

# Informatica in Manufacturing

## BENEFITS:

**Achieve Greater Business Value**  
By leveraging Informatica's enterprise data integration platform, manufacturers can maximize the value of the information residing in their numerous systems to:

- Reduce IT infrastructure cost and complexity by unlocking data from its original applications and promoting reuse across the enterprise
- Increase business confidence in demand and global supply-chain data, including data from third-party global partners
- Reduce the complexity of IT environments by bringing together data housed in legacy silos
- Improve manufacturing productivity, flexibility and responsiveness, resulting in fewer stock-outs and increased perfect order rates
- Introduce new products faster
- Enhance compliance reporting capabilities through access to clean, documented data

## Key Informatica Capabilities

- Broad access to all enterprise data, regardless of type, structure or source
- An open, platform-neutral architecture to minimize risk and vendor lock-in
- Powerful data cleansing, matching, and reporting and monitoring capabilities in a single solution
- Enterprise-class security, scalability, reliability and availability
- A shared services approach based on metadata and open standards for transparency, interoperability and flexibility

“With PowerCenter, we’re able to replace a high-maintenance legacy infrastructure with a high-performance data hub that improves HR data consistency across the globe. We’ll save about \$1.2 million over three years just by eliminating all the manual maintenance and development chores of the old system.”

— Carin Komer, HR Data Hub Program Manager, Seagate Technology

Informatica is helping leading manufacturing companies worldwide to integrate data in a timely, cost-effective manner across multiple systems, unlocking the full business potential of that enterprise data and accelerating its impact on the bottom line.

## Streamlined Manufacturing Requires Complete Data

Most manufacturers face three significant challenges:

1. Increasing operational efficiency
2. Improving product performance
3. Establishing a robust regulatory compliance framework

Addressing these challenges requires clean, consistent and accurate data integrated from disparate sources across the enterprise, including order demand signals, forecasting, sales data, customer feedback and supply chain information.

## Operational Efficiency

Manufacturers are under constant pressure to reduce operating costs. A growing global economy necessitates better inventory control throughout the supply chain, while stiff competition compels manufacturers to globally outsource to deliver products at lower costs. Initiatives to streamline manufacturing processes, such as capturing real-time demand signals, radio frequency identification (RFID) and global data synchronization (GDS), are generating volumes of data that need to be harnessed and analyzed to truly benefit manufacturers. With supply chain globalization, data gathering and synthesis become even more complex as manufacturers integrate trading partners’ data into their operations.

By becoming more customer-driven and efficient, manufacturers can reduce operating costs by reacting quickly to fleeting business opportunities, carrying less inventory, strengthening perfect order fulfillment numbers and reducing stock-outs. To maximize operational efficiency, manufacturers need a clean, consistent and integrated view of data from multiple sources—from internal as well as external trading partners’ systems—across their business processes. Unfortunately, manufacturing companies often struggle with data fragmentation – with data coming in multiple formats, with multiple data definitions and varying degrees of data quality – which makes it difficult to achieve a consistent view of customer, product, supplier, and operational data.

## MOTOROLA INC.

Motorola Inc., the \$35 billion communications giant, is in the vanguard of enterprises transitioning to multi-node grid computing for improved reliability, cost savings, greater performance and scalability, and the ability to rapidly add new servers to support increased data volumes and changing business demands. Motorola uses PowerCenter's Server Grid Option to help ensure 24/7 availability of data integration for a data warehouse used by more than

5,000 Motorola engineers and managers in about 20 nations. PowerCenter operates across a highly available two-server grid, with failover to a secondary server if the primary server is out of service, driving a mission-critical engineering system that updates information in as little as 30 minutes and comfortably supports about 200 concurrent sessions—even without using PowerCenter's performance tuning tools. The Informatica platform sources from about 12 homegrown

and packaged applications and supplies data validation and cleansing to ensure high quality data. With it, Motorola has realized:

- \$2.5 million ROI over three years in reduced development time
- 3x increase in data load performance
- Minimized downtime risk with high availability and failover

