



Informatica PowerExchange

Access and Deliver All Enterprise Data



POWEREXCHANGE BENEFITS

- Free up IT resources for strategic projects by eliminating costly and time-consuming hand coding and reducing administrative effort
- Lower the cost of information delivery with universal data access
- Support real-time operations and up-to-the-minute decision making with patented change data capture technology
- Speed operations with scalable, high-performance data extraction and loading capabilities

The Key That Unlocks Your Data

Your IT team is handling more data, in more formats, from more partners and systems than ever before. This enterprise data is housed in dozens of different locations. Finding the skills to access it all is a real challenge.

Quick, Easy, and Cost-Effective Data Access and Delivery

Informatica® PowerExchange® is a family of data access products that enables your IT organization to access all sources of enterprise data without having to develop custom data access programs. No hand coding required!

PowerExchange helps you access, load, and deliver data as part of the Extract-Transform-Load (ETL) process to simplify the development and deployment of smaller departmental data marts and data warehouses as an incremental approach toward enterprise data warehousing.

Key features of PowerExchange include:

- **Secure, codeless data access** to all major applications, enterprise database systems and data warehousing environments; mainframe and midrange systems; message-oriented middleware; and industry-wide technology standards; social media networks, and as Hadoop
- **A purpose-built graphical interface** to access native datatypes and special features and capabilities of each environment, minimizing errors
- **Full integration with the Informatica Platform** to enable enterprise data integration and data quality initiatives

By being able to access mission-critical operational data wherever it may be stored and deliver it wherever and whenever it's needed, your IT organization can maximize its limited resources and dramatically reduce the cost of delivering data.

“As an outsourcing service provider, EVERTEC has unique demands for data integration technology that meets both tactical and strategic objectives. Informatica PowerExchange and PowerCenter ... can handle millions of batch and real-time updates each day, while giving us a trusted platform that we can leverage across other customers and business opportunities.”

Miguel Mercado Morales
Senior Vice President
EVERTEC

PowerExchange in Action: Thames Water Utilities Ltd.



Thames Water Utilities Ltd. supplies water and wastewater services to 13 million customers in London and Thames Valley and maintains water management and supply contracts across England, Scotland, and Wales. The company needed to upgrade its physical infrastructure, most of which dated back to the Victorian era. But with a limited budget, it needed to carefully select which water mains, sewage pipes, pumps, and treatment plants needed to be replaced and how.

Data Access is Key to a Comprehensive View

How did Thames Water decide which projects would yield the highest return at the lowest cost? The company needed a comprehensive view of all its infrastructure assets.

“Historically, asset management relied on a mixture of maps, people’s knowledge, and a host of independent legacy systems,” said Business Support Programme Manager Jim Weir. “Some were paper maintenance records going back 40 or more years. Others were in Excel documents. Others were in databases. We needed a system that could pull together all that information and present it in a way to help inform our decision making and ensure we set the right priorities.”

PowerExchange Unlocks Data

Thames Water relied on Informatica PowerExchange to access data from a variety of operational databases and flat files to create a data warehouse to house information about all its operational assets. The data warehouse enables the company to have a holistic view of information, which it uses to make more strategic decisions about which assets need to be refurbished or replaced.

The data warehouse was so successful that Thames Water expanded its use to include not just operational asset data, but customer data, government statistics, local development plans, local performance and usage, and supplier and partner information. With PowerExchange, the company can access all these data sources and deliver them to the data warehouse.

“Around 70 per cent of the cost of any ETL-based data integration comes from the extraction phase—coding the data, writing the migration routines, and checking the results before loading it into the data mart. Informatica PowerCenter and Informatica PowerExchange allow us to cut down that part of the cost by more than half, and by sharing the resource across the group the return on investment calculation will keep on improving with every extraction we conduct!”

— Jim Weir,
Business Support
Programme Manager,
Thames Water Utilities Ltd.



POWEREXCHANGE SOURCES AND TARGETS

PowerExchange for Enterprise Applications provides access to all major enterprise and packaged applications, whether they are on-premise, outsourced, or hosted software as a service applications.

PowerExchange for Databases and Data Warehouses provides access to all major enterprise database systems and data warehousing environments.

PowerExchange for Mainframes provides access to enterprise data housed on z/OS and z/Linux in popular relational and pre-relational systems.

