



# The Informatica Platform

The Data Integration Platform for  
the Data-Driven Enterprise



## Becoming a Data-Driven Enterprise Starts with the Informatica Platform

A data-driven enterprise is one that harnesses the power of all its data and transforms it into something far more valuable: trustworthy, actionable, and authoritative information. It then puts this information to work to operate with more efficiency and agility, reduce costs, and mitigate risk.

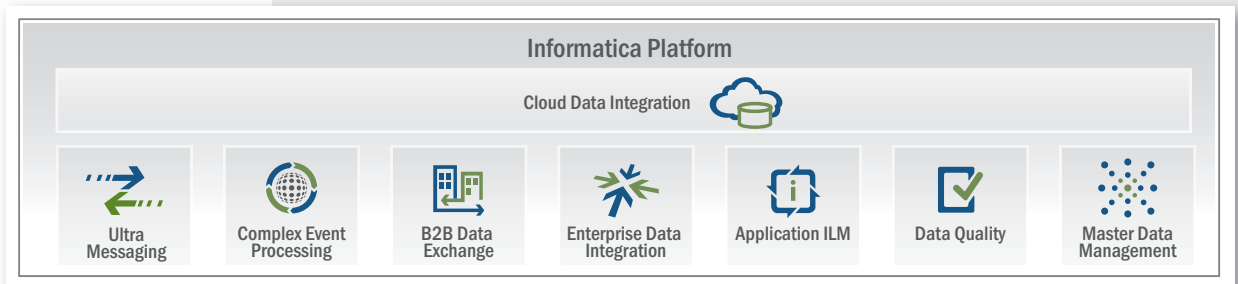
A data-driven enterprise treats data as a strategic business asset that can be tapped for competitive advantage. Becoming a data-driven enterprise starts with the Informatica® Platform.

### A Comprehensive Platform

Only the Informatica Platform features a comprehensive set of eight technologies that work seamlessly together to:

- Integrate data fragmented across the enterprise—any data, at any time, anywhere
- Control data that resides off-premise or “in the cloud”
- Share data with trading partners
- Deliver data at incredibly fast speeds
- Manage the growing volumes of data
- Find and fix data quality problems so you can trust your data
- Empower you to act proactively on your data
- Allow you to create an authoritative view of your most important data assets

The Informatica Platform supplies all the capabilities you need to turn your data into trustworthy, actionable, and authoritative information assets.



The Informatica Platform provides the technology infrastructure to move, integrate, and manage all data—regardless of how much, what kind, or where it is. It transforms data into trustworthy, actionable, and authoritative information that delivers value to your business.

# The Informatica Platform

## A Unified Platform

Data integration involves many different roles—from data stewards and business analysts to data architects and IT developers—each with different tasks to do and different skills to apply.

The Informatica Platform is unified. It is engineered so that all capabilities work seamlessly together. A common set of tools is shared among team members and across projects to enhance collaboration, productivity, and efficiency. The business and IT organizations spend less time learning how the technology works and more time putting it to work.

The Informatica Platform is built upon shared data services, metadata, and data rules. These shared capabilities enhance productivity through reuse, ensure consistency and transparency, and reduce the cost of change.

## An Open Platform

The IT landscape is constantly changing. New applications, systems, and computing platforms emerge and gain traction quickly. Your IT organization needs a technology infrastructure that makes the best use of your current computing resources and mitigates the risks of change.

The Informatica Platform is open and designed for maximum flexibility. This neutral data integration platform works with everything your company has today and tomorrow—all your data, hardware, software, and technology standards. It accesses all your data, regardless of what type it is or where it's located. And it gives you the freedom to explore new and emerging technologies, such as the latest advances in cloud computing.

## An Economical Platform

Your organization is scrutinizing every single technology investment for its ability to reduce costs, deliver value quickly, and help IT and the business operate more efficiently.

The Informatica Platform is economical. It is designed to deliver the lowest possible total cost of ownership, the fastest and highest return on investment, and maximum and long-term value.

With a single set of purpose-built tools, features to maximize the performance of your servers, databases, network, and cloud-based resources, plus flexible, cost-effective deployment options, the Informatica Platform enables your organization to do more with less.

“It used to take 12 years to bring a new drug to market, but AstraZeneca has reduced this to about 8 years. The Informatica Platform is crucial here, putting accurate, timely clinical trials and other data in the hands of the decision makers more quickly. Of course, advancing the drug launch by four years also gives AstraZeneca an extra four years protected patency on the drug—and that translates into greatly increased revenue.”

Simon Body  
Enterprise Architect,  
AstraZeneca



“The target state for our enterprise architecture program is to have a single source of truth for critical business data worldwide. The Informatica Platform is an essential part of achieving that goal.”