### Managing and Improving Product Performance

Today's customers demand products tailored to meet their specific needs. At the same time, companies must increase revenue, compelling many manufacturers to introduce more products—based on customer preference data—at a faster rate. However, the costs and risk of failure for new products are high, forcing manufacturers to closely monitor results and improve how they manage products throughout their life cycle. Consequently, manufacturers are taking several steps to mitigate risks and reduce costs, including:

- Measuring the return on investment (ROI) for research and development (R&D) expenditures

- Providing tools to strengthen quality control during product development
- Improving product performance assessment by facilitating better communication between customers and manufacturers

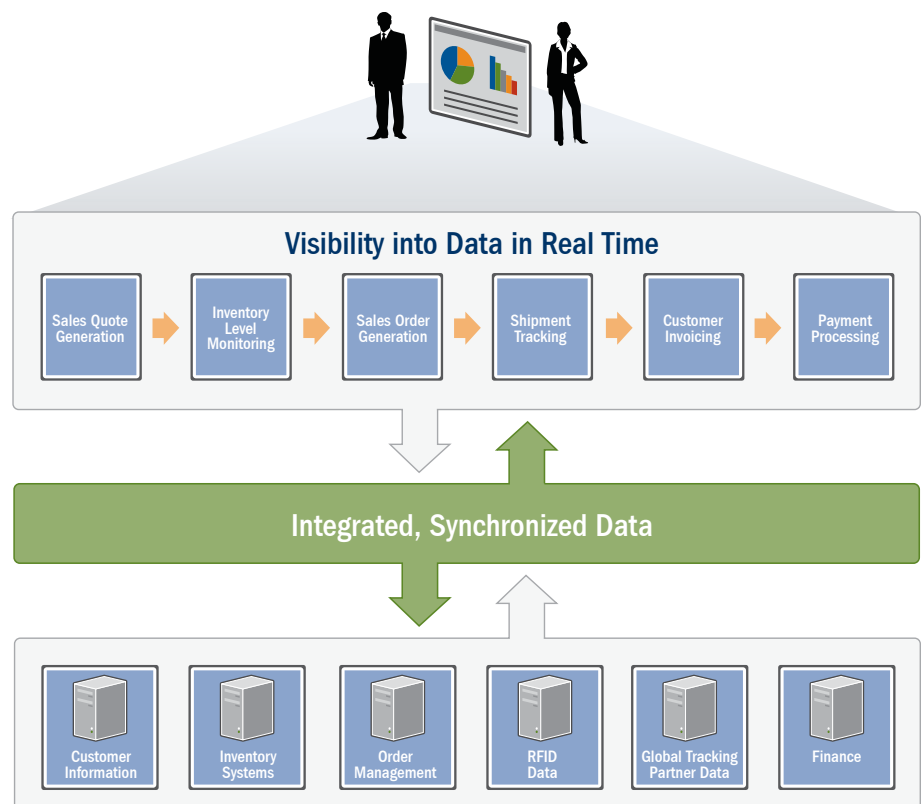
To optimize revenue, manufacturers need a holistic view of product performance, which requires data integration from multiple sources (for example, sales, inventory management and product information) as well as the ability to monitor that data. By transforming raw data into a strategic asset, manufacturers can shorten product life cycles, increase customer satisfaction, and hasten and improve their response to market demands.

### Regulatory Compliance

Numerous compliance requirements (such as the Sarbanes-Oxley Act in the United States), coupled with increased scrutiny by regulatory bodies such as those overseeing environmental protection, food and drug safety, labor practices and transportation safety are prompting manufacturers to reassess their reporting capabilities. Compliance reporting requires clear audit trails, solid controls and clean, reliable data. However, the vast amounts of data collected and housed in multiple silos make it difficult to get the right information at the right time, and to ensure its accuracy.

### Operational Efficiency

With more data complexity from global trading partners and pressure from customers to reduce costs, operational efficiency is a key business driver for manufacturers. By integrating and synchronizing data from disparate sources, manufacturers can streamline the quote-to-cash process, providing faster turnaround to customers and improving bottom line performance.



