a secure, highly compressed, immutable file
- Achieve faster, easier, more cost-effective backup, recovery, replication, and upgrades with less downtime by reducing the size of the production instance
- Reliably meet application service level agreements while spending less time conducting performance tuning and application maintenance

### Increase Productivity and Efficiency When Provisioning Nonproduction Systems

- Dramatically accelerate development and test cycles by using targeted subsets of production data while maintaining full data integrity
- Improve efficiencies by training employees using reliable, production-like data in training environments
- Increase an IT team's productivity by reusing a comprehensive inventory of subset data objects, instead of coding by hand

### Support Regulatory Compliance and Data Governance Programs

- Safely and cost-effectively archive inactive data, while enabling its easy access, to comply with industry and government regulations and corporate data governance programs
- Ensure adherence to corporate, industry, and governmental retention mandates by archiving complete business entities in a secure, compressed, immutable file
- Enforce and comply with privacy regulations—such as HIPAA, PCI DSS, and GLBA—by masking sensitive data
- Provide audit trails for regulatory compliance and reporting purposes by tracking procedures used for archiving and protecting sensitive data

“The effective life cycle management of our application data lowers IKON’s storage and database costs, improves performance, and ensures we meet the needs of the business—with the equivalent of a total ROI in only six months.”

— Anil Roy, director of Oracle operations and support  
IKON Solutions, Inc.



## Reduce the Risk of Data Breaches and Improve Test Data Quality

- Minimize data breaches by masking confidential information so that it can be shared safely with internal teams or with external vendors or partners
- Quickly fulfill system build, update, and masking requests by using prebuilt or customized sophisticated subsetting and masking techniques
- Maintain appropriate confidentiality and privacy by applying different masking techniques to different kinds of data based on how it will be used

## Support Corporate Divestitures and Reorganizations

- Quickly build a new system for a divested or reorganized business unit by untangling complex operational systems and separating the data along business lines
- Reduce cost and time to build the divested system with no reimplementations costs

## Retire Legacy Applications Safely

- Safely decommission legacy applications by relocating the application data and metadata while maintaining transactional and referential integrity
- Save on management, software, and hardware costs by retiring legacy applications and archiving the data within them, while enabling easy access to the data without using the legacy application
- Make the best use of IT infrastructure by repurposing servers and storage allocated to legacy applications to more business-critical IT projects
- Quickly respond to audit requests by using the Informatica data discovery portal to search for and retrieve archived data in an application-independent interface or alternatively by using standard reporting or BI tools

## Learn More

Learn more about the Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com) or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

## About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,700 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.

**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](http://www.informatica.com)

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“Over the next few years, we expect to save up to hundreds of terabytes of storage, one million dollars, and improve IT efficiency by removing redundant applications accumulated through acquisition and decommissioning legacy systems that are no longer vital to the business. As a result, Informatica allows us to free up valuable IT personnel to focus on higher value activities. It will also result in a complete payback on the Informatica investment within six months.”

— Ramesh Razdan, director of enterprise technology services, EMC Corporation