PowerExchange for Midrange Systems provides access to enterprise data stored on i, i5/OS, and OS/400 systems.

PowerExchange for Messaging Systems provides access to the message-oriented middleware used in many high-performance, event-driven, and enterprise application integration architectures.

PowerExchange for Technology Standards provides access to data via industry-wide technology standards, such as email, LDAP, and Web services.

PowerExchange for Hadoop provides native, high-performance connectivity to the processing power of Hadoop Distributed File System (HDFS).

PowerExchange for Social Media provides access to data from such popular social media networks as Facebook, Twitter, and LinkedIn.

Key Features of Informatica PowerExchange

Universal Data Access to Reduce Costs

Most IT organizations need to access data scattered across databases, enterprise applications, and Web services. This data is stored on systems as diverse as mainframes, midrange machines, commodity servers, and desktop environments. With PowerExchange, you can access a broad range of complex formats without having to rely on scarce and costly programming skills. You get secure, codeless data access to:

- Major enterprise applications, whether on-premise, outsourced, or 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
- Hadoop
- Social media networks

Accessing data is as simple as pointing to it on a menu. No hand coding or scripting is required, which dramatically decreases the cost of accessing and delivering data.

Flexible Data Access to Manage Change

Is your IT organization creating Web services in a service-oriented architecture (SOA), or implementing event-driven integration? Do you need to synchronize multiple data sources or deliver data in real time?

PowerExchange supports your current and future data integration requirements. Point-and-click productivity means your IT organization can adapt to new technologies without extensive training. The same skills apply across all products in the PowerExchange family. And PowerExchange scales from batch access to real-time data integration on multiple platforms, so your IT organization can choose the technology it prefers and evolve gradually on your own timetable. Because each PowerExchange product automatically captures relevant metadata and shares it with the rest of the Informatica Platform, proposed changes can be assessed and developed rapidly and implemented with confidence. This helps your IT organization satisfy even the most stringent data governance policies.

Right-Time Data Access to Enhance Agility

Are your batch windows growing smaller? Do you need access to fresher data? As your business needs evolve, PowerExchange's patented change data capture (CDC) technology can help your IT team provide more accurate information to the business more quickly, so it can rapidly respond to changing business needs.

The PowerExchange Change Data Capture Option™ captures database updates as they occur and delivers them to multiple targets, on any schedule you choose, without intermediate queues or staging tables.

By allowing only authorized change data capture on source systems, the PowerExchange CDC Option helps your IT organization run operations smoothly and continuously at peak capacity all day, without stressing the underlying data stores. This functionality is critical for operational data integration, master data management, or anywhere up-to-the-minute data is needed. Using the Informatica Platform, you can continuously cleanse and transform the updates captured by the PowerExchange CDC Option to fuel business processes that demand real-time data.

Access Dozens of Data Sources and Targets

With Informatica PowerExchange, you can access dozens of different data sources and targets through a set of easy-to-use tools. PowerExchange automatically optimizes data access for each source and target, ensuring top performance of these sources and targets without in-depth technical expertise. PowerExchange data access skills readily transfer as business needs change, helping your IT organization operate more efficiently, better manage costs, and respond quickly to business needs.

Sources and Targets Supported by PowerExchange		
Enterprise Applications, Software as a Service (SaaS)	<ul style="list-style-type: none"> JD Edwards EnterpriseOne JD Edwards World Lotus Notes Microsoft Dynamics CRM Oracle E-Business Suite PeopleSoft Enterprise 	<ul style="list-style-type: none"> Salesforce (salesforce.com) • SAP NetWeaver • SAP NetWeaver BI • SAS Siebel
Databases and Data Warehouses	<ul style="list-style-type: none"> Adabas for UNIX, Windows C-ISAM DB2 for Linux, UNIX, Window • Essbase Greenplum Informix Dynamic Server JDBC Neoview 	<ul style="list-style-type: none"> Netezza Performance Server ODBC Oracle • SQL Server • Sybase ASE Sybase IQ Teradata
Messaging Systems	<ul style="list-style-type: none"> JMS • MSMQ • TIBCO • 	<ul style="list-style-type: none"> webMethods Broker • WebSphere MQ •
Technology Standards	<ul style="list-style-type: none"> Email (POP, IMAP) HTTP(S) • LDAP • 	<ul style="list-style-type: none"> Web services • XML
Mainframes (z/OS and z/Linux)	<ul style="list-style-type: none"> Adabas for z/OS • Binary flat files C-ISAM Datacom • DB2 for z/Linux • DB2 for z/OS • 	<ul style="list-style-type: none"> IDMS • IMS • IMS DB • Oracle for z/Linux • Teradata VSAM • WebSphere MQ for z/Linux •
Midrange (i5/OS)	<ul style="list-style-type: none"> Binary flat files 	<ul style="list-style-type: none"> DB2 for i5/OS •
Hadoop	<ul style="list-style-type: none"> Hadoop 	
Social Media Data	<ul style="list-style-type: none"> Facebook Twitter 	<ul style="list-style-type: none"> Linkedin
<ul style="list-style-type: none"> • Supported by the PowerExchange Change Data Capture Option • Accessible when using PowerCenter Real Time Edition 		