Michael Davis  
Senior Enterprise Architect,  
Foster’s Group Limited



## Enterprise Data Integration

Enterprise data integration capabilities are the keystone of the Informatica Platform, which accesses, integrates, and delivers data:

- Of any volume
- For any application
- From almost any source
- In any format
- At any speed, both virtually and physically

Armed with these capabilities, your IT organization can break down the silos where data is held. You can integrate data in dozens or even hundreds of different applications and systems across the enterprise, so you can deliver the precise information that the business needs—when and how it’s needed—to help your company stay agile and responsive to market changes, threats, and opportunities.

To ensure transparency across data integration, the Informatica Platform integrates both technical and business metadata, providing a complete catalog and audit trail of your data. It helps IT and business users collaborate to define, govern, and use data accurately and efficiently—across teams, departments, and geographies.



### Foster’s Group Drives Up Efficiency and Drives Down Costs

Australia’s Foster’s Group is a vast beverage company that operates on five continents, sells products in more than 100 countries, manages more than 200 brands, and employs a workforce of 6,000.

Growth through acquisitions resulted in an unwieldy and expensive information environment that made it hard to establish a single view of operations worldwide, maintain efficient supply chains, and meet customer demand. It drove up IT costs because of the extra resources needed to operate multiple systems and consolidate and analyze financial and operational data.

Foster’s Group implemented the Informatica Platform to unify and improve the quality of disparate data, establish consistent business processes, and create a single source of business information across the enterprise. The Informatica Platform helped Foster’s Group to:

- Migrate business data from five systems to a single platform, creating more tightly integrated business processes
- Quickly merge several data warehouses to enable easier access to accurate business intelligence
- Create consistent product and customer data across business units, increasing visibility into global operations
- Reduce the size of its IT department by providing a more economical and scalable development environment



## Data Quality

The Informatica Platform finds and fixes the data quality problems that cost companies millions. It provides powerful, closed-loop data profiling, cleansing, matching, reporting, and monitoring capabilities.

A single set of role-based tools empowers line-of-business managers, business analysts, and data stewards to collaborate with IT developers on keeping data clean. IT uses a single development environment for managing data quality, and everyone shares the data quality rules and tools. This cooperation keeps productivity up and costs down.

Companies rely on the Informatica Platform to support proactive data quality processes. It supplies data validation at point of entry, ongoing monitoring and exception management, and centralized data quality rules to support any application. It also enables highly accurate global identity matching and global address cleansing by means of domain-aware, prebuilt rules and reference data.



### Smith & Nephew Saves \$1.4 Million by Improving Data Quality

Smith & Nephew develops advanced medical devices for healthcare professionals around the world. Four global business units operate in 32 countries. But the company lacked a single, comprehensive, reliable view of its master data—its customer information, trading partner data, and order management and inventory data. All business lines needed to share accurate, trusted data to operate more efficiently. And these business lines needed to be responsible and accountable for cleansing the data and keeping it clean.

In one year, Informatica has helped Smith & Nephew revolutionize the way the company thinks about data and how to use it for competitive advantage. The business lines and the IT organization now work together to ensure data quality. Each line of business measures, monitors, and improves data quality and acknowledges its direct impact on operational efficiency. The IT organization can access, cleanse, and deliver trustworthy, actionable, and authoritative master data to the entire enterprise efficiently and cost-effectively.

The Informatica Platform has helped Smith & Nephew:

- Standardize, cleanse, and validate more than 500,000 customers and material records
- Save \$1.4 million in mailing costs by cleansing customer master data
- Reduce SKU by 50 percent through visibility of inactive parts
- Raise confidence in the accuracy of data used for planning and forecasting

“We wanted to invest in robust data quality tools which were scalable and could handle large volumes of data. We also wanted to work with one vendor who continues to support robust business solutions with business metadata management and point of entry. Time and again, it was only Informatica that could comfortably provide solutions in all these areas.”

Barbara Latulippe  
Enterprise Data Architect,  
Smith & Nephew





## Master Data Management

The Informatica Platform provides access to consolidated and reliable master data across the enterprise. It manages multiple data domains and relationships across domains. It supports multiple architectural styles of master data management in a flexible, scalable manner. It empowers every stakeholder—IT and business alike—to take an active role in data governance. And it lets you start small and scale your deployment quickly.

With reliable views of master data, your company increases productivity by not having to manually sort through duplicate records to find the information you need. You reduce costs by streamlining such core business processes as order-to-cash or new product introduction. You reduce the risk of compliance breaches. And with a single view of the customer, you can improve cross- and up-sell rates as well as increase customer loyalty.