Manufacturers must find a way to provide consistent, reliable and auditable corporate information pulled from many disparate sources to simplify regulatory compliance and provide accurate reports. At the same time, organizations must ensure that frontline managers, executives and other users have real-time access to the integrated information, including dashboards and appropriate triggers to alert staff to potential compliance issues.

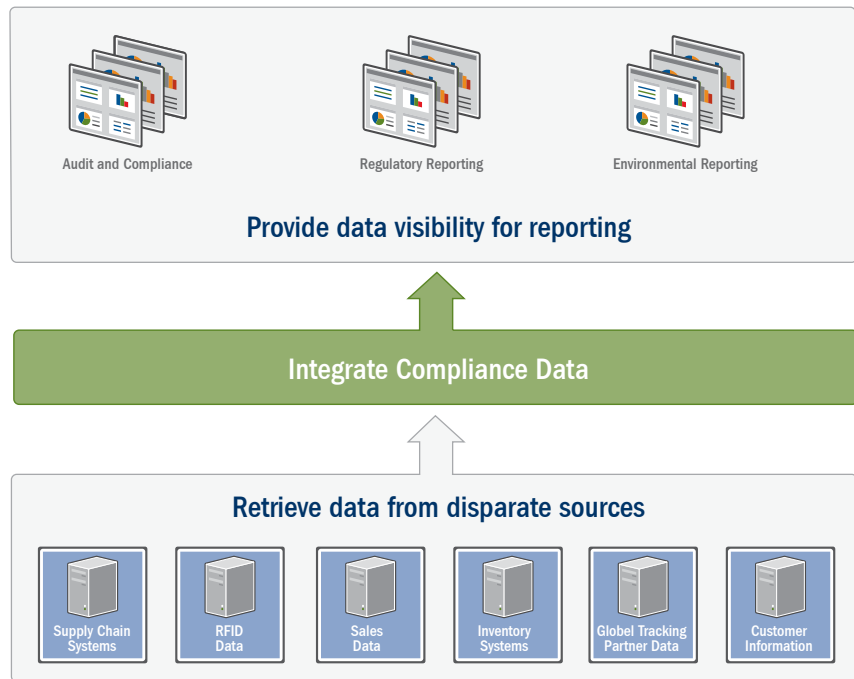
### Informatica Delivers Comprehensive Data When and Where You Need It

Manufacturers are rich in information—the question is whether they can realize the full business potential of their enterprise data. In many cases, IT must cleanse and integrate data that come in multiple formats, with multiple data definitions and varying degrees of data quality. Informatica offers manufacturers a complete set of solutions to align and integrate data across all systems and applications, as well as the ability to improve the accuracy and integrity of all information assets.

### Making Data Flexible, Reusable, and Productive

In a rapidly changing and highly competitive environment, manufacturing companies must be flexible and react quickly to change. The IT divisions are under constant pressure to deliver new projects and capabilities faster. However, the complexity and difficulty of these IT tasks can increase exponentially, especially as manufacturers act globally and share data both within and outside of the enterprise. To reduce complexity and increase productivity, organizations need a flexible solution that allows them to access, reconcile and transform data into a strategic, reusable asset.

To meet this need, Informatica provides a single, unified enterprise data integration platform designed to deliver data integration services that enable organizations to realize the full business value of their enterprise data assets. As part of a service-oriented architecture Informatica enables organizations to leverage data services to access, discover, cleanse and integrate data, wherever and in



#### Regulatory Compliance

Manufacturers are faced with increased government oversight and adherence to numerous regulations. To ensure regulatory compliance, manufacturers must retrieve, compile and integrate data from multiple sources, supplying key users and regulators with accurate, auditable, up-to-date information on their business.

whatever form it resides, to ensure that the organization receives data that is consistent, accurate and timely. Offering unparalleled ease of use, Informatica can decouple data from underlying applications, promoting reuse and flexibility, while ensuring the consistency, accuracy and overall quality of the data. This in turn reduces time to results and enables manufacturers to deliver on a broad range of business imperatives or IT initiatives.