Accessing and Delivering Your Data in Two Easy Steps

With PowerExchange, accessing and delivering a range of complex data formats is as easy as pointing to it on a menu. No hand coding required!

Step 1: Select Your Data Source or Target

PowerExchange data sources are listed on a pull-down menu that automatically refreshes as new data sources become available.

PowerExchange's point-and-click interface prevents common errors and increases your productivity. You can reduce training costs because the same interface is used to access data stored on mainframes, managed by enterprise applications, passed on message queues, exposed as Web services, or even captured in real time with the PowerExchange CDC Option.

Step 2: Select the Data You Need

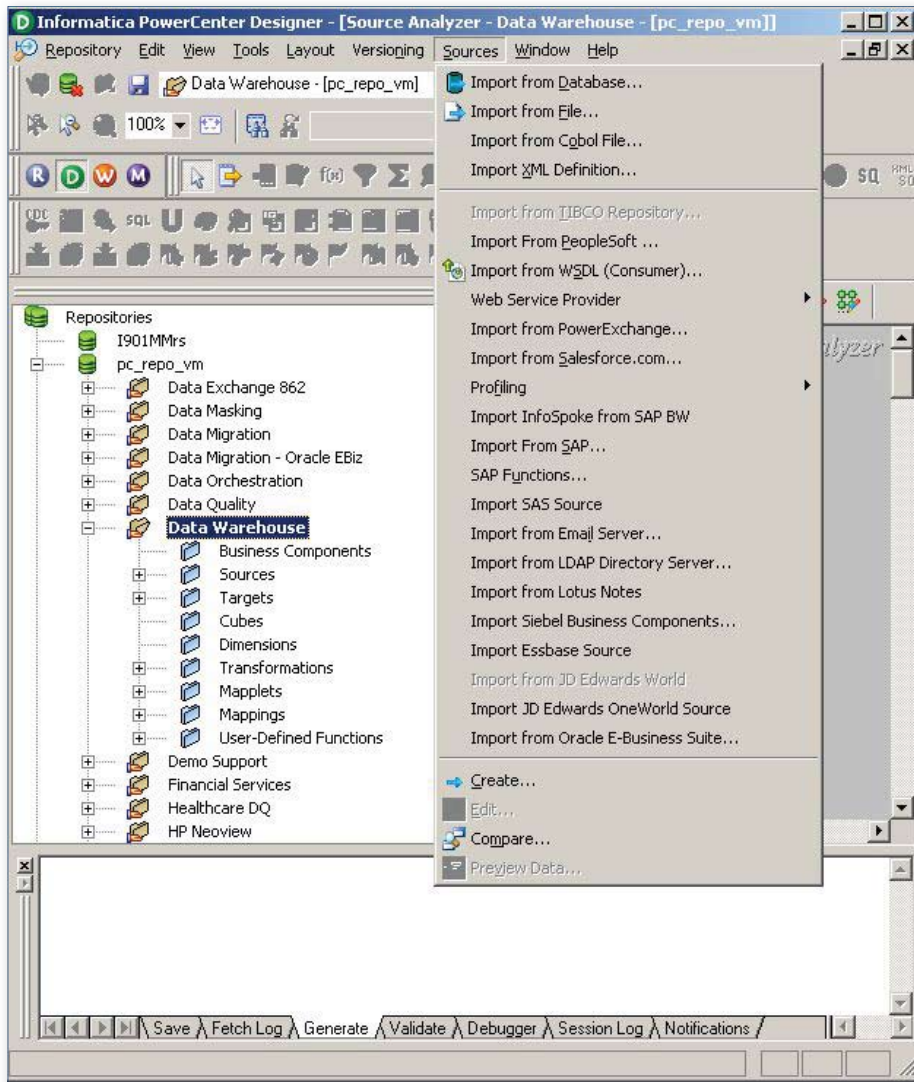
PowerExchange is optimized for each source and target in several ways that are designed to speed development and reduce errors. By preserving the semantic dependencies in the underlying system, PowerExchange displays metadata in ways that are easily understood by a business user.