“Informatica helped us solve our need for a master data management solution that would uniquely identify our customers and enable an aggregated view of our 5 million+ subscribers in order to be more effective. We can now identify which products our customers currently own across our various business units so that we can communicate more effectively, minimize unnecessary or duplicate customer outreach efforts, and identify possible product bundles based on actual user preferences.”

LexisNexis



## B2B Data Exchange

The Informatica Platform exchanges data seamlessly with your company's vendors, customers, and other business partners. It automates and optimizes relationships with them.

The Informatica Platform enables end-to-end management and monitoring of data moving from outside of the enterprise into internal application. It offers the broadest coverage for formats and document types, enabling true any-to-any data transformation.

Nontechnical business users can employ the Informatica Platform themselves to configure end-to-end data exchange processes, so bringing new partners on board becomes quick and easy, and ongoing business operations run efficiently.

The results? Greater visibility into all data. Faster time to revenue. Lower risks when managing trading partners and better overall decision making.

“Informatica enables us to achieve automated transformations across data of all types, including both structured data and highly complex SWIFT messages, within a single environment.”

Avram Kornberg  
CIO, Natixis USA



### Ensenda Brings New Trading Partners On Board in Hours, Not Weeks

San Francisco-based logistics company Ensenda enables retailers, manufacturers, and wholesalers to ship goods using its Web-based communications platform. The company needed to bring new trading partners—customers and a network of local carriers and delivery firms—on board readily. B2B data interfaces needed to be built and managed without having to resort to hand coding, which was cumbersome, time consuming, and expensive.

The Informatica Platform helped Ensenda to:

- **Increase productivity.** Ensenda shortened the time it takes to bring new trading partners on board from two weeks to four hours. It reduced development time from a couple of months to a few days.
- **Lower costs.** Thanks to the Informatica Platform's universal data transformation capability and codeless visual environment, Ensenda reduced its IT maintenance costs by 90 percent.
- **Enhance business agility.** Ensenda now quickly brings customers and partners on board regardless of the data exchange protocols or data structures they use or the IT infrastructure they've deployed. The company improved its ability to scale data integration to match business growth.





“Over the next few years, we expect to save significant operational expense by removing redundant applications accumulated through acquisition and decommissioning legacy systems. This allows us to free up valuable IT personnel and save \$1 million in budget over five years to focus on higher-value activities.”

Ramesh Razdan  
Director of Enterprise  
Technology Services,  
EMC Corporation



## Application Information Lifecycle Management

The Informatica Platform controls the explosion of data volumes in both production and nonproduction application and data warehouse environments. It increases productivity and reduces costs. It enables IT to better manage every

phase of the application information lifecycle—from development and testing to archiving and retirement.

With the Informatica Platform, IT teams can archive data for audit and compliance purposes while retaining easy and cost-effective access to it. It masks sensitive data to prevent exposure to unauthorized users, reducing the risk of data privacy breaches. It also improves application performance, which keeps business users happy.

# EMC<sup>2</sup>

where information lives

### EMC Corporation Saves \$1 Million by Retiring Legacy Applications

EMC, the global leader in information storage solutions, has acquired more than 40 companies in the past four years. Managing the growing complexity of EMC's application infrastructure was consuming too many valuable IT resources. The company was struggling to keep storage, server, and application maintenance and operational costs under control.

EMC turned to the Informatica Platform to safely retire legacy applications without sacrificing access to the data within them. Thanks to the Informatica Platform, the company can manage its application portfolio and data growth safely and efficiently, resulting in:

- The safe decommissioning of legacy accounts, receivables, inventory, and general ledger modules in only three days
- A savings of \$1 million by eliminating unnecessary software maintenance costs and repurposing servers and storage to business-critical IT projects
- Complete payback on the Informatica investment within six months



## Ultra Messaging

Financial services companies must handle extremely high volumes of data in fractions of seconds. The Informatica Platform delivers ultra low-latency, high-throughput messaging to distribute data where it's needed.

A single, unified technology supports different messaging modes, including reliable multicast, publish-subscribe, and point-to-point queuing. With one API for all messaging modes, the Informatica Platform boosts IT productivity. And it supports messaging on any hardware, any operating system, and any network topology.

The Informatica Platform ensures predictable, reliable business operations even when data volumes spike. It also reduces TCO by leveraging commodity infrastructure.

“With back-end infrastructure like this, we can move more into algorithmic trading and take on some more institutional customers potentially. We’re seeing the benefits of [Informatica] because we get low latency and also because we can move parts of our architecture to a more modern, decoupled message-based architecture.”