#### Complete, Accurate, and Timely Access to Data

For manufacturers to effectively manage the business, data is critical. But they can't realize the full value of their enterprise data unless they can effectively integrate and move it between different systems, and deliver accurate, reliable data where and how the business demands it.

Informatica allows companies of all sizes to access, discover, cleanse and integrate virtually any and all data—including structured, unstructured and semi-structured data;

relational, mainframe, file and standards-based data; and message queues—and deliver that data throughout the enterprise at any speed. By providing the broadest access to, and the most flexible delivery of, all enterprise data, Informatica provides the business with the holistic information it needs, when it's needed and how it's needed—including batch, real-time, and on-the-fly—for improving business operations and driving better business decisions.

To further increase the value of data, Informatica software delivers the data at the right time, in the right format, to any other consuming application or system or to end users who can readily access the data in the form of reports, dashboards and alerts.

## Comprehensive, Reliable Data with a Clear Audit Trail

When you know the source of your data, you have faith in that data. But with data becoming increasingly fragmented due to the proliferation of applications and systems, the quality of data becomes an issue, especially as organizations continuously generate increasing volumes of data. Users need to be able to trust the quality of their data, so they can be confident that the business decisions, IT initiatives, or reporting underway are based upon data that is complete, consistent and accurate.

Informatica has the most comprehensive data quality solution available on the market, designed to put the control of data quality processes in the hands of business. By providing a complete process for measuring, monitoring, tracking and improving data quality at multiple points across the organization over time, Informatica empowers business information owners to implement and manage effective and lasting data quality processes across the entire enterprise. With Informatica data quality solutions, companies can profile multiple data sources; cleanse, enrich and validate all enterprise data; monitor and scorecard data quality over time and against targets; and control and manage ongoing data quality across the enterprise.

In addition to Informatica's powerful data quality capabilities, Informatica's metadata-driven architecture documents the lineage of the data as it is accessed, altered, or moved, providing an audit trail and ensuring end-to-end data integrity throughout the life cycle. By delivering valid data, capturing data definitions and documenting relationships, Informatica offers manufacturers a strong foundation for making smart business decisions, improving customer relationships and ensuring superior auditing and reporting capabilities for regulatory compliance.

## Informatica: The Manufacturing Industry's Most Trusted Source for Data Integration

Informatica works with top manufacturers around the world to accelerate time to results for their data integration initiatives, delivering high quality, holistic information with the broadest data access available on the market. With Informatica, organizations can access and integrate data from virtually any business system, in any format, and deliver that data throughout the enterprise at any speed. Informatica's robust partner ecosystem includes leading technology and consulting firms that can deliver solutions specific to the needs of the manufacturing industry.

## ABOUT INFORMATICA

Informatica Corporation is a leading provider of enterprise data integration software and services. With Informatica, companies can gain greater business value by integrating all their information assets from across the enterprise. More than 2,700 companies worldwide rely on Informatica to reduce the cost and expedite the time to address data integration needs of any complexity and scale.

**INFORMATICA**  
The Data Integration Company™

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## SEAGATE TECHNOLOGY

With more than 44,000 employees in seven countries in North America, Asia, and Europe, Seagate Technology recognized an opportunity to reduce costs and improve productivity by consolidating its sprawling and diverse HR data management infrastructure. Seagate, which sells more than \$7.6 billion in hard disk drives each year, selected Informatica PowerCenter as the foundation for dual HR systems that would replace a patchwork of 100 custom-coded integration touch points with a single HR data hub and a dashboard-driven analytics platform to enable managers to track, analyze and optimize HR processes. PowerCenter consolidates multilingual global information into a single view that has enabled Seagate to realize substantial ROI from HR data management — an area frequently overlooked in many industries. The HR data hub efficiently distributes HR information to more than 100 downstream applications and has helped Seagate:

- Save \$1.2 million in development and maintenance
- Realize \$3.5 million ROI in cost savings and avoidance
- Improve employee retention, productivity and satisfaction