For example, built-in, flexible object filtering helps you find the particular piece of data you need faster—even though you might not be certain of its name.

PowerExchange does what hand-coded data extraction programs cannot possibly do. PowerExchange automatically captures all appropriate metadata to guide its source-specific data conversion and access and shares the metadata with other Informatica products to support change analysis and data governance.

“At SEI we are under constant pressure to deliver higher quality information to our business users. Our data integration requirements have moved well beyond traditional data warehousing to include real-time operational data integration. PowerExchange lets us access updates the instant they happen, and the Informatica infrastructure scales effectively to support everything from high-volume batch to low-latency, real-time processing of complex data. By integrating our analytic and operational data stores in real time, PowerExchange gives us a dramatic strategic advantage.”

— Jim McBride
Development Manager for the Global Wealth Platform
SEI



“Native access to our mainframe Adabas data sources has enabled us to roll out eight data marts in just four years to our analysts, and cut the time our developers used to spend on custom coding by as much as one-half.”

— Chris Kemp
 Manager
 Data Management Services
 Washington State Department of
 Transportation

All data sources regardless of type (e.g., SAP, mainframe, Oracle E-Business Suite) use the same interface so that all the complexities of access to these sources are hidden to the user, saving time and money.



Informatica PowerExchange Benefits

Reduce Business Risk

With PowerExchange, you can prevent unauthorized access to sensitive data by accessing data directly, instead of extracting files and transferring them to less-secure environments. You preserve the value of data assets by preventing common programming errors. PowerExchange's robust metadata-driven data lineage capabilities enable you to support your company's governance, risk management, and compliance efforts.

Enhance Business and IT Agility

By easily expanding the range of data sources accessed, PowerExchange enables your business to accommodate new regulations and compliance requirements. The software provides metadata lineage strong enough to satisfy the most stringent data governance policies. With patented change data capture capabilities and seamless integration with the entire Informatica Platform, PowerExchange supports real-time operations and up-to-the-minute decision making based on timely, trusted data.

Leveraging PowerExchange's scalable, high-performance extraction and loading capabilities, your IT organization can speed operations and respond more effectively to the needs of the business. Because PowerExchange scales to support service-oriented and event-driven architectures on multiple platforms, your IT organization can choose the technology it prefers and evolve gradually as conditions change. You can maximize your return on investment by supporting rapid access to standards-based sources and targets. You can also maximize IT staff flexibility because common PowerExchange skills transfer across all sources and targets with little or no training.

Lower Development Costs

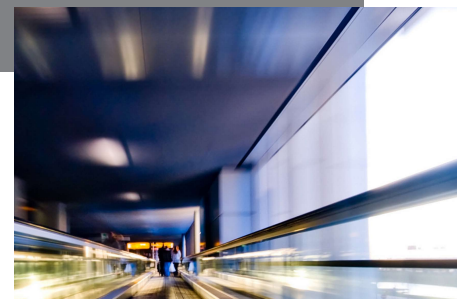
With PowerExchange, data can be pushed to data marts and warehouses, pulled from real-time message queues, or exposed as data services, and delivered wherever it's needed. With an easy-to-use graphical interface, you can speed development and deployment and lower the cost of information delivery. Point-and-click development methods reduce errors. Eliminating costly and time-consuming hand coding and reducing administrative efforts, PowerExchange frees up scarce IT resources for strategic projects. You can support rapid impact assessment and deployment as changes arise, powered by automated metadata capture.

Learn More

Learn more Informatica PowerExchange and the entire Informatica Platform. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit 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 4,200 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise, off premise, and in the cloud.



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