Michel André  
Chief Architect, Saxo Bank



## Complex Event Processing

The Informatica Platform enables companies to rapidly detect, correlate, analyze, and respond to events—both threats and opportunities—the moment they arise. It monitors diverse and disparate data/event sources from both inside and outside your organization.

The Informatica Platform processes event data based on user-defined business rules, putting more power in the hands of the business. And it delivers actionable intelligence alerts to end users and applications, in support of current business processes, to speed decision making and enable you to anticipate and take action on opportunities and threats in real time.



“We completed the Salesforce CRM migration in one third of the time, decreasing the deployment time by three months, by using Informatica Cloud Services.”

Andre Pimentel  
Senior Director of Operations,  
CA Technologies



## Cloud Data Integration

Quit worrying about losing control of your data, even if it resides outside your corporate firewall. With the Informatica Platform, you can access and integrate all cloud data easily, securely, and cost-effectively.

By extending the full range enterprise data integration capabilities to the cloud, the Informatica Platform maximizes the value of your investments in software as a service and cloud computing technologies.

The Informatica Platform aligns IT organizations and business users in their mutual use of the cloud. Nontechnical business users can take advantage of prebuilt cloud services to load, synchronize, or cleanse data in cloud applications on a self-service basis. IT can still maintain visibility and control over the process, as well as create custom cloud services to meet the full range of cloud data integration requirements.



### CA Technologies Creates a Single View of the Customer Three Times Faster

CA Technologies is a leading IT management software and solutions company. More than 5,000 employees worldwide used a single instance of Salesforce CRM, a cloud computing platform, to manage sales, customer support, and service processes. Many different lines of business had their own view of the customer. These different viewpoints resulted in multiple overlapping sales opportunities. Sales, marketing, and service effectiveness suffered.

CA Technologies turned to the Informatica Platform to integrate data within its Salesforce CRM system and create a single, unified view of all customer relationships worldwide. The Informatica Platform was three times faster and took four fewer staff members than hand coding the migration.

All lines of business now collaborate better because they share the same view of operational data. This data is trustworthy, actionable, and authoritative, and it's available when, where, and how each business line needs it. As a result, CA Technologies is better able to target and manage sales opportunities and deliver enhanced customer service and support. That's good for revenues.

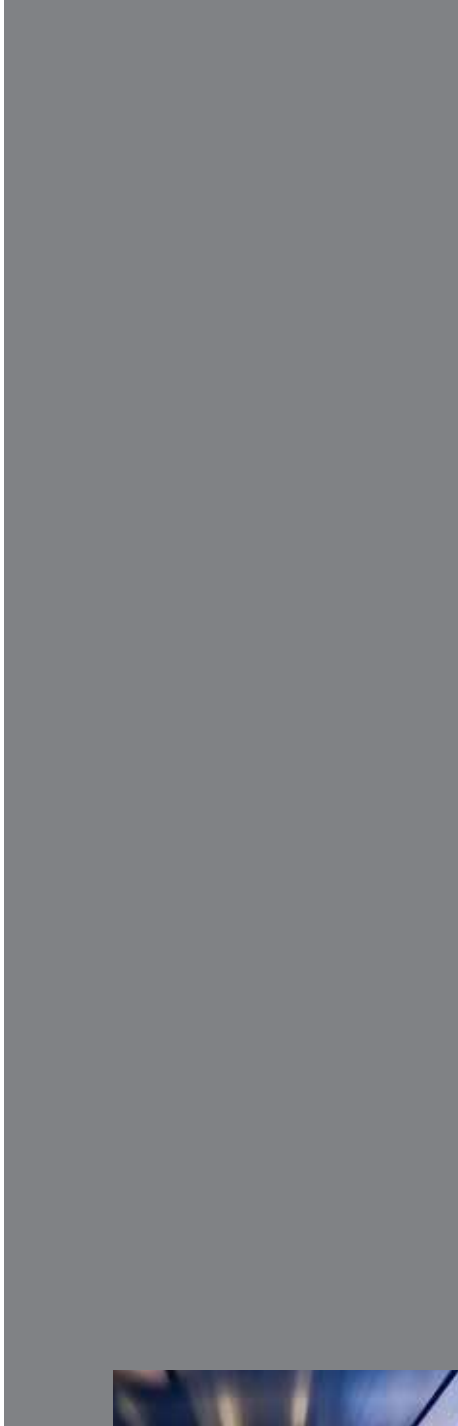
## Learn More

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

## 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 trustworthy, actionable, and authoritative data for their top business imperatives. More than 4,100 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**<sup>®</sup>  
The Data Integration Company™

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